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Advertising Age®

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Top 100 put record $10.3 billion in ads

P&G holds onto No. 1 spot, while retailers go national in big way

BY KATHRYN SEDERBERG

CHICAGO—Retail advertising is no longer local. It's moved onto the national scene in a big way.

That's the story told by the ad spending figures of the 100 largest U.S. advertisers in 1978, a year that saw their total national advertising investment surge to $10.3 billion, up 17% over the 1977 total.

Procter & Gamble, the perennial leader, topped the list with $554,000,000 in total measured and unmeasured advertising.

But following closely behind was giant retailer Sears, Roebuck & Co. (No. 2, with $417,935,000 in national advertising). If local advertising were included in the tabulations, Sears would be far and away the leader, with a total ad investment of $725,000,000.

Sears' move into the No. 2 spot—it was No. 4 in 1977—was fueled by an advertising increase of 14%. K mart, which appeared on the list for the first time last year, held onto fifth place with an ad investment of $250,000,000, up 20%.

Other retailers on the list of top national advertisers are J. C. Penney Co., No. 27 with ad spending of $125,000,000, and Mobil Corp., No. 15 at $163,000,000, a large portion of which goes to support subsidiary Montgomery Ward.

▪ Despite fears of a looming recession, 1978 appeared to be a good year for the 100 leaders. Virtually everyone (98) reported a sales increase (only 93 gained in 1977), although for some, the increase barely kept up with inflation. Earnings increases were reported by 86, compared with 76 the previous year.

Advertising was hiked by 87 companies, while three others held ad spending more or less even. This tops the 82 who increased advertising in 1977, but does not match the 96 who boosted ad spending the previous year.

▪ Leader P&G, which held ad spending virtually constant in 1977, hiked its investment by some 20% in 1978, paced by a heavy commitment to new products—six went national in 1978 and early 1979, and nine went into test or expanded distribution.

Among the heavily supported established products were Folger's coffee (all forms), $31,351,800 in measured media; Crest toothpaste, $23,055,700; Pampers, $18,636,000; Downy fabric softener, $17,519,100; Tide, $16,475,400, and Cheer, $14,974,000.

General Foods held onto its No. 3 position with an estimated ad outlay of $340,000,000, while General Motors Corp. slipped to No. 4 with $266,300,000; it had been second the previous year.

Philip Morris moved up two places to sixth, with an ad investment of $236,800,000, fueled by expenditures not only for its tobacco products, but also for subsidiaries Miller Brewing and Seven-Up.

(Continued on Page 160)

Introducing a diaper that helps stop leaking.
New Kleenex Huggies.
Huggies
Kleenex
Huggies

Kimberly-Clark's Kleenex Huggies, available in 40% of the U.S., are locked in competition with P&G's Luvs.

100 leading national advertisers (TOTAL AD DOLLARS IN MILLIONS: 1978)

1	Procter & Gamble	$554.0
2	Sears, Roebuck & Co.	417.9
3	General Foods	340.0
4	General Motors Corp.	266.3
5	K mart	250.0
6	Philip Morris Inc.	236.8
7	Warner-Lambert Co.	211.0
8	Ford Motor Co.	210.0
9	Bristol-Myers Co.	192.8
10	Chrysler Corp.	188.9
11	American Home Products Corp.	183.0
12	R. J. Reynolds Industries	182.6
13	American Telephone & Telegraph Co.	172.8
14	General Mills	170.0
15	Mobil Corp.	163.0
16	PepsiCo Inc.	156.0
17	Beatrice Foods Co.	150.4
18	Unilever	145.0
19	Norton Simon Inc.	144.6
20	Esmark Inc.	141.4
21	RCA Corp.	140.0
22	Coca-Cola Co.	138.8
23	McDonald's Corp.	136.8
24	Johnson & Johnson	134.0
25	U. S. Government	128.5
26	Gulf + Western	126.8
27	J. C. Penney Co.	125.0
28	International Telephone & Telegraph Corp.	122.7
29	Colgate-Palmolive Co.	122.5
30	CBS Inc.	122.3
31	General Electric	121.3
32	Seagram Co.	120.0
33	Heublein Inc.	$118.0
34	Anheuser-Busch	116.6
35	American Cyanamid	115.0
36	Kraft Inc.	114.2
37	Richardson-Merrell	105.0
38	Pillsbury Co.	104.0
39	Gillette Co.	99.0
40	Revlon Inc.	92.0
41	Consolidated Foods Corp.	91.5
42	SmithKline Corp.	91.2
43	Ralston Purina Co.	91.0
44	Nabisco Inc.	90.9
45	Eastman Kodak Co.	86.1
46	Chesebrough-Pond's	84.7
47	B.A.T. Industries	82.4
48	Kellogg Co.	79.6
49	Loews Corp.	78.9
50	Sterling Drug	78.0
51	Nestle Enterprises	77.9
52	American Brands	77.3
53	Time Inc.	76.3
54	H. J. Heinz Co.	74.1
55	DuPont	70.0
56	Quaker Oats Co.	69.3
57	Liggett Group	68.9
58	Schering-Plough	68.0
59	CPC International	65.9
60	Toyota Motor Sales USA	64.6
61	Avon Products	63.8
62	Miles Laboratories	62.3
63	American Express Co.	62.0
64	Nissan Motor Co.	61.5
65	MCA Inc.	61.0
66	Mars Inc.	60.2
67	Jos. Schlitz Brewing Co.	58.2
68	Volkswagen of America	57.0
69	Campbell Soup Co.	56.4
70	Polaroid Corp.	52.8
71	Union Carbide Corp.	51.1
72	UAL Inc.	50.6
73	Squibb Corp.	50.0
73	Borden Inc.	50.0
75	Warner Communications	47.7
76	Greyhound Corp.	45.7
77	S. C. Johnson & Son	43.9
78	American Motors Corp.	43.4
79	North American Philips Corp.	42.1
80	Pfizer Inc.	38.4
81	Kimberly-Clark Corp.	38.1
82	Exxon Corp.	38.0
83	Mattel Inc.	37.9
84	Wm. Wrigley Jr. Co.	37.8
85	Trans World Corp.	37.5
86	MortonNorwich	36.2
87	ABC Inc.	35.9
88	Brown-Forman	35.0
88	American Honda Motor Co.	35.0
90	Noxell Corp.	34.9
91	Eastern Airlines	34.8
92	Clorox Co.	34.6
93	Standard Brands	34.2
94	Scott Paper Co.	33.3
95	A. H. Robins Co.	32.9
96	Alberto-Culver	32.4
97	American Airlines	29.0
98	Delta Air Lines	28.9
99	Carnation Co.	28.5
100	Beecham Group	27.7

Advertising and marketing reports on 100 leading national advertisers

Presented here is ADVERTISING AGE'S unique annual collection of facts about the marketing operations of the nation's advertising giants—what they spend on advertising, how they're doing in sales and profits, how their leading product lines and brands rank nationally, what share of the market they hold—and many other vital details. The profiles include listings of each company's marketing executives, the agency lineup and a rundown of account personnel serving the various product lines. Much of the material has never been published before, including estimates of total advertising and promotion expenditures for the 100 advertisers covered, and sales figures for privately owned companies.

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ABC Inc.

	1978	1977
Sales	$1,783,985,000	$1,535,667,000
Earnings ...	135,575,000	109,795,000
Advertising	35,854,400	26,800,000

ABC Inc., New York, boosted its 1978 advertising budget 33%, or $9,354,400, to an estimated $35,854,400 and in the process became the 87th largest national advertiser.

In its 10-K report, ABC said it spent $48,777,000 on advertising in 1978. However, amounts reported in 10-K's usually include a number of items not considered advertising or promotion by AA.

The biggest corporate advertising and promotion spender was the tv network which had $10,160,900 in measured media alone. The lion's share of that amount went into magazines, $9,786,800, with network radio and outdoor also getting some network ad dollars.

ABC Radio Stations and the ABC radio network placed more than $4,000,000 in measured media while ABC made-for-tv-movies were backed with $2,265,500, primarily in magazines.

- Other subsidiaries and their measured ad expenditures are: ABC Leisure Attractions (Silver Springs and Weeki Wachee Florida resorts), $485,000 and Word Books, Records and Book Club, $125,000.

In its 26th year of business, ABC Inc. posted a revenue gain of 16% with earnings up 19%. Broadcasting accounted for 87% of corporate revenues in 1978 compared to 83% in 1977.

The ABC tv network was the largest single source of these gains as its prime time and day time program schedules continued to attract the highest number of tv viewers and the corresponding placement of advertiser dollars.

ABC's publishing units also did well, as did the leisure attractions. But after several years of large operating losses, the company finally wrapped up the sale of ABC Records to MCA Records. MCA reportedly paid about $18,000,000 for the problem-plagued unit which has few big name recording stars but has depth in country & western.

ABC also sold off its Historic Towne of Smithville tourist attraction. At the same time, it announced that it will get back into the production of theatrical movies. In addition, the corporation has formed an ABC Video Enterprises division to develop and market programing for the emerging new communication forms like cable, pay cable and videodisc.

- Moreover, the conglomerate's thrust into the publishing business took another major step forward when ABC announced early in 1979 that it had agreed to acquire Chilton Co., a Pennsylvania-based book publishing, magazine and printing company.

ABC Publishing already owns ABC Leisure Magazines, Farm Progress Publications, NILS Publishing, religious publisher Word Inc., *Los Angeles*, Miller Publishing, Hitchcock Publishing and another early 1979 acquisition, R.L. White Co.

In television, ABC continued its prime time Nielsen ratings dominance this year and overhauled CBS to become the leader in daytime tv. It continues to be the dominant network in sports broadcasting.

Meanwhile its early morning program, "Good Morning America," has continued to eat away at its "Today" rival while ABC News' "World News Tonight," has begun paying viewer dividends after a complete overhaul and format restructuring.

The first network to introduce long form programing with the likes of "QB VII," "Washington: Behind Closed Doors" and the highest rated tv show ever, "Roots," ABC brought "Roots: The Next Generations" out in February of 1979 and promptly made it the second most popular program in tv history. Millions of dollars in advertising and promotion backed the series, but it was money well spent as ABC earned about $120,000 per 30-second commercial.

- Nielsen ratings had the series averaging a 30.1 rating and 45 share for the multiparter. The February sweep period was also notable for the network battle of Feb. 11, a night observers have called the most expensive night in television history.

With its made-for-tv movie "Elvis," a tribute to the late king of rock and roll, ABC beat CBS-TV's airing of "Gone With The Wind" and NBC-TV's counter of "One Flew Over the Cuckoo's Nest."

Prime time triumphs like these combined with ABC's regular series fare to give the network another first for the 1978-79 season.

ABC's 21.1 rating for the 31-week season was 2.5 points ahead of CBS and 4.1 points over NBC. Longtime network standard bearers like "Laverne & Shirley," "Three's Company," "Happy Days" and "Charlie's Angels" were joined in the top ten by the season's smash, "Mork and Mindy." Other newcomers like "Angie" and "Taxi" further strengthened ABC's No. 1 network ranking.

- As a result of its prime time preeminence, ABC stands to collect about 40% of the approximate $1.6 billion advertisers are spending for upfront buys in the 1978-79 season. The ABC fall schedule includes six hours of new programing, all nicely placed in and around current hits. One show, "Benson," is widely seen as one of the few authentic hits that will emerge from the new season.

Meanwhile, Frederick Pierce, president of ABC Television, was named exec vp, ABC Inc., earlier in 1979. The move puts him third in the company hierarchy behind chairman Leonard Goldenson and president Elton Rule.

- Besides ABC-TV's notable prime time, sports and other daypart triumphs, last year was also significant for a string of tv station affiliates the No. 1 network snatched away from its rivals.

In most cases, ABC replaced a weak uhf signal station with a strong vhf signal. Moreover, the stations ABC added to its stable of affiliates had strong local news operations, providing better lead-ins for "World News Tonight."

A year after its introduction, the network news program has managed to beat NBC on several occasions, but it remains in third place, though now a challenger.

The "World News Tonight" ad account was originally handled by Case & McGrath, but conflicts led to a parting of the ways, with McCaffrey & McCall, the tv network's agency, adding the news account, worth over $2,000,000.

- Elsewhere in the corporation, ABC moved to create two new units, ABC Motion Pictures and ABC Video Enterprises. Both are designed to enlarge the company's role as a software supplier for all of the new entertainment technologies.

Brandon Stoddard, formerly the ABC exec responsible for its long form programing, was picked to head the motion pictures division. It will produce and distribute theatrical movies that can be peddled to a variety of mediums.

The newest unit is ABC Video Enterprises, with former ABC sports exec Herbert Granath on hand to direct ABC's entry as a programing supplier for emerging new video forms.

Although 1978 was a year of continued growth for the radio industry as a whole and for all of ABC's radio units in particular, it was not a year without turmoil in the radio division.

- The radio network's four-network service completed its 11th year with an affiliate lineup of 1,596 stations. Revenues were higher, but profits were a shade behind the levels attained in 1977. Although ABC still says that its owned am and fm stations are the most listened to group in the U.S., there were a number of problems in both units this past year.

Moreover, well over 50 upper level jobs have changed hands

Advertising Age

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ABP

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within ABC Radio starting from the top where long time ABC Radio president Hal Neal was replaced by Ben Hoberman, out of KABC, Los Angeles. Under Mr. Hoberman's direction, KABC attained a solid grip on first place in the nation's largest radio market.

In 1978, security analysts estimate that ABC-owned tv stations accounted for 19% of ABC's $1.5 billion in broadcast revenues and nearly 40% of the broadcast group's pretax profits. Moreover, the profit margin for ABC stations is about 27% compared to the tv network's profit margin of about 16%.

- Ad sales for the stations were bolstered by ABC's prime time and daytime ratings as well as the stations' leadership role in local news.

ABC's latest acquisition is the San Diego based Travel Network, a two-year-old franchise organization of 140 travel agencies. ABC's long-term goal, in addition to being "the One" in the travel agency business, is to expand the operation to 2,500 franchises nationally.

Reportedly ABC paid $5,000,000 for the travel agency business, whose first serious advertising campaign is in the works at Ed Libov Associates, New York and Los Angeles offices. The Libov Agency takes on only heavy broadcast users; its media breakdown is 95% tv, 5% radio.

In entering the booming travel field, ABC plans to use other ABC owned resources like Silver Springs and Weeki Wachee as part of tour packages, even tying in with ABC sporting events.

Statistical Guide

Advertising as % of sales **8**
Media expenditures breakdown **10**
100 Leaders' share of national media **70-71**
Top 25 advertisers:
  In newspapers **40**
  In magazines **52**
  In spot radio **54**
  In spot tv **62**
  In network tv **62**
  In network radio **68**
  In outdoor **75**
  In farm papers **80**

ADVERTISING EXPENDITURES

	1978	1977
Newspapers	$10,167,500	$5,706,400
Magazines	12,819,400	10,340,500
Spot tv	4,200,900	4,665,400
Spot radio	552,300	52,000
Network radio	372,200	117,200
Outdoor	422,000	351,100
Total measured ..	28,534,300	21,232,600
Unmeasured	7,320,100	5,567,400
Estimated total ...	35,854,400	26,800,000

MARKETING PERSONNEL

ABC-TV Network

Jake Keever, vp-sales
Warren Boorom, vp-genl sales mgr
Robert Silberberg, vp-natl sales mgr
John Lazarus, vp-sports sales director
John Tiedemann Jr., vp-daytime sales
Robert Cagliero, vp-early morning sales
Marvin Goldsmith, vp-prime time sales proposals
William Breen, vp-news sales
Symon Cowles, vp-creative services
John Curry Jr., vp-adv
Pete Barrett, director of adv services
Jerome Zucker, vp-promo and sales devel
Joel Cohen, vp-special projects
Anthony Rocco, vp-business devel
Charles Allen, vp-sales administration

ABC Sports

Peter Dimmock, vp-worldwide mktg & syndication

ABC-Owned TV Stations Division

Roy-Polevoy, vp-creative services

ABC-TV Spot Sales

Georgia Breza, director of planning & administration

ABC Radio Division

Robert Cambridge, director of mktg
Linda Goodman, director of sales devel

ABC Radio Network

Louis Severine, vp-sales
Arthur Sulzburgh, vp-natl sales mgr
Leo Collins, director, mktg services
Sam Patterson, adv & promo mgr

ADVERTISING AGENCIES

McCaffrey & McCall, New York—ABC-TV Network, ABC News, Bill Bolster, vp-acct super, Radford Stone, mgmt super.

Grey Advertising, New York—ABC movies, Don Foley, acct super.

George Rodman Inc., New York—ABC Radio Network, George Rodman, acct super.

W. Zemp Inc., St. Petersburg, Fla.—ABC Leisure Attractions, Per Andesen, acct super

Alberto-Culver Co.

	1978	1977
Sales	$172,537,684	$152,116,777
Earnings ...	3,008,000	2,043,000
Advertising	32,391,372	29,231,020

Alberto-Culver Co., Melrose Park, Ill., the 96th largest national advertiser, reported advertising and promotion expenditures of $39,391,372 in 1978 and rejoined the top 100 U.S. advertisers for the first time since 1974, when it was the nation's 57th largest advertiser with advertising and promotion expenditures of $40,000,000.

According to measured media figures compiled by Leading National Advertisers, Alberto's advertising resurgence was lead by Alberto VO5 hair spray (up to $5,500,000 from $4,500,000); Alberto VO5 Hot Oil Treatment (up to $3,800,000 from $1,700,000); Beyond preshampoo conditioner (up to $3,700,000 from $700,000), Alberto VO5 conditioning hair dressing (up to $2,100,000 from $1,500,000); SugarTwin low-calorie sugar substitute (up to $1,700,000 from $700,000), and FDS feminine deodorant spray mist (up to $1,100,000 from $552,000).

Among its leading brands, only Alberto Light & Fresh Balsam rinse/conditioner (down to $2,400,000 from $2,900,000) and Static Guard for apparel (down to $1,700,000 from $2,100,000) showed declines.

Alberto's advertising continued to appear almost entirely on spot and network television.

The rise in advertising was reflected in the company's operating results which featured a 13% increase in sales and a 47% increase in net earnings over the previous year. The company's strong showing has continued into 1979, with net sales through June 30 up 9% over the same period last year and net earnings up 21%.

Alberto-Culver's bottom line will be further enhanced by a $4,250,000 out-of-court settlement of a lawsuit the company had filed in 1974 against Gillette and J. Walter Thompson Co. The suit sought compensation for lost profits and punitive damages caused by a commercial for Gillette's Tame that ran for seven months in 1974.

Alberto maintained that the ad disparaged Alberto Balsam creme rinse/conditioner and ultimately destroyed the brand. The settlement was reached in mid-March, 1979, midway into the second week of the trial.

Alberto-Culver's increased advertising activity marks the end of a period of retrenchment that came after a number of calamities struck the company in the early 1970s.

Government regulations on substances such as hexachlorophene (which was an ingredient in FDS feminine deodorant spray) and saccharin (SugarTwin) hurt sales and, in the case of FDS, necessitated reformulation.

In 1974, not only did Gillette's Tame take after Alberto's successful Balsam rinse/conditioner, but the recession and oil shortage also hit the company particularly hard, with Alberto's heavy reliance on petroleum-based products and the unexpected jump in oil prices putting the company in a very vulnerable position.

Reeling from these blows, the company slashed its advertising outlays. According to LNA figures, Alberto-Culver measured media expenditures went from $19,200,000 in 1974 to $12,600,000 in 1976 before rising to $15,800,000 in 1977 and $23,300,000 last year.

Among the new products introduced during the resurgence of the last two years are Beyond preshampoo conditioner (fall 1977) and Static Guard spray-on static remover (winter 1977).

Though the products have not had the impact of some of the company's earlier ventures such as Alberto VO5 hair dressing and the Alberto Balsam line, company officials say that the products have been selling "quite well."

- To deal with the possibility of government limitations on the use of saccharin, the company has prepared a saccharin-free version of its successful SugarTwin low-calorie sweetener.

In October, 1977, Alberto-Culver acquired the Massachusetts-based John A. Frye Show Co., a manufacturer of high-quality leather boots.

Boosted ad spending of over $5,000,000 for Alberto hair spray helped Alberto-Culver regain a spot in the top 100 advertisers. Commercials for hair spray feature personality Rula Lenska.

Alberto officials describe the Frye effort as an attempt to apply "a package goods approach to shoes and boots," and are enthusiastic about the response received by the new products.

New Frye products also are being developed but will not be introduced until sufficient production capacity has been added.

Alberto's other recent new product efforts include Previews, a hot appetizer mix containing onions, mushrooms, seafood and cheese that is spread on bread rounds or crackers and put in the oven (began test-marketing October, 1978); and Baker's Joy, an aerosol-propelled product made of flour and cooking oil and designed to "grease" baking pans (began test-marketing January, 1979). Company officials said that it was still too early to pass judgment on the tests.

According to company officials, Alberto also has "more new products in various stages of development than we've ever had before," especially in the toiletry, household, and food areas.

ADVERTISING EXPENDITURES

	1978	1977
Magazines	799,400	863,200
Spot tv	14,872,100	6,930,500
Network tv	7,625,700	7,998,100
Total measured ..	23,297,200	15,791,800
Unmeasured	9,094,172	13,439,220
Estimated total ..	32,391,372	29,231,020

MARKETING PERSONNEL

Leonard H. Lavin, president, ceo
George Polk, senior vp, domestic consumer products, intl
James Witherell, group vp, domestic consumer products
Dan Lewis, vp, professional div
Henry Wittemann, vp, adv services
George Bauden, mktg rsch director
R. M. Kirshbaum, vp, food services div
Douglas Wright, genl mgr, household grocery div
Michael Renzulli, president, Sally Beauty Co.
Howard Maier, director, mktg, domestic toiletries

ADVERTISING AGENCIES

Draper Daniels Inc., Chicago—Alberto Light & Fresh Balsam conditioner; Alberto Light & Fresh Balsam shampoo; FDS feminine deodorant spray and towelettes; For Brunettes Only; Static Guard; SugarTwin; Alberto VO5 shampoo; new products—John S. Gude, president, ceo; Jack Ragel, vp, media-mktg services; Mark Bean, vp, acct super; Cecelia Odziomek, vp, media director

Lee King & Partners, Chicago—New Dawn 2 hair coloring; Alberto VO5 Hot Oil Treatment; Alberto VO5 conditioning hairdressing; Alberto VO5 hair spray; new products—Lee King, president, ceo; S. Jerome Reshkin, partner, exec vp; Chris Leoffler, acct super

Corrected rankings

Rankings for several of the top advertisers are incorrectly stated in their profiles. Correct rankings are as follows: Gillette Co. (39); Revlon Inc. (40); Consolidated Foods Corp. (41); SmithKline Corp. (42); Ralston Purina Co. (43); Nabisco Inc. (44); Eastman Kodak Co. (45) and Chesebrough-Pond's (46). Warner Communications is reranked to No. 75; Kellogg Co. through Borden Inc. each move up one position in ranking.

WHERE AA GOT ITS DATA

The data on "measured media expenditures" in this report on the 100 leading national advertisers come from various statistical services and associations.

These include Leading National Advertisers, the Publishers Information Bureau, Radio Advertising Bureau, Radio Expenditure Reports, Agricultural Marketing Information Service (Agricom), LNA-Broadcast Advertisers Reports, Media Records, Institute of Outdoor Advertising and the Outdoor Advertising Assn. of America.

All of the estimated expenditures are estimated by ADVERTISING AGE.

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American Airlines

	1978	1977
Sales	$2,735,508,000	$2,379,117,000
Earnings	134,396,000	70,710,000
Advertising*	29,000,000	28,875,000

*AA estimate

American Airlines, New York, the 97th largest national advertiser, held its advertising about even in 1978 at $29,000,000, while sales increased 15% to $2,735,508,000 and earnings increased 90% to $134,396,000, the highest in the company's history.

Albert V. Casey, the airline's chairman and president, said that a number of factors contributed to this being the best year in history for American. Among these he cited that the economy was healthy, corporations were profitable and travel for business purposes grew at a healthy rate. People were willing to spend money on travel because personal income was strong and consumer sentiment was favorable to air transportation.

American offered attractive prices and promoted its fares effectively and extensively. The result was a surge in traffic that, Mr. Casey said, exceeded all expectations and set records for the company and the industry as a whole.

- Super Saver discount fares, first introduced on a limited number of routes by American in 1977, were extended to nearly all American passenger flights early in 1978. The discount-fare program offered reductions on coach seats of as much as 45%.

American's revenue passenger miles in 1978 were up 17.7% over those of 1977—the highest year-over-year gain in more than three decades. This enabled American to maintain its first place domestic passenger load factor ranking. (The passenger load factor is the percentage of seats occupied by paying passengers.) American's load factor of 63.7% was the highest since 1960.

Passenger business to and from points outside the U.S. mainland also turned in a healthy performance. Caribbean passenger traffic rose 15.7% over 1977 to produce a load factor of 67.7%. Mexico traffic increased 31.9%; the load factor was 73%.

The airline's freight traffic rose 5.4% to 626,000,000 ton miles. It was the first time American ever exceeded 600,000,000 ton miles in a single year. Freight revenues also exceeded the earlier high of $199,437,000 (excluding mail and express) in 1977 to reach $225,700,000 in 1978.

- The use of 20-foot-long cargo containers, first introduced in 1977, was extended in 1978. These containers are interchangeable among airplanes and truck, rail and ocean vehicles.

The airline also has over 4,000 containers in a variety of sizes, shapes and capacities to meet individual shipping requirements. Their movement throughout the American route system is monitored by a control center on a round-the-clock basis to ensure that units are available when and where they are needed.

American introduced jet freighter service to Detroit and San Juan, and increased the level of jet freighter service to Haiti and Santo Domingo.

Passenger service was also expanded as nine cities were added to the company's route system, increasing to 74 the number of airports served by the airline. Most of the additions were acquired under the dormant provisions of the Airline Deregulation Act of 1978.

This act allows airlines to add routes in three ways: (1) By filing applications that the Civil Aeronautics Board must process more speedily than has been typical in the past; (2) by picking up the dormant, or unused, authorities of other airlines, and (3) by a limited amount of "automatic" route expansions that will occur once a year.

- Sky Chefs, American's airline catering, restaurant and gift shop subsidiary, earned a pre-tax profit of $8,500,000 in 1978, an improvement of 13.8% over the previous year. Six airlines joined the list of inflight food service customers during the year, including major European carriers at Boston, Los Angeles and San Francisco.

This brings to 36 the number of airlines, other than American, catered by Sky Chefs. Catering revenues from airlines, not including American, rose 27.9% over 1977.

Americana hotels, another American subsidiary, moved into the black in 1978, reporting pre-tax earnings of $1,600,000 before a gain on the sale of the majority leasehold interest in two New York City properties, the Americana of New York and the Americana City Squire.

The occupancy rate for Americana hotels—especially strong in Mexico, Hawaii, Korea and New York City—rose to 80.4% from 76.7% in 1977. It was ahead of the 73% average for the industry as a whole. Increased pleasure travel, attributed to discount air fares and favorable currency rates, resulted in a consistent needs for hotel space at Americana's major properties.

In their first full year of operation as American Airlines subsidiaries, AA Development Corp. and AA Energy Corp. participated in exploration and development drilling activities involving 54 oil and gas wells, 36 of them productive.

The subsidiaries produced approximately 1,300,000 barrels of oil during 1978 and found, developed and acquired the equivalent of 700,000 barrels of proven reserves.

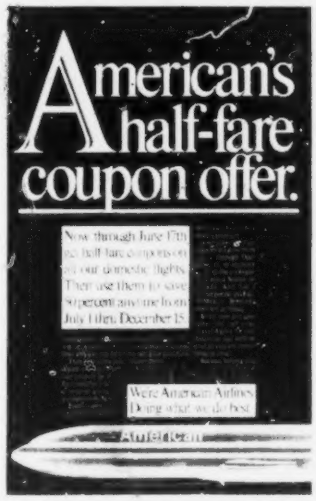
American's headquarters will be moved from New York to the Dallas/Fort Worth area in 1979. The new location was chosen because of its easy access to most points on American's route system and because it is an important connecting center between the east-west and north-south flights.

- The airline said it was expecting delivery in 1979 of nine Boeing 727s and 10 more in 1980, as well as four McDonnell Douglas DC-10s in 1979 and three in 1980 at a total cost of more than $400,000,000. American also has ordered 30 transcontinental Boeing 767 aircraft with an option to purchase an additional 20 at a cost, subject to escalation, of $25,000,000 per airplane.

One of several factors influencing the decision to purchase the Boeing 767s was the Federal Aviation Administration's order in December, 1976, that all airlines retire or modify by given dates in the early 1980s all large commercial jet aircraft that do not comply with federal noise regulations.

American's automated airport passenger processing system was extended to all of the U.S. mainland airports that the airline serves during 1978. The system uses computers and high speed ticket and boarding pass printers to reduce the time required for passenger check-in.

The automated system has made it possible for American to introduce a number of related service advantages for the passengers, such as check-in at city ticket offices, round trip check-in, preflight reserved seating and one-time issuance of boarding passes for connecting flights.


American's half-fare coupon offer.
American

Now through June 17th get half-fare coupons on all our domestic flights. Then use them to save 50 percent anytime from July 1 thru December 15.

We're American Airlines. Doing what we do best.

Half-fare coupons was one of several discount fare attractions that American Airlines used this year.

- The company's leadership position in the industry was heavily promoted through newspaper, radio, spot tv and magazine advertising that emphasized the people of American, "whose courtesy and professionalism were largely responsible for the company's 'No. 1' position in the industry."

The "No. 1" campaign was chosen by the American Marketing Assn., as an outstanding example of effective advertising.

A substantial portion of American's $8,000,000 fourth quarter advertising budget in 1978 went to promoting a special "business class" fare that provided segregated seating, higher-priority check-in and beefed-up meal choice and service.

The theme, "You get what you pay for at American Airlines" was promoted through ads in the business press and by spot tv and radio commercials. But lack of enthusiastic reception by customers led the airline to discontinue the service in December.

American also initiated a heavy promotion campaign in the spring of 1979, following the end of the 55-day United Airlines strike, to announce a new concept in air fares—discount coupons. The air-fare deal, redeemable for half-off any first class or coach flight from July 1 to Dec. 15, ran for a month.

ADVERTISING EXPENDITURES

	1978	1977
Newspapers	$10,279,000	$11,888,700
Magazines	1,583,600	2,111,000
Spot tv	9,421,400	5,963,900
Network tv	422,100	68,000
Spot radio	3,408,100	4,756,000
Outdoor	239,000	365,400
Total measured	25,353,500	25,153,000
Unmeasured	3,646,100	3,722,000
Estimated total	29,000,000	28,875,000

MARKETING PERSONNEL

Robert L. Crandall, senior vp-mktg
Otto A. Becker, senior vp-field sales/services
Randell Malin, vp-passenger sales adv
Robert H. Phillips, vp-passenger services
Wesley G. Kaldahl, vp-mktg resources
Robert W. Baker, vp-freight mktg
Martin F. Brueckner, senior director, freight sales/adv
Donald W. Burkett, director, freight adv & sales promo

Advertising/Sales Promotion

James G. Godsman, asst vp, adv & sales promo
Ann S. Boylan, director, adv
Bruce S. Goodyear, mgr, adv
Judith A. Kirvan, mgr, adv
David H. Witt, mgr, adv
Joseph N. Comiskey, mgr, adv services
Stephen A. Hicks, director, sales promo
John W. Bryce, mgr, sales promo
Phyllis E. Guest, mgr, sales promo
Ronald C. Scott, mgr, sales promo

ADVERTISING AGENCIES

Doyle Dane Bernbach, New York—passenger adv—Peter Falcone, group senior vp; Rein Luik, mgmt super; Dennis Byrnes, acct super; Martin Davis, William Jackson, senior acct execs; Don Kurn, Sheila Ewing, asst acct execs; Mary Miterko, acct coordinator; Ray Targonski, budget director.

Creamer Inc., New York—freight adv—Fred Dixon, vp, mgmt super; John Parsekian, senior acct exec.

Glenn, Bozell & Jacobs, Dallas—passenger & freight direct mail adv—Larry Stern, senior vp, director of client services; John Palombo, Charles Packard, vps, acct supers; David Lemberg, Jim Robertson, Ted Grigg, acct execs.

American Brands

	1978	1977
Sales	$5,176,700,000	$4,616,390,000
Earnings	211,539,000	156,359,000
Advertising	77,270,500	83,921,350

American Brands, New York, the 53rd largest national advertiser decreased its advertising expenditures by 8% in 1978 to an estimated $77,270,500. Sales of the highly diversified company increased 12% over the previous year, while earnings jumped 35%.

Currency translations increased earnings by $1,430,000 in 1978, compared with a 1977 loss of $20,227,000.

Three distinct entities are involved in American Brands' substantial tobacco sales: Gallaher Ltd. is the international arm, while domestically, American Tobacco sells cigarets and American Cigar produces cigars and smoking tobacco.

Domestic tobacco sales accounted for 21% of total American Brands sales. International tobacco sales increased their contribution by 1.5% to 42% of total sales. All told, tobacco products recorded a sales volume of $3.25 billion and accounted for nearly 66% of operating income.

- American Tobacco continues as the fourth largest cigaret company, trailing R. J. Reynolds, Philip Morris and Brown & Williamson. It is ahead of Loews' Lorillard division and Liggett Group. American Tobacco's production dropped from 75.62 billion in 1977 to 72.47 billion units domestically last year, resulting in its market share slipping 0.7% to 11.7%.

Industry analyst John C. Maxwell Jr. estimates that unit volume for the entire industry increased by 0.3% in 1978, continuing a five-year trend of declining growth rates. Low-tar cigarets presently account for one-third of domestic consumption, and are continuing to increase in sales.

American Tobacco has four major product lines: Carlton, Pall Mall, Silva Thins and Tareyton. Unit volume of American Tobacco's largest selling brand, Pall Mall, dropped to 37.3 billion units in 1978, from 40.29 billion.

Tareyton sales declined by 1.54 billion units to 13.38 billion, though Tareyton's low-tar entry, Tareyton Long Lights 100s, new in 1978, recorded sales of 1.18 billion units. Sales of Silva Thins were down to 1.82 billion, from 2.23 billion.

Carlton, the industry's pioneer low-tar brand, was the fastest growing brand among the top 20 cigarets. Carlton increased its volume to 10.09 billion, from 7.93 billion, paced by Carlton Filter 100s, which garnered 0.5% of the total market, up from 0.1%, as unit sales climbed to 2.90 billion, from 72,000,000.

- American Tobacco reports that by the end of the year, low-tar brands represented 75% of the division's filter cigaret volume. The low-tar line includes five styles of Carlton—soft pack, menthol, box in king size, 100s and menthol 100s—in addition to various low-tar styles for other brands.

American Tobacco backed its cigarets with nearly $41,000,000 in measured advertising last year. Carlton was the big spender, putting $5,845,000 into newspapers in the top 30 markets and $8,065,000 into magazines. Added to expenditures in other media, this gave Carlton a total of $17,573,600.

Tareyton allocated $3,786,550 to newspapers, and $5,066,200 to magazines; in magazines, Tareyton Lights and Long Lights received

Vopan voice pitch analysis research. A progress report.

It is now four years since Glen A. Brickman founded Vopan Marketing Research to apply, commercially, the voice pitch analysis research technique he developed with Dr. Philip Lieberman and a team at Brown University. What progress has been made and what experience has been gained?

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All interviews are tape recorded. Later the tapes are re-played and a computer analyzes the respondents' voice pitch during the interviews.

It is a simple fact that anyone's voice pitch changes, uncontrollably if there is emotional commitment behind their answer. The computer detects committed and valid answers from those that are just 'lip service' or confused. It removes subjectivity. Vopan has been effective for the many clients who have used it in diverse fields over the past four years because it adds accuracy and sensitivity to their research programs.

32-Page Vopan Report

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VOPAN
MARKETING RESEARCH

MARKETING PROFILES

80% of the budget. Tareyton spent $13,131,300 in all media.

Pall Mall spent $9,011,300, including $969,100 in newspapers and $7,002,200 in magazines. Pall Mall Lights 100s, introduced in August, 1978, sold 55,000,000 units, for a little more than 0.1% of the total cigaret market. The entry was backed by $2,734,800 in advertising, excluding newspapers. Silva Thins' support totaled $1,240,600.

▪ American Tobacco uses a fee system to compensate its agencies, instead of the standard commission approach. The fee system guarantees an agency profits up to a certain percentage of billings, as well as providing for client/agency sharing of profits in excess of a certain percentage of billings, according to American Tobacco.

In its annual report, American Brands said the fee system resulted in savings of $2,395,000 in 1978, for a total savings of $25,189,000 over the 14 years that this system has been employed.

American Brands' British subsidiary, Gallaher Ltd., accounted for $109,897,000 in operating income in 1978, an increase of $35,542,000. Sales were ≠1.52 billion, of which 26% came from Gallaher's nontobacco operations—optical, engineering, retailing and wholesaling.

Benson & Hedges Special Filter is now the largest selling cigaret brand in the U.K., with Silk Cut claiming to be the largest selling low-tar brand, having captured over 50% of that market.

Gallaher's Park Drive leads the field as No. 1 in the plain cigaret market. Among cigars, Gallaher's market share increased from 38% to 39%, as its total sales were up 5% in a market that absorbed 1% more cigars.

Gallaher's leading entry is Hamlet, which witnessed a 10% rise in sales and continued in its position as the most popular brand in the U.K., including imports. The No. 2 brand is Gallaher's Manikin.

American Brands' third tobacco unit is American Cigar, whose sales in 1978 were $45,196,000, down $4,677,000, resulting in lower operating income of $4,751,000 compared with prior year's record of $7,190,000.

Part of the decline in operating income was explained by expenses incurred in consolidating all cigar production operations in Mountaintop, Pa., a move which is expected to increase profit margins.

▪ As unit sales for the domestic cigar industry declined for the eighth consecutive year, all brands within the division suffered similarly.

Antonio y Cleopatra, American Cigar's leading volume and profit producer which accounts for more than half of dollar sales and operating income, had the smallest decline. This brand was supported by $300,300 in magazine advertising.

American Cigar expanded its line of imported Dutch smoking tobaccos in 1978 with the introduction of Flying Dutchman Dutch Black which, together with another Dutch import, Sail, received $127,800 in media backing.

James B. Beam Distilling Co. subsidiary reported record sales of $186,184,000, up $20,366,000, and record operating income, up 22% to $22,943,000. Jim Beam bourbon continued as the highest volume bourbon, increasing its three-gallon case sales to 3,350,000 up 2.6%.

For the first time in many years, industrywide sales of bourbon increased. Beam bourbon accounted for 76% of the division's sales and 87% of its operating income.

The bourbon received $1,578,400 in advertising support. Among all brands of spirits, Jim Beam ranks No. 6, according to John C. Maxwell Jr., an industry observer.

The company has pared down its representation in the scotch market to one entry, Spey Royal, which received $72,800 in media backing. Beam sour mash bourbon whisky received $572,400 in ad support. The company's line of imported wines was discontinued when the James B. Beam Import Co. was phased out of existence last March 1.

▪ Sunshine Biscuits posted sales gains of 6% to $311,246,000, as operating income rose 9%. Sunshine Cheez-It crackers reached its highest share of the market, outselling all other cheese cracker brands. Media spending: Sunshine crackers, $800,600; Bell Brand and Blue Bell potato chips, $597,300; Sunshine cookies, $562,200, and Hydrox cookies, $78,700.

In early 1979, Sunshine shifted its advertising east of the Rockies to Marsteller Inc., New York. The account was formerly at SSC&B. Ogilvy & Mather, Los Angeles, continues as Sunshine's agency in western states.

Duffy-Mott sales remained stable, despite the discontinuance of a prune-packing arrangement that contributed nearly $9,000,000 to sales in 1977. This year's operating income stepped up 38% to $3,709,600.

Sales of Clamato were up, particularly in Canada, with the help of $245,800 in magazine spending and $45,100 for outdoor.

Mott's apple sauce line now commands a 26.4% piece of the market, with natural style Mott's apple sauce contributing importantly to the market share gain. Apple juice sales were up, spurred by the introduction of natural style Mott's apple juice.

▪ Andrew Jergen Co.'s operating income dropped slightly to $6,949,000 as sales increased by $7,270,000 to $88,613,000. The loss is attributable to highly competitive markets in skin care and shampoo products.

Jergens launched an ambitious new product program in 1974. New entries since then now account for 42% of domestic sales. Gee, Your Hair Smells Terrific, on the market for four years, experienced a slowdown last year, caused by the plethora of new shampoos reaching the public. The product was supported with $1,308,600 in media, three-quarters of that amount going into network tv.

Gentle Touch, a new bath soap with baby oil, had its first year on the national market, and achieved sales in excess of $8,000,000. Of its $1,557,200 advertising budget, $1,376,700 was devoted to spot tv. Jergens lotion was a major media spender with $1,388,000.

Acushnet Co., acquired in April,

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(516) 485-0660

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1976, is expanding its Gold Club line with two more products in 1979. Clubs received $223,400 for advertising last year; golf balls, including Titleist, received $1,523,900.

- Swingline Inc. sales were up 11% to $158,813,000, although operating income was down slightly due to a loss of $4,667,000 by Marvel Lighting, manufacturer of long-life incandescent lamps.

Leading National Advertisers reports that the segment's $458,300 ad budget was divided between $177,400 for Case Cutlery, and Swingline, which spent $83,500 on a new electric staplegun, and $170,600 on the Swingline staplegun. The new gun had sales of more than 250,000 units.

Master Lock's operating income broke a record for the 13th consecutive year, reaching $22,710,000 on sales of $62,381,000. Media spending was $249,000 in 1978.

ADVERTISING EXPENDITURES

	1978	1977
Newspapers	**$18,355,300**	**$22,317,000**
Magazines	**26,399,200**	**29,011,600**
Spot tv	**4,404,100**	**2,984,500**
Network tv	**3,749,400**	**5,227,700**
Spot radio	**46,300**	**803,000**
Network radio	**82,400**	**144,700**
Outdoor	**9,683,800**	**7,621,300**
Total measured	**62,720,500**	**68,110,500**
Unmeasured	**14,550,000**	**15,810,850**
Estimated total	**77,270,500**	**83,921,350**

AMERICAN TOBACCO CO.
New York

MARKETING PERSONNEL

W. J. Moore, adv mgr
N. H. Chester, media director
J. R. Costello, mktg controller
M. J. O'Neill, mkt rsch director
D. R. Dugan, asst adv mgr, Pall Mall
C. A. Jackson Jr., product mgr—Tareytons, Lucky 100s, Lucky Ten, Lucky Strike, Iceberg 100s, Long Johns filter and menthol, Montclair, Bull Durham filtertip, Half and Half, Twist Lemon Menthol 100s
H. W. Bahrenburg, product mgr—Carlton, Tall filter and menthol
J. A. McGinn, mgr-cigaret promos; product mgr—Silva Thins filter and menthol, American Lights filter and menthol
J. J. Mellett, media specialist
W. R. Degenhardt, asst media specialist

Sales

C. H. Mullen, vp-sales
P. F. Paoluccio, exec sales mgr
M. A. Bishof, asst to vp-sales
A. S. Roses, merch mgr
G. B. Newmark, mgr-sales dept

ADVERTISING AGENCIES

SSC&B, New York—Pall Mall, Lucky Ten, Lucky Strike, American Lights filter and menthol, Tall filter and menthol, all smoking tobaccos—S. Heagan Bayles, chairman; Alfred J. Seaman, president; Douglas Bomeisler, acct mgr; Frank Doyle, acct super; Dan Bellucci, acct exec.

F. William Free & Co., New York—Carlton, Silva Thins filter and menthol, Lucky 100s, Iceberg 100s—William Free, ceo; Don Coleman, chairman; Richard Morse, senior vp-mgmt super; Dave Jackman, vp-acct super; Bill Hartnett, Ann De Franco, acct exers.

Daniel & Charles Associates, New York—Tareyton—Charles Goldschmidt, ceo; Ira Wax, acct super; David Reeves, acct exec.

SUNSHINE BISCUITS
New York

MARKETING PERSONNEL

B. W. Arnold, vp-mktg
J. R. Neidenberg, director of mktg
R. M. Hopp, senior product mgr
J. J. Damon, mktg mgr
R. J. H[illegible]dt, mktg mgr
M. Schwartz, mktg mgr
G. P. Jantzi, asst mktg mgr
A. E. Byra, mktg services director

ADVERTISING AGENCY

Marsteller Inc., New York—Jay Ashton, vp/mgmt super; Ray Gaulke, president; Peter Johns, vp-genl mgr; Matthew Kasman, asst acct exec; Larry Margolin, acct exec; Bert Rosenberg, group vp.

DUFFY-MOTT CO.
New York

MARKETING PERSONNEL

K. J. Ward, vp-mktg & sales
M. J. Burt, group product mgr
T. J. Asma, product mgr
O. S. McGovern, product mgr

ADVERTISING AGENCY

Compton Advertising, New York—James M. Lomonosoff, acct super.

ACME VISIBLE RECORDS
Crozet, Va.

MARKETING PERSONNEL

V. E. Kenley, vp-domestic sales & mktg
W. B. Shea, vp-intl sales & mktg

ADVERTISING AGENCY

E. H. Brown Advertising Agency, Chicago—E. H. Brown, president.

100 Leaders' Advertising as Per Cent of Sales

Covering total 1978 ad expenditures, including measured and unmeasured media

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AD RANK	COMPANY	ADVERTISING	SALES	ADV. AS % OF SALES
	Airlines			
73	UAL Inc.	$ 50,624,437	$ 3,890,298,000	1.3
84	Trans World Corp.	37,500,000	3,695,000,000	1.0
92	Eastern Airlines	34,800,000	2,379,564,000	1.5
97	American Airlines	29,000,000	2,735,508,000	1.1
98	Delta Air Lines	28,900,000	2,225,447,000	1.3
	Appliances, Tv, Radio			
21	RCA Corp.	140,000,000	6,644,500,000	2.1
31	General Electric Co.	121,294,400	19,653,800,000	0.6
79	North American Philips Co.	42,100,000	2,184,011,000	1.9
	Automobiles			
4	General Motors Corp.	266,346,000	63,221,100,000	0.4
8	Ford Motor Co.	210,000,000	42,784,100,000	0.5
10	Chrysler Corp.	188,900,000	13,600,000,000	1.4
61	Toyota Motor Sales U.S.A.	64,575,700	12,767,840,000	0.5
65	Nissan Motor Co.	61,492,200	10,437,488,000	0.6
69	Volkswagen of America	57,000,000	14,110,000,000	0.4
78	American Motors Corp.	43,444,500	2,585,428,000	1.7
89	Honda Motor Co.	35,000,000	1,639,000,000	2.1
	Chemicals			
35	American Cyanamid Co.	115,000,000	2,745,745,000	4.2
57	DuPont	70,000,000	10,584,000,000	0.6
72	Union Carbide Corp.	51,103,764	7,869,700,000	0.6
	Communications, Entertainment			
30	CBS Inc.	122,322,000	3,290,052,000	3.7
55	Time Inc.	76,348,000	1,697,585,000	4.5
66	MCA Inc.	61,000,000	1,120,644,000	5.4
75	Warner Communications	47,575,300	1,309,419,000	3.6
87	ABC Inc.	35,854,400	1,783,985,000	2.0
	Drugs			
37	Richardson-Merrell	105,000,000	944,961,000	11.1
41	SmithKline Corp.	91,215,000	1,112,039,000	8.2
51	Sterling Drug	78,000,000	724,595,000	10.8
59	Schering-Plough	68,000,000	1,082,493,000	6.3
63	Miles Laboratories	62,258,000	536,983,000	11.6
74	Squibb Corp.	50,000,000	1,515,882,000	3.3
80	Pfizer Inc.	38,424,300	1,042,100,000	3.7
85	A. H. Robins Co.	36,886,000	357,070,000	10.3
	Food			
3	General Foods Corp.	340,000,000	5,472,500,000	6.2
14	General Mills	170,000,000	3,745,000,000	4.5
17	Beatrice Foods Co.	150,370,000	7,468,373,000	2.0
19	Norton Simon Inc.	144,591,000	2,428,797,000	6.0
20	Esmark	141,431,000	5,863,962,000	2.4
23	McDonald's	136,803,000	4,575,000,000	3.0
36	Kraft Inc.	114,166,700	5,669,900,000	2.0
38	Pillsbury Co.	104,000,000	2,165,983,000	4.8
40	Consolidated Foods	91,500,000	4,700,000,000	1.9
42	Ralston Purina Co.	91,000,000	4,058,400,000	2.2
43	Nabisco Inc.	95,600,000	2,197,300,000	4.1
49	Kellogg Co.	79,600,000	1,690,600,000	4.7
52	Nestle Co.	77,919,000	1,306,000,000	6.0
56	H. J. Heinz Co.	74,111,000	2,150,027,000	3.4
58	Quaker Oats Co.	69,312,000	1,685,600,000	4.1
60	CPC International	65,901,700	3,221,800,000	2.0
70	Campbell Soup Co.	56,400,000	1,983,659,000	2.8
74	Borden Inc.	50,000,000	3,802,559,000	1.3
86	Morton Norwich	36,182,000	656,733,000	5.5
94	Standard Brands	34,191,000	2,400,000,000	1.4
99	Carnation Co.	28,500,000	2,576,047,000	1.1
	Gum and Candy			
67	Mars Inc.	60,180,000	837,400,000	7.2
83	Wm. Wrigley Jr. Co.	37,771,852	445,639,000	8.5
	Oil			
15	Mobil Corp.	$163,043,300	$37,331,000,000	0.4
82	Exxon Corp.	38,000,000	64,886,000,000	0.6
	Photographic Equipment			
44	Eastman Kodak Co.	86,071,700	7,012,923,000	1.2
71	Polaroid Corp.	52,752,500	1,376,590,000	3.8
	Retail Chains			
2	Sears, Roebuck & Co.	417,934,900	17,946,000,000	1.9
5	K mart	250,000,000	11,695,539,000	2.1
27	J. C. Penney Co.	125,000,000	10,845,000,000	1.2
	Soaps, Cleansers (And Allied)			
1	Procter & Gamble	554,000,000	9,329,306,000	5.9
18	Unilever	145,000,000	1,812,000,000	8.0
29	Colgate-Palmolive Co.	122,500,000	4,312,054,000	2.8
77	S. C. Johnson & Son	43,903,400	550,000,000	8.0
93	Clorox Co.	34,645,000	1,046,577,000	3.3
	Soft Drinks			
16	PepsiCo	156,000,000	4,300,006,000	3.6
22	Coca-Cola Co.	138,805,300	4,337,900,000	3.2
	Telephone Service, Equipment			
13	American Telephone & Telegraph Co.	172,822,100	40,933,356,000	0.4
28	International Telephone & Telegraph Co.	122,700,000	15,261,178,000	0.8
	Tobacco			
6	Philip Morris Inc.	236,851,000	6,632,463,000	3.6
12	R. J. Reynolds Industries	182,596,300	6,622,100,000	2.8
47	B.A.T. Industries	82,397,500	1,361,700,000	6.1
53	American Brands	77,270,500	5,176,700,000	1.5
54	Liggett Group	77,000,000	970,695,000	7.9
	Toiletries, Cosmetics			
7	Warner-Lambert Co.	211,000,000	2,878,496,000	7.3
9	Bristol-Myers Co.	192,850,000	2,450,429,000	7.8
11	American Home Products Corp.	183,000,000	3,276,605,000	5.6
38	Gillette Co.	99,000,000	1,710,471,000	5.8
39	Revlon Inc.	92,000,000	1,451,669,000	6.3
45	Chesebrough-Pond's	84,747,600	969,833,000	8.7
62	Avon Products	63,800,000	2,014,706,000	3.2
91	Noxell Corp.	34,902,400	156,408,000	22.3
96	Alberto-Culver	32,391,872	172,537,684	18.8
100	Beecham Group	27,656,500	1,910,817,000	1.4
	Wine, Beer and Liquor			
32	Seagram Co.	120,000,000	2,272,584,000	5.3
33	Heublein Inc.	118,000,000	1,620,112,000	7.3
34	Anheuser-Busch	116,599,000	2,701,611,000	4.3
68	Jos. Schlitz Brewing Co.	58,213,000	1,083,272,000	5.4
89	Brown-Forman	35,000,000	560,000,000	6.2
	Miscellaneous			
24	Johnson & Johnson	134,000,000	1,991,307,000	6.7
25	U. S. Government	128,452,200	—	—
26	Gulf + Western Industries	126,787,000	4,311,956,000	2.9
50	Loews Corp.	78,885,800	3,455,644,000	2.3
64	American Express	62,000,000	4,084,500,000	1.5
76	Greyhound Corp.	45,742,500	4,589,765,000	1.0
81	Kimberly-Clark Corp.	38,139,000	1,910,600,000	2.0
88	Mattel Inc.	35,629,600	493,563,000	7.2
95	Scott Paper Co.	33,274,000	1,724,897,000	1.9

BEST AVAILABLE COPY

MARKETING PROFILES

WILSON JONES CO.
Chicago

MARKETING PERSONNEL

J. Janes, mktg mgr
R. Smock, director, mktg services
M. Rosenfeldt, adv mgr

ADVERTISING AGENCY

Al Paul Lefton Co., New York—G. William Wolfston, acct super; R. Ellis, acct exec.

ACUSHNET CO.
New Bedford, Mass.

MARKETING PERSONNEL

Golf Division

R. B. Forbush, business mgr, golf balls
C. D. Rambo, business mgr, clubs & accessories
W. R. Uihlein, natl sales mgr

Rubber Division

J. W. Burns, vp-mktg & sales
R. T. LaCrosse, director of mktg, CMP
R. A. Bugg, product mgr, automotive-CMP
R. E. Sammis Jr., product mgr, industrial products
R. Vaillancourt, product mgr, ElastaCAST
R. J. Chapple, product mgr, O'Ring

ADVERTISING AGENCIES

Humphrey Browning MacDougall, Boston—Golf division—Terrence O'Leary, acct super.

Creamer Inc., Providence, R.I.—rubber division—Robert Lynch, vp, adv & media super.

JAMES B. BEAM DISTILLING CO.
Chicago

MARKETING PERSONNEL

R. Soderman, vp-director, mktg services
V. Zast, director, adv & sales promo

ADVERTISING AGENCIES

Lee King & Partners, Chicago—Jim Beam bourbon—Charles Brom, acct super.

Arthur Meyerhoff & Associates, Chicago—Beam's sour mash bourbon, Beam's Choice bourbon, Dark Eyes vodka, Chateaux cordials, Spey Royal scotch, Beamero tequila, Mr. and Mrs. "T" bloody mary mixes—Robert Fierst, acct super.

SWINGLINE INC.
THE SWINGLINE CO.
New York

MARKETING PERSONNEL

J. McEvily, vp-mktg, consumer products
F. Weiss, vp-mktg, office products
G. Telchin, mktg mgr, office products

ADVERTISING AGENCIES

Al Paul Lefton Co., New York—G. William Wolfston, acct exec, office products.

W. B. Doner & Co., Baltimore—R. Jaeckel, acct exec, consumer products.

MASTER LOCK CO.
Milwaukee

MARKETING PERSONNEL

J. A. Yates, vp-mktg
E. Allen, mgr, mktg services

ADVERTISING AGENCY

Cramer-Krasselt, Milwaukee—consumer trade, intl adv—W. Faude, acct super.

ANDREW JERGENS CO.
Cincinnati

MARKETING PERSONNEL

R. G. Chandler, vp-product mgmt

Sales

R. L. Dom, vp-sales

ADVERTISING AGENCY

Cunningham & Walsh, New York—Jergens lotion (white and yellow), Gee, Your Hair Smells Terrific shampoo & conditioner, Gentle Touch soap.

AMERICAN CIGAR
New York

MARKETING PERSONNEL

G. L. Theophilos, vp-sales
K. P. Noone, product mgr
T. P. Tiernan, mgr, sales admin
E. M. Totty, sales mgr, West
E. A. Vega, sales mgr, East
E. J. Gesell, asst product mgr
J. E. Vyse, mktg controller

ADVERTISING AGENCY

SSC&B, New York—Roi-Tan, Antonio y Cleopatra, Bock y Ca, La Corona cigars, Roi-Tan little cigars, A&C little cigars, Deringer little cigars, Skallorna, Sail, Flying Dutchman, Clan smoking tobaccos—S. Heagan Bayles, chairman; Howard Becker, vp; Frank Doyle, acct super.

FRANKLIN LIFE INSURANCE CO.
Springfield, Ill.

MARKETING PERSONNEL

R. L. Kehrli, senior vp—agency mktg operations
T. M. Costa, vp-adv & sales promo

American Cyanamid Co.

	1978	1977
Sales	$2,745,745,000	$2,412,311,000
Earnings ...	155,000,000	76,500,000
Advertising*	115,000,000	96,000,000

*AA estimate

American Cyanamid Co., Wayne, N.J., the 35th largest U.S. advertiser, increased its advertising for 1978 by 20% with estimated total expenditures of $115,000,000.

Worldwide, Cyanamid invested $161,200,000 in advertising, up 16% from $138,900,000 in 1977.

Worldwide sales increased 13.8% from $2,412,311,000 to $2,745,745,000. Net earnings worldwide were $155,900,000, up 102%. Operating earnings were $310,000,000, up 12.3% for the year.

Only the consumer products businesses posted lower earnings than last year. The company attributes this to increased competition in the shampoo business, and building programs for new and existing products undertaken during the year. Specialty chemicals and medical products had the highest gains.

The consumer products group was reorganized once again and now consists of four separate divisions: Shulton Inc. Toiletries division, Household Products division, Jacqueline Cochran Inc. and Shulton Inc., International Division.

Sales for the group were $357,000,000, an increase of 13%, but operating earnings declined 10% because of several new product introductions.

- The Formica division posted sales of $396,000,000, up 25% from last year. Operating earnings increased 18%.

Sales in the Agriculture division rose 10% to $611,000,000, while operating earnings advanced 4%. Three recently introduced products played a major role in the upturn—Counter soil insecticide, and Prowl and Avenge herbicides.

Medical sales climbed 16% to $560,000,000. Operating earnings were 22% above those of 1977. Increased sales of Minocin, an antibiotic; Dexon, the first synthetic absorbable suture, and Orimune, the first oral polio vaccine in trivalent form, all contributed to the advance.

Sales of specialty chemicals were up 12% to $22,000,000, with operating earnings advancing by 21%. Structural adhesives and other products for the aeronautics industry were behind the sales growth.

- Measured media spending at Cyanamid last year totaled $37,559,800, up from last year's measured expenditures of $34,925,700. The Old Spice line replaced the Breck hair products line as the most heavily backed product group.

Total spending on Old Spice products was $8,295,600, all but $762,500 of that in network and spot tv. Old Spice Cologne, backed by $4,407,000 in measured media, was the most heavily supported product in that line. In 1977, Cyanamid spent $7,023,000 on Old Spice.

Breck Gold Liquid Formula shampoo continued to be the company's most heavily advertised brand with $6,052,600 in measured media backing it. The entire Breck line got $7,439,538 in measured media, a decrease of about 28%.

Despite the reduction in over-all spending on the Breck line, expenditures for Breck Gold Liquid Formula shampoo were increased about 20%. But the Breck share of the shampoo business continued to slide to about 4% of the category.

About 80% of Cyanamid's measured media spending went in support of consumer products. The second most heavily advertised brand was Pine-Sol cleaner with total measured media spending of $4,903,200—all in network or spot tv. Cie perfume got $4,756,200 in measured media support—all but $494,900 in network and spot tv.

- From Lederle Labs, Stresstabs was the most heavily advertised product with $2,727,200 in measured media—almost twice last year's outlay and the majority

How will you bridge the gap between the television set and the checkout counter?

Or, what are you doing about the other half of the marketing mix?

No matter how good your advertising is, it stops short of the final sale.

A long and perilous gap separates the television screen and the magazine page from the checkout counter.

Often, what happens in between can tip the balance. Your message can be drowned by distractions. Or it can gain new selling force.

That's where we come in.

At Elliot J. Axelrod Associates, Inc., we provide **the other half of the marketing mix.** Ideas and materials that close the gap between where your consumer advertising leaves off and the sale begins.

We motivate your salesmen to sell better, help the trade to merchandise better, create excitement and heighten consumer trial at the point of sale.

Our services include promotional programs, packaging, audio/visual presentations, sales aids, creative premiums, point of sale material, and incentive programs.

We believe these services are too important to be handled piecemeal. They deserve the same caliber of creative thought, the same degree of marketing insight that characterizes your advertising.

At Elliot J. Axelrod Associates, that's what they get. And it all gets some pretty outstanding results for our clients.

To learn more about us, call Elliot Axelrod, Ken Marden or Peggy O'Brien at **212-889-5553.**

eja

ELLIOT J. AXELROD ASSOCIATES, INC.
105 MADISON AVE., NEW YORK 10016

Creative Services for Creative Marketers

100 Leaders' Media Expenditures Compared in 1978

In measured media only, grouped by industries; ad dollars in thousands

			% of Total Dollars							
RANK	COMPANY	TOTAL	News-papers	Genl Mags.	Farm Pub.	Spot TV	Net TV	Spot Radio	Net Radio	Out-door
	Airlines									
64	UAL Inc.	$ 39,526.7	33.8	11.1	—	21.2	23.8	9.5	—	0.6
89	Delta Air Lines	26,549.3	60.9	5.5	—	7.5	0.1	21.2	—	4.8
93	American Airlines	25,353.9	40.5	6.2	—	37.1	1.7	13.5	—	1.0
94	Eastern Air Lines	25,353.0	44.5	14.7	—	20.3	3.6	11.4	—	5.5
95	Trans World Corp.	24,304.9	46.2	7.1	—	31.8	—	14.7	—	0.2
	Appliances, Tv, Radio									
31	RCA Corp.	72,837.4	26.3	30.7	—	13.4	28.6	0.3	0.2	0.5
43	General Electric Co.	56,294.4	16.0	33.5	—	14.5	33.9	1.6	0.3	0.2
85	North American Philips	27,020.5	6.4	9.8	0.5	40.3	41.8	1.2	—	—
	Automobiles									
3	General Motors Corp.	266,346.0	17.5	21.1	0.6	9.4	40.5	7.6	1.2	2.1
6	Ford Motor Co.	172,038.7	15.8	13.8	1.1	18.2	46.2	3.3	0.3	0.8
11	Chrysler Corp.	144,200.0	4.2	26.8	—	24.0	40.9	2.1	1.7	0.3
40	Toyota Motor Co.	57,075.7	14.6	15.7	—	35.4	26.3	5.9	—	2.1
49	Nissan Motor Corp.	52,292.2	8.3	12.2	—	26.5	36.9	15.0	0.2	0.9
52	Volkswagen of America	48,469.2	4.4	34.1	—	20.6	38.7	1.3	—	0.9
59	American Motors Corp.	43,444.5	17.6	13.4	—	25.9	41.3	1.8	—	—
76	American Honda Motor Co.	31,504.2	7.9	32.2	—	3.5	53.1	3.3	—	—
	Chemicals									
66	American Cyanamid Co.	37,559.8	0.8	18.5	9.9	20.1	48.1	2.5	—	0.1
87	Union Carbide Corp.	26,668.9	7.7	13.6	6.4	5.7	58.5	5.5	1.7	0.9
98	Du Pont	22,983.5	1.8	58.3	7.5	10.5	21.1	0.8	—	—
	Communications, Entertainment									
37	CBS Inc.	61,143.2	24.3	44.3	—	22.0	4.0	3.0	1.3	1.1
38	Time Inc.	60,010.3	9.2	39.0	—	38.6	10.1	1.7	1.4	—
80	Warner Communications	28,675.3	2.0	10.0	—	30.8	55.2	1.0	0.2	0.8
81	American Broadcasting Co.	28,534.3	35.6	45.0	—	14.7	—	1.9	1.3	1.5
82	MCA Inc.	27,671.0	14.9	10.8	—	45.0	27.1	1.0	0.7	0.5
	Drugs									
28	Sterling Drug Co.	75,692.7	1.8	9.5	0.4	8.3	73.3	3.0	3.6	0.1
44	Richardson-Merrell	56,086.4	0.4	4.6	—	18.5	70.8	5.0	0.7	—
48	Schering-Plough Corp.	52,656.6	0.5	18.1	0.5	15.5	54.1	2.5	5.6	3.2
58	Miles Laboratories	44,459.6	0.3	9.0	3.6	19.1	62.9	0.9	1.2	3.0
74	Squibb Corp.	33,326.6	0.4	4.8	—	7.5	74.7	12.4	0.2	—
79	SmithKline Corp.	30,956.1	0.4	7.2	2.1	15.9	54.4	2.0	16.6	1.4
83	A. H. Robins Co.	27,164.2	—	8.2	—	91.8	—	—	—	—
99	Pfizer Inc.	22,924.3	0.4	32.9	5.4	10.2	50.8	0.3	—	—
	Food									
2	General Foods Corp.	293,013.5	2.8	12.4	—	26.4	57.8	0.4	0.2	—
9	General Mills	160,164.3	2.4	10.1	—	31.9	52.6	3.0	—	—
12	McDonald's Corp.	118,016.7	—	0.4	—	56.2	41.1	0.6	—	1.7
19	Kraft Inc.	91,810.2	5.5	23.8	—	36.3	28.3	2.0	2.1	2.0
21	Ralston Purina Co.	88,234.6	2.5	10.5	0.7	16.7	64.7	4.5	0.4	—
23	Pillsbury Co.	79,960.3	2.3	5.7	—	31.2	58.9	1.3	—	0.6
26	Nestle Enterprises	77,399.2	6.8	5.7	—	38.9	47.6	0.8	—	0.2
27	Nabisco Inc.	77,387.5	3.8	7.1	—	15.4	73.0	0.6	0.1	—
29	Kellogg Co.	75,414.6	6.4	2.7	—	29.5	57.3	3.9	0.2	—
33	Esmark Inc.	67,371.9	3.7	5.4	—	27.8	61.8	1.0	0.3	—
41	Consolidated Foods Corp.	56,702.2	3.1	12.0	—	27.9	55.8	1.0	—	0.2
42	Norton Simon Inc.	56,510.4	8.3	28.9	—	25.5	32.3	0.9	—	4.1
53	Quaker Oats Co.	47,180.3	6.2	21.2	—	29.4	42.6	0.6	—	—
60	H. J. Heinz Co.	42,615.5	6.0	4.2	—	19.9	69.2	0.5	—	0.2
63	Campbell Soup Co.	40,027.2	8.4	14.5	—	25.2	46.6	3.0	1.7	0.6
68	Borden Inc.	36,468.4	12.8	9.1	0.8	29.1	36.0	11.0	1.1	0.1
69	CPC International	36,154.5	1.5	9.3	—	37.5	51.0	—	—	0.7
70	MortonNorwich Products	34,836.0	3.6	7.8	—	15.1	67.3	0.8	5.4	—
73	Beatrice Foods Co.	33,429.8	8.1	12.0	2.6	50.6	16.7	9.6	0.3	0.1
90	Carnation Co.	26,473.6	11.1	7.1	1.1	12.1	66.8	1.8	—	—
96	Standard Brands	24,253.6	6.7	16.5	—	35.6	37.1	2.1	—	2.0
	Gum, Candy									
56	Mars Inc.	46,295.1	2.0	7.0	—	39.1	50.7	1.0	—	0.2
67	Wm. Wrigley Jr. Co.	37,171.8	0.9	0.1	—	62.8	17.7	10.7	7.8	—
	Oil									
39	Mobil Corp.	$57,864.3	8.1	6.0	3.1	57.5	18.9	5.9	0.4	0.1
77	Exxon Corp.	31,260.8	6.3	16.5	0.6	21.8	40.5	12.9	—	1.4
	Photographic Equipment									
46	Eastman Kodak Co.	55,871.7	4.9	27.1	—	7.6	55.9	2.4	1.2	0.9
62	Polaroid Corp.	40,752.5	6.3	15.5	—	9.1	69.1	—	—	—
	Retail Chains									
8	Sears, Roebuck & Co.	163,934.9	—	34.1	—	12.9	43.5	6.7	2.7	0.1
47	J.C. Penney Co.	55,384.9	—	7.1	—	34.7	53.6	1.3	3.0	0.3
75	K mart Corp.	32,731.3	—	12.1	—	46.0	27.2	10.7	4.0	—
	Soaps, Cleansers (and Allied)									
1	Procter & Gamble Co.	464,292.8	1.8	7.3	—	34.3	56.4	0.2	—	—
13	Unilever	115,521.2	3.4	9.8	—	33.9	52.4	0.5	—	—
17	Colgate-Palmolive Co.	96,905.5	2.8	6.8	0.1	35.7	51.3	2.8	0.5	—
54	Clorox Co.	46,778.6	0.6	14.0	—	12.2	73.0	0.2	—	—
72	S.C. Johnson & Son	33,903.4	3.3	27.3	—	6.2	60.6	0.9	1.3	0.4
	Soft Drinks									
15	PepsiCo Inc.	102,285.6	1.7	1.7	—	45.5	44.3	6.4	—	0.4
16	Coca-Cola Co.	100,805.3	4.3	3.1	—	44.0	39.8	6.2	—	2.6
	Telephone Service, Equipment									
14	American Telephone & Telegraph Co.	110,142.3	10.9	15.2	—	30.1	37.4	4.4	1.5	0.5
45	International Telephone & Telegraph Corp.	55,989.1	2.3	13.5	—	51.3	30.3	1.5	0.3	0.8
	Tobacco									
4	Philip Morris	218,351.9	23.8	24.4	—	7.5	30.7	2.4	—	11.2
5	R.J. Reynolds Industries	179,879.9	34.0	39.7	—	4.0	4.4	0.1	—	17.8
30	Liggett Group	74,514.4	25.5	31.0	—	6.3	23.3	0.8	0.9	12.2
34	B.A.T. Industries	66,397.5	24.9	34.3	—	9.1	—	—	—	31.7
36	American Brands	62,720.5	29.3	42.1	—	7.0	6.0	0.1	0.1	0.15.4
	Toiletries, Cosmetics									
7	American Home Products	166,758.9	1.2	4.6	0.1	23.2	66.7	2.3	1.9	—
10	Bristol-Meyers Co.	155,944.9	0.5	15.2	—	11.0	70.7	2.6	—	—
18	Warner-Lambert Co.	92,744.6	1.1	4.9	—	30.3	60.1	0.6	2.9	0.1
32	Gillette Co.	67,834.9	1.1	14.4	—	21.6	62.9	—	—	—
50	Chesebrough-Pond's	49,012.6	5.2	13.7	—	10.9	69.5	0.5	0.2	—
51	Revlon Inc.	48,914.9	2.5	19.6	—	27.1	47.3	1.5	1.9	0.1
71	Noxell Corp.	34,044.8	—	18.0	—	10.5	68.8	2.7	—	—
88	Beecham Group	26,556.5	0.7	4.1	1.4	14.6	78.1	1.1	—	—
92	Avon Products	25,379.6	2.7	11.3	—	4.3	79.3	1.3	1.1	—
97	Alberto-Culver Co.	23,297.2	—	3.4	—	63.9	32.7	—	—	—
	Wine, Beer, Liquor									
20	Seagram Co.	90,077.0	8.9	76.8	—	4.0	3.8	0.2	—	6.3
24	Anheuser-Busch	79,786.5	3.0	3.8	—	13.9	58.7	15.4	3.1	2.1
25	Heublein Inc.	79,235.4	6.3	21.8	—	23.7	34.2	4.4	0.8	8.8
57	Jos. Schlitz Brewing Co.	44,743.1	1.5	0.2	—	18.7	72.0	7.4	—	0.2
100	Brown-Forman Distillers Corp.	21,633.3	9.4	38.5	—	13.2	22.6	—	—	16.3
	Miscellaneous									
22	Johnson & Johnson	86,035.6	2.4	13.6	—	7.6	75.5	0.9	—	—
35	Loews Corp.	66,385.8	40.2	36.4	—	0.7	0.3	0.9	—	21.5
55	U.S. Government	46,745.0	5.5	44.5	—	8.2	24.2	12.7	2.6	2.3
61	American Express Co.	41,530.7	6.1	13.1	—	19.8	55.1	4.8	1.0	0.1
65	Gulf + Western Industries	39,028.9	3.4	13.8	—	38.4	40.9	1.9	0.2	1.4
78	Mattel Inc.	31,129.6	—	3.9	—	59.0	36.4	—	—	0.7
84	Greyhound Corp.	27,094.5	12.8	21.6	—	7.6	47.1	5.8	5.0	0.1
86	Kimberly-Clark Corp.	26,974.0	4.0	13.1	—	21.9	61.0	—	—	—
91	Scott Paper Co.	26,459.6	9.8	2.6	—	67.4	18.1	1.6	—	0.5

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of it in magazines. The division also introduced Centrum, a high potency vitamin and mineral supplement, with the promise of major ad support.

The Breck shampoo and cream rinse accounts were transferred from BBDO to Ted Bates, where a new campaign, "hats off," signaled a break from the long-established "Breck girls" theme.

The fragrance segment of the consumer products group saw substantial advertising and promotion activity. L'Air du Temps, at Sacks & Rosen, shifted its focus during the holiday season to include male gift givers, as well as women purchasing perfume for themselves.

The fragrance, which does about $50,000,000 in retail sales, will get tv spots, some with store tie-ins, in 11 markets. The program will be expanded to include 20 markets for the coming Christmas season.

Emphasis in all the Jacqueline Cochran fragrance brands will be on the woman as self-purchaser. Cie will continue to be heavily promoted with Candice Bergen as spokeswoman.

In men's fragrances, Dancer Fitzgerald plans a spot tv campaign in three states to test Tabac, a line priced lower than the top-selling Pierre Cardin.

Other important advertising efforts in 1978 included the test marketing of Lemon-Sol, a new household cleaner, assigned to Bozell & Jacobs; a Norman, Craig & Kummel tv campaign for Old Spice stick deodorant featuring the NY Giants, and Pine-Sol's Star Wars promotion.

Ads, prepared by Richardson, Myers & Donofrio, were run in the *New York Times* and the *Washington Post* in response to criticism on the use of antibiotics in animal feed.

American Cyanamid also faced a court fight with the Federal Trade Commission over the use of Formica as a trademark. The FTC is seeking to deny the company the trademark on the grounds that Formica has become a generic term.

A number of new products are in development or testing stages. Two of the more promising, according to the company, are an anti-anxiety agent without the usual sedative effect of tranquilizers and an analgesic without codeine's addictive characteristics.

MARKETING PROFILES

ADVERTISING EXPENDITURES

	1978	1977
Newspapers	$ 284,400	$ 262,000
Magazines	6,962,300	5,372,900
Farm publications	3,736,200	2,838,600
Spot tv	7,551,000	6,078,000
Network tv	18,081,200	16,361,900
Spot radio	920,200	735,000
Outdoor	24,500	157,000
Total measured	37,559,800	34,925,700
Unmeasured	77,440,200	61,074,300
Estimated total	115,000,000	96,000,000

AGRICULTURAL DIVISION

MARKETING PERSONNEL

T.J. Raser, adv mgr-pesticides
W.J. Reynolds, adv mgr-animal industry

ADVERTISING AGENCIES

Bergelt Advertising, New York—poultry food products. E.C. Bergelt, acct super.

Tucker Wayne, Atlanta—pesticides, plant food. Bill Dickson, acct super.

Richardson, Myers & Donofrio, Baltimore—animal industry products. Cy Halada, acct super.

CONSUMER PRODUCTS SHULTON INC. TOILETRIES DIVISION

MARKETING PERSONNEL

R. K. Holliday, vp mktg, Shulton Products
S. P. Falk, director, mktg, Shulton Products
S. Werthmann, group product mgr, Shulton Products
S. G. Rothschild, vp mktg, Breck Products
G. W. Bellucci, group product mgr, Breck Products
K. M. Freeman, group product mgr, Breck Products
L. J. Lent, director, mktg services
J. B. Gibbs, director, adv services

HOUSEHOLD PRODUCTS DIVISION

MARKETING PERSONNEL

T. G. Piazza, director, mktg
G. J. Kuodis, senior product mgr
D. A. Tarasevich, senior product mgr
J. B. Gibbs, director, adv services

JACQUELINE COCHRAN INC. DIVISION

MARKETING PERSONNEL

A. Rowland, senior vp, mktg
J. F. Gelson, vp, managing director, CFG
F. Robinson, vp, mktg director, Ricci Products
G. G. Wasserman, vp, mktg director, Cardin & Carven Products
J. B. Gibbs, director, adv services

ADVERTISING AGENCIES

Ted Bates & Co., New York—Breck Products & Lemon Sol.

BBDO, New York—Pine-Sol & Lite-Up. John W. Thorn, acct super.

Dancer Fitzgerald Sample, New York—Tabac. Gary Susnjara, acct super.

MCA-Graham Advertising, New York—Old Spice stick deodorant antiperspirant. George Hoefer, acct super.

Norman, Craig & Kummel, New York—Old Spice, Blue Jeans, Cie. Peter Stearns, acct super.

Sacks & Rosen, New York—Ricci, Cardin, Carven. Michael Rosen, acct super.

FIBERS DIVISION

MARKETING PERSONNEL

W. De Martine, mktg mgr-acrylic fibers
Jeanne Budde, mktg communications mgr

ADVERTISING AGENCY

Grey/2, New York—Dennis McAnany, acct exec.

FORMICA CORP.

MARKETING PERSONNEL

James Plumpton, vp-mktg
E. C. Collier, mgr, mktg services
J. P. Alexander, mgr-mktg communications

ADVERTISING AGENCY

Fahlgren & Ferriss, Cincinnati—V.J. Backley Jr., president; Don Malton, acct super.

SHULTON INC., INTERNATIONAL DIVISION

MARKETING PERSONNEL

Richard H. Eggers, vp-mktg
Roland Vigue, mktg services

ADVERTISING AGENCY

Mathieu, Gerfen & Bresner, New York—Hank Gerfen, vp; Tom Carroll, acct exec.

INDUSTRIAL CHEMICALS DIVISION

MARKETING PERSONNEL

M. R. O'Rourke, adv/sales promo mgr

ADVERTISING AGENCIES

Hazard, Barbetta & Miller, Fairfield, N.J.—Tom Brogan, acct exec.

Wildrick & Miller, New York—Donald Wildrick, president.

LEDERLE LABORATORIES

MARKETING PERSONNEL

Pharmaceutical Department

R.F. Saydah, director, mktg
R.M. Lynch, product group director-ethical drugs
A. Simon, product group director-otc
David Bethune, product group director-standard products

Davis & Geck Department

T.R. Lind, genl mgr
Kim F. Wilson, director, mktg
D.P. Pfarr, mktg communications director

These Illinois corn growers wanted better buttonweed control. They switched to PROWL.
PROWL. It's just good business.
PROWL

American Cyanamid Co. is one of the heavier advertisers in farm publications.

ADVERTISING AGENCIES

Carafiello, Diehl & Associates, Irvington-on-Hudson, N.Y.—T. Sweeney, acct exec.

Klemtner Advertising, New York—Gavin Scotti, acct super.

Rolf, Werner, Rosenthal, New York—Herb Messinger, mgmt acct super; Rob Recobs, acct super.

Symon Thomas & Hilliard, New York—Davis & Geck Dept., Jim Thomas, acct exec.

ORGANIC CHEMICALS DIVISION

MARKETING PERSONNEL

C.W. Kohlman, adv mgr

ADVERTISING AGENCIES

Wildrick & Miller, New York—S.D. Wildrick, acct exec.

J.M. Kesslinger & Associates, Newark—J. Dietz, acct exec.

E.A. Robinson Inc., Troy, Mich.—E.A. Robinson, acct exec.

Jarman, Spitzer & Felix, New York—Richard Felix, acct exec.

CYANAMID INTERNATIONAL

MARKETING PERSONNEL

K.F. Stone, director-mktg svces, Europe/Mideast/Africa
K. Sethna, director-mktg svces, Americas/Far East

ADVERTISING AGENCIES

Carafiello, Diehl & Associates, Irvington-on-Hudson, N.Y.—pharmaceuticals, surgical sutures. T. Sweeney, acct exec.

Harrison Cowley Advertising, Southhampton, England.

Klemtner Advertising, New York—pharmaceuticals, surgical sutures. Gavin Scotti, acct super; James Carlson, acct exec.

Landi-Handler, New York—pharmaceuticals. Murry Handler, president.

Naimark & Barba, New York—pharmaceuticals. G. Naimark, president.

Rebell International, Mountain Lakes, N.J.—pharmaceuticals. Warren Rebell, president.

Rolf Werner Rosenthal, New York—pharmaceuticals. Rob Recobs, acct super.

Wildrick & Miller, New York—chemical products, agricultural products. Donald Wildrick, president; Walter Doyle, vp/acct exec.

CYANAMID OF CANADA LTD.

MARKETING PERSONNEL

J.E. Holmsted, adv/sales promo mgr, chemical & Formica products
D.E. Campbell, adv/sales promo mgr, plant food
M.A. Castagner, product mgr, pesticides & insecticides
M.S. Hodgson, product mgr, animal products
M.H. Cross, mgr mktg services, medical products

ADVERTISING AGENCIES

McLaren Advertising, Montreal—agricultural products.

Foster Advertising, Montreal—industrial and building products. C. Dunbar, acct exec.

Ronald & Reynolds, Montreal—pharmaceutical and surgical products. Jack Roberts, acct super.

PLANT FOOD DIVISION

MARKETING PERSONNEL

C.P. Schaefer, mgr-mktg

American Express Co.

	1978	1977
Sales	$4,084,500,000	$3,446,229,000
Earnings	308,000,000	262,123,000
Advertising*	62,000,000	46,000,000

*Estimated by AA

American Express Co., New York, the 64th largest national advertiser, increased its U.S. advertising 35% to an estimated $62,000,000 in 1978.

The company reported a world ad total of $126,900,000, up 51.4% from $83,800,000 in 1977.

Sales topped $4 billion in 1978, while earnings rose to $308,000,000. The revenue breakdown: Travel-related services, $933,300,000, up 25.4%; international banking services, $515,500,000, up 35.5%; insurance services, $2.56 billion, up 13.9%, and other services $10,800,000, down 48%.

American Express card revenues grew in 1978, as the number of card members increased 10.2% to 9,500,000 from 8,600,000 the previous year. Charge volume on the card rose 26%.

Also contributing to improved card revenues was the $5 increase in the U.S. card membership fee instituted in April, 1978.

■ While the American Express card continued to dominate the upper income, luxury-purchase segment of the card industry, both Master Charge and Visa planned more aggressive advertising to procure more of the card business.

Some 250 financial institutions joined American Express' Gold Bank Card program in 1978, bringing the total number to 1,298, while the number of Gold Bank Card members exceeded 800,000. The gold card costs $30 annually and provides all the services of American Express as well as certain additional credit features from the issuing bank.

The company's emergency card replacement service was expanded to include more than 300 travel service offices where a lost or stolen card can be replaced within a single working day, according to American Express. Local currency cards were also made available in Hong Kong and Spain in 1978, bringing the total number of cards in all currencies to 19.

In 1978, American Express backed its card with $19,024,700 in measured media, including $4,858,300 in magazines, $9,729,100 in network tv and $4,410,000 in spot tv.

■ In the same year, American Express increased measured media expenditures for its travel service to $1,297,800 from $229,700 in 1977. The travel service includes a worldwide network of travel agencies and preplanned vacation packages and tours. During 1978, retail travel service revenues, principally commissions on sales, rose 16% over 1977. The majority of these sales were made outside the U.S.

Of the travel service ad money, $773,100 or 60% into spot tv and $397,600 or 31% was spent in network tv. American Express continued its 1977 campaign for "The all around travel agent with 700 locations to help you around the world."

No. 1 in the field of travelers cheques, American Express reported $2.1 billion cheques outstanding in '78, a rise of 13% over the $1.86 billion outstanding at year's end in 1977.

Sales in the U.S. recorded their best gain since 1969, which the company attributes to increased air travel, a growing concern for security on the part of travelers and the widespread acceptance of Express Pac, a prepacked, color pack of travelers cheques in multiples of $50 to $1,000.

■ During 1978, Express Pac distribution was expanded to include the entire U.S. and parts of Canada, backed by $5,000,000 in marketing support.

For travelers cheques over-all, the company spent $12,133,900 in measured media in 1978, including $8,566,000 in network tv and $3,005,300 in spot tv.

While Master Charge and Visa were readying ad and marketing strategies to enter the $10 billion travelers cheque industry sometime in 1979, American Express continued to promote its cheques with a campaign in which Karl Malden touts the benefits of getting a full refund usually on the same day, should checks be lost or stolen, and puts forth the value of travelers cheques as emergency cash for the non-traveler.

A major subsidiary of American Express is Fireman's Fund Insurance Co. The property-liability group is sixth largest in the nation. Group net income rose 23% to a record $156,800,000 in 1978.

■ In 1978, property liability premiums written increased 8.8% to $2.3 billion from $2.1 billion in 1977. Life insurance in force rose 35.3% in 1978 to $3.4 billion from $2.5 billion in 1977. Life premiums written increased 30.6% to $142,800,000 from $109,300,000 in 1977.

Fireman's Fund spent $4,193,800 in measured media in 1978, almost all in network tv.

Another wholly owned subsidiary, American Express Publishing Corp., publishes *Travel & Leisure* magazine. Paid circulation increased 15% by the end of 1978, from its 1977 total of 800,000 to 920,000. The magazine also recorded a 29.6% gain in advertising. *Travel & Leisure* was backed by $40,300 in spot tv.

American Express opened 1979 with an $830,000,000 bid to take over McGraw-Hill, the nation's largest business publisher. Faced by strong opposition from M-H president Harold W. McGraw Jr., American Express let its offer expire March 1. The McGraw-Hill board ratified the move in late April when it unilaterally rejected American Express' final offer.

In July, 1979, American Express named McCann-Erickson to handle its Gold Bank Card account.

ADVERTISING EXPENDITURES

	1978	1977
Newspapers	$ 2,527,100	$ 2,894,200
Magazines	5,456,400	4,336,300
Spot tv	8,231,000	5,098,100
Network tv	22,884,800	14,245,000
Spot radio	1,989,600	1,831,000
Network radio	417,200	——
Outdoor	24,600	78,800
Total measured	41,530,700	28,483,400
Unmeasured	20,469,300	17,516,600
Estimated total	62,000,000	46,000,000

MARKETING PERSONNEL

Card Division

Thomas K. Myers, exec vp, mktg
Joanne Black, senior vp, mktg services
Richard D. Rosenbloom, vp, adv & promo
Pierce Butler, vp, adv & promo

Travel Division

Suzan K. Couch, vp, adv & promo

Travelers Cheque Division

James T. Larkin, exec vp, mktg & sales
John A. Maslanka, vp, U.S. mktg & sales
Edward J. O'Hare, vp, mktg services & product devel
Daniel V. DeMaio, director, adv

ADVERTISING AGENCIES

Ogilvy & Mather, New York—card, travel, bank, travelers cheque services—William E. Phillips, chairman and president; Kenneth Roman, exec vp, managing director, New York; John Heston, senior vp, Robert White, Tony Brown, mgmt supers.

Cunningham & Walsh, San Francisco—Fireman's Fund—Joseph Therrien, vp, gen mgr, acct exec.

McCann-Erickson, New York—Gold Bank Card.

American Home Products Corp.

	1978	1977
Sales*	$3,276,605,000	$2,867,902,000
Earnings*	348,422,000	306,167,000
Advertising**	183,000,000	171,000,000

*Worldwide
**U.S. only; AA estimate

American Home Products, the nation's 11th largest advertiser, increased its U.S. advertising by 7% in 1978 to an estimated $183,000,000. The gain was a slight easing off of 1977's 8% pace.

Last year was AHP's 26th consecutive one for record sales and earnings, with sales surpassing $3 billion for the first time. Totaling $3,276,605,000, worldwide sales yielded a net income of $348,422,000.

Foreign sales were $1,072,800,000, a 20% increase over 1977. These represented 33% of the total volume. Foreign net income before taxes was $196,000,000, compared to $154,300,000 in 1977. Domestic sales totaled $2,203,805,000; earnings before taxes, $457,600,000.

■ Prescription drugs contributed $1,284,900,000 (39%) of total sales and $378,900,000 (56%) of pretax income, which totaled $682,300,000. Household products and housewares provided $888,700,000 (27%) of total sales and $99,700,000 (15%) of pretax income.

Food products contributed $657,500,000 (20%) of total sales and $74,700,000 (11%) of pretax income. Packaged medicines provided $445,500,000 (14%) of total sales, and $100,800,000 (15%) of pretax income.

In foreign sales, prescription and packaged medicines accounted for approximately 68% of the volume; the remaining 32% consisted of foods, housewares and household products.

Domestic measured media expenditures for 1978 were $166,758,900, a 6% increase over 1977's $156,965,100. Packaged medicines received 59% of this support, $97,742,300.

Home products and housewares received $46,009,600, or 28% of the total, while food products were backed by $16,820,500 and prescription drugs by $6,186,500. Ad expenditures in all categories except food products were up over 1977.

■ Domestic ad spending continued to favor network and spot tv, as AHP made a record-breaking, two-season $100,000,000 buy on NBC-TV, aimed, in part at assuring a good commercial position during the 1980 Olympics and elections.

Spot radio dollars, sharply increased over 1977, edged out network radio. In print, newspapers held about even with 1977 and farm publications received less emphasis while magazine dollars zoomed upward.

Network television received $111,136,200, a 2% increase over 1977. Spot tv jumped 9% to $38,722,200, while spot radio was up a whopping 80% to $3,855,000. Network radio was allotted $3,155,000, 14% over 1977.

Magazines were up to $7,693,400, a 30% increase, while newspaper slipped to $2,069,000, a 6% decrease. Farm publications also dropped 46%, to $128,100.

■ In the packaged medicines group, spending was dominated by Whitehall Laboratories, whose budget totaled $97,696,800, up $2,696,800, or 3%, over last year. The division posted record sales, as established products maintained leading positions in many categories, and new products entered markets previously untried by AHP.

Anacin analgesic tablets received the greatest chunk of Whitehall's measured ad support, $33,906,500, a jump of $3,359,500 over 1977. This was primarily allotted to network tv, as well as to some magazine and spot tv support.

During the year, Anacin continued its fight to hold a 13% share of the $750,000,000 analgesic market. Topped by Johnson & Johnson's McNeil Laboratories' Tylenol, whose share was 20%, it led Sterling Drug's Bayer, which held 10% of the market, and Bristol Myer's Bufferin and Excedrin, which held 10% and 8%.

■ In 1978, Anacin and AHP were involved in regulatory and legal actions that could have definite impact on future advertising. Ruling on a six-year-old case, the Federal Trade Commission issued an order calling for AHP to run $24,000,000

MARKETING PROFILES

in future Anacin ads with the disclosure that "Anacin is not a tension reliever."

In addition, McNeil Laboratories filed suit against AHP, alleging that the company was violating an earlier court order with a new Anacin campaign. The order had prohibited AHP from making claims about Anacin's superiority over Tylenol.

- Whitehall's second most advertised line was Dristan decongestant products, which received $23,061,200. Of this figure, $14,399,200 was allotted to Dristan tablets, $10,718,100 to network tv and $3,037,200 to spot tv.

Network tv also provided major support for other Dristan products. New introductions included Dristan AF, an aspirin-free remedy, with an $840,900 budget, and Viro-Med liquid.

Network and spot tv dominated the campaigns of other Whitehall products. Preparation H hemorrhoidal remedies: Total ad budget was $9,595,900, with network tv getting $5,753,000 of the total and spot tv $2,038,300.

Primatene Mist spent $6,970,800; network tv received $5,501,900 of this. Arthritis Pain Formula had support of $4,903,700, of which $3,505,200 was allotted to network tv.

- Anbesol received $2,904,300 and $2,022,900 went to Dry & Clear acne ointment, introduced last year. Of this figure, $1,510,700 was budgeted to spot television and $371,400 to network tv.

Sleep-Eze received $1,203,300, with $954,600 going to network tv. Of Compound W's $1,919,500, $1,391,300 went to network tv. This medium also received $1,277,400 of Denorex's $1,389,100, while spot tv was allotted $629,000 of Heet's total $1,122,700 campaign.

In 1978, Whitehall entered the $500,000,000 U.S. contraceptive market, with tests of Semicid contraceptive suppository. Tests were begun on Predictor, a pregnancy test kit. Budgets for the two products were $105,300 and $188,900.

AHP's second largest advertiser, with a budget of $46,009,600, was the household products and housewares group, including Boyle-Midway household items, Ekco Housewares, Ekco Products, Dupli-Color Products and the Prestige Group.

- Boyle-Midway was supported by $43,443,300 in advertising expenditures, $5,728,000, or 5%, over 1977. Woolite, the division sales leader, was again the No. 1 recipient of ad support, with a $14,635,100 allotment. Of this figure, Woolite Liquid and Powder Cold Water Wash received $9,853,000, primarily in network and spot tv.

Easy Off oven and window cleaners were budgeted at $6,458,200, and network tv was the major recipient. The PAM line of dry fry cooking sprays maintained its 1977 expenditures of slightly over $6,000,000, while Black Flag insecticides received support of $4,020,400.

Sani-Flush toilet cleaner products were backed by $2,923,800, primarily in network tv, and Wizard air fresheners went up to $3,510,000, a doubling of 1977 expenditures. Old English furniture polish also received support of $1,702,600.

Ekco, which posted record sales in 1978 had an ad budget of $2,363,100. Network tv received $1,134,800 of the total for promotion of kitchen tools, cutlery and cookware, which expanded to include two new lines—one stainless steel, the other aluminum. Ekco Slaymaker lock line's allotment of $195,300 was all in network tv.

The AHP food products group had a budget of $16,820,500, down $587,700 from last year's record-breaking support.

American Home Foods' Chef-Boy-ar-dee ad spending was $11,711,000, mostly in network tv. New products introduced included three types of pizza in a skillet and two pizza sauces.

The Brach candy division had record sales, boosted by special holiday and bulk candy promotions. Its budget was $2,795,800. Brach's also put $448,800 behind Candydent sugarless candy in test market.

- As in 1977, the prescription group led the company in sales and earnings, but received the smallest measured ad budget, due to the technical nature of its market outlets and legislative restrictions.

Wyeth Laboratories worldwide pharmaceutical sales reached an all-time high, and its Ovral retained the leadership as the most frequently prescribed oral contraceptive. New product introductions included the antibiotics Wymox and Wyamycin, and Simeco, a new antacid.

ADVERTISING EXPENDITURES

	1978	1977
Newspapers	$2,069,000	$2,210,400
Magazines	7,693,400	5,928,600
Farm publications .	128,100	236,100
Spot tv	38,722,200	35,250,000
Network tv	111,136,200	108,428,700
Spot radio	3,855,000	2,145,000
Network radio	3,155,000	2,765,800
Total measured ..	166,758,900	156,965,100
Unmeasured......	16,241,100	14,034,900
Estimated total ...	183,000,000	171,000,000

CORPORATE MARKETING PERSONNEL

William F. Laporte, chairman
John W. Culligan, president
Marvin E. Schmalzried, senior vp
John R. Stafford, senior vp
George DeMott, vp
John Horsman, vp
Arnold Thaler, vp
Ernest Harper, vp

WHITEHALL LABORATORIES
New York

MARKETING PERSONNEL

Stanley F. Barshay, president
G. Prince, vp-mktg
W. Tauriello, vp-new product devel
Steven Kubinski, adv director

ADVERTISING AGENCIES

Hicks & Greist, New York—Dristan capsules, Preparation H cleansing pads, Sleep-Eze—Bill Roper, mgmt super; Ken Silvers, acct super.

Rosenfeld, Sirowitz & Lawson, New York—Freezone, Infra-Rub, Semicid—Mal Minor, mgmt super.

William Esty Co., New York—Anacin-3, Anbesol, Compound W, Dristan tablets, Aspirin Free Dristan tablets, Momentum, Quiet World, Viro-Med—Art Albrecht, mgmt super; Edgar Peck, Richard Burns, Sidney Lawrence, acct supers.

John F. Murray Advertising, New York—Anacin, Oxipor, Preparation H, Sudden Beauty Facial, Trendar—Paul Kilbane, Jack Bernhardt, mgmt supers; Gwen Neff, Jim Harragan, acct supers.

C.T. Clyne Co., New York—Arthritis Pain Formula, Denalen denture cleanser, Bisodol, Dry & Clear, Outgro, Broniton for Asthma, Denorex medicated shampoo, Dristan Long Lasting Nasal Mist & Vapor Spray, Heet, Neet, Primatene—Jack Rothenberger, Sam Spito, Shelly Holzer, mgmt supers; Eliot Reskin, Ralph Hirsch, James Caldwell, Alan Yarnoff, Dermod Sullivan, acct supers.

FRANKLIN LABORATORIES
Denver

John D. Baker, vp-mktg

ADVERTISING AGENCY

Frye-Sills, Denver—Gib Frye, mgmt super.

AMERICAN HOME FOODS
New York

MARKETING PERSONNEL

D. P. Jaicks, president
Karl Becker-vp, product mgr
W.E. Kratzke, adv director

ADVERTISING AGENCIES

Young & Rubicam, New York—Chef Boy-ar-dee, Dennison's—Matt Crisci, mgmt super; D. Gamanos, V. Calenda, W. Brown, T. Pyne, acct execs.

Cunningham & Walsh, New York—Gulden's mustard; G. Washington's seasoning and broth, Jiffy popcorn, Franklin nuts, Crunch N Munch popcorn, Luck's Food—Warren Albright, mgmt super; Walter Hagstrom, Edward Chima, acct execs.

E.J. BRACH & SONS
Chicago

MARKETING PERSONNEL

Ned E. Mitchell, president
R.B. Hecklau, senior vp, mktg & sales
Richard G. Secrist, vp-mktg
S.R. Thompson, vp-natl sales mgr
Robert C. Wells, vp-special accts & trade relations
Robert J. Urban, new product mgr

ADVERTISING AGENCY

Arthur Meyerhoff Associates, Chicago—Harry Ellsworth, acct super.

BOYLE-MIDWAY
New York

MARKETING PERSONNEL

John Boone, president
Bill Hiscott, vp-mktg
Neill Myers, Joe Palminteri, Jim Neary, group product mgrs
Ken Lagana, adv mgr

ADVERTISING AGENCIES

Cunningham & Walsh, New York—Antrol, Depend-O, Diaper Pure, HR2 rug shampoo, Snarol, Wizard charcoal lighter, Woolite, Woolite rug cleaner—Nat Allen, acct super.

C.T. Clyne Co., New York—Sani-Flush, Griffin shoe polish, Black Flag, Easy Off, Wizard deodorizer—Henry Kornhauser, president; Ron Herlihy, Bob Carmody, acct supers.

Arthur Meyerhoff Associates, Chicago—PAM, Aero-Shave, Quick Dip—Bob Pingrey, mgmt super.

John F. Murray Advertising, New York—Aerowax, Easy-Off window cleaner, Sani-Flush In-a-Tank—Paul Kilbane, mgmt super; Dave Pickett, senior acct exec; Maureen Howard, acct exec.

Hicks & Greist, New York—Noxon, Zud, 3-in-One Oil, Plastic Wood, Easy On starch, Old English polishes, Golden Touch—Bill Roper, mgmt super; Ken Silvers, acct super.

DUPLI-COLOR PRODUCTS
Elk Grove Village, Ill.

MARKETING PERSONNEL

W.V. Dunlop, president
R.R. Miller, vp-sales
Fred Freiden, vp-mktg

ADVERTISING AGENCY

Jack Levy & Associates, New York—Allan Lieberman, acct exec.

EKCO HOUSEWARES CO.
Chicago

MARKETING PERSONNEL

J.K. Duncan, president
Don Jacobs, vp, mktg, sales & pr
Jack Theobold, adv mgr
Mike Sobo, mktg mgr-supermarket lines
Thomas Walton, mktg mgr-dept & hardware lines

ADVERTISING AGENCY

Albert Jay Rosenthal & Co., Chicago—Richard Emory, acct super.

EKCO PRODUCTS
Chicago

MARKETING PERSONNEL

Packaging Group

Lou Schumm, president
Ed Heiser, vp-mktg & Sales

GLACO Group

William Campion, president
J. Morris, vp-sales & mktg
Jan Schuh, adv mgr

ADVERTISING AGENCIES

Jaqua, Grand Rapids, Mich.—packaging group—David Friend, acct super.

Mills, Fife & MacDonald, Des Plaines, Ill.—GLACO—William H. Fife Jr., acct super.

Arthritis flare-up!

Now relieve pain and stiffness...fast!

1. Arthritis flares up. Pain builds in joints. You feel stiff.
2. Anacin relieves minor pain of arthritis deep in joints.
3. Relieves stiffness caused by pain; gives hours of relief.

When you have minor arthritis flare-ups, make Anacin® your medicine of choice. Anacin is a medically recognized combination of ingredients. Anacin's pain reliever is recommended by doctors 4 to 1 over all other non-prescription medications for arthritis pain and its stiffness. Gives hours of relief for millions without stomach upset.

Read and follow label directions

American Home Products' Anacin spent $33,000,000 to hold onto its 13% share of the analgesic market. Most of the money was spent in network tv.

Gasoline made simple.

A lot of the new cars tend to be choosy when it comes to fuel. Most of them have catalytic converters, which means they are designed to accept nothing but unleaded gas.

Hondas are different. All our new cars—the Civic 1200, the Civic CVCC, and the Honda Accord—operate without a catalytic converter. So you can take your pick of regular or unleaded gasoline. As for premium, there is no benefit and it's a waste of money.

Of course, whichever gas you use, you can go a long way on it in a Honda. Our best mileage car, the Civic CVCC 5-Speed, was rated at 47 mpg for highway driving, 37 mpg city, according to EPA estimates.

Our lowest EPA mileage estimate was received by the Civic 1200 with 2-speed manually-selected Hondamatic transmission: 30 mpg highway, 25 mpg city. All estimates are lower for California and high altitude areas. Also, the Civic 1200 is not available in California or in high altitude areas.

Although we're happy to tell you about our 1978 EPA mileage figures, we want to be realistic about them. So please keep in mind that EPA estimates are the result of laboratory tests and are offered only as a means of comparison.

Therefore, your mileage will vary depending on such things as where you drive, how you drive, your car's condition, and optional equipment.

Still and all, a Honda makes the neighborhood service station a nice place to visit. You get your choice of gas pumps when you drive in. And very good mileage after you drive out.

Now, how could we make gasoline any simpler than that?

HONDA
We make it simple.

Playing on high-priced gasoline, American Honda emphasizes ability of its cars to use regular or unleaded gasoline.

AYERST LABORATORIES

MARKETING PERSONNEL

W.L. Davis, president
A. Somm, senior vp-mktg
Whit Jensen, vp-mktg services
G. Cerritelli, director of sales

ADVERTISING AGENCIES

Rolf Werner Rosenthal, New York—Diucardin, Kerodex, Gristactin, Inderel, Plegine—Herb Messenger, acct super.

Sudler & Hennessey, New York—Antabuse, Fluothane, Gristactin, Inderal, Inderide, Kerodex, Phospholine Iodide, Plegine, Premarin—Bob Botto, mgmt super.

Klemtner Advertising, New York—Atromid-S., Riopan, Riopin Plus, Thiosulfil, Mysoline—Jay Conlon, acct super.

WYETH LABORATORIES
Radnor, Pa.

MARKETING PERSONNEL

Richard Bogash, president
Lee J. Hymel, vp-mktg
Charles H. Brantley, asst vp-mktg
John Spitznagle, asst vp-mktg

ADVERTISING AGENCIES

William Douglas McAdams—New York—Ovral, Lo-Ovral, Phenergan, Tubex.

Kallir, Philips, Ross—New York—Ativan, SMA, Nursoy, Collyrium.

IVES LABORATORIES
Great Valley, Pa.

MARKETING PERSONNEL

Sidney Elston, president
Joseph Faherty, vp-administration
Herbert Loewnkron, senior vp, mktg
Paul Fladd, adv mgr

ADVERTISING AGENCIES

Robert A. Becker Inc., New York—Isordil—Raymond Perry, acct super.

Frank J. Corbett Inc., New York—Synalgos DC, Cyclospasmal—Henry Townsend, acct super.

FORT DODGE LABORATORIES
Fort Dodge, Ia.

MARKETING PERSONNEL

Thomas W. Freege, president
O.W. Whitcomb, vp-director of mktg
W.E. Ryan, director of adv

ADVERTISING AGENCY

Sander Allen Inc., Chicago—Cecil Barger, acct super.

American Honda Motor Co.

	1978	1977
Sales	$1,639,000,000	$1,201,959,784
Earnings ...	26,374,000	35,338,790
Advertising* ...	35,000,000	23,574,500

*Estimated by AA.

American Honda Motor Co., Gardena, Cal., the 88th largest national advertiser, is a wholly owned subsidiary of the Japanese-based company, Honda Motor Co. Ltd.

The U.S. unit increased its ad spending by 48% in 1978, to an estimated $35,000,000. The spurt was fueled by increases in magazine and network tv spending.

The company, which markets Honda cars and motorcycles and a line of consumer power products, showed a 36% gain in sales in 1978, a year in which consumer demand outstripped supply of Honda Civics, Accords and the newly introduced Prelude.

American Honda put 56% of its $18,464,561 auto ad budget, coordinated by Needham, Harper & Steers, Los Angeles, into network tv, with 42% in consumer and enthusiast magazines.

Although advertising seemed the least of Honda's concerns because of the strong demand during 1978, the company identified the tight supply situation as a temporary one and continued the advertising campaign introduced in 1978 that paves the way for future years.

The ad theme, "We make it simple," positioned Honda as more dependable and sensible than its small car competitors without saying so.

Availability problems for all Honda cars, particularly the Accord and the newly introduced Prelude sports coupe, continued through 1979. Honda kept a lid on its U.S. dealer network (there are 716) to counteract this problem.

Introduced in April, 1979, the Prelude sports coupe is being positioned as the "sports car for grownups" in network tv spots and ads in consumer and enthusiast magazines. The Prelude is priced around $6,500.

- Apparently foreseeing a strong future, American Honda began construction of a $250,000,000 plant in Ohio. The plant will manufacture only motorcycles initially, but indications are that it will eventually be used for the manufacture of Civics.

American Honda holds 40% of the motorcycle market, making it the industry leader in this product category. In late 1978, the company unveiled a new 36-unit 1979 line of motorcycles, featuring an entirely new 750cc Road Bike line-up. The new CB-750 line features double overhead cam engines and new styling.

Honda also introduced a new line of special custom styled units in the 500 and 400cc range. Honda believes the new bikes feature dramatic looks and offer customers a new macho image.

The new line was backed with a $10,000,000 tv and cycle enthusiast print campaign through Grey Advertising, Los Angeles. Ads carried the theme, "Honda, going strong." The campaign theme was an extension of 1977's effort, emphasizing sophistication of technology in the Honda motorcycle product.

- In early June, 1979, the Honda motorcycle account was switched to Dailey & Associates, Los Angeles. A tv and enthusiast magazine ad campaign is being planned for fall 1979 that will use a new "Honda, follow the leader" ad slogan.

Honda's line of power products, which includes a tiller, outboard motor, several generators, and a newly introduced lawn mower also handled by Grey, was backed with consumer and trade print campaigns with various themes. The power products division recently was also assigned to Dailey & Associates.

In early 1979, American Honda introduced the new lawn mower that stops its own blade seconds after the operator releases the mower's handle. The innovation gives Honda a jump on the rest of the industry which must have similar blade brakes to meet federal safety standards by 1982.

The new lawn mower (available in four models) retails from $344 to $444 and is distributed through the company's newly formed lawn and garden dealer network. "It took Honda to build a lawn mower this advanced" is the ad theme.

North America continues to be the biggest overseas market for two-wheeled vehicles for Honda Ltd. Although North America's share of the total overseas sales declined, the U.S. still accounted for 50% of the company's total overseas sales.

ADVERTISING EXPENDITURES

	1978	1977
Newspapers	$2,474,100	$1,458,400
Magazines	10,135,400	6,584,300
Spot tv	1,121,200	1,372,800
Network tv	16,724,900	10,221,000
Spot radio	1,043,100	927,000
Network radio	—	—
Outdoor	5,500	11,000
Total measured	31,504,200	20,574,500
Unmeasured	3,495,800	3,000,000
Estimated total	35,000,000	23,574,500

MARKETING PERSONNEL

K. Yoshizawa, president
S. Tanaka, vp, motorcycle div
J. Haight, adv mgr, automobile div
B.W. Pulskamp, adv mgr, motorcycle div

ADVERTISING AGENCIES

Needham, Harper & Steers, Los Angeles: William Hagelstein, acct super, autos.

Dailey & Associates, Los Angeles—Jack Redmond, senior acct super, motorcycles; Bill Moreland, senior acct super, power products

American Motors Corp.

	1978	1977
Sales	$2,585,428,000	$2,236,896,000
Earnings	36,690,000	8,266,000
Advertising*	43,444,500	31,486,900

*Estimated by AA

American Motors Corp., Southfield, Mich., the 78th largest national advertiser, staged a modest comeback in 1978. Advertising cuts were restored, earnings quadrupled and dollar sales kept pace with inflation.

Advertising outlays of $43,444,500 were up 38% over 1977 when they were slashed to $31,486,900 from $38,535,400 in 1976. But the big marketing news came when AMC and Renault, the French automaker, made it legal in early 1959 with the signing of an "arrangement" for AMC to sell Renault cars in the U.S. and eventually make them here. Renault got European rights to Jeep as well as access to the U.S. AMC sales outlets.

AMC also continued its revamp of its marketing staff, landing two top marketers from General Motors as well as a new president with marketing expertise. A new ad agency, Grey Advertising, New York, took over in March, 1978.

■ AMC boosted its earnings to $36,690,000 from $8,266,000 on sales of $2.5 billion, up from $2.2 billion. The earnings increase was attributed to consolidation of passenger car production and record Jeep vehicle sales of 180,667 worldwide compared with 153,485 the year before. Passenger car sales continued as a soft spot, falling to 214,537 worldwide from 227,365.

Total auto sales, including Jeep rose 20% to $2.2 billion and earnings were $38,800,000, up from a loss of $1,200,000 in 1977. AM General Corp., a subsidiary which makes trucks, postal service vehicles and transit buses turned in a loss of $5,200,000 against 1977 profits of $6,800,000 on sales that slumped to $248,000,000 from $377,000,000.

The results suffered from AM General getting out of the standard transit bus business and by a delay in government and international contracts for military trucks, the company said.

Only the Concord, nee Hornet, born again as a luxury compact, made much of an impression with U.S. buyers. It nearly doubled its sales from 79,508 in 1977 to 114,764 as the best-selling AMC car. Jeep led all AMC marques with 161,912 units, up from 115,079.

■ When AMC and Renault said "oui," it gave AMC a sorely-needed front-wheel-drive subcompact for the mpg wars—the Renault Le Car. But for most of 1978, AMC and Renault went their separate marketing ways until the formal agreement in early 1979.

Renault's ad budget for 1978 was estimated at $5,000,000. AMC started to set up its dealers with Le Car and chairman Gerald C. Meyers said AMC will sell the new Renault 18 sedan and station wagon in 1980.

AMC will manufacture a new series of cars in 1982. The new Renault cars give AMC the advanced technology it can't afford on its own and Renault gets its cars into 2,300 AMC dealers. It had 400 of its own, many of them dualed with other makers.

AMC started marketing the imports in March, 1979, with the only change a more prominent use of the Renault name. Renault's agency, Marsteller Inc., New York, stayed on board.

■ AMC chairman Meyers sees the Renault deal as attacking AMC's "basic problem, our relative size in a big industry where bigness is becoming even more vital as time goes on. In the world auto market of the future, the successful companies will be those with deep resources, world marketing muscle and solid technical strength.

"Passenger car sales right now aren't good. Despite all our efforts and all of our programs, we have not been able to get up any steam this year. But we have new ideas and products coming that should assist car sales soon," Mr. Meyers said.

These include a new line of four-wheel-drive cars called Eagle for model year 1980. The Renault accord means AMC has "leapfrogged 10 years and maybe $2 billion with the stroke of a pen," Mr. Meyers said.

There was one marketing effort that did generate somes sales steam. The Concord was introduced as a 1978 luxury model and the year also saw the bow of the 1979 Spirit. Like the Concord, the Spirit is a skillfull reshaping of an older model, this time the venerable Gremlin.

The intermediate line of Matador cars and wagons was dropped for model 1979. The strategy behind both Concord and Spirit is that buyers want more luxury in their small cars. "The 1979 AMC cars focus on this fact," the company said. "They are aimed at those customers who want products with quietness and comfort. Advertising stresses their appeal to buyers who want more than basic transportation."

■ This gave birth to "The luxury Americans want, the size Americans need," campaign for the 1979 models. Pacer, the egg-shape subcompact with the weight problem, became a "unique blend of midsize room, ride and handling in an efficiently sized car."

Gremlin, the future Spirit, along with Pacer was pitched at the women's market and the doomed Matador got nary an ad dollar.

The Jeep line got a record ad outlay, with 64% of that in network tv with the line "Jeep wrote the book on four-wheel-drive." Entries included the bread-and-butter CJ left alone as the smallest four-wheel-drive vehicle by a U.S. manufacturer.

Cherokee, a bigger model, was shown as a family model that would go off-road and the Wagoneer, a station wagon, was called the "ultimate in four-wheel-drive."

AMC had a new media approach, away from the national, network scene to local markets and spot tv. Indeed, spot tv expenditures doubled from $5,310,800 to $11,253,900, while network tv was up a bit to $17,932,500 from $14,913,200.

Magazines showed a sizable increase to $5,814,600 from $3,555,200, while newspapers were up a bit to $7,666,900 from $7,107,000. Spending in spot radio went to $758,100 from $397,000.

■ When it came time for the 1979 Spirit to debut, AMC said it would put more emotion into the ads because prospects were "sensitive about the kind of car they drive—it's not just a piece of transportation."

The introductory emotion turned to price sensitivity in December in the face of lower than anticipated sales. AMC cut the price of the Spirit by $200 and in the new year "took the gloves off" against Ford and Chevrolet in a series of comparison ads.

The newspaper campaign said the Spirit with its price reduction was only $5 more than a Chevette, "The best $5 buy in America." Standard equipment was compared against standard equipment.

AMC also revived (again) its Buyer Protection Plan, a 12-month warranty, and in the spring of 1979 added a rust warranty.

Things got so bad with passenger car sales that AMC stopped reporting them every 10 days. It had wanted to include Jeep figures lumped together but trade publications said that wouldn't be accurate. AMC started reporting monthly. One of the things AMC didn't want to point out every 10 days was a share of the car market that fell to 1.2% from 3.8% in 1974.

Jeep sales, strong throughout 1978, faltered with the spring, 1979, fuel crunch when buyers turned away from the thirsty four-wheel-drive vehicles. AMC's fuel economy plans for cars underwent a slight change when it decided to save the capital expenditures needed to make its own four banger and signed an agreement to buy the 2.5 liter engine made by General Motors.

■ That wasn't the only thing AMC got from GM. It lured Thomas A. Staudt from Chevrolet where he had been director of marketing. Mr. Staudt became vp of the marketing group, succeeding Dale E. Dawkins who became vp-product group. Mr. Staudt joined David J. Van Peursem who left Oldsmobile where he was director of marketing to become AMC's general manager of marketing, a new post.

Raymond Avedian moved from BBDO, Detroit, to passenger car ad manager, a post left vacant when Robert Lepre joined MCA Graham, New York.

Roy D. Chapin Jr. stepped down as chairman after 40 years in the business. Mr. Meyers moved up from president to succeed Mr. Chapin who had combined deft dealings with financial institutions (always important at AMC) with marketing flair.

■ The top management marketing slot was taken over by W. Paul Tippett Jr. who was president of STP Corp., director of sales and marketing for Ford of Europe and most recently exec vp in charge of Singer's Sewing Products Group.

Nonautomotive subsidiaries had record sales in 1978. Sales rose to $71,900,000 from $68,200,000 for Wheel Horse Products, garden tractors and lawn mowers; Mercury Plastics, maker of injection-molded parts, and Windsor Plastics, which makes nonautomotive plastics.

Reach out.
Reach out and touch someone.
Bell System

American Telephone & Telegraph Co. has budgeted about $30,000,000 for its "Reach out" campaign for 1979.

ADVERTISING EXPENDITURES

	1978	1977
Newspapers	$7,666,900	$7,107,000
Magazines	5,814,600	3,555,200
Spot tv	11,253,900	5,310,800
Network tv	17,932,500	14,913,200
Network radio	—	84,000
Spot radio	758,100	397,000
Outdoor	18,500	122,700
Total measured	$43,444,500	31,486,900

MARKETING PERSONNEL

Thomas A. Staudt, vp-mktg group
David J. Van Peursem, genl mktg mgr
Eugene L. Richmond, director, adv
J.L. Cherfoli, director, merch and sales promo
Ray Avedian, pass car adv mgr
Robert Wheat, Jeep adv mgr
Hull Ouarrier, mgr of natl media
R. Schwartz, genl mgr, U.S. sales
Mark Obert, director of mktg, AM General

ADVERTISING AGENCIES

Grey Advertising, New York—Robert L. Berenson, exec vp/mgmt rep; Bruce S. Wagner, sr vp/mgmt super, Southfield; Michael Clancy, vp/mgmt super, New York

Compton Advertising, New York—Jeep commercial vehicles—R.M. Mumma, exec vp/mgmt super; R.D. Scott, vp/acct super, Southfield; Ken A. Glowacki, acct exec, Southfield

RETAIL SALES (U.S. IN UNITS)

	1978	1977
Gremlin/		
Spirit	24,412	37,531
Concord	114,764	79,508
Matador	9,471	22,041
Pacer	20,811	44,874
AMX	1,281	407
Jeep	161,912	115,079
Total	332,651	294,438

American Telephone Telegraph Co.

	1978	1977
Sales	$40,933,356,000	$36,431,188,000
Earnings	5,109,203,000	4,296,589,000
Advertising	172,822,100	131,968,200

American Telephone & Telegraph Co., New York, the world's largest corporation, increased its advertising 35% to $172,822,100 in 1978 to become the 13th largest national advertiser.

The total includes ad spending by AT&T and its principal telephone subsidiaries, but excludes minor-held Southern New England Telephone and Cincinnati Bell.

It was a record year for sales, earnings, dividends and capital expenditures. Sales were up more than 10% to almost $41 billion, while earnings topped $5 billion.

Long distance calling increased by 12.6%. Overseas calls continued to grow by about 27%, with customers in nearly 900 cities able to dial direct to 47 countries.

At year's end, Bell System phones in service totalled some 133,000,000 or 5,000,000 more than in 1977.

About $3.2 billion, or 23% of record capital expenditures of $13.7 billion, went into modernization projects. Bell installed 365 local electronic switching systems during the year. About 30% of Bell System telephones, close to 40,000,000, are served by some 1,700 local electronic switching offices.

Bell moved ahead with the installation of its latest "super switchers" for long distance calls. Nine of these high-speed, high-capacity digital switchers were added in 1978. There are now 21 in the nation, including one operated by the General Telephone Co. of Florida.

Western Electric, AT&T's manufacturing arm, began producing a commercial lightwave system this year. In 1980, it will be installed in the Atlanta metropolitan area, linking two local central offices and a long distance switching center.

A Bell Laboratories development, called Advanced Mobile Phone Service, was tested in the Chicago area during 1978. AMPS uses a set of contiguous geographic "cells," each equipped with an assigned set of frequencies, and a base station for transmitting and receiving calls.

Callers leave a cell and move on to another without any effect upon the call in pogress. As they do, the frequencies they were using are freed for other callers. The new system will make mobile service more widely available.

■ The trial of single sideband microwave radio, a technique that more than triples the capacity of existing microwave transmission systems with the addition of only a minimal amount of new equipment, was conducted successfully last year by Bell Labs, AT&T Long Lines and Western Electric. The 29-mile microwave route linked Ashburnham and Wendell, Mass.

In 1978, AT&T restructured its organization to match the markets it serves. It grouped its operating and marketing activities into three major areas: Business, Residence and Network. Each unit is headed by an exec vp.

Four large business organizations began using the Bell System's new Enhanced Private Switched Communications Service, enabling customers to monitor their own networks.

A new service for business customers with less complex requirements is Electronic Tandem Switching (ETS), featuring automatic route selection which chooses the most economical path among the various services that a business may have. For smaller businesses having up to 80 lines, Bell introduced the Horizon system, offering features formerly only available to larger customers.

■ In 1978, the Bell System received approval from the Federal Communications Commission to expand its DATAPHONE Digital Data Service (DDS), offering private line digital transmission with speeds up to 1.5 megabits per second, to serve 96 cities. During the year, 24 cities were added to the DDS network, for a total of 48 cities at the end of 1978.

Today's residence customers can choose from 22 styles of phones, including three new Design Line versions introduced in 1978: The Noteworthy phone set, a compact wall unit that incorporates a telephone, slate or cork message board and a compartment for storing a phone book; the Telstar phone, a desk set of contemporary design, the Snoopy & Woodstock Phone, in the tradition of the Mickey Mouse phone.

■ A new public telephone service, called Charge-A-Call, was introduced in 1978. Requiring no coins it is designed for customers who intend to make collect, credit card or charge-to-a-third-party calls.

The Justice Department continued to press its antitrust action against the Bell System, whereby it seeks dismemberment of Bell's integrated structure. In particular, it seeks the divestiture of Western Electric, some or all of the operating phone companies and the possible separation of other parts of the Bell System.

In a "statement of contention and proof" filed by Bell early this year by order of U.S. Federal Dis-

MARKETING PROFILES

trict Judge Harold H. Greene, AT&T told the court that any objective judgment of its structure under regulation will confirm that their conduct has been reasonable and not in violation of antitrust laws.

The FCC continued its investigation, known as the Second Computer Inquiry, to determine the scope of data communications services, which common carriers, such as AT&T, provide under regulation, as distinguished from data processing services, which the FCC said it will not regulate.

On Jan. 31, 1979, chairman-ceo John D. deButts retired after 42 years with the Bell System, including seven years as chairman. Charles L. Brown, president, succeeded him, while William M. Ellinghaus, vice-chairman, assumed Mr. Brown's duties.

■ The company spent $12,600,000 for residence advertising in 1978. The largest share of AT&T's measured advertising spending was devoted to long distance calling (more than $18,500,000), with network tv and print used to convey the message that "long distance is the next best thing to being there."

"Reach out and touch someone" is the focus of long distance advertising in 1979, with the entire system using elements nationally and locally. The theme is sung in six radio spots by Ray Charles, Roberta Flack, Tammy Wynette, Paul Williams, Jose Feliciano and Phoebe Snow. AT&T has budgeted about $30,000,000 for the "Reach Out" campaign for 1979.

Among the 23 individual Bell System affiliated companies, several had measured advertising spending in excess of $1,000,000: Southwestern Bell ($5,288,300), Chesapeake & Potomac ($4,044,700), New York Telephone ($2,516,400), Pacific Telephone & Telegraph ($2,153,600), Illinois Bell ($2,024,200), Ohio Bell ($1,910,500), Bell of Pennsylvania ($1,782,500), New England Telephone & Telegraph ($1,472,500), Southern Bell ($1,452,200), Mountain Bell ($1,040,900).

Measured spending for national Yellow Pages totaled $10,220,100, almost all in tv. Western Electric general promotion accounted for $4,621,000 in network tv and magazines.

ADVERTISING EXPENDITURES*

	1978	1977
Newspapers	$12,090,300	$9,966,500
Magazines	16,742,500	10,459,100
Spot tv	33,148,700	28,276,700
Network tv	41,203,400	28,963,100
Spot radio	4,800,000	4,800,000
Network radio	1,633,800	14,100
Outdoor	523,600	740,700
Total measured	110,142,300	83,220,200
Unmeasured	62,679,800	48,748,000
Estimated total	172,822,100	131,968,200

*From AA's usual sources.

ADVERTISING EXPENDITURES**

	1978	1977
Periodicals	$42,181,300	32,140,400
Television	78,607,700	60,900,200
Radio	18,509,300	11,264,500
Other (exhibits, displays, etc.)	29,873,300	27,663,100
Total	172,822,100	131,968,200

**Figures provided by AT&T

CORPORATE ADVERTISING PERSONNEL

J.A. Howland, asst vp-adv
D. E. Hutchins, adv director-rsch/public service
K. W. Weihe, adv director business mkts
W. J. Hindman Jr., adv director-informative

ADVERTISING AGENCIES

N W Ayer ABH International, New York (except ethnic markets and Yellow Pages)—Robert Catlin, mgmt super; Roy Robinson, vp; Harkness Cram, vp; Howard Tobias, vp; John Moore, group acct super.

Cunningham & Walsh, New York—Carl Nichols, chairman; Nat Allen, mgmt super; William Morley, acct super.

Uniworld Group, New York—B.E. Lewis, president; Wally Caldwell, senior vp/mgmt super; Tillman deGraphenreed, acct rep.

Long Lines Department

K. M. Armstrong, adv director

ADVERTISING AGENCY

N W Ayer ABH International, New York—all services—George Eversman, mgmt super; F. K. McClafferty, vp; Howard Davis, vp; Lamar LeMonte, vp.

WESTERN ELECTRIC CO.

J. F. Rhame Jr., director, adv
J. G. Blake, mgr

ADVERTISING AGENCY

Foote, Cone & Belding, New York—all services—Mike Hoynes, mgmt super; Marilyn Fidler, acct super.

BELL TELEPHONE LABORATORIES

John Gregory, director, technical information & adv
W. J. Bucci, head/adv

ADVERTISING AGENCY

Aitkin-Kynett, Philadelphia—George Barnard, mgmt super; William Cass, acct super.

NEW ENGLAND TELEPHONE & TELEGRAPH

B. B. Sullivan, genl adv mgr

ADVERTISING AGENCY

Harold Cabot & Co., Boston—Yellow Pages, John Osborne, acct exec; all other, W. H. Monaghan, exec vp.

SOUTHERN NEW ENGLAND TELEPHONE CO.

Jean M. Handley, vp
J.W. Gamsby, div staff mgr

ADVERTISING AGENCY

Mintz & Hoke, Avon, Conn.—all services—William Pratt, acct super-business; Alan Mintz, acct super.

NEW JERSEY BELL TELEPHONE CO.

J. D. Simpson, div staff mgr, adv

ADVERTISING AGENCY

Bozell & Jacobs, Union, N.J.—all services—Ronald Vrba, senior vp.

NEW YORK TELEPHONE CO.

E. Westfall, asst vp, adv
T. Hayes, adv mgr, sales
John Shea, adv mgr, infor

ADVERTISING AGENCIES

Young & Rubicam, New York—G. T. Andrews, acct super; J. E. Zimmerman, Paul Holihan, acct supers.

Wunderman, Ricotta & Kline, New York—mass announcement services—Tom Daly, acct exec.

Conill Advertising Agency, New York—Spanish market—Rafael Conill, president.

BELL TELEPHONE CO. OF PENNSYLVANIA

T. Snowe, asst vp
R. S. Hoffsis, genl pr super-adv

ADVERTISING AGENCY

Lewis & Gilman, Philadelphia—all services for Bell of Pennsylvania and Diamond State Telephone Co.—George Gunn, mgmt super; Ray Hunter, Dan Nagle, acct supers; Gail Zimmerman, Anthony Evans, Ed Davis, acct execs.

CHESAPEAKE & POTOMAC TELEPHONE COS.

J. H. Zahn, vp
T. F. Lowe, asst vp-adv, pr
R. E. Harman, div staff mgr

ADVERTISING AGENCY

Ketchum, MacLeod & Grove, Rockville, Md.—all services—William Harrington, vp; George Bahl, acct mgr.

SOUTH CENTRAL BELL TELEPHONE CO.

ADVERTISING AGENCIES

Luckie & Forney, Birmingham—all services—Frank Lee, president.

Godwin Advertising, Jackson, Miss.—media services in Mississippi—John Fontaine, president.

SOUTHERN BELL TELEPHONE

M. T. Brandt, div mgr, adv

ADVERTISING AGENCY

Tucker Wayne & Co., Atlanta—all services—Sidney Smith, acct super.

MICHIGAN BELL TELEPHONE CO.

D. J. Gillard, asst vp
D. A. White, genl adv mgr

ADVERTISING AGENCY

Ross Roy Inc., Detroit—all services—R. L. Simmons, acct super.

OHIO BELL TELEPHONE CO.

J. L. Hanna, asst vp, adv & community relations
J. R. Flynn, div mgr, adv

ADVERTISING AGENCY

Marschalk Co., Cleveland—all media—T.R. Driscoll, vp-acct super.

CINCINNATI BELL TELEPHONE CO.

J. J. Gannon, vp
R. R. Brill, adv mgr

ADVERTISING AGENCY

Fahlgren & Ferriss, Cincinnati—all services—John Burpee, acct super.

WISCONSIN TELEPHONE CO.

C. Dickson, vp

ADVERTISING AGENCY

Cramer-Krasselt Co., Milwaukee—all services—William Faude, acct super.

SOUTHWESTERN BELL TELEPHONE CO.

L. Alexander, adv mgr

ADVERTISING AGENCIES

Gardner Advertising Co., St. Louis—Ray Ward, mgmt super.

D'Arcy-MacManus & Masius, St. Louis—Clifford Day, acct super.

INDIANA BELL TELEPHONE CO.

J. D. Mitchell, adv mgr

ADVERTISING AGENCY

Handley & Miller, Indianapolis—all services—David Scott, acct exec.

ILLINOIS BELL TELEPHONE CO.

R. B. Markham, vp
R. E. Campbell, adv mgr

ADVERTISING AGENCY

N W Ayer ABH International, Chicago—all services—Jim Titus, vp-acct super.

NORTHWESTERN BELL TELEPHONE CO.

R. G. Keim, asst vp, adv

ADVERTISING AGENCIES

Bozell & Jacobs, Minneapolis—all services—Kent, Dial, acct super. Omaha—Yellow Pages—Charles Ammons, acct super.

MOUNTAIN BELL

G. M. Fowler, asst vp
J. J. Arca, adv mgr

ADVERTISING AGENCY

Tracy-Locke, Denver—all services—Don Mitchum, vp-acct super.

PACIFIC NORTHWEST BELL TELEPHONE CO.

E. C. Read, vp
K. P. Todd, div staff mgr

ADVERTISING AGENCY

Chiat/Day, Seattle—all services—Corey Klein, vp.

PACIFIC TELEPHONE & TELEGRAPH CO.

G. D. Blatherwick, vp
J. Golightly, staff director

ADVERTISING AGENCIES

Foote, Cone & Belding/Honig, San Francisco—all services—T. W. Randolph, genl mgr; R. A. Imel, group mgmt super.

Bermudez & Associates—Spanish-language advertising—Eduardo Bermudez, president; Maria Leyva, acct exec.

BUSCHHHH!
BUSCH

Anheuser-Busch's Busch beer was reformulated and the package redesigned last year. The brew is supported by tv and multiple page ads.

Anheuser-Busch

	1978	1977
Sales	$2,701,611,000	$2,231,230,000
Earnings	111,040,000	91,945,000
Advertising	116,599,000	79,171,000

Anheuser-Busch, St. Louis, the country's biggest brewer and 34th largest advertiser, hoisted its ad budget by 47% last year to a total of $116,599,000, as it continued its race "to make space" between it and its nearest competitor, Miller Brewing Co.

During the past year, Anheuser-Busch became the first brewery to brew over 40,000,000 bbls. in a single year—another jewel for its "King of Beers" crown. In its St. Louis plant (the brewery's first) A-B marked another milestone by producing 1,000,000 bbls in a single month.

With a marketing force marshalled into the brand management system and fleshed out with MBAs and Procter & Gamble grads, the company rolled out three new products in 18 months. Not letting up in momentum, Anheuser-Busch brought out more new products for test last year: Wurzburger Hofbrau, its "real import" from Germany, and, out of its soft drink division, Chelsea, "a premium soft drink."

■ Although the precocious Miller Brewing still nips at its heels, Anheuser-Busch has steadfastly maintained its dominance in the beer industry. By year-end, A-B held a 25.1% share of market, while Miller collected 18.8% piece of the action. Matching Miller's expansion plans dollar for dollar, Anheuser-Busch's network of 10 breweries will have a production capacity of at least 58,000,000 bbls. by 1982.

In 1978, A-B's sales climbed 22.9% to $2,701,611,000 from its '77 tally of $2,231,230,000. Net income kept pace, increasing to $111,040,000—21% over the $91,945,000 rung up in 1977.

In beer (the company's bread and butter and 92% of its consolidated net sales), A-B's barrelage was up to 41,600,000 bbls.—making 1978 another record year. In 1977 the company's barrelage figures were 36,640,000 bbls. (also a record).

■ Anheuser-Busch calls its '78 marketing efforts, "the most extensive and aggressive in company history." It was certainly the most expensive. A-B led its beer brethren in network tv buys. Last year, Anheuser-Busch even went so far as to shoot special spots for tv specials—*i.e.* "Roots," "Rocky" and a whole series of "Bud Taste-Buds," designed with "Saturday Night Live" in mind.

A-B's biggest seller is Budweiser, "the King of Beers." Beginning in April, the brand got a new pitch themelined "This Bud's for you." The campaign stars working Americans. The brewery spent $24,636,700 on Budweiser in the six measured media, up from the $2,726,500 spent in '77. The bulk of those funds ($19,678,900) went into network tv.

Michelob, A-B's super-premium contender, kept its "Weekends are made for Michelob" pitch with Vic Damone on the vocals. In measured media support, the brew got $11,689,500—with $8,216,700 in network tv. Michelob also had a good deal of sports promotion support with tie-ins with golf, sailing and rugby.

Michelob's reduced-calorie version, Michelob Light, is now available nationwide. Still claiming "Good taste runs in the family," the commercials make sure to include female beer quaffers. In media, A-B spent $6,475,800 on Michelob Light—with $5,113,200 in network tv. In '79, the company has allocated more than $10,000,000 to boost the brand.

■ Natural, alias Anheuser-Busch Natural Light, reportedly gained market share points in the light beer segment—further solidifying its No. 2 ranking behind light beer leader, Miller Lite.

The brand is being promoted by the master of mispronunciations, Norm Crosby, and the rather eccentric Ray Johnson. New spots tap the talents of Marcia Wallace (formerly Bob Newhart's scatterbrained secretary), Fred Willard ("Fernwood 2-Night" host), ventriloquist Willie Tyler and dummy Lester.

Like its super premium counterpart, the brew is being aimed at the fairer sex as well in ads headlined "Its my beer too"—created by D'Arcy-MacManus & Masius and running in such books as *Better Homes & Gardens*, *Cosmopolitan*, *McCall's* and *Woman's Day*.

The new Busch with its jazzy graphics, new taste and higher price made its way last year throughout New England into the Southeast and Midwest (everywhere except southern Illinois and Missouri where only the packaging is new).

With Needham, Harper & Steers on the creative, the brand maintained its naturalistic "Head for the Mountains" motif. The brewery shelled out $5,078,400 on Busch with the lion's share ($5,011,500) in spot tv. Spending was up even higher for its '79 attack as the company boasted of outspending its nearest competitor by 50%.

■ After rumors flew for months across the Atlantic, the Anheuser-Busch/Wurzburger pact was finally perfected. The company has sent the German brew out into test in Boston, Atlanta, and Hartford. TBWA is doing the creative drive emphasizing the barrel-in-the-Atlantic method of import.

While the marketing men were getting out the brews, the company's chairman and corporate legal army were out in the back slinging mud with Miller Brewing.

The brawl hit a new intensity when Miller tromped up to the Federal Trade Commission to charge A-B of false, deceptive and misleading advertising in its claims that A-B brews are natural—which Miller alleges they are not.

The Milwaukee brewer raised its voice against A-B on another front as well—this time it was Busch's light beer entries. Again, Miller claims A-B is making false claims and that any brew over 100 calories is not a "light" beer.

Anheuser-Busch disagrees on both scores and came back with a detailed counterpunch presented to the Bureau of Alcohol, Tobacco & Firearms.

■ Anheuser-Busch is hot on the diversification trail, as exemplified by the establishment of a Delaware holding company and development of its soft drink division.

Last winter, A-B put its first soft drink, Chelsea (known then as the "not-so-soft" drink with a 0.5% alcoholic content) into test in New Orleans, Peoria, Sacramento, Springfield, Mass., and Richmond, Va. As a result of the ballyhoo caused by groups accusing A-B of encouraging children to become beer drinkers by offering them a "baby-beer," the company yanked the product off the market, re-did it completely, reformulated the head and alcohol out and came with an alternative (interim) in ad drive—"Chelsea. The Natural Alternative."

In the summer (and in its third time at bat), Needham came up with yet another—"Peel a Chelsea"—campaign.

Chelsea is just the first of what is expected to be a line of soft drinks. The company is looking for new products that can tap its beer distribution set-up. One line of products currently under development is a line of snack foods, reportedly called Eagle.

■ Aside from its beer division, Anheuser-Busch is the leader in baker's yeast and has business interests in family entertainment, can manufacturing, transportation, malt production, baseball, and real estate.

In the $1 billion themepark market, A-B's entries had good years in '78 as attendance was up 19% at the Old Country in Williamsburg and 8% at the Dark Continent in Tampa. The company announced a $20,000,000 expansion plan to create a new section in the Florida park called Timbuktu, with a roller coaster and a 1,200 seat festhaus plus a water park dubbed Adventure Island, complete with water slides.

The baseball Cardinals had a rough season in '78 and attendance fell to 1,300,000—not surprising for a city known for its fair weather fans. However, in '79 under the auspices of former Card third base great Ken Boyer, the Redbirds took off in the first part of the season to old heights as that "grand old man" of baseball, the base burglar, Lou Brock, led the league in hitting. The team also got a new bird mascot—Fredbird the Redbird.

ADVERTISING EXPENDITURES

	1978	1977
Newspapers	$2,381,300	$2,026,500
Magazines	3,058,100	2,964,400
Spot tv	11,041,100	10,236,800
Network tv	46,840,800	32,165,400
Spot radio	12,315,000	8,573,000
Network radio	2,483,800	1,842,000
Outdoor	1,666,400	879,100
Total measured	79,786,500	58,687,200
Unmeasured	36,812,500	20,483,800
Estimated total	116,599,000	79,171,000

MARKETING PERSONNEL

Dennis P. Long, vp-gen mgr, beer div
Michael J. Roarty, vp-beer mktg
Michael J. LaMonica, Luke L. Meatte, field sales vps
Jack N. MacDonough, Budweiser mktg mgr
Robert E. McDowell, group mktg mgr: Michelob, Michelob Light, Wurzburger Hofbrau
Alfred C. Carosi Jr., Nautral Light mktg mgr
W.M. (Monty) Robers III, Busch mktg mg
Charles B. Fruit, nat'l media coordinator
Robert D. Brandon, director, mktg services
Patrick G. McLean, director, sales promo
Donald R. Dixon II, director, sports promo

Soft drink division

Keith M. Jones, mktg mgr

Busch Gardens division

Thomas R. Sharbaugh, mktg director
Barry H. Thigpen, mktg mgr, Busch Gardens, Williamsburg
Rodney C. Caborn, mktg mgr, Busch Gardens, Tampa

ADVERTISING AGENCIES

D'Arcy-MacManus & Masius, St. Louis—Budweiser: Clifford Helfrich, vp, acct. super; Natural Light: Perc Orthwein, acct super; Michelob and Michelob Light: James Mayfield, acct super

Needham, Harper & Steers, Chicago—Busch: Ron Bess, acct director; Barrie Hedge, acct super; Ray Gillette, acct exec. Chelsea: Ron Bass, acct super; Lance Nelson, acct exec

TBWA, New York—Wurzburger Hofbrau: John Doman, acct super

McDonald & Little, Atlanta—Busch Gardens: Joe Lonsdorf, acct super; Jim Epstein, acct exec

Avon Products

	1978	1977
Sales*	$2,014,706,000	$1,648,471,000
Earnings*	227,941,000	191,492,000
Advertising**	63,800,000	55,000,000

***Worldwide**
****U.S. only**

Avon Products, New York, ranked 62nd among national advertisers in 1978, with a domestic advertising expenditure of $63,800,000, a 16% increase over 1977.

In 1978, Avon again set records in both sales and earnings. Net worldwide sales reached $2.01 billion. A 22% increase over 1977, this is the highest rate of gain the company has achieved in the past 22 years. Earnings were up 19% from 1977 to $228,000,000.

Domestic sales increased 20% to $1.12 billion. Foreign sales, excluding Geni Canada tableware, were up 24% to $84,000,000. Sales in Europe increased 22%; in both Canada and the Pacific, they were up 23%, and in Latin America, up 30%.

■ In 1978, Avon began sales operations in New Zealand, Thailand and the Ivory Coast. It also acquired Beautifont Inc., a cosmetics manufacturer, and Aura Laboratories, a supplier, in the Philippines.

In 1978, a record number of more than 1,000,000 Avon representatives sold the company's 700 products on a direct basis to 80,000,000 customers in 27 countries. They were supported by $45,100,000 in worldwide media advertising, an increase of $9,712,000 over 1977.

Another $38,420,400 was spent on unmeasured advertising, for brochures and catalogs, some as long as 96 pages; shopping bags; sales rep presentations, and other special promotional tools.

Television received the largest chunk of Avon's measured advertising dollars, $20,114,500 in network and $1,104,000 on spot tv. Magazines followed, with a $2,879,700 allotment, down $671,000 from 1977; $1,561,500 of this amount was directed toward sales representative recruitment.

Radio was divided between $331,400 for spot and $267,600 for network, there was no network radio investment in 1977, and spot totaled less than $80,000,000. Avon spent $682,400 on newspapers in 1978. In addition, the company intensified its ad efforts across the board to reach black and Spanish-speaking consumers.

■ The major advertising push of the year was the $3,500,000 "Operation Smile" campaign. Designed to increase the number of customers served by each sales rep, the campaign, whose theme was "Avon, you make me smile," appeared in tv, radio, women's magazines, Sunday supplements, and bus posters.

In the campaign, customers received an Avon "About Town" $2.25 lipstick for 35¢ plus a used lipstick. The company's biggest promotion ever, "Operation Smile" resulted in a 40% increase in overall U.S. sales during May, 1978, compared to May, 1977; a doubling of lipstick volume; and a 30,000 boost in the number of Avon representatives.

Avon also branched out into other promotional areas in 1978. The company signed a $10,000,000 to $15,000,000 five-year package agreement with the Women's Tennis Assn. to sponsor a winter circuit championship tour. The tour had previously received backing from Philip Morris for Virginia Slims.

AVON
YOU MAKE ME SMILE

Avon has gone to tv advertising in a big way, spending more than $20,000,000 in the medium. Commercials supported its "Operation Smile" promotion.

■ New Avon products in 1978 included Tempo, the latest prestige fragrance, which received introductory support of $4,738,100, allotted primarily to network tv and women's magazine color spreads; Skinplicity, a facial skin-care plan; Feelin' Fresh, a bath product family line; Avon New Vitality, hair conditioning products, and 16 Avon Colorcreme Moisture lipsticks. Fine jewelry was added to the company's Collection jewelry line.

Of major financial significance in 1978 were Avon's merger plans with Tiffany & Co., the 142-year-old prestige jeweler. On Feb. 1, 1979, Avon and Tiffany approved the merger agreement, which would make Tiffany, operator of six jewelry stores throughout the U.S., a wholly owned subsidiary of Avon.

Under the agreement, Avon was scheduled to issue 0.845 shares of its capital stock for each outstanding share of Tiffany common stock, or a total of approximately 1,951,340 shares of Avon stock. The merger was approved by the board of directors of each company in the spring of 1979.

Tiffany, which reported net earnings of approximately $4,000,000 for the year ended Jan. 31, 1978, is operating as an independent entity with its management lineup intact.

Bradley H. Wells became director of advertising, replacing Richard McCaffery, and Peyton Sise and Ann Weeks became managers, advertising, succeeding Diane Perlmutter.

ADVERTISING EXPENDITURES

	1978	1977
Newspapers	$682,400	$2,900
Magazines	2,879,700	3,550,700
Spot tv	1,104,000	2,891,800
Network tv	20,114,500	17,931,000
Spot radio	331,400	79,000
Network radio	267,600	—
Total measured	25,379,600	24,445,400
Unmeasured	38,420,400	30,544,600
Estimated total	63,800,000	55,000,000

MARKETING PERSONNEL

James E. Clitter, exec vp, mktg worldwide
E. Peter Raisbeck, group vp, mktg U.S.
Barbara M. Pesin, vp, adv
Bradley H. Wells, director, adv
Ronald G. Muckstadt, mgr, adv
Peyton Sise, mgr, adv
Ann Weeks, mgr, adv
William J. Corbett, dir, pr
Isabelle McAllister, adv coordinator

ADVERTISING AGENCIES

Ogilvy & Mather, New York—Brandon Ryan, mgmt super

Uniworld Group, New York—Wally Caldwell, mgmt super

N W Ayer ABH, New York—Peter Elder, mgt. super

TIFFANY & CO.

Barbara Sumwalt, adv director

ADVERTISING AGENCY

Lord, Geller, Federico, Einstein, New York—John Tanaka, acct super

B.A.T. Industries

	1978	1977
Sales*	$1,361,700,000	$1,478,777,800
Advertising*	82,397,500	91,253,000

***Domestic (cigaret sales only), estimated by AA**

B.A.T. Industries, the 47th largest national advertiser, is estimated to have spent $82,397,500 on advertising in 1978.

Brown & Williamson, Louisville, is the largest U.S. subsidiary of B.A.T. Industries Ltd., a British holding company and that country's third largest industrial enterprise.

■ Although B&W neither issues an annual report nor releases sales figures, it is estimated that based on unit sales, the company accumulated $1,361,700,000 in cigaret sales in 1978, compared with $1,478,777,800 in 1977. Worldwide sales for B.A.T. Industries in 1978, meanwhile, were estimated at $13,460,000,000.

The 1978 ad total was down 9.7% from an estimated $91,253,000 in 1977. This reflected a 3.1% decline in cigaret sales the company experienced, from 95.26 billion in 1977 to 92.3 billion last year. B&W's market share likewise dropped to 15.3% from 15.8% in 1977.

■ B&W, which just recently reorganized its tobacco unit into the BWI Tobacco Group, ranks third among the six major U.S. cigaret makers, behind R.J. Reynolds and Philip Morris Inc. and ahead of American Brands, Lorillard Corp. and Liggett & Myers.

(The reorganization resulted in the formation of three divisions: Brown & Williamson Tobacco U.S.A., Brown & Williamson International Tobacco and Export Leaf Tobacco Co.)

Kool, the top selling menthol cigaret in the U.S., continues to be the company's best-selling brand. In third place over-all in 1978, Kool sold 59.4 billion units, 790,000,000 fewer than the year before. Kool filters accounted for 58.6 billion units in 1978.

Kool received $27,555,300 in measured media in 1978. Magazine support totaled $10,803,300, newspaper supplements $4,758,600 and outdoor $11,902,300.

Kool Super Lights, introduced in 1977, were promoted through a series of star-studded concerts during March. Featured were singers Sarah Vaughan, Mel Torme and Paul Anka, as well as jazz saxophonist Gerry Mulligan and the Count Basie Orchestra.

■ The Super Light extension, supported by more than $14,500,000 in measured media in 1978, aimed at warding off the defection of Kool and Kool Milds smokers to single digit low-tars produced by other manufacturers.

Viceroy, No. 2 at B&W and No. 13 nationally, sold 12.3 billion units in 1978, down 590,000,000 from the year before. Measured media spending for the brand totaled $6,889,100, compared with $9,117,700 in 1977. Magazines received $2,097,000, newspaper supplements $424,300 and outdoor $4,367,800.

In the fall, B&W moved the low-tar Viceroy Rich Lights into national distribution from test market in Little Rock, Ark. More than $3,000,000 in measured media supported the effort, which included the line, "the first low-tar cigaret good enough to be called rich."

■ Raleigh, the No. 14 brand nationally, had plain and filter combined sales of 12.1 billion units, 350,000,000 fewer than in 1977. The filters, including Raleigh Lights, accounted for 11.1 billion of those units, down from 11.3 billion in 1977. Plain kings were also down, from 1.1 billion in 1977 to 1 billion in 1978.

Measured media support for Raleigh totaled $6,896,600, down considerably from $9,371,400 in 1977. Magazines received $1,894,100, newspaper supplements $3,004,400 and outdoor $1,998,100. The outlay included $261,200 for a sweepstakes and $129,400 for a refund promotion.

■ Belair, the 20th largest-selling cigaret, followed the pattern of the other B&W brands when it saw its sales drop to 8.3 billion units in 1978 from 8.7 billion in 1977. Measured media spending, however, increased slightly: $8,246,400 in 1978, compared with $8,102,100 the year before. Magazines received $4,640,200, newspaper supplements $2,000,100 and outdoor $1,606,100.

Recognizing the ever-growing shares low-tars are receiving—an estimated third of the market—B&W moved a new brand, Arctic Lights, into national distribution during the spring. The 9mg menthol was the third low-tar entry from B&W in the last few years. It follows the successful Viceroy Rich Lights and the heavily supported but unsuccessful Fact, withdrawn from the market in 1978.

Ads for Arctic Lights are depicting a pack of the cigarets encased in a clear block of ice. B&W said that the brand "delivered more in trial than any new brand we've ever tested."

On the international front, B&W has begun shipping Kool and Viceroy, as well as Lorillard's Kent, to China. The move came in light of B.A.T. Industries' efforts to shore up sagging sales by expanding markets in developing countries.

Other products in the B&W tobacco stable include Laredo, a roll-your-own cigaret kit; Sir Walter Raleigh regular, aromatic and special mixture pipe tobaccos; Tube Rose snuff; Bugler, Target and Kite tobaccos for roll-your-own markets, and Bloodhound, B&W Sun Cured and Red Juice plug chewing tobacco.

■ One operation of Brown & Williamson's that showed up prominently in the news last year involved the company's retail outlets, estimated to have had a volume of $1.6 billion in 1978.

Faced with persistently disappointing years at Gimbels, B&W consolidated its retail units—Gimbels, Saks Fifth Avenue, Kohl Supermarkets and Kohl Department Stores—by forming the BWI Retail Group and bringing in Saks' top management team to run it.

Gimbels, a 38-store chain with outlets in four states, reportedly was finding its New York and Philadelphia operations less than profitable. That has been mitigated somewhat over the years by the sales and earnings growth displayed by the 31-store Saks. Reports noted Gimbels and Saks together showed a 5% rise in sales, to $1 billion, in 1978, but all of it was said to be attributable to Saks.

■ Media ad spending as measured by Leading National Advertisers for Gimbels in 1978 totaled $4,363,300, of which $78,400 went to magazines, $626,400 to newspaper supplements and $3,658,500 to

MARKETING PROFILES

spot tv. For Saks, the total was $2,753,100, with $727,100 to magazines, $236,100 to newspaper supplements and $1,575,000 to spot tv.

ADVERTISING EXPENDITURES

	1978	1977
Newspapers	$24,366,100	$16,532,100
Magazines	32,269,200	22,765,200
Spot tv	5,547,100	6,010,100
Network tv	713,900	—
Spot radio	14,000	18,500
Outdoor	13,343,500	21,071,600
Total measured	76,253,500	66,397,500
Unmeasured*	15,000,000	16,000,000
Estimated total	91,253,000	82,397,500

*Includes newspaper supplements, transit, beetleboards, p.o.p. and sampling.

MARKETING PERSONNEL

C. I. McCarty, chairman
R. M. Kirk, vice-chairman
I. W. Hughes, president
J. A. Broughton, vp, sales
D. S. Johnston, vp, brand mgmt
F. E. McKeown, group product mg.—Kool
E. T. Parrack, group product mgr—Belair, Viceroy, Raleigh, Sir Walter Raleigh, Laredo, long-cut products, plug, snuff
P. J. Tighe, group product mgr—new products
Senior brand mgrs: G. T. Reid, Kool; B. L. McCafferty, Viceroy; J. H. Barnes, Belair, Raleigh; E. A. Willets, Kool Super Lights; D. E. Spangler, new products
Brand mgrs: M. J. McCue, Raleigh; L. R. Lewis, new products
Asst brand mgrs: M. M. Matteson, I. R. Holmes, M. W. Schofield, R. Allen, S. M. Finley, C. D. Schreiner, A. G. Forsythe
T. F. Neville, media mgr
R. A. Veatch, brand promo mgr.
J. M. Coleman, financial administration mgr
F. Canary, asst media mgr
C. E. Smoot, production super

ADVERTISING AGENCIES

Ted Bates & Co., New York—Kool, Kool Super Lights—W.F. Scholz, mgmt rep; S. McCloskey, acct director; K. Corlett, acct super, Kool Super Lights; P. Weinseimer, acct super, Kool.

Post-Keyes-Gardner, Chicago—Kool, Viceroy (media buying/planning/production), Raleigh and Belair cigarets, Sir Walter Raleigh smoking tobacco, Laredo filter blend—J. Doherty, president; S. Paluch, T. Petrakis, creative directors; A. Edelstein, associate media director; G. Wilcox, media director; W. Williams, mgmt super; R. Parker, acct director; M. Mayers, group super, Belair, Raleigh and Sir Walter Raleigh; B. Gustafson, acct super, Raleigh; J. Clites, acct super, Belair; J. Popp, acct super, catalog and merchandising.

McCann-Erickson, New York—Viceroy and new products—R.S. Lessler, vice chairman and chief operating officer; F.J. Van Borte, exec vp; T. Grant Sr., vp; A. Millar, acct exec; G.J. Schwinder, vp-acct super; F. Sella, acct exec.

Rosser Reeves Inc., New York—new products—R. Reeves, creative head; R. Reeves III, president; J.B. Hedquist, exec vp; C. Berk, acct super.

Hawkins, McCain & Blumenthal, New York—new products—J. McCain, mktg director; A. Hawkins, creative director; J. Blumenthal, creative director.

Zimmer-McClaskey-Lewis, Louisville—promotion services, trade and community advertising—W.C. Hultman, acct super; J. Clingaman, super-sales promo planning; R. Mills, R. Brymer, acct mgrs.

Action Marketing Ltd., Englewood Cliffs, N.J.—consumer promotions—C. Visich, president; P. Mundy, mgmt super; J. Acken, N. Noell, acct super.

Beatrice Foods Co.

	1978	1977
Sales	$7,468,373,000	$6,513,116,000
Earnings	261,010,000	225,945,000
Advertising	150,370,000	126,078,000

Beatrice Foods Co., Chicago, the nation's 17th largest advertising, invested $150,370,000 in advertising in 1978, an increase of 19% over the previous year.

As in the past, Beatrice in 1978 put the bulk of its ad investment—$109,570,200—into such non-measured media as coupons, premiums, packaging, point of sale and the like.

Out of the total $33,429,800 spent in measured media, Beatrice's largest investment was in spot television ($16,903,900), followed by network tv ($5,565,800), both up over the previous year.

Measured magazine advertising jumped from $3,000,000 to $4,000,000, while newspaper expenditures dropped from nearly $3,500,000 to $2,700,000. Other measured media included farm publications, network radio and outdoor.

ARCTIC LIGHTS
Discover
Arctic Lights
–more menthol refreshment than any other low 'tar' cigarette.

Brown & Williamson moved its low-tar Arctic Lights into national distribution during the spring.

▪ Though the Dannon yogurt line continued to be the company's most heavily advertised product as measured by Leading National Advertisers, Dannon's measured advertising dropped to $4,600,000 last year from $4,800,000 in 1977

Dannon yogurt advertising actually dropped to $2,800,000 from $3,200,000 while support for Danny frozen yogurt products increased to $1,800,000 from $1,500,000 the year before.

This reflected Beatrice's continued expansion of frozen yogurt items designed to compete with ice cream and sherbet. Most of the ads were in spot television.

Other lines receiving heavy advertising support included Samsonite luggage, $3,672,200; Peter Eckrich & Sons, $4,470,000, most of it for frankfurters ($1,600,000) and sausage ($2,000,000) on spot tv; $2,614,000 for Sanna division's Swiss Miss Lite instant cocoa mix and Swiss Miss Ready to Eat pudding; La Choy Chinese food products, $2,200,000, and Culligan home water purifiers, $1,215,900.

▪ Relying on a combination of acquisitions and internal growth, Beatrice has accumulated more than 400 distinct operating units under its corporate umbrella. Of the ten business lines Beatrice uses in its reporting procedures, six pertain to food and related services, while four involve manufactured and chemical products.

With food-related businesses accounting for 72% of total sales in 1978 and 62% of pre-tax earnings, Beatrice considers itself the "country's largest food company."

The company is widely recognized for its management acumen, and its successful corporate strategy has called for the conglomerate to maintain a low corporate profile while allowing its operating units a great deal of autonomy.

Though the corporate headquarters makes decisions on top personnel, performs financial and accounting functions, reviews all marketing decisions and provides counseling and assistance when necessary, most operating decisions—such as ad expenditures (within guidelines), themes, campaigns and agency selections—are left to the individual operating units.

▪ Considering Beatrice's generally low profile, probably the most surprising development during the last year was the highly visible and widely publicized conflict within the corporation's board of directors.

The conflict revolved around the question of who was to succeed retiring ceo Wallace N. Rasmussen and what was to be the role of the outside directors. Though the airing of directorial dissension proved an embarrassment to the company, most observers do not anticipate that the shakeup will have any significant effect on the operations of the corporation.

During the last year, Beatrice sold off several companies, including high fidelity manufacturer Harman International and the finance and insurance segments of Southwestern Investment Co. At the same time, Beatrice made two major acquisitions, bringing Tropicana Products, and Culligan International Co. into its fold.

▪ Despite Beatrice's buying and selling during 1978, most food industry analysts are convinced that the company's growth in the near future will come from internal growth and geographical expansion of the company's strong regional brands.

Dairy and soft drink operations showed increased sales of $1.9 billion in 1978, up 5.5% from $1.8 billion the year before, with the most volatile activity occurring in the Dannon yogurt operations.

Acquired 20 years ago as a $4,000,000 sales company, Dannon is expected to do in excess of $100,000,000 in sales in 1979. It became the first branded yogurt to be sold nationally when it entered the California market this summer.

Supplied by the recently completed Fort Worth plant, Dannon's West Coast outlets give the yogurt producer entry to a giant and highly competitive market and bring it head to head with such firmly entrenched companies as Knudsen Corp. and Beatrice's own Johnston unit, as well as such other newcomers to the western yogurt market as General Mills and Foremost-McKesson.

▪ Dannon had previously announced that it would be going national in 1981, and the speeded up timetable is seen as an effort to cash in on the advantage of being "on the shelf first."

Though Dannon will undoubtedly gain some advantages from the move, it will not be without its costs. According to several industry observers, Dannon, which does more than 75% of its business in the eastern U.S., will find that the distribution costs of going west of the Mississippi will cut into its profits.

Analysts also point out that the yogurt market—estimated by some to have reached $600,000,000 in annual sales—has begun to plateau and that competition will become increasingly fierce.

Some of these events have already come to pass. In 1978, despite an estimated 7% growth in unit volume, Dannon experienced a decline in earnings due to competitive pressures and expansion costs. Beatrice officials have indicated that Dannon advertising, which fell in 1978, will be increased in the coming year.

▪ The increased competition spilled over into the frozen yogurt market, and the Danny frozen yogurt line responded with a substantial increase in advertising expenditures to support the product expansion it has undertaken in the last two years.

In Beatrice's other dairy operations, Viva brand's new yogurt drink was well received last year and is slated for wider distribution; Swiss Miss Light, a low-calorie hot chocolate drink, rolled national; and Swiss Miss puddings, introduced several years ago, took off last year, doubling in sales over the last 18 months.

Due to the inclusion of newly acquired Tropicana, Beatrice's grocery operations sales grew to $963,000,000 (up 36%) while earnings shot to $82,000,000 (up 64%). Excluding Tropicana, the grocery operations recorded a 10% increase in sales and a 12% increase in earnings.

▪ There is little doubt that Beatrice is looking to squeeze a lot of profits out of the fruit juice market with its acquisition of Tropicana, for which it paid close to $500,000,000 last year.

Despite a shortage in the Florida citrus crop that forced the company to import higher priced supplies, the growing demand for fruit juices enabled Tropicana to report good earnings last year. The company has launched an expansion program that will double its production capacity this year.

La Choy's strong performance also bouyed the grocery operations. Riding the surging interest in ethnic and convenience foods, the producer of Chinese foods introduced canned sweet and sour chicken and pork as well as frozen won ton soup last year as part of its long-term plan for expanding its Oriental items and developing consumer tastes.

▪ Despite a 20% increase in sales to $658,000,000, the Specialty Meat operations showed a minimal increase of 1% in earnings to $45,000,000. According to food industry analysts, most of this lackluster performance was a result of problems suffered by the E.W. Kneip fresh meat unit and caused by last year's beef shortages and fluctuating demand. The Peter Eckrich & Sons processed meat unit continued its expansion toward national distribution of its products. Eckrich currently generates 30% of its sales outside its Indiana, Illinois, Ohio and Michigan stronghold, as compared with 12% five years ago, and has opened three new branch offices.

In line with its geographical expansion, Eckrich's measured media advertising support increased nearly 50% to $4,500,000 from $3,300,000 the previous year.

Despite rising gas prices that hurt sales of Airstream recreational vehicles, the strong performance of Samsonite luggage helped the Travel and Recreation operations post a 20% increase in earnings to $46,000,000 this year on a 14% increase in sales to $497,000,000.

▪ Samsonite's performance was spurred by the air travel boom that resulted from airline deregulation and was supported by a 25% increase in measured advertising.

The company also continued its penetration of the fashion-oriented softside luggage market that it had entered in 1970 and that now comprises one-third of its total sales. Four new lines of softside luggage were introduced last year to meet the wider range of consumer tastes.

Despite declining domestic candy consumption, the Confectionery and Snack operations posted strong performances last year with sales increasing 13% to $164,000,000 and earnings jumping to $59,000,000, up 15%.

▪ Particularly strong were activities in Latin America, where increasing disposable income has led to increased demand for such products.

Domestic performance was helped by greater aggressiveness in new products and brand development, including a new television campaign for Fisher nuts that quadrupled Fisher's measured ad expenditures, and the national distribution of Clark's successful Crispy bar, as well as the test marketing of several nutrition-oriented products.

New Swiss Miss Lite.
When you taste what we put in, you won't believe what we took out.
What we put in are the same select, imported cocoas we use in our regular hot cocoa mixes for an old fashioned chocolatey taste.
What we took out is one third of the calories. Without using artificial sweeteners or preservatives.
You won't believe the taste.

Swiss Miss Lite was one Beatrice Foods Co. product that received heavy support over the year.

In Beatrice's other lines of business:

- Institutional and Industrial operations earned $111,000,000 last year (up 5%) on sales of $753,000,000 (up 11%). Recently acquired Culligan will be added to this group, and is planning to raise the proportion of commercial and industrial business it handles, as well as trying to capture a greater portion of the large number of homes in water problem areas that do not have water conditioners.
- Food distribution and warehousing operations continued to show solid improvement in both sales and earnings. Sales last year rose 18% to $977,000,000, while earnings rose 15% to $50,000,000.
- Agri-Products operations showed sales increasing 12% to $391,000,000 last year, with earnings rising to $33,000,000, up 33% over last year.
- Housing and Home Environment operations, which were adversely affected by the poor performance of the Harman International high fidelity group (which the company expects to sell), experienced a decline in earnings of 20% to $42,000,000 last year despite an increase in sales to $573,000,000.
- Chemical and Allied Products operations posted a strong performance last year, with earnings climbing 28% to $38,000,000 on a sales increase of 20% to $274,000,000.

ADVERTISING EXPENDITURES

	1978	1977
Newspapers	$2,717,100	$3,496,000
Magazines	4,023,400	3,056,100
Farm Publications	874,500	788,300
Spot tv	16,903,900	14,831,300
Network tv	5,565,800	3,982,300
Spot radio	3,221,300	2,289,000
Network radio	99,700	82,600
Outdoor	24,100	55,200
Total measured	33,429,800	28,580,800
Unmeasured	116,940,200	97,497,200
Total	150,370,000	126,078,000

MARKETING PERSONNEL

Dairy Division

William W. Granger Jr., exec vp, intl foods
John D. Conners, senior vp, div president
Juan E. Metzger, vp, mgr-Dannon yogurt
Harold Hallquist, dairy mktg coordinator
Harold Bogigian, adv director

Grocery Division

Harry Niemiec, exec vp, grocery specialties, confectionary & snack, bakery
Gordon Swaney, vp, asst genl mgr, grocery specialties division
William Burkhart, president, bakery division.

Confectionary & Snack Division

B. Robert Kill, div president

Soft Drink Division

William S. Mowry Jr., div president

Institutional Foods

T. Mackin Sexton, vp, div president

Specialty Meats

Joseph E. Quinlan, vp, div president

Consumer Arts

James Weiss, div president
Thomas Mitchell, div exec vp

Leisure Products

James Weiss, exec vp
Norman M. Schneider, div chairman
Vernon Davidson, div president

Chemical Division

James Weiss, exec vp
Harry C. Wechsler, vp., div president

Agri-Products Division

John D. Conners, senior vp
Richard A. Walrack, div president

International Food Division

Anthony Luiso, div exec vp
Peter Brown, president-Australia & Far East operations
Andre J. Job., president-Latin American operations
Roland M. Binnington, president, Canadian dairy operations
John Hazelton Jr., vp, president-European operations

Manufacturing Division

Richard W. Hanselman, exec vp-mfg operations
John Day, vp-mktg services
Edwin D. Disborough, vp, div president luggage and home environment
Theodore R. Ruwitch, vp, president, consumer products div
Walter R. Lovejoy, senior vp, president, institutional and industrial div

ADVERTISING AGENCIES

Arnold & Co., Boston—Market Forge (health care, cooking and food service equipment).

Ayres & Associates, Lincoln, Neb.—The Snow Co.

Benton & Bowles, New York—Peter Eckrich & Sons.

Bozell & Jacobs, Minneapolis—Sanna Inc.

Chiat/Day, Los Angeles—Johnston Foods Co.

Cummings/McPherson/Jones & Porter, Rockford, Ill.—Special Products division; Dell Food Specialties; Sanna industrial division.

Dailey & Associates—Rosarita Mexican Foods.

Elbert Advertising, Waltham, Mass.—polyvinyl chemicals.

Fox, Sweeney & True, Denver—Meadow Gold Dairies, Seven-Up Bottling Co. of Denver.

Alex T. Franz Inc., Chicago—Culligan International.

SSC&B, New York—Tropicana Products.

Garfield-Linn & Co., Chicago—World Dryer Corp.

Guerin, Johnstone & Gage, Los Angeles—Airstream Inc.

Hicks & Greist, New York—County Line Cheese.

Hoffman York, Milwaukee—Brillion Iron Works.

J.M. Korn & Son, Philadelphia—Thomas D. Richardson Co.

Lord, Geller, Federico & Partners, New York—Stiffel Co.

McKinney, Silver & Rockett, Raleigh, N.C.—D.L. Clark Co.

Mandabach & Simms, Chicago—Bloomfield Industries.

Marsteller Inc., Chicago—John Sexton & Co., Vogel-Peterson Co.

Marsteller Inc., New York—Dannon milk products, Louis Sherry Ice Cream Co.

Meltzer, Aron & Lemen, San Francisco—Wells Mfg. Corp. (electric commercial restaurant equipment).

Fred A. Niles Marketing Systems, Chicago—Meadow Gold dairy division.

PGM Studios, Chicago—Chicago Specialty Mfg Co.

PKG/Cunningham & Walsh, Chicago—Aunt Nellie's Foods, Beatrice Frozen Specialties, La-Choy Food Products.

Eric Ericson & Associates, Nashville—Martha White Foods.

Provandie & Chirurg, Boston—Buxton Inc.

Albert Jay Rosenthal & Co., Chicago—Switzer Candy Co.

Schram Advertising, Chicago—Homemaker Industries, Smith Baldwin & Calbert, Gebhardt Mexican Foods Co.

Seigle, Schiller, Rolfs & Wood, Honolulu—Meadow Gold dairy division.

Sperry-Boom Inc., Chicago—Mid West Co.

Stevens Inc., Grand Rapids, Mich.—Hekman Furniture Co.

J. Walter Thompson Co., New York—Samsonite (luggage).

Three Arts Inc., Cedar Rapids, Ia.—Virgortone Products.

Beecham Group Ltd.

	1978	1977
Sales*	$1,910,817,000	$1,610,946,000
Earnings*	303,048,000	265,608,000
Advertising	27,656,500	30,779,200

***Worldwide figures, converted to U.S. dollars.**

Beecham Group Ltd., Clifton, N.J., the 100th largest national advertiser, spent an estimated $27,656,500 in advertising in 1978, a 10% decline from an estimated $30,779,200 in 1977.

The figure, however, was still considerably above the $8,166,400 spent in 1976, before the acquisition of Merck & Co.'s Calgon consumer products business.

The British-based company reported worldwide sales of $1,910,817,000 in the year ended March, 1979, an 18.6% increase over the $1,610,946,000 recorded the year before. Earnings also increased, 14.1%, to $303,048,000 from $265,608,000 over the same time period.

Although the company does not break out U.S. figures, sources said the U.S. divisions of Beecham Inc. had sales of about $400,000,000 in the year ended March, 1979.

Total group sales distribution for the year broke down as follows: North and South America 19%, United Kingdom 30%, Western Europe 31% and others 20%.

■ The big product news for the company in 1978-79 was the national rollout of Aqua-fresh, a toothpaste that went through several years of extensive testing. In early tests, Beecham obtained a 4% market share with Aqua-fresh, and figures for expansion markets went much higher.

The national rollout of the toothpaste, which is being positioned as a breath freshener and cavity fighter, was said to be accompanied by a planned $10,000,000 in ad support. In 1978 alone, Beecham supported the brand in test market with $2,808,500 in measured media ad spending, including $2,584,800 in spot tv.

The introduction prompted what some industry observers viewed as a response from Procter & Gamble's Gleem, which came out at the same time with a campaign that conveyed a new message. Furthermore, the introduction was expected to affect the swapping of positions that has been going on for some time between Colgate-Palmolive and Lever Bros.

■ Among Beecham's consumer products, meanwhile, those reportedly displaying the best performance in the U.S. included Sucrets throat lozenges, Cling Free fabric conditioner, Massengill disposable douche, Calgon water conditioner, Lancaster cosmetics and Vitabath bath gelee.

Cling Free, a former Merck & Co. product, received the most measured media support, with $6,153,400 spent in all—$3,000 in magazines, $6,021,700 in network tv and $128,700 in spot tv.

The family of products that received the most combined support turned out to be the Calgon brand, which also came over in the Merck acquisition. Calgon water softener received $2,118,000, with $1,536,600 going to network tv and $581,400 to spot tv.

Calgon bath oil beads was close behind with $1,741,500, most of which, $1,690,500, went to network tv. Calgonite dishwasher detergent accounted for $1,408,900, with $1,397,000 going to network tv and $11,900 to spot tv.

Other products that came over in the Merck deal also received a sizable chunk of ad support. Sucrets throat lozenges received $3,287,700, virtually all of it going into network tv. Hold—a brand that includes a cough drop and a liquid cough suppressant—got $2,369,100 in support, again most of it in network tv.

Massengill disposable douche also received more than $1,000,000 in support, in its case $3,733,900, with $414,300 going to magazines, $3,276,200 to network tv and $43,400 to spot tv. Massengill liquid and powder douche received considerably less.

Brylcreem, one of Beecham's anchor products, received $1,065,900 in support, including a $40,800 cash refund promotion that ran in magazines. The breakdown: Magazines, $107,800; network tv, $915,600, and spot tv, $42,500.

Other consumer products that received support, albeit at a lower level, included Fruit-Fresh food preservative, $601,200; 2nd Debut cosmetics, $298,600; Vitabath bath gelee, $179,500; Lancaster cosmetics, $74,500; Back to Basics liquid disposable douche, $41,200, and Selection Parfum, $13,800.

In agency news during the year, Beecham Cosmetics division shifted its Vitabath account from Dancer Fitzgerald Sample to Shaller Rubin Associates, thereby consolidating all of cosmetics accounts at the New York agency.

ADVERTISING EXPENDITURES

Newspapers	$189,700	$60,500
Magazines	1,090,300	1,820,000
Farm publications	353,500	—
Spot tv	3,886,300	3,771,100
Network tv	20,731,300	24,118,600
Spot radio	305,400	9,000
Total measured	26,556,500	29,779,200
Unmeasured	1,100,000	1,000,000
Total	27,656,500	30,779,200

BEECHAM PRODUCTS DIV.

MARKETING PERSONNEL

L.W. Wilde, vp-mktg

R.F. Creighton, vp-mktg services

R.M. Lancaster, vp-sales

BEECHAM COSMETICS DIV.

MARKETING PERSONNEL

J. Cohn, dir-mktg sales

D.J. Keenan, product mgr

C. Archer, field sales mgr

BEECHAM LABORATORIES DIV.

MARKETING PERSONNEL

M.M. Jones, vp-sales & mktg

P.A. Sells, veterinarian mktg mgr

T. Harrison, mktg mgr

T.G. Wood, sales director

ADVERTISING AGENCIES

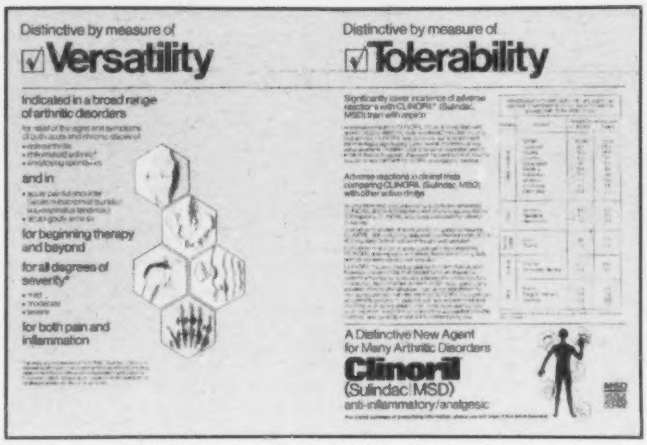
Grey Advertising, New York—Sucrets, Hold, Calgon bath products, Aqua-fresh, Massengill, new products.

Cunningham & Walsh, New York—Calgon water conditioner, Calgonite, Cling Free, Macleans, Fruit-Fresh, Brylcreem, new products.

Shaller Rubin Associates, New York—Lancaster cosmetics, 2nd Debut, Vitabath.

Frank J. Corbett Inc., Chicago—ethical pharmaceuticals.

Charles Tombras & Associates, Knoxville—veterinary pharmaceuticals.



Distinctive by measure of

☑ Versatility

Indicated in a broad range of arthritic disorders

and in

for beginning therapy and beyond

for all degrees of severity*

for both pain and inflammation

Distinctive by measure of

☑ Tolerability

Significantly lower incidence of adverse reactions with CLINORIL* (Sulindac, MSD) than with aspirin

Adverse reactions in clinical trials comparing CLINORIL (Sulindac, MSD) with other active drugs

A Distinctive New Agent for Many Arthritic Disorders

Clinoril

(Sulindac|MSD)

anti-inflammatory/analgesic

Beecham's ethical pharmaceuticals division advertised such products as Clinoril arthritis medicine in trade magazine ads.

Borden Inc.

	1978	1977
Sales	$3,802,559,000	$3,481,278,000
Earnings	135,827,000	126,870,000
Advertising*	50,000,000	59,340,700

***U.S., estimated by AA**

Borden Inc., Columbus, O., the 74th largest U.S. advertiser, reduced advertising expenditures about 16% in 1978 to an estimated $50,000,000, down from about $59,340,700 the previous year.

Sales increased to $3.8 billion in 1978, a 9.2% increase over 1977's record $3,481,278,000. Net income increased 7% to $135,827,000 from the previous high of $126,870,000 in 1977. Net income was reduced by net foreign exchange losses of $7,700,000 in 1978 and by $4,200,000 in 1977.

Of the four Borden divisions, foods and dairy and services each contributed 28% of the company's sales. The chemical division contributed 24% and the international division, including exports, provided 20%.

■ The food division's sales improved 3.9% in 1978, totaling $1,067,836,000. Divisional operating income increased 6.9%. Increased sales volume is attributed mainly to the cheese, confectionery, snacks and some grocery products.

An increase in dollar sales was offset somewhat by lower volume in soft drink mixes, the result of continued intense competition and the disposition of the division's canning operations.

Sales by the dairy and services division increased 8% over 1977 and operating income showed a 3.1% hike. According to the company, the sales gain is the result of higher selling prices on slightly higher volume of fluid milk, fruit beverages, cream and some specialty operations.

A 5.4% sales increase was recorded for the chemical division, though operating income decreased 6.6%. On Dec. 31, 1978, the chemical division withdrew from the home insulation market, but whatever impact this may have is not reflected in the 1978 figures.

The international division recorded a 26.1% sales increase in 1977 and a 12.4% increase in operating income. The division's food segment operations were hurt by a European surplus of cheese and the weakness of the U.S. dollar.

■ In the grocery products group of the foods division, the company credits three factors for the improved performance of Wyler's drink mixes after the severely depressed activity of the previous year: Revamped advertising and promotion, cost savings within the operation and consolidation of marketing and sales activities. In 1978, the Wyler's brand was supported by tv advertising featuring country singer Roy Clark. With its market share slipping significantly in the past few years, Wyler's now has about an 8.8% market share.

Borden spent more on advertising Wyler's drink mixes in measured media than on advertising for any of its other products. The entire $5,103,000 for drink mix advertising was spent on commercials for tv, primarily network tv.

Calling Wyler's "The thirst-quenchingest, great-tastingest new soft drink around," the company launched its canned ready-to-drink lemonade in Indianapolis and Minneapolis on May 15, 1978. A total of $139,600 was spent on spot tv to support the product. Aimed at heavy soft drinkers, the 1978 advertising theme was "Lemonade lovers, you'll love Wyler's ready-made."

■ Borden expanded its involvement in beverages with the introduction of canned yogurt shakes in several western states and glass-packed fruit drinks (under its Bama brand) in south and southeast markets.

Coupon newspaper ads offered 30¢ off when consumers purchased four cans of the new yogurt shakes in any of four flavors: Strawberry, raspberry, blueberry and orange. The company spent $39,000 advertising the new yogurt shakes in consumer magazines ($34,800) and on spot tv ($4,200).

Eagle Brand sweetened condensed milk, the company's original product, "had its best year ever," according to the company, due to repositioning as a conventional dessert starter. Of the $2,373,900 spent on advertising Eagle Brand last year, $1,641,600 went to network tv and the rest was split between consumer magazines and spot tv.

ReaLemon reconstituted lemon juice showed improved sales volume, receiving $18,200 worth of measured media advertising in spot tv and newspaper supplements. It also was advertised in conjunction with Wyler's instant bouillon and ReaLemon powdered lemon drink mix.

A Federal Trade Commission challenge to the ReaLemon trademark fell through in November when the commission rejected a contention that only trademark licensing would end ReaLemon's monopoly position in its market. The commission did uphold a 1976 finding that Borden illegally tried to maintain ReaLemon's market position by offering more generous trade allowances in geographically targeted markets in order to regain market share lost to new rival brands.

Borden has appealed the unfavorable portion of the finding to the U.S. circuit court.

■ In the confectionery group, Cracker Jack was supported by $2,090,900 on network tv, primarily, and spot tv. Improving both its dollar sales and tonnage, Cracker Jack "benefited substantially from a new advertising campaign, consumer promotions and a national rollout of a foil bag line marketed through snack distributors," according to the company.

Of the company's cheese products, Lite-line low-calorie cheese received the most advertising support with a total of $3,089,700 in measured media. Concentrating on network tv ($2,749,100), the company also purchased space in consumer magazines ($303,400) and time on spot tv ($37,200). It is now rolling out Skim-American low-fat cheese products.

The dairy and services division last year introduced a new line of All Natural ice cream products and rolled out Lite-line Swiss-style yogurt to Rochester, Syracuse and Buffalo, N.Y., as well as Baltimore.

After three years' involvement, the division withdrew from the home insulation market after its foam-in-place insulating product, made from urea formaldehyde combined with a catalyst, received extensive unfavorable publicity about health hazards associated with its use. The company termed the charges "unsupported."

The division's Krylon spray paints benefited from ad support totalling $1,303,600. Most of the money ($1,281,500) was spent on network tv and emphasized the product's no-drip feature.

This year, Borden has said it is determined to secure the No. 1 position in the instant glue category. The company plans to spend $2,000,000 on an advertising program designed to push its product, Wonder Bond, to the top of the heap. Krazy Glue currently is believed to hold the No. 1 spot with more than a 30% share.

Ads by Conahay & Lyon are imploring Wonder Bond consumers to "Stick with a name you can trust." Last year, $352,700 was spent in measured media, mainly network tv, to advertise Wonder Bond.

ADVERTISING EXPENDITURES

	1978	1977
Newspapers	$4,685,500	$4,197,300
Magazines	3,320,400	3,935,700
Farm publications	299,800	263,800
Spot tv	10,613,200	17,425,300
Network tv	13,110,200	12,466,400
Spot radio	3,994,000	4,015,000
Network radio	410,100	419,900
Outdoor	35,200	517,300
Total measured	36,468,400	43,240,700
Unmeasured	13,531,600	16,100,000
Estimated total	50,000,000	59,340,700

FOODS DIVISION

MARKETING PERSONNEL

James Milligan, president

Jack Byrd, exec vp

John Nugent, vp, mktg

Lee Arst, vp-mktg, cheese div

Dick Ballard, vp-mktg, confectionery div

Vince Barnes, vp-sales & mktg, snacks

Ron Kesselman, vp-mktg, grocery products div

Dick Bucher, vp-sales & mktg, bakery div

Rod Russell, director, mktg rsch

Sewall Sawyer, director, media

ADVERTISING AGENCIES

Ted Bates & Co., New York—Bama Foods, Kava instant coffee, None Such mincemeat, Wyler's bouillon and soup mixes, instant potatoes, frosted drinks, egg nog, Instant Breakfast drink, Borden Prize drink mix, ReaLemon, Sacramento Foods, Snow Food products, Wyler's drink mixes—Tom De Vito, mgmt rep.

Grey Advertising, New York—Cremora coffee lightener, Eagle condensed milk, cheese

MARKETING PROFILES

products, Cracker Jack, Flavor House nuts, Deran candies—Stewart Hegleman, mgmt super.

Bozell & Jacobs, New York—Drake Bakeries, Wise snacks, Old London snacks—Paul Tully, mgmt super.

Al Paul Lefton Co., New York—military sales—Harry Reingold, mgmt super.

Norman Malone Associates, Akron—specialty cheese products—W. C. Sandwick, acct super.

CHEMICAL DIVISION

MARKETING PERSONNEL

R. W. Gutheil, president
H. J. McCormick, adv director
T. O. Doggett, group vp, consumer products
H. J. McCormick, gen mgr, consumer products
David Gordon, vp-mktg, Columbus Coated Fabrics, industrial and automotive
R. T. Paul, vp-mktg, Columbus Coated Fabrics, wall coverings
Richard Lockman, president, cosmetics & toiletries
C. C. Braun, president, Smith-Douglas' agrichemicals
C. A. Matzen, genl mgr, molded products

ADVERTISING AGENCIES

Conahay & Lyon, New York—Elmer's adhesives, Krylon aerosol products, Lustro-Ware household products, Mystik tape, Wall-Tex wall coverings—T. O'Connor, acct super.

Al Paul Lefton Co., New York—Jean Patou's Joy, Caline Moment Supreme perfumes—Bill Wolfston, acct super.

Chesapeake Advertising, Norfolk, Va.—Smith-Douglass fertilizers, agricultural chemicals—R. L. Stiffler, acct super.

Lord, Sullivan, Yoder, Marion, O.—Columbus Coated Fabrics industrial film products—Bob Sullivan, acct super.

DAIRY & SERVICES DIVISION

MARKETING PERSONNEL

Marvin J. Herb, president
Thomas Hagerty, vp-mktg
Don Lewis, mktg mgr, milk products
Charles Craft, mktg mgr, ice cream products
John Rutan, mktg mgr, cultured products
Bill Webb, vp, natl accts
G. Castellani, director, packaging

ADVERTISING AGENCIES

Della Femina, Travisano & Partners, New York—ice cream and milk products—David Brown, acct super.

Ruben, Montgomery & Associates, Indianapolis—Pepsi-Cola Bottling Co., Indianapolis—Robert Montgomery, acct super.

Bristol-Myers

	1978	1977
Sales	$2,450,429,000	$2,233,716,000
Earnings*...	203,048,000	177,688,000
Advertising**	192,850,000	203,000,000

*Worldwide
**U.S. Only; AA estimate

Create some creamy lemon meringue magic
The easy, no-cook way
Creamy Lemon Meringue Pie

Borden's Eagle Brand sweetened condensed milk, which reportedly had its "best year ever," was promoted with recipe ads.

Bristol-Myers Co., New York, the 9th largest national advertiser, is estimated to have decreased its U.S. advertising budget 5% to $192,850,000 in 1978.

The company reported worldwide advertising and product promotion expenses of $432,924,217, up 4% from 1977's $406,000,000. This represented 17.3% of total 1978 sales, compared with 18.3% in 1977.

For the first half of 1979, B-M reported sales of $1.3 billion, up 12% from a year earlier, while net earnings increased 14% to $102,827,000. Heavy advertising expenses in the first half caused earnings to trail year earlier results.

Sales in 1978 rose 9.7%, and earnings 14%. Gains in both sales and earnings came from the pharmaceutical and medical products, toiletry and beauty aids, and household products segments; earnings in the nonprescription health product division decreased slightly in 1978 because of the substantial earnings decline of Westwood Pharmaceuticals.

- Total sales for the main consumer products units—Bristol-Myers Products, Drackett Co. and Clairol—were $1.6 billion, up 6% from 1977. This represented 66% of total B-M sales. These units also provided $264,202,000 of the company's total profits, a 1% increase over 1977.

Domestic measured media expenditures were down $8,155,900 to $155,944,900. This was a 5% decrease from last year's total support of $164,100,800.

Newspapers showed the greatest decline, from $2,970,500 in 1977 to $762,400 in 1978. Network tv spending fell 3.5% to $110,341,400.

- In 1978, B-M's Clairol hair color products continued to remain on top of this $400,000,000 U.S. retail field, holding a market share of over 50%.

The Clairol beauty products division received ad support totaling $43,150,400, primarily in network television. Clairesse hair color had the largest budget, $6,175,400, of which $4,345,300 went to network tv, $951,800 to spot tv and $776,200 to magazines.

Other heavily advertised products included Clairol Final Net Invisible Hair Net, which received $5,531,500, again mostly in network tv; Herbal Essence shampoo, which was allotted $5,725,100; Loving Care hair color lotion, which was supported by $4,410,500, and Nice 'N Easy hair color, the recipient of $4,511,900.

New Clairol product introductions in 1978 included Clairol Condition shampoo, whose budget of $2,903,200 was divided between network tv, with $2,873,300, and spot tv, which received $119,900.

Clairol Condition Beauty Pack Treatment, also a new product, was supported by $1,734,400, with magazines receiving $875,700, network tv $749,900, and spot tv, $108,800.

- The Clairol appliance division set new records in sales and earnings in 1978, as hairsetters retained their position as the division's leading personal care appliance.

One for the Road, a fold-up travel hairdryer, was a new introduction; the Foot Fixer, introduced in 1977, also grew rapidly, with increased public interest in active sports participation.

Ad support for the division totaled $8,821,900; network and spot tv received the bulk of the budget. The Crazy Curl Hair Styler was allotted $1,254,300—$752,800 to network television, $501,500 in spot tv.

The True-to-Light mirror was also heavily promoted, with $535,400 going to spot tv and $372,400 to women's magazines. Women's magazines received $805,200 in a Clairol beauty appliance campaign.

- In the Bristol-Myers' products division, Ban, Ultra Ban, Ban Basic and Tickle continued to hold approximately 20% of the highly competitive U.S. deodorant/-antiperspirant market, as the overall share of all aerosol products in the market plunged from 80% to 40%.

Ban deodorants and antiperspirants received total support of $8,688,000; Ban Roll-on deodorant was the largest recipient, with $7,272,300, of which $6,819,200 went to network television.

Tickle, another roll-on deodorant marketed as an alternative to aerosols, was allotted $5,082,200, primarily in network television, while the Ultra Ban line received $2,391,800.

New product introductions were Ban Super Solid, a stick deodorant that was supported by $376,800, all in magazines, and Ban Big Ball roll-on.

- B-M's Bufferin continued to hold 10% of the $750,000,000 U.S. analgesic market, followed by B-M's Excedrin, which captured 8%. The leading product in this category was Johnson & Johnson's Tylenol, which had 20% of the market; American Home Products' Anacin held 13%, and Sterling's Bayer 10%.

Bufferin's ad budget included $13,866,900 allotted to Bufferin tablets, of which $12,030,700 went to network television; $201,800, all in magazines, for Bufferin & Arthritis Strength Bufferin tablets, and $1,500, all in spot television, for Bufferin cold tablets.

Excedrin tablets received $10,456,700, mostly in network television; Excedrin PM tablets got $3,714,100, again mostly in network tv, and Excedrin X Aspirin Free tablets received $279,800, all in spot tv.

B-M's new introduction in the analgesic category was Comtrex, a cough and cold remedy that combines a decongestant, analgesic, cough suppressant and antihistamine.

Positioned as a cold reliever competitive with Bayer, AHP's Dristan, and SmithKline's Contac, Comtrex received support of $5,763,200—$5,420,200 to network tv, $267,300 to magazines, the remainder to newspapers and spot television.

- Other B-M products with major ad support were the Vitalis hair preparation line, which received $3,049,600, mostly in network television; Body-On-Tap Beer Enriched shampoo, a new introduction that was allotted $5,727,000, of which $5,354,900 went to network tv, the rest to spot tv and 4-way nasal sprays, given $2,473,100, again mostly in network television.

In 1978 B-M's Drackett products achieved new sales records, led by Windex window cleaner, Renuzit air freshener and the O-Cedar line of brooms and mops. Windex's budget was $4,212,100, of which $2,857,500 went to network tv, $851,900 to magazines and $502,700 to spot tv; O-Cedar products received $1,569,000.

Vanish toilet bowl cleaners were allotted a total of $5,377,900; Drano drain openers got $4,480,400; Endust spray was budgeted at $2,178,300, and Behold furniture polish received $2,347,300. For all four lines, network tv was the major ad medium.

To compete against AHP's Woolite, B-M introduced Handle with Care special care wash to its Miracle White line. Advertising, which stressed the product's built-in fabric softener, totaled $2,900,900. Of this, $2,090,600 went to network tv, $406,600 to magazines, $355,600 to spot tv and $68,100 to newspaper supplements. Other Miracle White products received support of $2,614,900.

- The Nutrament line was backed by $144,300, and the Weight Watchers frozen desserts and fruit snacks received $408,100.

NEWSPAPER DATA

National newspaper advertising investments were supplied by Media Records. Reproduction of this data without written permission is prohibited.

Newspaper brand data for the top 100 newspaper advertisers and for companies with newspaper investments of $10,000 or more are available from Media Records, 370 Seventh Ave., New York 10001 (212) 736-7490.

Westwood's Keri Lotion and Alpha Keri Bath Oil had ad support of $1,146,600; its acne product Fostex had a budget of $56,000; PreSun and PostSun suntan products received $199,000, and Piz Buin suntan Lotion got $287,600. Magazines were the only medium for all Westwood products.

In the Mead Johnson nutritional division, the position of the Vi-Sol and Vi-Flor line of pediatric vitamins improved, as did the position of the milk-free formula ProSobee. Enfamil infant formula, backed by $26,200, all in magazines, remained strong.

- Bristol Laboratories' hospital antibiotics, Amikin and Cefadyl, showed substantial sales increases in 1978. The division introduced Stadol, an injectible potent analgesic, into the $65,000,000 pain reliever market. Unlike other pain relievers such as morphine and Sterling Drug's Demerol, Stadol claims to be nonnarcotic. Stadol's introduction is considered an indication of B-M's intent to broaden its ethical drug base.

Young & Rubicam's resignation of $30,000,000 worth of Bristol-Myers billings in May, 1979, triggered some major agency realignments.

The company added four new agencies to its roster and gave more business to Needham, Harper & Steers, Grey Advertising and Daniel & Charles. Newcomers were: Kenyon & Eckhardt, for the $10,000,000 Excedrin account; Marschalk Co., Endust, billing $2,200,000; James Jordan Inc., getting $2,000,000 for Renuzit, and Lois, Pitts, Gershon, awarded the $3,000,000 Vitalis account. Assignments were for creative only; Boclaro handles buying.

Advertising Expenditures

	1978	1977
Newspapers	$762,400	$2,970,500
Magazines	23,761,500	23,316,200
Spot tv	17,073,600	18,952,700
Network tv	110,341,400	114,414,700
Spot radio	4,006,000	4,432,000
Outdoor	———	14,700
Total measured ..	155,944,900	164,100,800
Unmeasured	36,905,100	38,899,200
Estimated total ...	192,850,000	203,000,000

CORPORATE MARKETING PERSONNEL

Marvin Koslow, vp-mktg services
Harry Levine, vp-corp communications

BOCLARO MEDIA BUYING UNIT

Robert L. Turner, director-media & programming services
Santo A. Critelli, director
Marion A. Klein, director, corp rsch services
William Liptack, Leo Hofmann, Alan Yoblon, associate directors
Richard Tulimieri, Jack Sinnott, mgrs

BRISTOL-MYERS PRODUCTS DIVISION

MARKETING PERSONNEL

Frank K. Mayers, president
Robert P. Viarengo, senior vp
Peter D. Orahovats, vp, scientific
Walter R. McCurdy, vp, sales
John J. Sheedy, vp, mktg
Nicholas Cannistraro Jr.; director, new products
Melvin D. Harbinger, mktg, rsch director
Edward J. Meyer, vp, product mgmt, personal care
Joseph J. Morano, director, sales promo/merch
David Ruckert, vp, product mgmt/health care

ADVERTISING AGENCIES

Needham, Harper & Steers, New York—4-Way nasal spray, Congespirin cold tablets and cough syrup for children, NoDoz—Walter Granville-Smith, mgmt super; Robert Speed, senior acct exec.

Ted Bates & Co., New York—Bufferin, Arthritis Strength Bufferin, Datril—Mel Elbaum, exec vp; Richard Mullan, mgmt rep; Richard Sawyer, acct director; Greg Brauer, acct super; Rick Lussen, acct exec.

Daniel & Charles, New York—Ban line, Ultra Ban roll-on, Ultra Ban II, Excedrin PM, Comtrex, Mum, Ammens, Ban Super Solid—Martin Smith, exec vp; George Biava, acct su-

1978 AD $ SUMMARY

LNA

See page 137

sheds more light on news and shopping values
SOUTH BEND Tribune
in a market for retail sales greater than 5 entire States

Nothing does it better in the "Great State of Michiana"—an 8-county market of over 600,000 surrounding South Bend, Indiana. Overlook it and you've got an un-national ad campaign. Attempt to reach it with anything other than the *South Bend Tribune* and you'll miss. Because the *South Bend Tribune* daily delivers half the households in the "Great State of Michiana". Write, wire, or phone for our latest market data info!

Nothing does it better in the "Great State of Michiana"
South Bend Tribune
Albert E. Petersohn, General Advertising Manager, South Bend, IN 46626 • 219/233-6161 • Represented by Story & Kelly-Smith, Inc.

per; Bonnie Fiven, acct exec; Larry Tolchin, acct super.

Doyle Dane Bernbach, New York—Tickle—John Leonard, mgmt super; Beverly Zigahn, acct super; Phyllis Califano, acct exec.

Polykoff Advertising, New York—Body-on-Tap—Al Lowan, mktg super.

Lois, Pitts, Gershon, New York—Vitalis line—Patrick Dolan, mgmt super; George Lois, creative.

Kenyon & Eckhardt, New York—Excedrin—William Young, mgmt super; Christine Hoene, acct super.

CLAIROL

MARKETING PERSONNEL

Donald J. Shea, president, Clairol products div
C. Benjamin Brooks, president, Clairol appliance div
Peter Spengler, senior vp, appliances
Robert Oppenheim, president, Clairol salon div
David M. Egbert, director, mktg/salon div
Stanley H. Filmer, director mktg services/Clairol Canada
Mary Grace Hannon, director, mkt planning/rsch
Thomas L. Hogan, senior director, adv develop hair color, toiletries
William R. Jones, director, purchasing/packaging services
Harold T. McMenamin, senior director, mktg services
Jack Shor, vp, pr
Susan J. Taylor, vp-mktg, Clairol appliance div

ADVERTISING AGENCIES

Doyle Dane Bernbach, New York—Nice'n Easy, Naturally Blonde, Born Blonde, Touch of Yogurt, Quiet Touch, Gentle Lights, Final Net, Pssst—John Leonard, group senior vp; Dean Proctor, Bill Abrams, mgmt supers.

Foote, Cone & Belding, New York—Balsam Color, corporate hair coloring, Frost & Tip, Clair Mist, Lady Clairol, Loving Care lotion and foam, Miss Clairol, Silk & Silver, Sunshine Harvest shampoo, Long & Silky—Alan Klein, mgmt super; Margie Altschuler, Joseph Froschl, acct supers.

Ogilvy & Mather, New York—Condition*, Condition* shampoo, Condition*II—John Blaney, senior vp; Shelly Lazarus, mgmt super.

Wyse Advertising, New York—Herbal Essence bath line—Lois Wyse, president; Tom Kirmeyer, acct super.

DRACKETT CO.

MARKETING PERSONNEL

Nicholas M. Evans, president
W.J. Larson, exec vp
A. H. Naylor, vp, sales
J. R. Hughes, vp, mktg
C. R. Paulsen, mktg director
J. N. Green, mktg director
C. G. Brown, director, mktg mgmt services
R. Jay Uhlmansick, director, adv services
Bruce Bye, new products devel director

ADVERTISING AGENCIES

James Jordan Inc., New York—Renuzit—Sys Morch, mgmt super.

Grey Advertising, New York—Windex, Behold, Drano, Vanish—Hugh Busby, acct super; Dave Amedur, acct exec.

Marschalk Co., New York—Handle With Care, Endust.

Needham, Harper & Steers, New York—Nutrament—Walter Granville Smith, senior mgmt rep.

Arthur E. Wilk Advertising, Chicago—O-Cedar handles, Scrubbee pads, Twinkle—Jim Ruther, acct super.

MEAD JOHNSON & CO.

MARKETING PERSONNEL

Wayne A. Davidson, President

MEAD JOHNSON NUTRITIONAL DIVISION

W. Richard Kern, president
Winthrop W. Hamilton, vp, nutritional mktg
Donald E. Leslie, vp, mktg services
William R. Pierrot, adv director

MEAD JOHNSON PHARMACEUTICAL DIVISION

Donald G. Harris, president
Fred M. Brubaker, vp, pharmaceutical mktg
Kenneth J. Quakkelaar, vp, mktg services
James R. Garvey, adv mgr

ADVERTISING AGENCIES

Robert A. Becker Inc., New York—ethical products—Raymond Perry, acct super.

Lavey/Wolff/Swift, New York—pharmaceutical products—Charles Rockefeller, acct super.

Daniel & Charles, New York—infant formula—Ira Wacks, acct super.

BRISTOL LABORATORIES

MARKETING PERSONNEL

Julius L. Pericola, president
Gary P. Gibson, director, mktg
Alan R. Fox, director, product group
Roy S. Bernardi, mgr, adv/promo services
Marvin C. Lemons, vp, sales
Mark B. Skaletsky, mgr, business rsch
Jeffrey B. Marsh, director, new business devel
J.J. McAuliffe, genl mgr, vet operations

ADVERTISING AGENCIES

Sudler & Hennessey, New York—Amikin, Blenoxane, BiCNU, CeeNu, Multamycin, Cefadyl, Salutensin—William Gibson, acct super; Leon Gamza, acct exec.

Sieber & McIntyre, Chicago—Polymox, Tegopen—Don Phillips, acct exec.

MedCom Inc., New York—Walt Landers, acct exec.

WESTWOOD PHARMACEUTICALS

MARKETING PERSONNEL

Frank R. Nero, president
Harland A. Wyvell, director, sales
Thomas K. Garver, director, mktg

ADVERTISING AGENCIES

Frank J. Corbett Inc., Chicago—Alpha Keri, Fostex, Sebulex, Keri lotion, Pernox, PreSun, Westcort and pharmaceuticals to physicians—Frank J. Corbett, Thomas Deasy, acct supers; Jim Germick, acct exec.

Stern Walters/Earle Ludgin, Chicago—Alpha Keri, Fostex, Sebulex, Keri lotion, PreSun-otc—Bud Davis, acct super; Sue German, acct exec.

Renning, Kuryla, Leiberman, Flynn, New York—Piz Buin line, special assignments—Al Lieberman, acct super.

PELTON & CRANE

MARKETING PERSONNEL

Kenneth R. Ferguson Jr., president
Charles G. Halgren, sales/mktg mgr

ZIMMER USA

MARKETING PERSONNEL

Thomas H. Hughes, president
Phillip K. Cornett, vp-mktg
Geoffrey C. Cross, vp-mktg services

INTERNATIONAL MARKETING

Flavio Tomassini, president

Brown-Forman Distillers Corp.

	1978	1977
Sales	$560,000,000†	$457,000,000
Earnings ...	40,100,000†	31,250,000
Advertising*	35,000,000	27,500,000

†Fiscal year ended April 30, 1979
***AA estimate**

Brown-Forman Distillers Corp., Louisville, the 88th largest national advertiser, increased its advertising to an estimated $35,000,000 in 1978, up about 27% over the estimated 1977 investment of $27,500,000. The company said it spent $38,000,000 in fiscal 1979 and reported that ad expenditures would increase 32% in the current fiscal year, to $50,000,000.

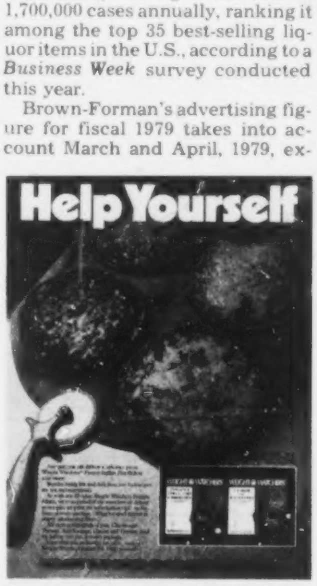
Sales for fiscal 1979 came to $560,000,000, exceeding the half-billion dollar level for the first time and bettering the 1978 mark, $457,000,000, by 22%. Earnings of $40,100,000 also topped the previous high, set in 1978, of $31,250,000.

The company, marking its 110th year in 1980, is the nation's leading independent and family-managed distiller (the Brown family owns the majority of the company's stock and the company's only product is alcoholic beverages).

▪ Brown-Forman's purchase in March, 1979, of Southern Comfort Corp., St. Louis, will be a significant factor in boosting the distiller's advertising outlay.

Southern Comfort, which represents all of that company's volume, is currently selling at the rate of 1,700,000 cases annually, ranking it among the top 35 best-selling liquor items in the U.S., according to a *Business Week* survey conducted this year.

Brown-Forman's advertising figure for fiscal 1979 takes into account March and April, 1979, expenditures of the brand.



Bristol-Myers' Weight Watchers frozen desserts and fruit snacks were supported by $408,100 in measured media in 1978.

Top 25 newspaper advertisers

Rank	Advertiser	Expenditures 1978	Expenditures 1977
1	R. J. Reynolds Industries	$61,093,436	$59,044,744
2	Philip Morris Co.	52,013,737	53,123,344
3	General Motors Corp.	46,702,868	47,504,892
4	Ford Motor Co.	27,209,744	26,835,644
5	Loews Corp.	26,666,500	21,297,842
6	RCA Corp.	19,143,498	14,343,428
7	Liggett Group	18,994,769	23,602,343
8	American Brands	18,355,332	22,317,693
9	British American Tobacco Co. Ltd.	16,532,063	24,366,123
10	Delta Air Lines	16,156,072	14,900,638
11	Chrysler Corp.	15,819,958	15,831,795
12	CBS Inc.	14,842,633	12,193,691
13	Film Corp. of America	14,818,197	3,061,544
14	UAL Inc.	13,363,724	8,029,947
15	American Telephone & Telegraph Co.	12,090,295	9,966,492
16	Eastern Air Lines	11,277,369	11,796,341
17	Trans World Airlines	11,224,416	12,515,124
18	American Airlines	10,279,021	11,888,719
19	ABC Inc.	10,167,481	5,706,403
20	General Electric Co.	9,002,571	8,265,489
21	Procter & Gamble Co.	8,559,445	5,830,380
22	Toyota Motor Co., Ltd.	8,367,152	6,160,452
23	General Foods Corp.	8,240,943	6,271,297
24	Seagram Co. Ltd.	8,031,583	7,027,166
25	American Motors Corp.	7,666,877	7,106,961

Source: Media Records.

After B-F's purchase, strategy for the Southern Comfort brand "basically stayed the same as it had been," according to Bill Cosher, account exec on the brand at Krupnick & Associates, St. Louis, which has handled Southern Comfort for the last 15 years.

That program consists mainly of booklet inserts containing mixed drink recipes and one-page, four-color magazine ads. Both booklet and ads are placed in Sunday supplements and major national publications including *Time*, *Newsweek*, *Sports Illustrated*, *Playboy*, *Penthouse* and *Ski*.

Each of the distiller's three product categories posted net sales gains in fiscal 1979: American spirits rose 15%; imported spirits gained 16%, and wines and specialties moved ahead 59%. Reflecting the changing character of the industry, B-F's combined imported spirits and wines and specialties categories accounted for 50% of the year's total sales.

In addition to Southern Comfort, seven of the company's major labels each sold over 500,000 cases on an annual basis: Jack Daniel's Black Label (whisky) 2,300,000 cases; Old Forester (Kentucky bourbon whisky) 790,000; Early Times (Kentucky bourbon whiskey) 1,900,000; Canadian Mist (Canadian whisky) 2,400,000; Bolla (Italian wines) 1,300,000; Cella (Italian wines) 1,500,000, and Korbel (California champagnes and brandy) 600,000.

The purchase of Southern Comfort notwithstanding, the most significant marketing event of the year was an internal executive shift that saw William Street succeed Roger Coleman (who is set to retire this fall) as president of B-F Spirits, the company-owned marketing division. Replacing Mr. Street as board chairman and ceo of Garneau was William R. Carroll, formerly B-F Spirits, national sales director.

Tv advertising in excess of $5 000,000 supported Cella, the company's fastest-growing label, which includes Lambrusco and the companion white Bianco. The Bolla label also was heavily supported, with network and spot tv investments together of nearly $4,000,000. Manoff Geers Gross, New York, handles both.

Canadian Mist, the largest selling brand in B-F's imported spirits category, achieved a record volume of 2,400,000 cases, aided by heavy magazine and outdoor backing (McCann-Erickson is the agency).

▪ "Quality bourbon, like great wine, is made naturally" was the theme of the company's new campaign for Old Forester. The heavy print drive, launched in November by DKG, New York, was aimed at 25-to-49-year-old males. The push ran through December in 15 magazines and newspapers and outdoor in 139 markets.

ADVERTISING EXPENDITURES

	1978	1977
Newspapers	$2,036,300	$2,596,600
Magazines	8,334,800	6,931,300
Spot tv	2,848,700	1,572,000
Network tv	4,888,900	1,286,200
Outdoor	3,524,600	3,065,500
Total measured ..	21,633,300	15,451,600
Unmeasured......	13,366,700	12,048,400
Estimated total ...	35,000,000	27,500,000

MARKETING PERSONNEL

B-F Spirits Ltd.

Roger M. Coleman, chairman
William M. Street, president
Kenneth W. Wright, exec vp

Jos. Garneau Co.

William R. Carroll, chairman & ceo
Mason L. Tush, president
Charles J. Davis, senior vp

Jack Daniel Distillery

Martin S. Brown, president & ceo
Arthur S. Hancock, exec vp
David J. Mahanes, exec vp

Brown-Forman International Ltd.

Robert G. O'Brien, president

ADVERTISING AGENCIES

McCann-Erickson, New York—Canadian Mist, Early Times. Frank Perkins, mgmt super; Howard Ziff, acct super; Richard Chapman (Canadian Mist), Helen Runsdorf (Early Times), acct execs.

DKG, New York—Old Forester, Usher's Green Stripe, Pepe Lopez, Old Bushmills. Eleanor Holtzman, mgmt super; Jeff Hirsch (Old Forester, Old Bushmills), Josh Martin (Usher's, Pepe Lopez), acct execs.

Manoff Geers Gross, New York—Bolla, Cella, Martell, Ambassador, Noilly Prat, Anheuser, Cruse, Veure Clicquot. Peter Barnes, mgmt super; Andrew Watson (Bolla), Kenneth Heidelberg (Cella), Samuel Borwick (others), acct supers.

Krupnick & Associates, St. Louis—Southern Comfort. Ray Armbruster, mgmt super; Bill Cosher, acct super.

Gardner Advertising, St. Louis—Jack Daniel's (creative).

CBS Inc.

	1978	1977
Sales	$3,290,052,000	$2,826,313,000
Earnings ...	198,079,000	182,008,000
Advertising	122,322,000	96,372,000

CBS Inc., New York, the country's 30th largest advertiser boosted ad expenditures 27% in 1978 for a total domestic outlay of

$122,322,000. A sizable amount of the increase went to newspaper ads designed to improve the CBS-TV Network's standing in the Nielsen race.

The communications company's revenues passed $3 billion for the first time—a mere two years after they had reached the $2 billion mark. Total sales climbed 16% to $3.29 billion while earnings rose 9% to $198,079,000. Domestic revenues hit $2.79 billion, for a gain of 15%, with profits up 6%.

Strongest gains were registered abroad with foreign sales up 22% to $429,300,000; earnings on those sales zoomed ahead 25% to $71,200,000.

▪ Financially speaking, 1979 did not start happily for the folks at Black Rock. First quarter sales rose 11% to $828,732,000, but earnings plummeted 47% to $17,800,000. CBS president John Backe blamed this unpleasant turn of events on the sluggish audio record market and on sharply rising costs for network tv programing.

As predicted within CBS Inc., there was a turnaround in the second quarter where revenues, earnings and earnings per share hit new records. Net income rose 11% to $65,800,000 on revenues of $913,800,000—a 22% gain over second quarter 1978 revenues. But profits for the first half of '79 dropped 10% due to the sharp first quarter dip.

Broadcasting—especially tv—as the foundation of this company provides by far the largest share of its revenues and profits. The CBS/Broadcast Group in 1978 made $225,700,000 on revenues of $1,327,500,000.

Major promotion, advertising and marketing attention in this group was directed toward trying to get the CBS-TV Network back into the No. 1 position in prime time.

ABC has pretty much monopolized the top spot for several years and the dominance is beginning to show—to show to CBS' disadvantage—in terms of total sales, pricing levels and network profits.

An edge of a single prime time rating point now is worth about $30,000,000 annually. By late spring and early summer, CBS had tightened the race enough to move ahead on an occasional week, but the fall race with the matching of ABC's heavyweights against a raft of CBS and NBC newcomers is what everyone is waiting for.

The broadcast group depends heavily on print to get its message across both to viewers and advertisers. The main vehicle for the networks and the owned stations is newspapers, which by CBS' calculations were in for nearly $45,000,000 in the budget last year. The mix also includes consumer magazines and business publications.

Second to broadcast as a revenue and profit producer is the CBS/Record Group, which weighed in last year with $946,500,000 in sales and $93,800,000 in profits. Then came 1979 and the impact of industrywide troubles in the recording field which hit hard at CBS. Those troubles apparently consisted mainly of fewer hits for Columbia stars and less manufacturing work assigned to CBS by other labels.

In the second quarter of 1979, things improved considerably thanks to Wings, Earth, Wind & Fire, Electric Light Orchestra and Cheap Trick. At one point Columbia held eight of the top 25 spots on the national radio charts.

Exact spending for the Columbia and Epic labels is hard to trace in the measured media reports where they show up with about $4,000,000 in tv money. In market share, Warner and CBS are vying for first place.

The big advertising spender in this corporate family is the CBS/-

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MARKETING PROFILES

olumbia Group, which includes he Columbia Record & Tape Club, elf-proclaimed as the "largest mail rder distributor of recorded mu- ic in the world." Its profits for '78 vere $33,600,000 on revenues of 598,900,000.

The club spent nearly $20,000,000 n measured media in 1978—8,793,000 in magazines, $6,275,400 n newspaper supplements and 4,616,700 in spot tv.

The toy division operates within nis group; its most heavily pronoted item, judging from the ublished figures, was the Gabriel ames and toys line. Gabriel was acked up by nearly $3,000,000 in v, about half of it in network.

The smallest member of the corporate family in revenues, but oming along fast partly as a result fthe acquisition of Fawcett Publi- ations, is CBS/Publishing Group which boosted its profits 45% to $38,500,000 in '78 on a 10% sales hike which brought it to the $442,300,000 mark.

▪ None of the highly successful perations of this group loomed arge in the measured media pending columns. However, Holt, Rinehart & Winston reported it old more elementary and high chool texts than ever despite a hrinking number of school-age ids. In the reading for fun category, Holt's best-sellers included dith Holden's "The Country Di- y of an Edwardian Lady" and arry Trudeau's "Doonesbury's reatest Hits."

Female star of the consumer ublishing division remained *oman's Day*, as it set new records n advertising revenues with its irst 14th issue year.

The men's group was paced by *ield & Stream*, No. 1 with the out- oors set. Similarly new sales ighs were chalked up by Fawcett aperbacks—Crest, Gold Medal nd Popular Library.

By mid-1979, this group had a new boss—John Suhler, who advanced from head of the consumer publishing division to succeed John Purcell, who moved up to No. in the corporate suite with the ti- le of exec vp, CBS Inc.

ADVERTISING EXPENDITURES *

	1978	1977
ewspapers	$14,842,600	$12,193,700
agazines	27,117,400	23,404,300
pot tv	13,422,100	10,346,400
etwork tv	2,461,000	—
pot radio	1,839,700	196,600
etwork radio	785,500	398,600
utdoor	670,900	572,100
Total measured	61,143,200	47,104,500
Unmeasured	61,178,800	49,267,500
Estimated	122,322,000	96,372,000

From AA's usual sources

ADVERTISING EXPENDITURES **

	1978	1977
ewspapers	$44,851,000	$25,576,000
agazines	23,331,000	22,465,000
usiness publications	3,934,000	3,414,000
pot tv	9,466,000	5,790,000
etwork tv	736,000	—
pot radio	14,620,000	12,938,000
etwork radio	76,000	20,000
oint of purchase	3,800,000	3,305,000
irect mail	13,592,000	11,459,000
ther	6,231,000	11,405,000
Total	122,322,000	96,372,000

Domestic ad expenditures provided by CBS

CBS/BROADCAST GROUP

MARKETING PERSONNEL

uis Dorfsman, senior vp, creative director, mktg communications & design
rren Spellman, vp-mktg services & administration, mktg communications & design
mes Shumaker, director, adv operations, CBS & CBS-TV Stations div
aomi Andrews, copy chief, CBS Radio
ane Dunn, director, adv operations, CBS Radio & CBS News
ed Andresakes, senior art director
ra Teichberg, art director

CBS TELEVISION NETWORK

MARKETING PERSONNEL

aul Isacsson, vp, sales
obert Bonagura, vp, business administration
erb Gross, vp, sales planning
erome Dominus, vp, natl sales mgr

CBS ENTERTAINMENT

MARKETING PERSONNEL

Steve Sohmer, vp, adv & promo
George Bristol, director, administration
Herman Aronson, director, operations
Charles Bieber, media director (L.A.)
Steve Hewitt, creative director, on-air
Bruce Weiner, director, affiliate adv & promo
David November, director, creative services
Jerry Taylor, director, administration, on-air promo
Morton Pollock, promo director (L.A.)
Jacques Sammes, copy chief
Edward Sobel, art director

CBS SPORTS

MARKETING PERSONNEL

Frank M. Smith Jr., president
Carl Lindemann, vp, programs
Harold Classon, vp, operations
Kevin O'Malley, vp, communications
Neal Pilson, vp, business affairs
James McKenna, vp, finance

CBS NEWS

MARKETING PERSONNEL

Ronald Beck, mgr, program services

CBS TELEVISION STATIONS

MARKETING PERSONNEL

Gail Trell, vp, sales & mktg
Sherman Wildman, dir, mktg
Thoren Schroeck, vp genl mgr, natl sales
Allan Morris, director, communications

CBS RADIO

MARKETING PERSONNEL

James Joyella, vp, genl sales mgr, network
Joseph Larsen, director, special projects, network sales
Nancy C. Widmann, vp-genl mgr, CBS Radio spot sales
Eli W. Kaufman, vp-genl mgr, CBS/FM national sales
W. Thomas Dawson, vp, div services
Norman S. Ginsburg, director, info services
Pamela Hamilton, director, sales promo
Scott Schanzebach, director, mktg services
Laurence Ostrow, director, retail mktg

ADVERTISING AGENCIES

Doyle Dane Bernbach, New York—CBS Inc., CBS-TV Network, CBS-TV Stations, CBS News, CBS Radio, Lloyd Highbloom, acct super.

W.B. Doner & Co., Detroit—CBS Sports, Fred Doner, acct super.

CBS/RECORDS GROUP

MARKETING PERSONNEL

Robert Altshuler, vp, press & public affairs

CBS RECORDS DIVISION

MARKETING PERSONNEL

Bruce Lundvall, president
Don Dempsey, senior vp-genl mgr, Epic, Portrait and Associated labels
Jack Craigo, senior vp, genl mgr, Columbia Records
John Berg, vp, packaging art & design
Rick Smith, vp, genl mgr, music publishing
Joe Mansfield, vp, genl mgr, Columbia label
Larry Harris, vp, genl mgr, Portrait Records
Arnold Levine, vp, adv & creative services
Albert Shulman, vp, Columbia special products
Calvin Roberts, senior vp, CBS Records div operations, mktg
Paul Smith, senior vp-genl mgr, mktg, CBS Records
Ron McCarrell, vp, mktg, Epic, Portrait & Associated labels
Linda Barton, vp, adv planning

CBS RECORDS INTERNATIONAL

MARKETING PERSONNEL

M. Richard Asher, president
Bernard Di Matteo, vp, operations
Bernice Freidus, vp, mktg services
Donald Williams, director, intl distribution & warehousing

ADVERTISING AGENCY

Young & Rubicam, New York—CBS Records, tv adv, Morris Baumstein, acct super

CBS/COLUMBIA GROUP

MARKETING PERSONNEL

Cornelius Keating, president
Charles F. Wassem, vp

COLUMBIA HOUSE

MARKETING PERSONNEL

Benjamin Ordover, president
Stephen Levine, vp, music mktg
Richard Wolter, vp, intl operations
Paul Harris, vp, editorial services
Richard Archer, vp, creative services
Roy Abrams, vp, special mkts
Wayne Adair, vp, genl mgr, National Handcraft Institute
Michael Kilby, vp, genl mgr, Columbia House Canada
Robert Luton, vp, genl mgr, X-acto

ADVERTISING AGENCIES

Wunderman, Ricotta & Kline, New York—Columbia Record & Tape Club, Vista Marketing

Vos & White, New York—National Handcraft Institute, Needle Arts Society

CBS MUSICAL INSTRUMENTS

MARKETING PERSONNEL

Robert G. Campbell, president
M. Ross Brown, sr vp
Lloyd Meyer, sr vp

FENDER/ROGERS/RHODES/-SQUIER

MARKETING PERSONNEL

Edwin Llewellyn, vp-genl mgr
Vernon Eszlinger, director, intl mktg

GEMEINHARDT

MARKETING PERSONNEL

Daniel J. Henkin, vp-genl mgr
Thomas Adcock, director, mktg

"AN ASTOUNDINGLY CANDID REPORT... DESTINED TO BECOME AN INSTANT CLASSIC."
"...as complex and powerful as anything seen in recent memory."
"A sensitive examination of the plight facing many of the mentally ill when they are ready to make the transition from hospital to society."
CBS REPORTS
ANY PLACE BUT HERE
CBS NEWS
TUESDAY AUGUST 7 8PM

CBS chalked up revenues of $3 billion in 1978, only two years after reporting revenues of $2 billion. CBS News received magazine ad support.

ELECTRO MUSIC (LESLIE SPEAKERS)

MARKETING PERSONNEL

Zane Wright, genl mgr

STEINWAY & SONS

MARKETING PERSONNEL

Henry Z. Steinway, chairman
Peter Perez, president
John Steinway, senior vp
Richard Gigax, vp-mktg
Catherine Bielefeodt, director of sales

RODGERS ORGAN CO.

MARKETING PERSONNEL

J. William Anderson, vp-genl mgr
Gary Kibble, director, mktg

GULBRANSEN

MARKETING PERSONNEL

David Gupton, vp-genl mgr
Thomas Zateslo, director of mktg

LYON-HEALY

MARKETING PERSONNEL

Henning Christiansen, president

ADVERTISING AGENCIES

Michael-Sellers, San Francisco, Fender, Rhodes/Squier, Gulbransen—Martin Michaels, acct exec.

Lord, Geller, Federico, New York, Steinway—John Marchese, acct exec.

Boger, Martin, Fairchild, Elkhart, Ind., Gemeinhardt

S.M. Newmark & Associates, Los Angeles, Rogers Stuart Newman, acct exec.

CBS SPECIALTY STORES

MARKETING PERSONNEL

Norman H. McMillan, president
Tom Andersen, acting senior vp, operations
Lou Delmonico, vp, mktg
Robert Blegan, vp, adv & sales promo
Bob Schumacher, vp-genl merch mgr

CBS TOYS

MARKETING PERSONNEL

Jerome Fryer, president
Norton Levy, vp, sales
Al Nordstrom, vp, mktg
Arthur Barnett, vp, mktg services
Stan Clutton, director, product planning
Judith Sussman, mgr, sales promo & public relations

ADVERTISING AGENCY

Nadler & Larimer, New York

CBS EDUCATIONAL PUBLISHING HOLT, RINEHART & WINSTON

MARKETING PERSONNEL

Ann Dichter, director—mktg, Praeger Publishing
Robert Graham, vp, sales & mktg, college dept
James Hayes, vp, sales & mktg, school dept
Steve Dorsky, director, mktg, general book dept

BFA EDUCATIONAL MEDIA

MARKETING PERSONNEL

Donald Storer, vp, mktg & sales
Gerald C. Bloch, natl sales mgr, instructional materials
Robert Davidson, natl sales mgr, film
Kathryn Kleibacker, mgr, mktg & sales support
Harriet Lieban, mktg mgr, film

CBS CONSUMER PUBLISHING

MARKETING PERSONNEL

Marketing Services

W. Ronald Kops, vp & director
Phyllis Crawley, director, communications

Women's Magazine Group

George Allen, senior vp & group publisher
Luther Bugbee, vp & circulation director
Jay Burzon, vp & adv director
Elizabeth Schick, director, mktg services
Edward Keil, promo director

Men's Magazine Group

Michael J. O'Neill, vp & group publisher
Eugene Bay, associate publisher, *Field & Stream*
John Condon, circulation mktg services director
Arnold Gluskin, adv mktg services director
James Rainsford, adv director, *Mechanix Illustrated*

Special Interest Magazine Group

Robert Krefting, vp & group publisher
Leon Rosenfield, circulation mktg services director
William Ganz, adv mktg services director
Cliff Parris, adv director, *Road & Track*
Brian Van Mols, adv director, *Cycle World, PV4*
Norm Jaeger, eastern adv director, *SEA*
Hal Morse, western adv director, *SEA*
Gordon Burkhard, adv sales director, specials
Byron Roland, publisher, special mktg

Fawcett Books Group

Kenneth Collins, vp & group publisher
James Young, vp & director, sales & mktg
Peter Frank, director, adv, promo & publicity
Thomas Mahan, natl sales mgr

Fawcett Marketing Services Group

Paul Mahler, vp & director

CBS PROFESSIONAL PUBLISHING

MARKETING PERSONNEL

Carl Katila, vp, administration
William Moritz, mgr, subscription sales
James Doorley, mgr, textbook mktg
Jack E. Fox, vp, college mktg
Dennis Carson, director, adv, health science
Martin Kahn, director of mktg, health science

CBS INTERNATIONAL PUBLISHING

MARKETING PERSONNEL

Richard Pippert, vp, publishing
Michael Israel, gen mgr, export operations
Shiela Bell, mkt mgr, professional product
James Dunn, mktg mgr, school product
Leslie Dwinell, mgr, sales promo
Lauren Korngold, mkt mgr, college product
Theresa Kraft, super, adv services
Nancy Lopez, mgr, customer service

ADVERTISING AGENCIES

Rapp & Collins, New York—circulation promo for all magazines, Stanley Rapp, mgmt super

Ketchum, MacLeod & Grove, New York—adv sales promo for all magazines, Walter Kaprielian, Harold Haeslip, mgmt supers.

Waterman, Getz, Niedelman, New York—Crest, Gold Medal books, Nancy Alloggiamento, acct super.

Catalano & Gornick, New York—Popular Library books and special mktg sales, Joseph Gornick, Jerry Stein, acct supers.

Ted Barash & Co., New York—supermarket continuity series, Ted Barash, mgmt super.

Dancer Fitzgerald Sample, New York—*Woman's Day*, Kathy Dishner, acct super.

Fred Gardner Co., New York—*Mechanix Illustrated*, Robert Luce, acct super.

Jameson Advertising, New York—Holt, Rinehart & Winston, Marie De Vito, Florence Coyre, acct execs.

Kaeser Taurins & Wilson, New York—Holt, Rinehart & Winston, Annalee Wilson, acct exec.

Hartel, Catalano & Gornick, New York—Popular Library, Michael Hartel, acct super.

Denhard & Stewart, New York—Caroline Barnett, acct exec.

Andrew Torre Associates, New York—Andrew Torre, acct exec.

Barbini, Pesce & Gaines, New York.

Target Communications, New York.

Motivational Communications, New York.

Kaeser & Wilson, New York.

CPC International

	1978	1977
Sales	$3,221,800,000	$2,369,800,000
Earnings+	147,300,000	132,900,000
Advertising*	65,901,700	51,000,000

+Worldwide *U.S. only

CFC International, Englewood Cliffs, N.J., the 60th largest national advertiser, increased its U.S. ad spending a hefty 29% to $65,901,700 in 1978 from $51,000,000 in 1977.

Open up to the amazing world of Hellmann's!

Hellmann's mayonnaise helps make CPC International one of the 20 largest food companies in the world.

Worldwide sales increased 12.3% to $3.22 billion, topping the $3 billion mark for the first time. Worldwide ad and promotional expenditures were $179,000,000, up from $149,000,000 in 1977.

CPC, noted for such brand names as Hellmann's mayonnaise, Skippy peanut butter, Knorr soups, Mazola corn oil and margarine, Karo and Golden Griddle syrups and Bosco milk amplifier, changed its organizational structure from five major operating divisions to four.

All operations in the United States, Canada and the Caribbean were consolidated into one new division, CPC North America. The three other divisions are CPC Europe, CPC Latin America and CPC Asia.

When ranked by sales, CPC is one of the 20 largest food companies in the world. About 85% of CPC's business is concentrated in the United States, Canada and Western Europe. Branded grocery products, the company's largest business segment, accounted for 58% of sales in 1978.

▪ Corn wet milling accounted for 36% of CPC's sales in 1978. Other business, which together contributed 6% of total sales in 1978, includes specialty chemicals, packaging and restaurants.

Foreign business showed a larger gain than domestic operations partly because of the weakening of the dollar against other currencies, price increases necessitated by higher costs and larger volumes in branded grocery products and corn wet milling operations that showed real growth, according to James W. McKee Jr., chairman.

In the new product area, Skippy Old Fashioned was introduced into the western states. This was intended as a competitor for the "natural" peanut butter entries. Measured ad spending for Skippy was $5,030,700, a drop from spending of $6,739,800 in 1977. All of the 1978 ad spending was in spot and network television.

Ad spending for Hellmann's Big H hamburger sauce, which was introduced in test markets in 1977, rose to $2,785,600 in 1978 from $142,000 in 1977. The initial success of Big H sauce in these test markets led to its early introduction in the eastern and western regions of the U.S., where the company said it was well received. It is now being introduced into the rest of the U.S.

▪ CPC's new Karo Honey Hive topping was concept tested in Spokane, Wash., with ad backing of $19,100, all of it in magazines and newspaper supplements. The agency is McCann-Erickson, New York.

Mazola corn oil, the leader in its field, was supported by $8,135,300 in measured media spending, the bulk of it in network and spot tv.

Dutch Pantry Inc., which operates 31 company-owned units and franchises 46 others, reported a loss in 1978, and the company said steps were being taken to restructure the business of this affiliate and to refurbish facilities.

ADVERTISING EXPENDITURES

	1978	1977
Newspapers	$555,200	$1,104,100
Magazines	3,362,500	3,351,900
Farm publications*	—	232,800
Spot tv	13,543,700	12,947,400
Network tv	18,450,500	15,662,900
Spot radio	5,300	512,000
Network radio	—	231,800
Outdoor	237,300	228,800
Total measured	36,154,500	34,271,700
Unmeasured	29,747,200	16,728,300
Estimated total	65,901,700	51,000,000

***Listed under Best Foods**

BEST FOODS DIVISION

MARKETING PERSONNEL

Richard Siebrasse, president
Clayton Rohrbach, vp-mktg
Ian Van Amerongen, exec asst
Leroy F. Reiser, vp-mktg/devel
Clifford M. Jennewein, vp-sales
Jean Burtis, consumer service director
Dennis C. Beaumont, director-mktg services
Kenneth Bistany, Ross Fenster, Charles L. Lund, mktg directors

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MARKETING PROFILES

ADVERTISING AGENCIES

Dancer Fitzgerald Sample, New York—Hellmann's/Best Foods Mayonnaise, Hellmann's/Best Foods relish sandwich spread, Hellmann's/Best Foods tartar sauce, Hellmann's Spin Blend salad dressing, Skippy peanut butter, Skippy Old Fashioned, Fanning's Bread & Butter pickles, Hellmann's Big H, Mazola margarine, Diet Mazola margarine—George Dean, mgmt director; Bob Weeks, group super; John Kaiser, Joe Scutero, Ed Padin, Bob Howsam, Richard Horowitz, acct supers; Steven Strauss, Linda Fallon, Pam Gordon, acct execs.

de Garmo, New York—Mazola oil, new products—Robert Berman, mgmt rep; John Balardi, George Katalekas, mgmt reps, Richard Parillo, acct exec.

McCann-Erickson, New York—Argo corn starch, Golden Griddle pancake syrup, Karo corn syrups (dark and light), Karo pancake and waffle syrup, Karo imitation maple syrup, Mazola No-Stick—Don Dillon, mgmt rep; Richard Costello, acct super; Sharon Glynn, Charlie Grace, acct execs.

S.B. THOMAS INC. DIVISION

MARKETING PERSONNEL

M.W. Hogarty, president
Joseph Cross, vp-mktg

ADVERTISING AGENCY

de Garmo, New York—S.B. Thomas baked goods—Joseph Kelley, mgmt super; Tony Pearson, acct super; Steve Voyer, acct exec.

SPECIAL PRODUCTS DIVISION

MARKETING PERSONNEL

A.A. Witz, general mgr

ADVERTISING AGENCY

McCann-Erickson, New York—Rit fabric whitener, Rit color remover, Rit dyes—Don Dillon, mgmt rep; Richard Costello, acct super.

BEST FOODS CARIBBEAN

MARKETING PERSONNEL

Plinio Gonzalez, president
Carlos Mendez, director-mktg/sales

DUTCH PANTRY

MARKETING PERSONNEL

William Nelson, president
Frederick Huggins, vp-restaurant operations
Glenn Seamark, mktg director

ADVERTISING AGENCY

Attardi & Davis, division of Geer DuBois, New York—Carolyn L. Chick, acct super.

Campbell Soup Co.

	1978	1977
Sales	$1,983,659,000	$1,769,132,000
Earnings ...	121,410,000	107,103,000
Advertising*	56,400,000	60,000,000

*Estimated by AA

Campbell Soup Co., Camden, N.J., the 70th largest national advertiser, decreased its domestic advertising expenditures by an estimated 6% to $56,400,000 in fiscal 1978.

Consolidated marketing expenditures worldwide totaled $163,000,000, up 7% from 1977. Marketing expenditures represented 8% of net sales for the third year in a row.

Campbell's consolidated net sales and earnings set records in the fiscal year ending July 30, 1978, with sales of $1,983,659,000 and earnings at $121,410,000. Sales increased 7% and net earnings grew 12% last year.

The canned foods division accounted for about $1 billion in sales in fiscal 1978. Campbell's 59 varieties of red-and-white soups have a lock on more than 80% of the $1 billion-plus wet-soup market and are the company's most heavily promoted products. Advertising for the line, down from 1977, totaled $11,908,000, with over half going to network tv. Magazine spending was $2,835,100.

During 1978, 16 of Campbell's standard soups—all with less than 90 calories per 10 oz. serving—were repositioned under the name Light Soups, appealing to calorie-conscious consumers. Actress Lee Meriwether was signed to a network tv and magazine campaign for "The light ones," which broke in April.

New varieties of condensed soup introduced last year were noodles and beef broth, noodles and chicken broth and an improved cream of mushroom.

Chunky Soups also received fewer measured ad dollars in 1978—$4,622,500 against $4,963,200 in 1977. Two single serving size Chunky Soups—Chunky ham 'n butter bean and beef with noodles, stroganoff style—were introduced in test in 1978. Both rolled national in July with a network tv campaign that runs through September.

Campbell moved into the instant soup market with three varieties of a moist instant in test in Indiana and New York. The product, called Campbell Cup, is packaged in aluminum containers with peel-back tops and requires six ounces of water.

Three new varieties of Swanson's chunk chicken in a tuna-size can were introduced in 1978, with white and dark mixed going national. Chunk thigh chicken and chunk style mixin' chicken rolled national in July.

Top 25 magazine advertisers

Rank	Advertiser	Expenditures 1978	Expenditures 1977
1	R. J. Reynolds Industries	$71,517,200	$59,588,900
2	Seagrams Co. Ltd.	69,160,400	27,051,300
3	General Motors Corp.	56,305,300	44,029,400
4	Sears, Roebuck & Co.	55,930,800	41,344,700
5	Philip Morris	53,306,800	48,232,800
6	General Foods Corp.	36,234,900	29,026,800
7	Chrysler Corp.	35,357,500	18,883,400
8	Procter & Gamble Co.	33,754,300	21,442,300
9	CBS	27,117,400	23,404,300
10	American Brands.	26,399,200	29,011,600
11	Loews Corp.	24,147,600	18,758,100
12	Bristol-Myers Co.	23,761,500	23,316,200
13	Ford Motor Co.	23,744,900	24,788,800
14	Time	23,391,000	18,955,700
15	Liggett Group	23,081,600	18,596,800
16	B.A.T. Industries Ltd.	22,765,200	32,269,200
17	RCA Corp.	22,370,400	16,747,300
18	Kraft	21,878,900	14,783,400
19	U.S. Government	20,782,600	16,649,200
20	General Electric Co.	18,849,100	10,518,700
21	Heublein	17,233,900	14,818,200
22	American Telephone & Telegraph Co.	16,742,500	10,459,100
23	Volkswagenwerk AG	16,511,200	12,832,500
24	Norton Simon	16,339,100	14,872,700
25	General Mills	16,191,600	15,764,000

Source: Leading National Advertisers. Farm papers not included.

- The Swanson division, which accounts for $300,000,000 in sales of frozen foods, rolled national with take-out style frozen chicken in a 28-oz. box in 1978.

Chunky meat pies, a chunky, square, 10-oz. version of the traditional 8-oz. pie, went into test in Kansas and Wisconsin markets. Seven varieties of Swanson main courses, new individual entrees in microwave-safe paper trays, went into test in California.

Hungry Man frozen pizza will roll national within a year with a print and tv campaign. The five varieties—cheese, sausage, hamburger, combination and Sicilian—are now in 12% of the U.S. with measured ad dollars at $289,200.

Total measured media spending for the Swanson division was $4,024,700, down slightly from 1977. The most heavily promoted products were frozen dinners and entrees, budgeted at $1,807,700.

- Pepperidge Farm generated about $250,000,000 in sales. Measured spending totaled $4,706,800, a significant increase over the $1,960,400 spent in fiscal 1977.

Many of those ad dollars went to new products. Snack Sticks and Snack Bars are new biscuit division products slowly rolling national. Snack Sticks, similar to bread sticks, come in four varieties—plain, cheese, sesame seed and pumpernickel. Distribution of individually-wrapped Snack Bars, a cross between a brownie and granola bar, will depend on production capacity because the bars contain no artificial preservatives.

Butter Thins, butterfly-shaped crackers, are a variation on Goldfish Thins, introduced in 1978.

Expansion of Pepperidge Farm's 80-product fresh sweet goods line will also depend on production capacity. The line of fresh danish, coffee cakes, loaf cakes, etc., is now in Midwest and Atlanta markets.

Frozen puff pastry sheets and pie shells, introduced in limited distribution in 1978 with $176,400 in measured media, will roll national in November. Two varieties of 24-oz. frozen cakes, called Cakes Supreme, were added to Pepperidge Farm's traditional line of 16-oz. cakes. Network tv advertising for the company's first large fancy cakes will run for the second time in August.

- V-8 vegetable juice and V-8 spicy hot appetizer and mixer were backed by $3,490,600 in measured media, most in network tv.

Recipe pet foods were pulled back, becoming a regional brand in the East where they have done well. Recipe received $142,100 in ad dollars—a considerable drop from $918,000 in 1977 and over $3,000,000 the year before.

Spending for Franco-American canned products totaled $2,604,900, with $1,290,500 going to network and spot tv advertising for Spaghettios.

In 1978, Campbell acquired Vlasic Foods, Bloomfield, Mich., as a wholly owned subsidiary. Vlasic, marketing over 100 varieties of pickles, relishes, peppers and sauerkraut, has more than 25% of the pickle market. Vlasic sales were over $100,000,000 in fiscal 1978, spurred by $2,792,600 spent in measured media—most in network tv.

Although Vlasic is working to expand within its current market, it tests products in local markets in response to competitors' new product marketing. A half pickle tested in Los Angeles in 1978 will roll national this year. Vlasic also increased its use of consumer promotions—specifically couponing—after being acquired by Campbell.

- Campbell acquired three regional retail food operations early this year. Herider Farms, a Texas based company with $33,000,000 in sales, markets Golden Nugget brand fresh chickens and eggs to retailers and food processors. Domsea Farms, Bremerton, Wash., produces plate-sized salmon and trout for retail and institutional sale under the Domsea brand.

A new mushroom division markets fresh mushrooms on the East Coast under the Campbell's Farm Fresh Mushrooms label.

On May 10, Campbell and H.J. Heinz Co. announced the out-of-court settlement of a controversy that began in 1976 when Heinz filed a suit charging Campbell with antitrust violations in the canned soup market. Campbell filed a counter-suit in 1977, charging Heinz with unfair food service selling practices and claiming Heinz will not sell ketchup unless other institutional food products are purchased.

Terms of the settlement were not disclosed.

ADVERTISING EXPENDITURES

	1978	1977
Newspapers	$3,349,800	$3,796,100
Magazines	5,821,400	4,645,500
Spot tv	10,077,000	7,845,000
Network tv	18,648,600	20,087,500
Spot radio	1,200,500	2,311,000
Network radio	669,700	496,200
Outdoor	260,200	871,700
Total measured ..	40,027,200	40,053,000
Unmeasured	16,372,800	19,947,000
Estimated total ..	56,400,000	60,000,000

CAMPBELL SOUP CO.

MARKETING PERSONNEL

H.M. Baum, director-mktg services
A.J. Adams, director-mktg rsch
J.A. Gardener, director-product promo
R.H. Bolte, director-adv services
C. Boasi, director-home economics
C. Lehmann, director-corp new products
D.F. Macaulay, director-design & promo
J.A. Blood, director-intl mktg services
R.M. Ward, mgr-adv services

Canned Foods Division

G.S. Fabian, director-mktg, canned foods other than soup
P.N. Mulcahy, product mktg director, condensed soups
D.E. Bair, product mgr, condensed soups
W.J. Carter, product marketing mgr, condensed soups
J.W. Dodd, product mktg director, ready-to-serve soups
D.E. Goerke, product mktg director, Franco-American/Swanson canned
H. Pierce Pelouze, product mktg director, beans/juices

Swanson Division

J.R. Emshoff, vp-mktg & devel
W. Culp II, director-mktg
P.R. Collins, product mktg director
R.O. Boucher, product mktg director
J.N. Haring, product mktg mgr
S.A. Regan, product mktg mgr
F.A. Dudowicz, product mktg mgr

Campbell Sales Co.

C.J. McNutt, vp-sales
J.H. Petersen, sales mgr-canned foods
A.J. Dale, sales mgr-frozen foods

Food Service Products Division

A.J. Plummer, sales mgr
D.L. Larson, mktg mgr
M.T. Lyons, asst mktg mgr

ADVERTISING AGENCIES

Batten, Barton, Durstine & Osborn, New York—condensed and ready-to-serve soups—R. B. White, exec vp-mgmt rep; C. Clarkson Hine, mgmt super; Arnold Ross, acct super-condensed; Ted Newlin, mgmt super-ready-to-serve, Bob Robbins, acct super-ready-to-serve.

Needham, Harper & Steers, Chicago—Campbell Bean products, Tomato Juice, V-8 Cocktail Vegetable Juices, Franco-American products, Swanson canned products—Gerry Rubin, sr vp-mgmt rep, Greg Allebach, acct super; Tim Prosch, acct exec; Grant B. Castle, acct exec.

Ogilvy & Mather, New York—Swanson frozen products—William H. Weed, exec vp-mgmt super; Charles L. Decker, sr vp-mgmt super; David Lewis, vp-acct super.

Foote, Cone & Belding, New York—new products—Don Weakley, mgmt super; Alice Magdol, acct super.

Lewis & Gilman, Philadelphia—corporate trade, food service—R. G. Wilden, president; T. D. Endicott, T. P. Ferguson, acct supers; K. W. Johnson, mgmt super.

Conill Advertising Associates, New York—Spanish-speaking market—Rafael Conill, president; Alicia Conill, exec vp; Susan Kahn, director-mktg services.

McCann-Erickson, New York—special assignment—Steve Norcia, mgmt super; Bob Wadsworth, acct super.

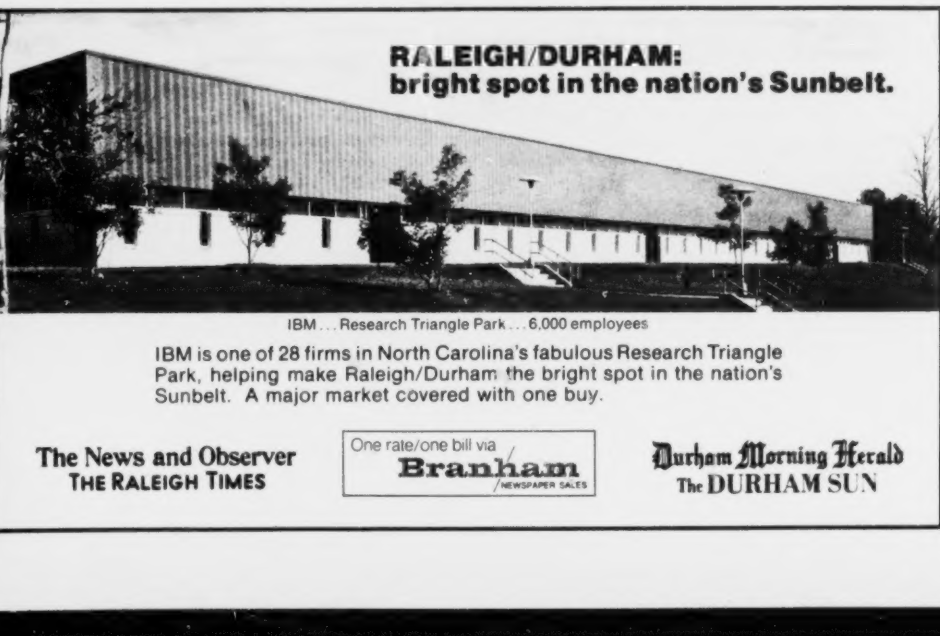
RESTAURANT DIVISION

Rancocas, N.J.

MARKETING PERSONNEL

Robert J. Dourney, exec vp
John L. Dew, director-operations/mktg—

1978 AD $ SUMMARY
See page 137
LNA



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THE RALEIGH TIMES
One rate/one bill via
Branham
NEWSPAPER SALES
Durham Morning Herald
The DURHAM SUN

MARKETING PROFILES

Hanover Trail, Pietro's Gold Coast Pizza, Herfy's Hamburgers

ADVERTISING AGENCY

Spiro Associates, Philadelphia—Gordon Lawrence, acct exec.

CHAMPION VALLEY FARMS

Camden, N.J

MARKETING PERSONNEL

J. W. Petty, president
M. J. Caparelli, product mktg mgr
J. E. Harris Jr., director—planning & operations

PEPPERIDGE FARM

MARKETING PERSONNEL

J.P. Horn, vp—frozen foods
A.N. Calabrese, genl mgr—biscuits
R.S. Wilson, president—Lexington Gardens
R.L. Schmalz, genl mgr—mail order
L.D. Pearson, mktg mgr—bakery
C.A. Platt, mktg mgr—biscuit
W.T. Sander, mkg mgr—frozen
A.J. Pechenik, genl mgr—confectionery sales
J.E. Tierney, vp—sales division

ADVERTISING AGENCY

Ogilvy & Mather, New York—William H. Weed, exec vp—mgmt super; Charles L. Decker, vp—mgmt super; Kelly O'Dea, acct super—bakery, biscuit and frozen; Michelle Margan, asst acct exec—frozen; David Nathans, acct exec—bakery & biscuit; Michael Wickham, ass't acct exec—bakery & biscuit; Martha Stair, ass't acct exec—frozen.

VLASIC FOODS

MARKETING PERSONNEL

Dennis Sullivan, president
Peter Nolan, vp-sales
J.M. Dorsch, mktg director

ADVERTISING AGENCY

W.B. Doner & Co., Southfield, Mich.—William Case, mgmt super; Jerry Lyons, acct super; Stephanie Conway, asst acct exec; Keith Johnson, asst acct exec.

Carnation Co.

	1978	1977
Sales	$2,576,047,000	$2,334,660,000
Earnings	123,700,053	109,100,000
Advertising*	28,500,000	31,853,100

*Estimated by AA

Carnation Co., the 99th largest national advertiser, decreased its ad spending in 1978 by 10.5% to an estimated $28,500,000.

Sales totaled $2.58 billion in 1978, up 10% over 1977's $2.33 billion; earnings were up 13% to $123,700,053.

The company, which markets evaporated milk, pet foods, tomato products, animal feeds and diet foods, decreased its network tv budget slightly in 1978, to $17,695,700 from $18,386,600 in 1977, and almost cut its 1977 spot tv budget in half, to about $3,000,000 from more than $7,000,000.

How your customers can make dozens of delicious soups, lots of savory sauces, and loads of delightful money.

Campbell Soup Co. promoted its soup varieties to the trade in color spread ads. The company's canned soups hold 80% of the market.

Carnation is No. 2 in the pet food market, behind Ralston Purina, with a 1978 market share estimated at 11.1% by industry analyst John C. Maxwell. This is a drop from Carnation's 11.6% share in 1977.

Facing stiff competition from regional and national introductions of new brands of dry cat food by competitors, sales of Carnation's Friskies dry cat food slowed in 1978. Market share slipped to an estimated 21.5%, with dollar sales also down.

To strengthen its position in the increasingly competitive dry cat food market, Carnation rolled national in the spring of 1978 with Chef's Blend dry cat food, a combination of beef, cheese, tuna and liver flavors. Tv and magazine ad support stressed the "four tasty flavors" in the new brand.

Carnation had more success in the canned cat food segment, a product category that accounts for more than half of the over-all cat food market. Friskie's Buffet line increased its share from 21% to 22%, according to the Maxwell Report, and Bright Eyes grew from an estimated 2.8% to 3.1%.

Carnation added a salmon and salmon and liver combination to the Friskie's Buffet line in 1978.

▪ On the dog food side, Carnation is making another try at the semi-moist dog food market in 1979 with the test market launch of Ground Round. Positioned as a less expensive burger-type food, the product has been introduced in Columbus, O., Buffalo and Miami, supported by tv and newspaper.

Among its established products, Carnation's Friskies canned dog food holds about 8% of that market segment, followed by Mighty Dog with 7.5%. Friskies Dinner Cubes have about 5% of the dog food segment.

Over-all, Carnation spends almost half of its $26,473,600 measured ad budget on its pet food products.

Furthering research into new product development, Carnation is developing a prescription birth control dog food, tentatively called Extra Care. The company had originally hoped for over-the-counter sales by 1980, but current indications are that it will take much longer than expected.

Profits of the company's tomato products slipped in 1978, adversely affected by oversupply and competitive conditions. Carnation expects that the closing of its San Jose, Cal., Contadina Plant will favorably cut production costs.

Carnation began test marketing Contadina Half & Half, a blend of tomato paste and tomato sauce, in Memphis and midwestern markets.

▪ Carnation entered the consumer frozen food arena in 1977, with french fries, hash browns and taters in selected markets backed by spot tv, and newspaper ads.

Carnation continues in the retail frozen food business, but in 1978 faced some obstacles. Early in the year, a U.S. federal court issued a permanent injunction against the company's use of the name Tater Pops for a frozen potato product in test market. Ore-Ida Foods sought the injunction, claiming the name infringed on its Tater Tots trademark. The court also ruled that Carnation's packaging for the line had to be changed.

Carnation's food service division continues to grow. The Chef-Mate canned entrees, soups, salads and sauces show particularly strong sales.

Early in 1978, Chef-Mate potato salad was introduced nationally to the food service trade. The product, in test market in 1978, features a patented "cool-cooked" process which produces vegetable and meat salads that are shelf stable, but have fresh eating properties.

Carnation hot cocoa sales again reached record levels. The company credits the introduction of mini-marshmallow hot cocoa mix and expanded bulk jar distribution for the sales increase. Carnation's products in the add-to-water cocoa category led the market in 1978. Market share gains were registered with Instant Breakfast products.

Slender diet meal bars were introduced nationally in early 1978, a successful addition to the Slender diet food line. The Slender brand is the market leader in the diet meal category.

Powder creamer sales increased in 1978, from a several year slide attributed to reduced coffee consumption. Carnation anticipates rising sales figures for the brand in 1979.

Yogurt products manufactured by Carnation's Favorite Foods, Fullerton, Cal., operation (marketed under the Yonson label) showed excellent growth in the western yogurt market, now dominated by Beatrice Foods' Johnston's and, in 1979, Dannon yogurt brands, and the market leader, Knudsen Corp.

ADVERTISING EXPENDITURES

	1978	1977
Newspapers	$2,938,200	$2,781,300
Magazines	1,874,800	146,500
Farm publications	284,800	276,800
Spot tv	3,197,100	7,366,500
Network tv	17,695,700	18,386,600
Spot radio	453,900	393,000
Total measured	26,473,600	29,350,500
Unmeasured	2,026,400	2,502,600
Estimated	28,500,000	31,853,100

MARKETING PERSONNEL

J.C. Thompson, vp-grocery product sales
Robert B. Funkhouser, adv director
W.M. Campbell, adv mgr, corp media
R.E. Mott, promo materials mgr
D.T. Harberson, adv dept controller
T. Thaler, associate adv promo mgr
O. Picciano, Canadian adv coordinator
J. Davidson, Q. Trujillo, adv art directors
V. M. Piper, director, food service center
H. Reifer, director, new products devel
H.C. Chamberlin, new products, pet foods
D. Fuhrman, M. Aldrich, G. Morris, D.L. Stuart Jr., S. Hannah, J. Hollingsworth, E. Boykins, group product mgrs.
L. Bast, N.R. Berkness, N. Knapp, C. Calish, J. Harris, C. Brown, C.R. Hanson, R. Bowman, R. McMullin, C. Bell, A. Harris, P. Lomenzo, T. Oil, W. Hardekepf, G. Zebrowski, product mgrs
R.W. Miller, J.L. Dintsman, genl product mgrs
H. Findlay, genl mgr, fresh milk ice cream div
J. MacDonald, merch mgr

ADVERTISING AGENCIES

Erwin Wasey Inc., Los Angeles—dog & cat foods, Coffeemate, Instant Breakfast, Slender, other instant products, Contadina—J. Gallagher, president; W. Cline, J. Lorick, R. Barton, S. Harrison, R. Kojis, acct mgrs.

Burrell Advertising, Chicago—black consumer mkt adv—C. Hughes, acct mgr.

Lew Lesser & Associates—milling division—Lew Lesser, acct super.

Baker, Lovick Ltd., Toronto—Canadian adv—R.J. Birtles, senior vp.

Chesebrough-Pond's

	1978	1977
Sales	$969,833,000	$807,997,000
Earnings	69,714,000	60,090,000
Advertising	84,747,600	67,260,000

Chesebrough-Pond's, Greenwich, Conn., the 45th largest national advertiser, increased its domestic advertising 26% to $84,747,600 in 1978.

The company marked its 23rd consecutive year of operating records in both sales and earnings in 1978, with a 20% increase in sales and 16% increase in net income.

All seven operating divisions contributed to the sales record, with the international, G.H. Bass and package foods divisions

Top 25 spot radio advertisers

Rank	Advertiser	Expenditures 1976	Expenditures 1977
1	Chrysler Corp.	$27,668,000	$8,618,000
2	General Motors Corp.	20,202,000	15,928,000
3	Anheuser-Busch	12,315,000	8,573,000
4	Sears, Roebuck & Co.	11,000,000	n.a.
5	Nissan Motor Co.	7,834,000	5,780,000
6	PepsiCo	6,506,000	4,433,000
7	Ford Motor Co.	6,475,000	7,568,000
8	Coca-Cola Co.	6,278,800	4,270,000
9	U.S. Government	5,963,500	6,849,000
10	Delta Air Lines	5,614,000	4,521,000
11	Philip Morris	5,118,900	2,345,000
12	General Mills	4,824,000	4,731,000
13	American Telephone & Telegraph Co.	4,800,000	4,800,000
14	Squibb Corp.	4,114,000	2,940,000
15	Exxon Corp.	4,022,000	2,392,000
16	Bristol-Myers Co.	4,006,000	4,432,000
17	Borden	3,994,000	4,015,000
18	Wm. Wrigley Jr. Co.	3,974,000	3,376,000
19	Ralston Purina Co.	3,959,000	2,438,000
20	American Home Products Corp.	3,855,000	2,145,000
21	UAL Inc.	3,740,900	2,378,000
22	Trans World Airlines	3,573,100	3,842,000
23	Kmart Corp.	3,494,500	n.a.
24	Heublein	3,450,000	1,496,000
25	American Airlines	3,408,100	4,756,000

Source: Radio Advertising Bureau and Radio Expenditure Reports.

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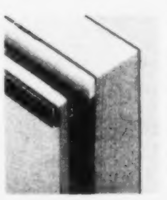

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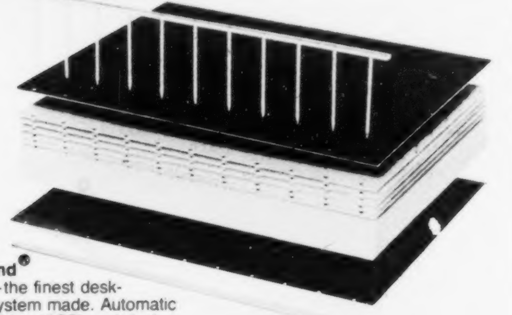

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showing particularly outstanding growth.

All divisions registered earnings increases except the Health-tex division, which continued to experience production scheduling and inventory related problems.

In domestic operations health and beauty products accounted for $198,540,000 or 20% of corporate sales; package foods, $182,623,000 or 19%; Prince Matchabelli, $96,159,000 or 10%; hospital products, $28,366,000 or 3%; Health-tex children's apparel $158,805,000, or 16%, and Bass, $28,366,000 or 3%.

▪ The company's oldest and largest domestic division, health and beauty products, introduced two new products during 1978.

Rave soft perm, promoted as the first odorless home permanent product, was launched in the second quarter and in six months captured a 27% share of market.

Sales for home perms had been flat in recent years, but jumped 68% in 1978. Chesebrough-Ponds believes this is largely due to the introduction of Rave.

Pond's cream & cocoa butter lotion, a skin softening product that complements the market-leading Vaseline Intensive Care lotion, was also introduced by the health and beauty products division.

The division spent $18,783,000 on advertising in 1978, an increase of 9% over 1977. Of this total, $5,616,800 was spent on Vaseline Intensive Care products, $1,810,200 on Q-tip swabs, $586,500 on Vaseline petroleum jelly, $6,722,500 on Pond's cold creams and lotions, $1,636,100 on Cutex nail products and $2,198,600 on Rave home perm.

For 1979, the division's objectives are twofold. It plans to extend C-P's foothold in the hair care market by introducing Rave hair spray, investing $6,000,000 in a multimedia effort including tv, magazines, newspapers, supplements and 30,000,000 25¢ coupons. C-P views the hair spray category as a growth opportunity for an innovative new product.

Advertising for Rave hair spray by Ogilvy & Mather notes, "It gives a soft hold; you can even comb through it."

▪ With its established products such as Vaseline petroleum jelly, Pond's cream, Q-tips cotton swabs and Cutex products, the company plans to maintain or improve its position of market leadership.

The packaged foods division had an outstanding year in 1978, posting a 25.2% sales increase and a 26.2% rise in operating income. In July, the division introduced Ragú Classic Combinations sauces, a new line of spaghetti sauces that quickly became the second best seller in the category.

Ragú traditional sauces remain No. 1, and Ragú Extra Thick & Zesty holds the No. 3 position. These three brands combine to give the company a 66% share of the spaghetti sauce market.

New products in various stages of development and testing include Ragú pizza quick sauces, Ragú table sauce and Adoph's chili cooking sauce. At least one of them should go into national distribution during 1979.

During 1979, the packaged foods division spent $12,988,000 on advertising, an increase of 47% over the previous year.

▪ The acquisition of G.H. Bass & Co., a Wilton, Me., based manufacturer of top-quality casual footwear, was completed on July 31, 1978. This purchase is consistent with the company's policy of broadening its consumer product lines via a selective acquisitions program.

Despite increasing competition from imports, Bass shows a solid gain in both sales and earnings in recent years. Sales for 1978 were nearly $60,000,000, a 55% increase from the previous year.

The excellent sales growth of Bass in 1978 was credited principally to the expansion of the division's line of warm-weather footwear, including "Sunjuns" open sandals for men and women.

▪ The company's other apparel division, Health-tex, had lower earnings but record sales in 1978, posting a 10.5% sales gain over 1977. The division makes brand-name children's wear for sale in department and specialty stores, and last year expanded its product line to include girls' sizes 7-14.

Rapid growth of the Health-tex business has resulted in ongoing problems with the coordination of production and distribution operation. While efforts to improve delivery and to maintain the high-quality of Health-tex products resulted in record sales, the cost of these efforts, and other inefficiencies, resulted in a reduction in the division's profit margin.

A new line of Kidproof jeans for boys is being launched in 1979. They will be available at retail in the fall of 1979. The Health-tex Division spent $1,383,000 in advertising during 1978.

▪ Prince Matchabelli, the division known originally for its leading fragrances for women, showed strong growth in nonfragrance products in 1978.

Aziza makeup products paced the division's sales gains, aided by the introduction of new eye shadow and lipstick lines. The introductory advertising blitz for blush and lip gloss products amounted to $1,000,000 in three months.

Total 1978 media spending for the Aziza products was over $5,000,000. In 1979, they moved heavily into spot and network tv, while maintaining an 11-time schedule in four core magazines—*Cosmopolitan*, *Glamour*, *Mademoiselle* and *Seventeen*.

▪ All three fragrances produced by Prince Matchabelli—Wind Song, Aviance and Cachet—continue to rank among the leaders in the industry.

In the fall, C-P will undertake a four-month $4,500,000 ad and promotion campaign for the introduction of Chimere, a new fragrance aimed at the 25 to 35-year-old, professional woman. The Chimere customer is being profiled as efficient, yet sensitive; competent, yet warm; in control, yet giving.

The theme line is "To the world it's discreet and elegant, but up close it's something else." Chimere is targeted at the upper end of mass distribution with a $4.75 to $15 price range. Advertising will be handled by Scali, McCabe, Sloves.

▪ Chimere's ad budget is in addition to the $7,720,200 invested in Aviance, Cachet and Wind Song in 1978 as reported by Leading National Advertisers. In addition, budgets for these established brands have been increased 7% to 8% in 1979.

AZIZA DEMONSTRATES
HOW TO HAVE A MORE MEMORABLE MOUTH.

The Aziza line of Chesebrough-Pond's Prince Matchabelli division moved heavily into tv while maintaining an 11-time schedule in four women's magazines.

For 1978, the Prince Matchabelli division spent $13,005,000 on advertising, a 10% increase over 1977.

The company's smallest division, hospital products, focused its marketing efforts in three primary areas—wound dressings, respiratory therapy aids and urological devices—with a resulting sales gain of 8% and an operating income increase of more than 16%. There is no measured advertising for this division.

The international division experienced one of the most outstanding years in its history in 1978. Net income rose 44.7% while sales, at $276,542,000 grew by 22.1%. C-P notes that the net effect of foreign currency fluctuations had a relatively minor impact on the increase in income before tax.

An aggressive program of introducing new products—most of them already successful in the U.S., but a growing number developed specifically for international markets—was key to the division's success. The international division also stepped up its efforts in other product areas, notably Prince Matchabelli, Ragú and Health-tex. Prince Matchabelli products now account for about 13% of international sales.

For the first quarter ended March 31, 1979, Chesebrough-Pond's announced record sales and earnings. Net income for the quarter increased 20% to $19,665,000 compared with $16,394,000 for 1978. Quarterly sales totaled $272,204,000, up 27% from $214,268,000. Results reflect increased advertising and marketing expenditures for new products.

ADVERTISING EXPENDITURES

	1978	1977
Newspapers	$2,556,400	$1,598,000
Magazines	6,723,000	3,787,100
Spot tv	5,341,600	7,368,400
Network tv	34,030,600	27,350,700
Network radio	121,100	——
Spot radio	238,700	——
Outdoor	1,200	2,400
Total measured	49,012,600	40,106,600
Unmeasured	35,735,000	27,153,400
Estimated total	84,747,600	67,260,000

CORPORATE MARKETING PERSONNEL

Frank Stambert, group vp
K.R. Lightcap, vp-investor relations & public affairs
J.A. Russo, creative services director
J.E. Durlach, media mgr
Carl Ward, specialty mkts director
J.E. Campion, media director

HEALTH & BEAUTY PRODUCTS DIVISION

MARKETING PERSONNEL

R.M. Phillips, president
David Cullen, vp-mktg
M. Borkowsky, vp-business devel

ADVERTISING AGENCIES

William Esty Co, New York-Vaseline petroleum jelly, Vaseline Intensive Care lotion, Pond's creams—Tom Hayes, Ruth Burr, Ivy Perlowitz, Roy Williams, acct execs; Deborah Pollick, asst acct exec.

Ogilvy & Mather, New York—Q-Tips, Rave home perm—Jim Vose, acct exec; John Gareffa, acct exec.

Albert Jay Rosenthal Inc., New York—military advertising—Art Becker, acct super.

PRINCE MATCHABELLI DIVISION

MARKETING PERSONNEL

W. E. Sanford, president
Ed Rabin, vp-mktg
Jom Northrop, group brand mgr
M. Horowitz, group brand mgr

ADVERTISING AGENCIES

Jerry Della Femina, Travisano & Partners, New York—Aviance—Arnold Wechter, mgmt super; Joanne Tilove, acct exec; Cathie Payne, vp-mgmt super.

Scali, McCabe, Sloves, New York—Wind Song Cachet—Richard J. Roth, mgmt super; Keith Tunnel, acct super; Lucy Rogenstin, Caroline Bracie, acct execs.

Waring & LaRosa, New York—Cutex, Aziza—Larry Weisberg, vp-mgmt super; Edee Wollin, acct exec; Anne Merriam, asst acct exec.

HOSPITAL PRODUCTS DIVISION

MARKETING PERSONNEL

John White, president
R. Rosenthal, vp-mktg

ADVERTISING AGENCY

Klemtner Advertising, New York—William Marotti, acct super; John Rauffenbart, acct exec.

ERNO LASZLO INSTITUTE

MARKETING PERSONNEL

Arthur Noto, vp-genl mgr

ADVERTISING AGENCY

Murray Salit & Associates, New York—Murray Salit, acct super; Robert Kimmel, acct exec.

PACKAGE FOODS DIVISION

MARKETING PERSONNEL

Charles Chapman, president
George Goebeler, vp-mktg
Robert Spessard, vp-sales
Charles Kiernan, group product mgr
Charles Perrin, group product mgr

ADVERTISING AGENCY

Waring & LaRosa, New York—Ragú, Adolph's—John McCroskey, senior vp; Irwin Levy, vp-acct super; Doug Burns, Louise Erdman, Jen Cienki, acct execs.

HEALTH-TEX DIVISION

MARKETING PERSONNEL

R.A. Breakstone, president & genl mgr
H.S. Miller, vp-mktg

ADVERTISING AGENCY

AC&R—New York—Alvin Chereskin, president-acct super; Joyce Kayhart, acct super; Helen Hedges, acct exec.

BASS DIVISION

MARKETING PERSONNEL

Blair Mizener, adv

ADVERTISING AGENCY

Horton, Church & Goff, Providence, R.I.—Rush Workman, acct exec.

Chrysler Corp.

	1978	1977
Sales	$13,600,000,000 •	$13,100,000,000 •
Earnings	(204,600,000)	163,000,000
Advertising*	188,900,000	127,100,000

• Restated
(Loss)
***Estimated by AA**

Chrysler Corp., Highland Park, Mich., the 10th largest national advertiser, raised its advertising expenditures in 1978 by 48% to $188,900,000 from $127,100,000 in 1977. The company had a loss on slightly higher dollar sales while unit sales slumped.

Late in the year, Lee Iacocca answered an SOS to become president of the embattled No. 3 automaker, and an upheaval in marketing and advertising agencies followed.

But Mr. Iacocca, fired earlier in the year as Ford Motor Co. president, couldn't stop the bleeding that resulted in a loss of $204,600,000 compared with 1977's profit of $163,000,000.

Creators of Distinction
by Ebert
Imprinted Sportswear

Ebert Today Sportswear

CUSTOM PRINTED and MANUFACTURED
- Tee Shirts
- Jackets
- Polo (golf) Shirts
- Hi-Crews
- Sweatshirts

EBERT JACKETS & T-SHIRTS are the good time, anytime everytime premium, whatever your program. Plan a successful promotion using custom printed sportswear by EBERT. Our promotional staff and talented artists have produced winning shirts for all types of marketing programs. We can do the same for you, with full-color custom designs on actual samples. Take the worry and headache out of your promotions by contacting the incentive builders for a head-turning promotion which we'll handle from start to finish, with apparel manufactured and screen printed by us. So just in case you get a promotion and just in case you don't Think of Ebert, everytime.

CALL OUR "HOT LINE"
Toll Free 1-800-845-1090

For our free catalog of distinctive imprinted sportswear write to:

EBERT Sportswear
Premium Division
P. O. Box 21747
Columbia, S. C. 29221

Name Title
Company Phone
Address
City State Zip

1978 AD $ SUMMARY

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LNA

MARKETING PROFILES

Sales rose to $13.6 billion from $13.1 billion the year before. They were restated to reflect Chrysler's peddling of European and South American operations. The company called it "deconsolidation."

- Passenger car sales dropped to 1,249,550 units in the U.S. from 1,341,014 and the company's share of the market, including captive imports, dropped to 11.1% from 12%. Chrysler's share of the hot truck market also fell—to 11.9% from 12.8%—but unit sales still set a record of 489,134, up from the previous high of 469,161 in 1977.

Things got worse early in 1979 with a first quarter loss of $53,800,000, although that was less than the first quarter loss the year before. Sales slumped to $3 billion from $3.3 billion and unit sales continued to slide—501,085 from 513,386. The market share also eroded further 10.9% for cars compared with 11.3% the year before.

Mr. Iacocca told the annual meeting bluntly, "No one can promise any easy answers or any quick turnaround in our company's fortunes. The problems are too complicated for that, the lead times too long and the competition too intense. The task is to bring every step of the process in at just the right time from design to purchasing to manufacturing to advertising and marketing. That's what we're going to do at Chrysler. We are restoring a sense of discipline to the organization."

He outlined a program to fight the ills of high factory inventories, slow sales, quality and service problems and lack of new products.

- Chrysler had problems in 1978 before the gasoline crunch, but when it came, it spotlighted the soft spots—what Mr. Iacocca called market turmoil.

"The full-size car and intermediate car markets are under great pressure while the demand for small, fuel-efficient cars is overwhelming," he said. "That kind of wild fluctuation upsets everyone's planning. We are in a mass-production business, a long lead time business and we can't turn our plants on a dime to stay with the market. Where we have the products, we are doing very well. Omni and Horizon [subcompacts] are sold out for all practical purposes."

But production was constrained by availability of the Volkswagen four-cylinder engines Chrysler buys. Sales of six-cylinder compacts like Volare and Aspen were strong as were captive imports sold by Chrysler dealers.

"For the short term, the losers in all this are the eight-cylinder car models and trucks, especially vans and recreational vehicles—a market, I might add, in which Chrysler has led the industry for many years," Mr. Iacocca said.

Chrysler's new products for model year 1979 were revamped full-size cars. But to start, production problems negated introduction advertising. When the cars finally started to arrive in showrooms, the gas crunch hit.

- Those events did not escape the eye of stockholder critics at the annual meeting. One said, "Inadequacy of past planning is reflected in our unsatisfactory product mix to meet the demands of the market. This found Chrysler entering markets which were ripe for decline and insufficiently represented in areas that justified an increasing commitment of product engineering effort, marketing attention and plant investment."

When Mr. Iacocca came on board in November, 1978, dispirited dealers hailed the move and his ad philosophy became apparent. The cars became the stars, not celebrity presenters or cute slice-of-life vignettes.

He was displeased with the way some cars had been photographed. For the two-door Omni and Horizons that were introduced—late as usual—he even picked the car colors for the ads.

- Later he told ADVERTISING AGE of his beliefs in simple, fundamental advertising that rested on the bedrock of local dealer associations. "We're going to organize the finest local associations in the world because they work," he said. "They can really tailor and localize advertising to generate floor traffic with no ands, ifs or buts and we're going to get back to that.

"The factory can't do it alone. It's just regionalized advertising that I grew up in and we've got to get it instituted in some detail at Chrysler."

BLIZZARD WIZARD.
RELAX.
PLYMOUTH HORIZON CAN HANDLE IT.

The Plymouth Horizon—and its twin, the Dodge Omni—came on fast to rank second in Chrysler's car sales.

- The answer came in March when Mr. Iacocca fired Young & Rubicam as the Chrysler-Plymouth agency and BBDO, Troy, Mich., as the Dodge agency and hired Kenyon & Eckhardt, the Lincoln-Mercury agency.

It was the biggest account switch in history—$120,000,000. Ross Roy, Chrysler's merchandising agency, lost about $6,000,000 in Chrysler leasing and marine business; it retained the $50,000,000 merchandising account.

K&E would enjoy a "unique relationship" with Chrysler, Mr. Iacocca said. It would be in on product planning and marketing committees. It also got a deal that in effect sets a floor under agency earnings.

Mr. Iacocca had worked with K&E while at Ford, and a host of former and current Ford marketers were to follow him to Chrysler. Before the big agency switch, John Morrissey left his post as Ford division general marketing manager to join K&E, eventually becoming chairman.

Mr. Iacocca hired Gar Laux for a series of posts that saw him rise to group vp-marketing. Jerry Pyle left a Ford division sales post to become executive marketing director and Peter Dow left as Chrysler marketing director to join Campbell-Ewald as an exec vp.

Y&R and BBDO pitched the Lincoln-Mercury account and Y&R got it. BBDO said it would keep a small office open in Detroit and scout around for another car account. Chrysler meanwhile said it would return to the two-division marketing set-up of C-P and Dodge. They had been merged under U.S. Sales & Service.

- All was outwardly serene when Chrysler revved up for the 1978 model year wars in the fall of 1977. Chrysler went with the emphasis on compact and intermediate cars in an admitted holding action until Omni and Horizon could come on stream a few months later.

The Dodge Monaco and Plymouth Fury were the biggest cars (except for the moribund New Yorker) and they were yesteryear's intermediates. Dodge Aspen was "the greatest sales success in Dodge History" after a few years with Rex Harrison as spokesman. LeBaron, an intermediate was a "new symbol of leadership."

Diplomat was still "carnapping" and Magnum, a big specialty car, got into that act. C-P said it was its most extensive tv and magazine introduction in history. A month later, Chrysler revived limited rebates on the veteran Furys and Monacos and Chrysler took another blow when Avis announced it would switch from Chrysler products to General Motors cars.

- The big guns were saved for Omni-Horizon. Chrysler was spending record amounts in all major media. Omni was the prize on national sweepstakes promotions, billed as the multi-purpose car. Horizon was the over-the-road car and both talked gas mileage.

Chrysler was out front of other U.S. automakers with front-wheel-drive and the roomy subcompacts took off. Chrysler piggybacked special option sales on other lines soon after introduction.

It was the last gasp for its cooperative ad program with dealers. It switched the $19,000,000 it contributed to the dealer associations back into factory coffers for use in model 1979.

Omni-Horizon sales momentum was snagged by a report from Consumer Reports magazine that the cars handled unsafely. Despite clean bills of health from federal safety officials, sales slowed and Chrysler was forced to keep the heat on the compacts once more. LeBaron would "Put a little life in your style" and Diplomat switched from carnapping to a "light-hearted" approach.

- By 1979 model introduction time, optimistic Chrysler marketers were eyeing 15% of the market with their new full-size cars, Dodge St. Regis, Chrysler New Yorker and Newport, along with the new two-door O-H cars and captive imports. The first thing to go wrong was limited availability of the heavily advertised big cars.

Ironically, Chrysler, which had set out to capitalize on what it called confusion in the marketplace, started out by confusing would-be buyers of the big cars. But William W. Bivens, then vp auto sales, said that with old nameplates on new sizes and new names on new sizes people would rethink their buying needs.

"The market is shifting," he said. "The usual reference points, including price differences between segments, are disappearing. Change in the marketplace is good for our corporation. Maintaining the status quo benefits the companies with dominant market shares. Confusion in the marketplace benefits those with a lower market share."

Mr. Dow, then director of marketing, said, "The big cars are not only an important opportunity to gain additional consideration but to gain a foothold in that segment of the market that could set a pattern for Chrysler in years to come."

Mr. Laux, everybody's successor, has indicated the big cars need a relaunch in model 1980.

- Of the '79 big cars, Mr. Laux said, "I don't know where the cars were originally planned [to fit into the market]. Certainly it was the top-of-the-line, but where it fits against the competition I don't know. Certainly I think there is a place for the car line in our lineup, and we're starting to see that regardless of who the car is competing against, it is moving in the marketplace. Maybe the public is determining where it should be rather than the plans."

In any case, the new 1979 models for Chrysler-Plymouth got some unusual marketing twists. The Chrysler nameplate was to slug it out with Chevrolet and Ford, and Plymouth's small cars were corralled in a single campaign for the first time in a number of years.

Plymouth didn't have one of the big cars—it will for model 1980. Volare was the Plymouth standard bearer. The captive import Plymouth Champ, Horizon and upscale import Saporro were included in a special Plymouth campaign.

Actor Hal Linden spoke for the Newport and Ricardo Montalban for Cordoba. The New Yorker was "the most fabulous New Yorker of them all." The car was even given a party in New York to mark its ad tie-in with Saks Fifth Avenue.

- Dodge was using the brass band approach for the St. Regis, its big car. Marching bands, dixieland bands and a symphony showed up on tv. Diplomat was touted as a stylish alternative and Aspen was "big for its size."

Colt got the mpg treatment and Omni's slice of life campaign continued. "Dodge is into truckin' like America's into jeans," was lifted from the pickup line to cover all trucks. The smaller Dodges were linked with "That's my Dodge."

It was the old reliable compact twins, Volare and Aspen, leading the sales parade again for Chrysler. V-A racked up sales of 367,433 in 1978 to top all other Chrysler offerings. The sales malaise was dramatic in Volare-Aspen, however. Sales plummeted nearly 200,000 from the 550,527 of 1977.

The new Omni-Horizon subcom-

Top 25 spot tv advertisers

		Expenditures	
Rank	Advertiser	1978	1977
1	Procter & Gamble Co.	$159,304,900	$114,625,700
2	General Foods Corp.	77,207,700	71,987,700
3	McDonald's Corp.	66,319,600	58,334,900
4	General Mills	51,049,900	44,253,800
5	PepsiCo	46,588,300	40,305,100
6	Coca-Cola Co.	44,434,500	27,264,200
7	Unilever	39,137,400	35,926,600
8	American Home Products Corp.	38,722,200	35,250,500
9	Colgate-Palmolive Co.	34,630,600	34,800,000
10	Kraft Inc.	33,350,600	28,330,400
11	Mobil Corp.	33,294,300	27,834,900
12	American Telephone & Telegraph Co.	33,148,700	28,276,700
13	Chrysler Corp.	32,660,100	29,790,700
14	Wm. Wrigley Jr. Co.	32,426,600	31,979,100
15	Ford Motor Co.	31,287,900	28,033,700
16	Nestle Enterprises	30,116,800	21,714,100
17	International Telephone & Telegraph	28,734,500	27,090,700
18	Warner-Lambert Co.	28,133,200	20,158,600
19	General Motors Corp.	25,073,100	26,748,300
20	A. H. Robins Co.	24,937,800	21,880,600
21	Pillsbury Co.	24,913,400	15,501,800
22	Time Inc.	23,190,700	18,225,000
23	Kellogg Co.	22,244,800	17,250,400
24	Sears, Roebuck & Co	21,091,200	22,072,200
25	Toyota Motor Co. Ltd.	20,195,900	13,294,800

Source: Net time figures from Broadcast Advertisers Reports, and supplied to Leading National Advertisers.

Top 25 network tv advertisers

		Expenditures	
Rank	Advertiser	1978	1977
1	Procter & Gamble Co.	$261,715,300	$235,251,300
2	General Foods Corp.	169,427,900	143,312,800
3	American Home Products Corp.	111,136,200	108,428,700
4	Bristol-Myers Co.	110,341,400	114,414,700
5	General Motors Corp.	107,826,500	90,699,500
6	General Mills	84,283,200	82,535,000
7	Ford Motor Co.	79,510,600	66,085,400
8	Sears, Roebuck & Co.	71,367,500	80,226,900
9	Philip Morris	67,054,600	31,756,100
10	Johnson & Johnson	64,979,100	48,549,800
11	Chrysler Corp.	60,988,000	31,901,600
12	Unilever	60,507,900	68,418,300
13	Ralston Purina Co.	57,073,900	50,136,400
14	Nabisco	56,506,100	63,024,600
15	Warner-Lambert Co.	55,772,000	62,098,300
16	Sterling Drug	55,507,500	49,252,300
17	Colgate-Palmolive Co.	49,678,200	51,146,300
18	McDonald's Corp.	48,547,300	37,353,600
19	Pillsbury Co.	47,124,200	39,881,300
20	Anheuser-Busch	46,840,800	32,165,400
21	PepsiCo	45,263,800	35,141,100
22	Kellogg Co.	43,221,600	41,650,400
23	Gillette Co.	42,634,300	46,401,900
24	Esmark	41,616,100	34,208,400
25	American Telephone & Telegraph Co.	41,203,400	28,963,100

Source: Net time and program costs from Broadcast Advertisers Reports, and supplied to Leading National Advertisers.

MARKETING PROFILES

pacts came on fast to rank second with sales of 208,490 in their first year. LeBaron and Diplomat, the upscale V-A offering, actually racked up a sales gain—186,214 to 110,105. Captive imports slipped to 103,292 from 121,292 and vans dipped to 58,271 from 59,147.

■ By January, Mr. Iacocca's influence was being felt. First BBDO and Y&R competed to handle a new combined effort for all its captive imports. BBDO won and the name Mitsubishi came out of the closet. Mitsubishi is a Japanese automaker. Chrysler owns 15% of the firm.

Tag lines read, "Built by Mitsubishi. Sold exclusively by Dodge and Chrysler-Plymouth dealers." The featured cars were Champs, Colt, Arrow and D-50 trucks.

"Mitsubishi was dissatisfied with sales and we're dissatisfied. We had to do something about telling the total story," said Frank Hoag, Chrysler ad director. The campaign was technically oriented and eschewed slice of life.

At almost the same time, Chrysler doubled the budgets for the first quarter of 1979 for its big cars.

Chrysler also named former astronaut Neil Armstrong as corporate spokesman to talk about the engineering features Mr. Iacocca felt had been overlooked. He was later teamed with sports announcer Joe Garagiola in a special spring options sale.

The Armstrong campaign was a heavy one in tv and newspaper. The doubled big car budget was hitting at price comparisons between Newport and Chevrolet Caprice. Then came the gas pinch and sales of everyone's big cars joined those of Chrysler in the doldrums.

Mr. Iacocca got into the act directly. He signed letters and brochures in a direct mail campaign aimed at his former employer, Ford. "Find out for yourself. I did," the headline read. The letter compared Chrysler products with Ford products.

For the Mustang-Omni letter, he wrote, "as far as I know [and he should] Ford doesn't have a small sporty car with front-wheel-drive off the drawing board yet."

A new extended optional warranty plan was tied directly to new car sales. The five-year, 50,000 mile plan was offered free if buyers picked models with special option packages. It was K&E's first campaign for Chrysler.

By 1979 annual meeting time, Mr. Iacocca admitted the campaign had fallen short of expectations because of "timing that was not super"—the energy flap. A spurt in import sales he called a "disaster" together with Chrysler's slumping sales put another pinch on the budget.

So 1980 ad outlay "probably will be down but I wouldn't want to speculate how much right now," he said. Chrysler will still be in there swinging, he said. "Starting this fall we will have some of the most exciting new products . . . and we are going to back them with very effective marketing programs," he said.

■ Chrysler was also cutting back in its overseas operations. It sold its European operations to PSA Peugeot-Citroen for $300,000,000 and 15% of Peugeot; sold its Brazil operations to Volkswagenwerk, and peddled its Venezuela company to General Motors.

Chrysler denied published reports that VW would acquire the rest of Chrysler in the U.S., but speculation continued there would be some major deal with VW in North America where Chrysler has underused plants and VW needs additional production.

Top 25 network radio advertisers

Rank	Advertiser	Expenditures 1978	Expenditures 1977
1	SmithKline Corp.	$5,153,900	$4,320,300
2	Sears, Roebuck & Co.	4,388,300	5,143,400
3	General Motors Corp.	3,171,700	2,915,100
4	American Home Products Corp.	3,155,000	2,765,800
5	Schering-Plough Corp.	2,953,200	2,723,700
6	Wm. Wrigley Jr. Co.	2,902,400	2,123,900
7	Sterling Drug	2,754,700	2,926,800
8	Warner-Lambert Co.	2,678,900	4,191,600
9	Anheuser-Busch	2,483,800	1,842,000
10	Cotter & Co.	2,467,700	2,724,500
11	Hartz Mountain Industries	1,947,300	1,931,800
12	Kraft Inc.	1,901,500	2,368,100
13	Morton-Norwich Products	1,869,000	759,900
14	J. C. Penney Co.	1,671,600	351,100
15	American Telephone & Telegraph Co.	1,633,800	14,100
16	Greyhound Corp.	1,363,900	2,854,900
17	Kmart Corp.	1,304,000	2,101,500
18	U.S. Government	1,198,000	778,600
19	Goodyear Tire & Rubber Co.	1,194,000	601,900
20	Culbro Corp.	1,026,900	1,205,100
21	Interbank Card Assn.	1,006,700	443,700
22	Raytheon Co.	975,000	914,200
23	Revlon	945,700	591,700
24	Rapid-American Corp.	910,200	553,200
25	Time Inc.	815,800	1,119,800

Source: Figures are from Broadcast Advertisers Reports, and supplied to Leading National Advertisers.

Canadian sales of cars slipped to 178,609 from 200,284 and to 18% of the market from 20.2%. Chrysler Financial Corp. earned a record $48,500,000 up from $43,000,000. Service and Parts division reported sales rose 16.7% from the record levels of 1977.

Other personnel changes after Mr. Iacocca joined Chrysler: Mr. Bivens moved from vp-auto sales to vp-general manager of the fleet division; E. Tom Pappert became sales manager, eastern sales and marketing from general sales manager; Al D. Imber moved from manager of truck sales to sales manager, western sales and marketing; Jeff Elpern got the new post of manager, import car advertising, and Richard C. Hotchkiss became manager of product merchandising from Dodge truck ad manager.

ADVERTISING EXPENDITURES*

	1978	1977
Newspapers	$6,000,000	$2,500,000
Magazines	38,600,000	18,000,000
Spot tv	34,600,000	17,700,000
Network tv	59,000,000	33,000,000
Spot radio	3,000,000	2,000,000
Network radio	2,400,000	1,000,000
Direct mail	2,300,000	4,000,000
Outdoor	500,000	500,000
Dealer assn. funds	11,100,000	18,700,000
Other	31,400,000	29,700,000
Total	188,900,000	127,100,000

*Estimated by AA

U.S. AUTOMOTIVE SALES GROUP

MARKETING PERSONNEL

Gar Laux, exec vp, sales & mktg
Jerry H. Pyle, vp, mktg
E. Tom Pappert, sales mgr, East, sales & mktg
Al D. Imber, sales mgr, West, sales & mktg
William W. Bivens, vp, genl mgr, fleet div
Francis G. Hazelroth, genl mgr, service & parts div
Frank Hoag, director, U.S. automotive adv
"Arnie" C. Thomson, mgr, Dodge car & truck adv
William S. Fay, mgr, Chrysler-Plymouth adv
Jeff Elpern, mgr, import car adv
George A. Back, mgr, corp adv
William A. Hammond, mgr, adv & merch services
R. R. Schneider, mgr, media & budget analysis
R. "Ham" Schirmer, director, U.S. automotive merch
Tom Andre, mgr, dealer merch
Richard C. Hotchkiss, mgr, product merch
William R. Coley, mgr, consumer merch
R. A. Houston, mgr, mktg, fleet div
Frank W. Wylie, director, pr sales & mktg
"Moon" Mullins, mgr, pr-sales & mktg
John McCandless, mgr, pr-Dodge car & fleet & leasing
Lee Sechler, mgr, pr Chrysler-Plymouth
Martin Whitmyer, mgr, pr-truck & recreational vehicles
Thomas F. Houston, mgr, pr-service & parts sales
Joe Tetherow, West Coast pr mgr

ADVERTISING AGENCIES

Kenyon & Eckhardt Advertising, Detroit-New York—John J. Morrissey, chairman; Leo Arthur Kelmenson, president & ceo; Ron DeLuca, exec vp; David Gillespie, chairman emeritus. Chrysler-Plymouth: Bruce Andrews, senior vp & mgmt super; Michael V. Howe, acct super-Chrysler; Lynn H. Vernon, vp & acct super-Plymouth. Dodge Car and Truck: Louis G. Maloof, senior vp & mgmt super; Bruce D. McRitchie, vp & senior acct super; John Miley, vp & acct super-car; William Oswald, vp & acct super-truck. Chrysler corporate, import cars, service & parts div, financial, fleet & lease, performance parts: David L. Kerr, senior vp & mgmt super; Bob Borgan, vp & acct super-corporate, import cars, fleet & lease; Walter Dunne, vp & acct super, service & parts div, performance parts; Robert Colgan, vp & acct super-domestic overseas. Chrysler-Plymouth Dealer Assn. & Dodge Dealer Assn.: J. P. Hickey, vp & mgmt super, J. Russell Hamilton, vp & acct super, Chrysler-Plymouth; Joseph Cronin, vp & acct super, Dodge; Phil Matz, vp & media director; Tom Blanchard, vp & creative director.

Ross Roy Inc., Detroit—corporate merch and all divs—Richard C. Ward, senior vp, director of merch group; Joseph V. Karle, senior vp, group acct super, service parts and fleet div.; Arthur C. Liebler, senior vp, mgmt super, merch group; Alan R. Hibbert, senior vp, creative director, merch group; F. Robert Steiger, senior vp, exec arts director, merch group; John F. Hansen, senior vp, field service super; James H. Erkfitz, vp, acct super, truck operations; Charles A. Hernandez, vp, acct super, dealer merch; Richard J. Kociela, vp, director of product rsch; Douglas D. Muncy, vp, acct super; R. John Oliver, vp, acct exec, director merch; Robert H. West, vp, acct exec, dealer training; William J. Donaldson, vp, mkt planning & rsch; Donald E. Delozier, vp, administration services.

CHRYSLER-PLYMOUTH ADVERTISING EXPENDITURES*

	1978	1977
Newspapers	$2,000,000	$500,000
Magazines	20,000,000	7,400,000
Spot tv	15,400,000	9,100,000
Network tv	30,000,000	16,500,000
Spot radio	400,000	500,000
Network radio	400,000	—
Direct mail	500,000	2,000,000
Outdoor	200,000	300,000
Dealer assn. funds	5,500,000	9,400,000
Other	—	—
Total	74,400,000	45,700,000

*Estimated by AA

RETAIL SALES (U.S. IN UNITS)

	1978	1977
Horizon	118,993	—
Volare	210,125	306,518
Voyager	13,895	13,767
Fury	60,378	92,056
Gran Fury	980	31,692
Arrow/Champ (import)	28,296	47,345
Sapporo (import)	12,777	1,406
Total Plymouth	445,444	492,814
LeBaron	125,558	70,037
Cordoba	105,442	142,619
Chrysler	67,892	104,356
Total Chrysler	298,892	317,012
Total C-P division	744,336	809,826

DODGE CAR & TRUCK ADVERTISING EXPENDITURES*

	1978	1977
Newspapers	$2,000,000	$500,000
Magazines	17,000,000	9,300,000
Spot tv	15,700,000	7,900,000
Network tv	29,000,000	16,500,000
Spot radio	1,000,000	500,000
Network radio	1,000,000	—
Direct mail	1,800,000	2,000,000
Outdoor	300,00	200,000
Dealer assn. funds	5,600,000	9,300,000
Total	76,400,000	46,200,000

*Estimated by AA

RETAIL SALES (U.S. IN UNITS)

	1978	1977
Omni	89,497	—
Aspen	157,308	244,009
Sportsman	44,376	45,380
Diplomat	60,656	40,072
Monaco	37,594	59,559
Magnum/Charger	48,326	37,405
St. Regis/Royal Monaco	5,238	32,248
Colt (import)	44,570	70,679
Challenger (import)	17,649	1,832
Total Dodge cars	505,214	531,188
Compact trucks	238,916	226,434
Conventional trucks	247,074	242,727
Total Dodge division	991,204	1,000,349

MARINE DIVISION

MARKETING PERSONNEL

John S. Cox, director, mktg

Advertising Agency

Kenyon & Eckhardt Advertising, Detroit/New York—David L. Kerr, senior vp & mgmt super; Walter Dunne, vp & acct super.

INTERNATIONAL OPERATIONS

MARKETING PERSONNEL

Richard S. Cook, mgr, intl adv & merch

Advertising Agency

Kenyon & Eckhardt Advertising, Detroit/New York—Robert Colgan, vp-acct super.

AMPLEX DIVISION

Marketing Personnel

John Doyle, sales mgr

Advertising Agency

Ross Roy Inc., Detroit—John Hendrie, acct super.

ADVERTISING EXPENDITURES* CORPORATE AND ALL OTHER

	1978	1977
Newspapers	$2,000,000	$1,500,000
Magazines	1,600,000	1,300,000
Spot tv	500,000	700,000
Spot radio	1,600,000	1,000,000
Network radio	1,000,000	1,000,000
Other	31,400,000	—
Total	38,100,000	5,500,000

*Estimated by AA

Clorox Co.

	1978	1977
Sales+	$1,046,577,000	$872,817,000
Earnings+	34,645,000	32,265,000
Advertising*	62,100,000	49,774,300

+For fiscal years ended June 30, 1978, and 1977
*Estimated by AA

Clorox Co., Oakland, Cal., the 92nd largest national advertiser, boosted its ad investment about 25% in 1978 to an estimated $62,100,000, up from $49,774,300 in 1977.

For the fiscal year ending June 30, 1978, the company said it put $60,477,000 into advertising.

Sales for fiscal 1978 were $1.05 billion, up almost 20% over 1977's $872,800,000. Earnings rose 7%, from $32,300,000 in 1977 to $34,645,000.

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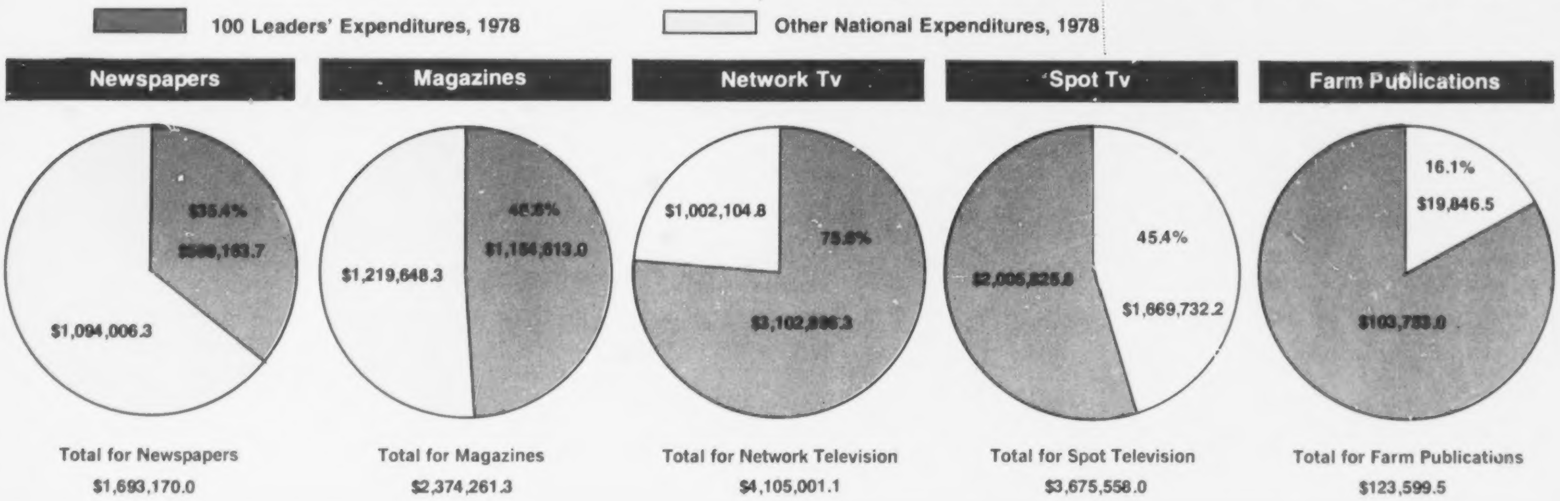
1978 AD $ SUMMARY

See page 137

LNA

100 leading national advertisers account for



MARKETING PROFILES

Clorox liquid bleach got the biggest chunk of the measured ad budget with $10,621,900, followed by Clorox 2 bleach powder at $6,247,300.

- Dominant in the liquid bleach market in the U.S., Clorox made strides overseas in 1978, acquiring Spain's leading manufacturer of liquid bleach, S.A. Casamitjana Mensa of Barcelona whose brands El Conejo and Neutrex lead the market in that country.

However, it was Saudi Arabia that was the fastest growing overseas market for Clorox liquid bleach, where plans are underway for construction of a second bleach manufacturing plant.

Clorox 2 bleach powder faced increased competition and an aggressive barrage of comparative advertising by the Gold Seal Corp., Bismarck, N.D., distributor of Snowy bleach. Snowy ads, "A little Snowy bleaches like a lot of Clorox 2" on network tv and women's service magazines have been repeatedly challenged by Clorox with the National Assn. of Broadcasters, the tv networks, magazine publishers and other trade groups.

But the Snowy campaign, now in its third year, has resulted in an erosion of Clorox' share of the market, now estimated at 67%. Snowy's share is estimated at 25%.

- Kingsford Charcoal, another major Clorox brand, set sales records in 1978 though it received only $2,563,000 of the measured ad budget. Magazine and network tv ads continued to emphasize "the Kingsford edge," the fast lighting characteristic of the charcoal, which had long been the only nationally sold brand.

But Kingsford's edge on the $213,000,000 charcoal market was challenged for the first time in the spring of 1979 by Husky Industries, Atlanta, Ga., with Royal Oak, the second charcoal to be sold nationally.

Network tv ads for Royal Oak featured music by the Royal Philharmonic orchestra of London and *TV Guide* ads stressed the "outdoor flavor" of the hickory smoked flavor enhancers in the briquets.

Barbeque industry sources predicted a tough battle and suggested the competition would spur sales of other barbeque related products.

Clorox also began testing Match Light, lighter fluid smoked briquets, in Dallas, Denver, San Diego and Omaha in the summer of 1978.

- Clorox prevailed against a challenge to its Hidden Valley Ranch Style salad dressing mixes by General Foods which introduced a similarly named product.

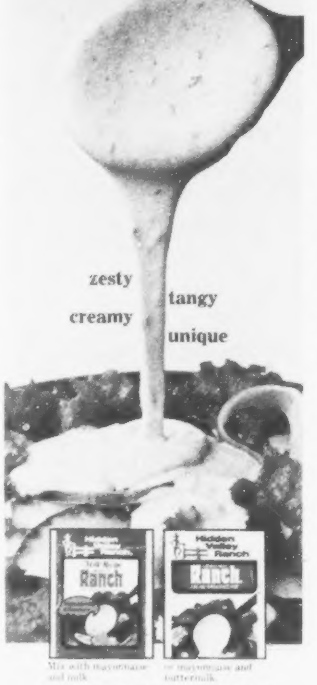
In an out of court settlement, General Foods agreed not to use the term "ranch style" in its dressing mixes; the brand name was changed to "Farm Style."

Clorox added a second mix to the Hidden Valley line, Milk Recipe formula, which was rolled out nationally during 1978. An estimated $3,175,400 was spent on Hidden Valley ads.

With profits down by five cents a share during the first quarter of fiscal 1979, Clorox sold one of its least profitable subsidiaries, Martin-Brower Co., a food and restaurant supply distribution company.

Martin-Brower, the largest supplier of McDonald's, was sold to Dalgety Inc., U.S. subsidiary of London's Dalgety Ltd.

- According to Robert B. Shetterly, chairman and chief executive officer, Clorox strengths "lie primarily in the developing, manufacturing and marketing of products" rather than distribution services.


Original
RANCH DRESSING
Only from Hidden Valley Ranch
zesty
tangy
creamy
unique
Hidden Valley Ranch
Ranch
Mix with mayonnaise and milk.
or mayonnaise and buttermilk.
Same delicious taste any way you mix it.

Clorox' Hidden Valley Ranch Style dressing mix prevailed on its legal battle to keep exclusive use of the "ranch style" term.

In June of 1979, Clorox sold its County Kitchen Foods mushroom division in Great Britain to H.J. Heinz Ltd. The company still retains ownership of Moore's Foods, Fort Atkinson, Wis., which sells seafood and other breaded specialties both in the consumer and food service markets.

Of the two newest household products introduced by the company, Sunburst window and glass cleaner and Twice as Fresh solid air freshener, the latter was expanded into national distribution in the fall of 1978.

ADVERTISING EXPENDITURES

	1978	1977
Newspapers	$279,800	$662,600
Magazines	6,560,500	6,102,700
Spot tv	5,712,100	5,119,900
Network tv	34,125,400	28,423,900
Spot radio	100,800	464,000
Outdoor	—	1,200
Total measured ..	46,778,600	40,774,300
Unmeasured	15,321,400	9,000,000
Estimated total ..	62,100,000	49,774,300

MARKETING PERSONNEL

R.B. Shetterly, chairman, ceo
F.H. Shutt, president
Calvin S. Hatch, exec vp
Carl V. Stinnett, vp sales
C.J. Swenson, vp, household products div
Robert A. Bolingbroke, vp, Kingsford div
D.L. Spencer, adv mgr, household products
D.R. Johnson, adv mgr, Kingsford div
David L. Goodman, vp, public affairs & mktg services
E.R. Belinn, adv mgr, Clorox food service products div
Patricia T. Korr, mgr, media

ADVERTISING AGENCIES

Foote, Cone & Belding/Honig, San Francisco-Clorox bleach, Clorox 2, Formula 409, Soft Scrub—C.L. Gould, mgmt super.

Botsford Ketchum, San Francisco—Liquid Plumer, Litter Green, Cooking Ease, Kingsford briquets, Duraflame logs, Moore's consumer products—D. Odishoo, G.E. Meredith, mgmt supers.

Young & Rubicam/West, Los Angeles and San Francisco—B&B Mushrooms, Cream of Rice hot cereal, Kitchen bouquet, Matchlite, Salad Crispins, Hidden Valley Ranch style salad dressings—R.A. McLean, mgmt super.

The Merchandising Factory, San Francisco—food service products—M. Hungler, acct super.

Scott Inc., Milwaukee-Moore's food service adv—R. Reynolds, acct super.

Coca-Cola Co.

	1978	1977
Sales	$4,337,900,000	$3,619,800,000
Earnings	375,700,000	331,200,000
Advertising*	138,805,300	88,981,900

*Estimated by AA

The Coca-Cola Co., Atlanta, the 22nd largest national advertiser, increased its ad spending to an estimated $138,805,300 in 1978, a 56% increase over 1977 spending that surpassed the company's previous high of $91,334,540 in 1976.

Total net sales rose 19.8% to $4.34 billion in 1978, while company earnings rose 13.1% to $374,700,000. Overseas operations contributed 46% of sales income, compared to 44% in 1977.

The company's flagship brand, Coca-Cola soft drink, received the bulk of media spending in television, with $17,771,300 allocated for spot tv and $14,004,300 in network tv. An additional $773,100 was secured for magazines. Over-all, the company poured $84,537,400 into network and spot tv. TAB and Fresca, the company's low-calorie soft drinks, received combined tv spending of about $14,000,000.

The Coca-Cola Co. maintained its perennial industry lead with a market share of approximately 27%, a comfortable margin above archrival PepsiCo's 17% share and Seven-Up's 6% piece of the beverage market. TAB leads the low-cal segment.

- Coke responded to the three-year-old "Pepsi challenge" campaign with a new tactic, this time with tv commercials emphasizing "Coke is lighter" because it has 5% fewer calories than Pepsi. The Pepsi challenge is a blind taste test in which consumers choose Pepsi in preference to Coke.

The two marketers are battling over more than blind taste tests. Coke is making its move to shake Pepsi's Soviet Union stronghold by readying a marketing blitz as the official drink of the 1980 Moscow Olympics. It will be Coke's first entry into the previously Pepsi-only territory.

U.S. recognition of the Peking government in December, 1978, opened up more opportunities for the company on the international front. The Atlanta-based marketer was granted sole privilege of selling cola-flavored drinks on mainland China. Installation of a bottling plant in Shanghai is expected to begin before year-end, with distribution scheduled for major cities and tourist spots.

Despite this seeming progress, the Shanghai Advertising Corp. (which handles advertising for all of China) recently (June, '79) denied Coca-Cola Co.'s request to contract for advertising in the country's two major cities. An agency exec said, "We must see whether we need the product or not before we advertise."

Until a decision is reached, no native Chinese can purchase Coca-Cola in China. Hong Kong-imported Coke is available only to foreigners and tourists.

Back on the home front, the theme song, "Give me a smile . . . and I'll pass it on" brought a new twist to the three-year-old "Coke adds life" campaign. McCann-Erickson produced a number of spots using music, summer sunshine and happy people enjoying life to convey a pleasantly energetic mood.

Recently, Coke announced plans to go the celebrity route, signing on comedians Bob Hope and Bill Cosby for commercials and magazine ads breaking July 1. The new pitch, "Have a Coke and a smile," is an extension of the "Coke adds life" campaign.

In February, 1978, the soft drink giant made a push for the black market, offering a premium of prints of eight great black Americans to commemorate black history month. Sixty-second biographies of black Americans also appeared as public service radio spots. Adair Advertising handled the minority campaign. In addition, Coca-Cola Co. sponsored the PBS telecast "Langston," a program based on the work of black poet-laureate Langston Hughes.

- Coca-Cola Co.'s soft drink line-up was joined this June by Ramblin' root beer, which began testing in Salt Lake City and Baton Rouge, La. Kenyon & Eckhardt devised the slogan "You're something more." The new root beer is part of the company's strategy to keep its bottlers from using as few other soft drink suppliers as possible.

Another newcomer, Mello Yello, appeared on the roster in June, 1978, as a me-too version of Pepsi's old but recently revived Mountain Dew. Spots by McDonald & Little, Atlanta, touted the low carbonation beverage as "the world's fastest soft drink"—referring to its smooth, easy to drink qualities. Its first test was successful enough to prompt a major rollout this March, with a year-end goal of distribution in 50% of the country.

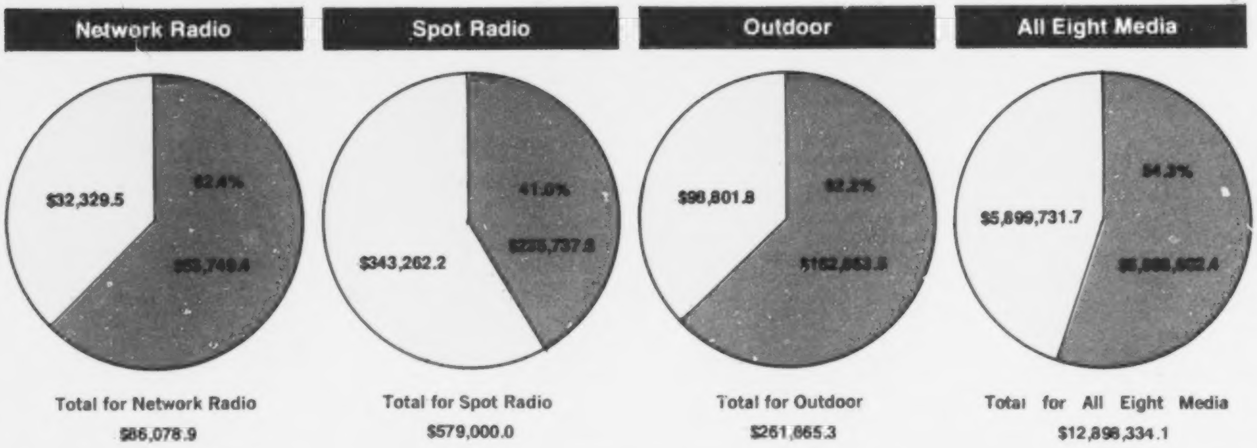
The company spent approximately $14,000,000 promoting its diet soft drinks, TAB and Fresca, mainly in spot and network tv. New packaging graphics and "New beautiful people" commercials helped push TAB to the No. 1 position as favorite low-cal drink among all soft drink consumers (not just dieters).

Marschalk Co., New York, continued ads for Mr. PiBB with the tagline, "Have a PiBB, Mr." In the tv, radio, print and outdoor campaign, young people gulp the cherry-flavored cola while engaged in vigorous outdoor sports. Spending was slightly under $2,000,000.

Sprite, Coca-Cola Co.'s lemon/-lime offering, was reintroduced to the New York market after a many-year hiatus with a new $3,000,000 campaign, again by Marschalk. Regular and sugar-free Sprite appeared on shelves in both bottles and cans. Ad theme was "Tastes like a lymon."

The foods division is the company's marketing arm for a variety of products outside the car-

giant share of expenditures in most media



Of $12.9 billion invested by national advertisers in eight media last year, more than half ($7 billion) came from the 100 leading national advertisers, as shown in these charts. Sources: Leading National Advertisers; Broadcast Advertisers Report; Radio Expenditure Reports; Institute of Outdoor Advertising; Outdoor Advertising Assn. of America; Radio Advertising Bureau; Agricultural Marketing Information Service (AGRICOM); Newspaper Advertising Bureau.

bonated beverage category, including the Minute Maid, Hi-C, Snow Crop, Taylor, Butternut and Maryland Club brand names. According to Leading National Advertisers, approximately $31,366,000 was spent in media for this division in 1978. Coca-Cola Foods and other nonsoft drink operations account for 24% of total sales worldwide.

Under the Minute Maid umbrella, lemonade crystals rocketed to new heights in the powdered drink category, achieving the No. 1 dollar share just one year after its national rollout in January, 1978. Lemonade frozen concentrate was repackaged to coordinate ads between it and the crystals.

Two other new citrus products boosted foods division sales substantially—Hi-C 6-flavor powdered drink line,and ready-to-serve peach flavor fruit drink. Ads by McDonald & Little play up the Hi-C name and the slogan, "You know how good it is."

And, despite tight supplies and higher prices, consumer demand for Minute Maid juices remained high, securing a place for the Minute Maid name as leading national brand of citrus juice products.

▪ Five Alive, a new all-natural frozen concentrate fruit beverage, appeared in test in Indianapolis, Seattle and St. Louis on the Snow Crop label. Snow Crop frozen orange juice is also marketed by Coca-Cola Co. in several major metropolitan areas.

In September, 1978, the Taylor wine unit of the company's wine group went to federal court seeking advance approval from the Bureau of Alcohol, Tobacco & Firearms for its comparative taste test spots naming several rival brands. Unable to obtain advance clearance, Taylor went ahead as planned with the controversial $1,500,000 campaign. Ads broke Oct. 1, bringing cries of outrage and foul play from several other wineries.

Only one and a half months later, the ads were voluntarily pulled following a meeting with BATF investigators and held in abeyance as the federal agency reviewed its 40-year-old alcohol ad rules. Meanwhile, new spots appeared in February, this time with no name-dropping. Kenyon & Eckhardt handled.

Coca-Cola Co.'s leadership extends to nonbeverage interests as well. Aqua-Chem is its largest subsidiary, leading in the manufacture of desalination and water purification equipment. Aqua-Chem also produces boilers, membrane filtration and effluent processing systems.

In May, 1978, the marketer acquired Presto Products, maker of plastic bags and other blown film products. It joins Belmont Springs Water Co. (domestic bottled water), Universal Water Systems (water conditioning equipment) and Winkler/Flexible Products (plastic straws and cutlery) under the Coca-Cola Co. umbrella. A new Consumer Technologies division was formed this May to unite these companies under central management.

ADVERTISING EXPENDITURES

	1978	1977
Newspapers	$4,293,700	$3,451,000
Magazines	3,116,400	3,426,700
Spot tv	44,434,500	27,264,200
Network tv	40,103,900	18,094,800
Spot radio	6,278,800	4,270,000
Network radio	———	444,300
Outdoor	2,578,000	2,030,800
Total measured	100,805,300	58,981,900
Unmeasured	38,000,000	30,000,000
Estimated total	138,805,300	88,981,900

MARKETING PERSONNEL

John W. Georgas, vp corp mktg director
James Brandhorst, corp ad mgr

COCA-COLA USA

MARKETING PERSONNEL

Herbert Arnold, fountain sales
Homer Burrous, vp, bottler sales
William W. Van Loan, vp, mktg operations
G. Donald Wilson, vp, mktg devel
Peter Sealey, vp, mktg planning
Roy Stout, vp, mkt rsch
William Sharp, vp, adv mgr
R. Bruce Gilbert, vp-mgr, image dominance program
Fleetwood Price, mkt mgr, special mkts

COCA-COLA CO. FOODS DIVISION

MARKETING PERSONNEL

E. V. Amoroso, vp, director, mktg
A. G. Munkelt, vp, director, mktg planning, frozen & chilled products
M. P. Youngjohn, group brand mgr, frozen products
John Weslar, group brand mgr, Hi-C drink products
Frank Blod, group brand mgr, coffee products
Jay Mower, mgr, new products
R. V. Fey, vp, genl mgr, sales & merch
C. E. Owens, vp, director, sales
N. W. Jenkins, vp, director, food service

THE WINE SPECTRUM

MARKETING PERSONNEL

Albert E. Killeen, president
Lloyd G. Magee, senior vp
Michael V. Cheek, vp, sales
Grant R. Curtis, vp, mktg services
Michael P. W. Stone, vp, mkt devel

AQUA-CHEM

MARKETING PERSONNEL

G. Roy MacGregor, vp, mktg & sales, Cleaver Brooks div
Richard Schantz, vp, mktg, Water Technologies div
Lee Danielson, vp, mktg & sales, Industrial Combustion Inc.
W. Worth Ware, director, adv and pr (corporate and divs)

CONSUMER TECHNOLOGIES

MARKETING PERSONNEL

Jim Spanbauer, vp, mktg, Presto Products
G. W. Wickland, vp, sales—western, southern regions, Presto Products
John Farris, sales—eastern, central regions, Presto Products
Bob Parnall, institutional—industrial & molded products sales, Presto Products
Paul Winkler, president, director of mktg, Winkler/Flexible Products
Mike Burch, mgr, national sales, Winkler/Flexible Products
Lindsey Harper, president, director, mktg, Belmont Springs Water Co.
William E. Bergmann, president, director, mktg & sales, Universal Water Systems

ADVERTISING AGENCIES

McCann-Erickson, Atlanta—all brands—Charles J. Hamm, exec vp, worldwide; Coca-Cola—Alan Bender, senior vp, mgmt rep; Peter Hamilton, vp, mgmt super; Robert Schmidt, vp, acct super, sales promo and merch; Dan Dodson, senior vp, fountain group; Wayne Thornhill, vp, acct super, TAB; Jack Baity, senior vp, field operations; Steve Crawford, acct super, new products; Robert Ravitz, senior vp, new products. Coca-Cola Export Corp.—Ron Sugarman, senior vp, mgr; Harry Matthei, senior vp, mgmt super; Clark Ford, vp, acct super, Europe; George Teichholz, vp, acct super, North and South America; Arthur O'Brien, acct super, Coca-Cola, Fanta, Sprite. New York—Coca-Cola—Lawrence Glucs, acct super; Jim Buckley, acct super, TAB.

Bozell & Jacobs, Milwaukee—Aqua-Chem and divisions—M. McGlinchey, acct super; G. Boehm, media services; B. Stroschein, creative director; F. Gaca, pr acct exec.

Burrell Advertising, Chicago—black consumer adv—Ronald Sampson, exec vp, client services; Sarah Bozeman, senior vp, mktg services; Eugene Morris, vp, acct super; Lowell Thompson, associate creative director.

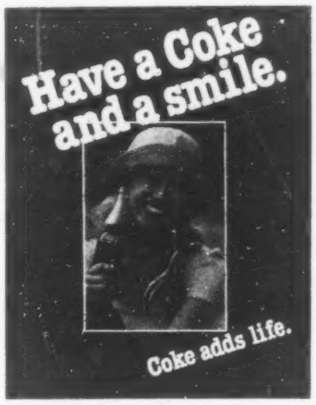
Kenyon & Eckhardt Advertising, New York—The Wine Spectrum—W. W. Young, vp, mgmt rep; H. M. Bybee, vp mgmt super; D. S. VanAmerongen, M. W. Hicks, acct execs; R. J. McGreevy, asst acct exec. Coca-Cola USA—W. W. Young, vp, mgmt rep; M. F. Weinstein, acct exec. Foods division—W. W. Young, vp, mgmt rep; M. C. Hoene, vp, acct exec. Agency Management—L. A. Kelmenson, president-ceo; S. O. Frankfurt, exec vp, director, creative planning & devel; J. B. Balson, senior vp, genl mgr, N.Y.; H. D. Maneloveg, senior vp, director, media services, programing & media rsch; C. E. Overholser, senior vp, director rsch services.

Marschalk Co., New York—Minute Maid frozen concentrated orange juice, chilled orange juice, frozen and chilled variety juices, ades and punch, Minute Maid lemonade crystals and 100% pure frozen lemon juice—Dick Villante, senior vp, mgmt service director; Marsha Badanes, vp, acct super; Bill Penningham, acct exec. Minute Maid FCOJ—Sam Chisholm, acct super; Peter Fedyck, acct exec. Minute Maid frozen variety juices—Gordon Hedwig, acct super. MM chilled products and MM lemon juices—Leslie Herrlinger, acct exec. MM lemon juice. Sprite and sugar-free Sprite, Mr. PiBB and sugar-free Mr. PiBB—Jack Morrison, senior vp, mgmt service director; Don Richards, vp, acct super. Sprite—Kent Laymon, acct exec.

McDonald & Little, Atlanta—Hi-C brand fruit drinks and drink mixes—E. Donald Challis, senior vp, mgmt super; P. J. Quigley, vp, acct super; Richard W. Upson, vp, acct super; Al D. Kitchen, David P. Fitzgerald, John Fricks, Donald X. McDonald, acct execs. Fresca—Dick Thomson, mgmt super; Ken McCarren, acct super; Don Hofmann, acct exec. Mello Yello—Dick Thomson, mgmt super; Peter Reder, acct super.

Tinker Campbell-Ewald, New York—Snow Crop, Bright & Early, new products—Jack Dauer, mgmt super; Charles Richardson, Michael Kammerer, acct supers.

Campbell-Mithun, Minneapolis—Butter-Nut, Maryland Club coffees.


Have a Coke and a smile.
Coke adds life.

Celebrities helped break Coca-Cola's "Have a Coke and a smile" campaign, which was launched July 1.

Colgate-Palmolive Co.

	1978	1977
Sales	$4,312,954,000	$3,874,825,000
Earnings	175,572,000	165,708,000
Advertising*	122,500,000	120,000,000

*U.S. only; estimated by AA

Colgate-Palmolive Co., New York, the 29th largest national advertiser, continued to hold ad increases to a minimum—about 2%—despite the introduction and expansion of several major new products.

Worldwide sales rose 11% to $4.3 billion and earnings 6% to $175,572,000. Earnings in relation to sales continued to slip, to 4.1% down from 4.2% the previous year, but up from 3.3% in 1970.

Worldwide, Colgate invested $260,387,000 in media advertising, up from $243,546,000 in 1977.

During the year, Colgate acquired AJD Cap Corp., which was assigned to the sports and recreation division, and Princess House, marketer of lead crystal, china, flatware and accessories via home party plans.

This year, Colgate was within days of closing a deal that would have rid it of troubled Helena Rubinstein Inc., but the sale to Kao Soap Co. fell through at the last minute.

▪ The company reported that sales of its household products division rose 5% in 1978, reflecting strong performances by heavy and light duty detergents and the expansion of Dermassage dishwashing liquid and Fresh Start laundry detergent.

Other strong performances were shown by Palmolive Gold soaps and Pine Forest Ajax all-purpose cleaner. In the personal care division, Colgate attributed increased sales to a new Colgate toothpaste theme, "the clean in your mouth is Colgate," and the rollouts of Fluorigard dental rinse and Mersene denture cleanser.

Curity first aid products improved distribution and Colgate Instant Shave posted record sales as it continued to lead the market in units sold, according to Colgate.

Colgate's share of the $1.6 billion detergent market continued to slide, down to 12% last year, as the gap widened behind rivals Procter & Gamble and Lever Bros.

Fab powder is Colgate's biggest selling brand with over a 3% market share, followed by Dynamo at just under 3%, Cold Power at 2.5% and Ajax at 2%. The company put into test Carefree combination detergent and fabric softener and Fab liquid. Fresh Start, a powder in a bottle, captured over a 1% share prior to rolling national.

▪ Heaviest measured backing went to Fresh Start ($7,000,000), followed by Dynamo ($6,900,000), Fab ($5,000,000) and Cold Power ($4,300,000). Ajax, which received $3,600,000 in 1977, was backed by less than $6,000 in 1978.

In the light-duty market, Palmolive remained Colgate's strongest entry as measured backing continued at the $7,000,000 level.

Spending for Dermassage dishwashing liquid was reduced slightly to $3,100,000, while Ajax dishwashing liquid received about half that amount. Ajax cleanser, the No. 2 entry behind Comet, was reduced to $700,000 in ad backing, down from $1,800,000 the previous year.

Colgate holds about 10% of the toilet soap market. Irish Spring, its biggest entry, has about half of the total. Cashmere Bouquet, Palmolive and Dermassage account for the rest. The company also put Experience toilet soap into test late last year. Heaviest backing by Colgate went to Irish Spring with a $5,600,000 ad effort. The Palmolive line received about $2,700,000.

▪ Other entries from the household products division include Baggies, the No. 2 entry, which received just over $2,000,000 in ad spending; Axion presoak, with $1,300,000 in advertising; Handi-Wipes with $2,300,000; Ajax liquid cleaner with $3,700,000, and the Ajax line with $1,400,000.

In the personal care products division, Colgate reported that two major promotions—Savings Bonanza and Cash In—contributed to sales and earnings advances.

To maintain its No. 2 slot of over 20% of the dentifrice market, the company backed Colgate toothpaste with $15,000,000 in measured media and aimed to increase adult usage with advertising emphasizing a "fresh, clean taste." Colgate continued to support Ultra Brite, about a 5% share brand, with advertising promising "whiter-looking teeth are just one tube away." Spending totaled $4,200,000.

The division rolled out two new products last year, Mersene denture cleaner and Fluorigard anticavity rinse. The company promised to spend at a $13,000,000 annual national rate for Fluorigard and is expected to settle in at about a 5% share of the mouthwash category.

Ad spending last year amounted to $2,800,000 for Fluorigard and $1,800,000 for Mersene. The division also began testing Respond shampoo and Hair Defense "hair cuticle protector." Other major spending, $2,300,000, went into the Curad first aid line. Colgate said it is the No. 1 marketer of shave cream with a 27% share for its Rapid Shave and Instant Shave brands.

- The company's sports and recreation division continued its trend of sales and franchise improvement. It expanded into the baseball and souvenir cap market through the acquisition of AJD Cap Corp. Measured media spending for a variety of sports equipment, clothing and tournaments exceeded $3,000,000.

The division continued media support of established businesses and tournaments, while supporting new product activities, including Ram golf equipment, Bancroft rackets, Tretorn shoes, Etonic golf and running shoes, Fred Perry tennis shoes, Southern Athletic and Bike products and AJD caps. Heaviest support was behind Ram, Bancroft and Etonic products, but no line received over $400,000 in measured media.

- The company's food business showed mixed results. Sales rose 20%, but earnings failed to meet expectations due to higher cost of basic ingredients and introductory expenses in rolling out new products, according to Colgate. The company's candy business and restaurant operations also turned in poor performances.

Success boil-in-bag rice was the heaviest backed food entry, with $2,800,000 in measured media, followed by Hebrew National kosher franks with $800,000. Other Riviana rice brands are Carolina, Mahatma, River, Water Maid and Bake It Easy. The company also markets Hills pet foods and MBT broth.

Early this year, there were a number of top management changes at Colgate, following the sudden resignation of chairman/chief executive officer, David Foster. Keith Crane, president, also assumed the ceo title.

Within weeks, he created a new level of management and elevated Reuben Mark, William Powell and Roderick Turner to group vps.

Mr. Mark has responsibility for household products, personal care products, Associated Products divisions, the marketing services department as well as other manufacturing and purchasing areas.

Mr. Powell is responsible for all diversified companies except Riviana and Mission Hills, which report directly to Mr. Crane. Mr. Turner is responsible for international.

ADVERTISING EXPENDITURES

	1978	1977
Newspapers	$2,719,900	$1,621,300
Magazines	6,529,900	6,283,500
Farm Publications	128,200	—
Spot tv	34,630,600	34,800,000
Network tv	49,678,200	51,146,300
Spot radio	2,705,300	1,367,000
Network radio	504,100	170,500
Outdoor	9,300	37,300
Total measured	96,905,500	95,425,900
Unmeasured	25,594,500	24,574,100
Estimated total	122,500,000	120,000,000

COLGATE-PALMOLIVE CO.

MARKETING PERSONNEL

Keith Crane, president/ceo
Reuben Mark, group vp
William Powell, group vp
Roderick Turner, group vp

HOUSEHOLD PRODUCTS DIVISION

MARKETING PERSONNEL

John Watkins, vp-genl mgr
A.X. DeNisco, R.E. Blanchard, M. Ferencz, M.J. Jennings, group product mgrs

PERSONAL CARE PRODUCTS DIVISION

MARKETING PERSONNEL

R.A. Champlin, vp-genl mgr
D.L. Enfield, E.P. Niehaus, M.C. Johnson, group product mgrs

ASSOCIATED PRODUCTS DIVISION

MARKETING PERSONNEL

L.K. Hollering, vp-genl mgr
W.R. Voorhees, A.P. Chadourne, E.V. Raggio, group product mgrs

MARKETING SERVICES DIVISION

G.S. Parker, mkt rsch director
A. Allen, vp-creative services
D.E. Jordan, vp-adv intl
N.J. McHugh, director-technical pkg
H.D. Way, director-media
S.A. O'Brien, director business rsch
E.G. Winterhoff, director-new ventures
W.E. Melick, director-sales promo

ADVERTISING AGENCIES

D'Arcy-MacManus & Masius, New York—Baggies, Dynamo, Palmolive soap, Dermassage, Handi-Wipes, Wildroot—Mark Cooper, senior vp-mgmt super; Stephen Rhodes, director-mktg services; Alex Berger, acct super, Baggies, Dynamo, Palmolive, Dermassage, Wildroot; J. Dixon Byrne, acct super, Handi-Wipes; Chris Ponzio, acct exec, Wildroot, Palmolive; Paul Delapalme, acct exec, Dynamo; Nina Dansky, acct exec, Baggies, Dermassage; George Hiller, acct exec, Handi-Wipes.

Norman, Craig & Kummel, New York—Cold Power, Mersene, Ajax all purpose cleaner, Ajax cleanser, Pine Forest Ajax, House of Ajax—Fred Thomson Jr., exec vp/mgmt super; Karen Stanton, intl coordinator; Alistair Beattie, mgmt super; Mary Ann Lambert, account super, Mersene; Debbie Forman, senior acct exec, Mersene; Janet Burnett, asst acct exec, Mersene; Alfred L. Evans Jr., senior acct super, Ajax products, Cold Power; Shirley B. Kalunda, acct super, Ajax products; Jennifer Close, acct exec, Cold Power; Jack Hanzlovic, acct exec, cleanser; Jennifer Kramer, acct exec, cleanser.

William Esty Co., New York—Ultra Brite, Irish Spring, Hair Defense, Dermassage dish liquid, Dermassage moisture bar, Fab, Fab liquid—Andrew Allen, mgmt super; Colleen Gowl, acct super, Ultra Brite, Irish Spring, Hair Defense; Jean Giblin, acct exec, Ultra Brite; Tom Paul, asst acct exec, Ultra Brite, Hair Defense; Donna Klein, asst acct exec, Irish Spring; Joseph Breen, acct super, Dermassage dish liquid and moisture bar; Eric Kerrin, acct exec, Dermassage dish liquid; Peter Britton, acct exec, Dermassage moisture bar; Dennis Jordan, asst acct exec, Dermassage dish liquid; David Ropes, acct super, Fab products; Andrew Mockler, acct exec, Fab; Steven Doyle, asst acct exec, Fab.

Ted Bates & Co., New York—Colgate dental cream, Rapid Shave, Palmolive liquid, Fluorigard—Robert Bruns, exec vp; Joan Rothberg, mgmt rep; Les Richter, creative director, personal care products; Norm Stahl, creative director, household products; Geoff Clarkson, acct director, Colgate Dental Cream; Craig Johnson, acct super, Rapid Shave; Molly Ingram, acct exec, Palmolive liquid; Scott Messinger, acct exec, Palmolive Rapid Shave; Joan Harding, acct exec, Fluorigard.

Kenyon & Eckhardt, New York—Fresh Start, Axion, Curad, Telfa—John Horne, senior vp-mgmt super; Jack Couch, acct super, Fresh Start, Axion; Patricia Stewart, acct super, Curad, Telfa; Peter Hall, senior acct exec, Fresh Start; Jackie Wong, asst acct exec, Fresh Start; Lois Homma, acct exec, Axion; David McConnaughey, acct exec, Curad, Telfa.

SPORTS & RECREATION DIVISION

MARKETING PERSONNEL

J.E. Grimm III, vp-gen mgr
S.A. Haver, creative director, programing & sporting events
S.D. Tannen, director-mktg

RAM GOLF CORP.

MARKETING PERSONNEL

J.C. Shinn, genl mgr
G. Diehl, mktg mgr

BANCROFT SPORTING GOODS

MARKETING PERSONNEL

K.E. Synder, genl mgr
M.J. Tate, mktg mgr, tennis equipment
T.E. Noether, mktg mgr, footwear

SOUTHERN ATHLETIC

MARKETING PERSONNEL

J.M. Axford, president
J. Corbett, mktg mgr
R. Jacobstein, product devel

CHARLES A. EATON CO.

MARKETING PERSONNEL

N.R. Demers, president
J.R. Larsen, vp-mktg

LEACH INDUSTRIES

MARKETING PERSONNEL

C. Drake, president
D. Armstrong, mktg mgr

AJD CAP CORP.

MARKETING PERSONNEL

I. Joel, president

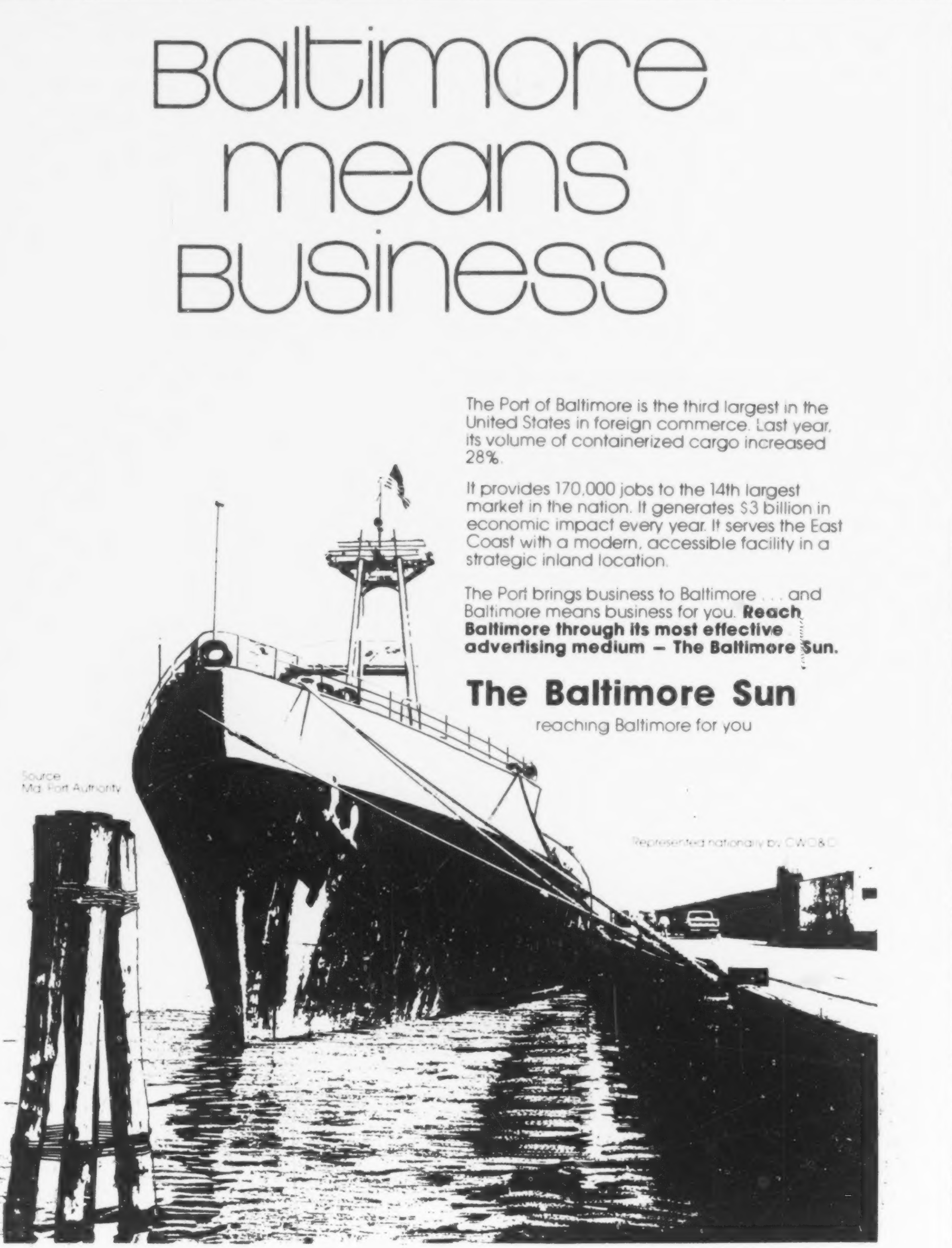
ADVERTISING AGENCY

Norman, Craig & Kummel, New York—Ram, Bancroft—Fred B. Thomson, mgmt rep; Al Evans, senior acct super, Bancroft; Alistair Beathe, acct super, Ram.

KENDALL CO.

MARKETING PERSONNEL

J.D. Sherratt, president/ceo
R.L. Gilson, director-mktg services


Baltimore means Business

The Port of Baltimore is the third largest in the United States in foreign commerce. Last year, its volume of containerized cargo increased 28%.

It provides 170,000 jobs to the 14th largest market in the nation. It generates $3 billion in economic impact every year. It serves the East Coast with a modern, accessible facility in a strategic inland location.

The Port brings business to Baltimore . . . and Baltimore means business for you. **Reach Baltimore through its most effective advertising medium – The Baltimore Sun.**

The Baltimore Sun
reaching Baltimore for you

Source
Md. Port Authority

Represented nationally by CWO&O

KETING PROFILES

ray, adv mgr

Hospital Division

ney, group vp
hes, director-mktg.

ADVERTISING AGENCY

s Associates, Boston (media)—E. cct super.

Consultants, Boston (creative)—G. president.

Fiber Products Division

ys, genl mgr

Industrial Fabrics Division

obsmeyer, director-mktg

Polyken Division

vogel, genl mgr
re, genl mgr-industrial
genl mgr-protective coatings

ADVERTISING AGENCY

die & Chirurg, Boston—nonwovens, health products, filters, disposable aphic arts products.

e & Associates, Knoxville, Tenn.— Athletic—Hal Ernst, acct exec.

n, Church & Goff, Providence— ohn Quinn, vp.

an Associates, Richmond—AJD— eman, president.

ne, Chase, Newport Beach, Cal.—Bill

ETICS & BEAUTY ACCESSORIES DIVISION

MARKETING PERSONNEL

Helena Rubinstein

nahan, chief exec officer
iller, vp-mktg

Marisa Christina Inc.

ger, president

ADVERTISING AGENCY

on & Eckhardt, New York— in, Christina—John Horne, senior vp; ndley, acct super; Ron Saunders, associative director; Cary Stiber, acct exec.

ONSUMER DIVISION

oks, vp
nds, director-mktg

ADVERTISING AGENCY

phrey, Browning, MacDougall, —Curity diapers, baby clothing—T. son-acct exec.

RIVIANA

MARKETING PERSONNEL

H. Lane, president
Roberts, director-mktg, Romanoff

T. Ryker, vp-mktg, Hebrew National
L. Carte, DVM-vp, veterinary ts mktg
rling, mktg director, animal care ts
ammers, vp-mktg services, Artex products
nes, mktg mgr, Riviana Rice, USA
L. Weinberg, mktg director, Holiday ts
ard Valentine, director-mktg, urn's chocolates

ADVERTISING AGENCIES

oom Agency, Dallas—Ralph Moore, er, Riviana

McCabe, Sloves, New York—Hebrew —Philip Cohen, acct super.

n Smith Advertising, Kansas City— ohn Lee Smith, exec vp.

man Advertising, Greenvale, N.Y.— ff.

TEAR CAREFULLY ALONG PERFORATIONS

nsolidated Foods Corp.

	1978	1977
.....	$4,700,000,000†	$3,535,567,000
s ...	111,000,000†	100,633,300
sing*	91,500,000	86,178,000

es by company for fiscal year ended 1979, and reflecting merger with orp.
imate for combined companies durndar 1978 and 1977.

Consolidated Foods Corp., Chicago, became the nation's 40th largest national advertiser in 1978, reflecting its merger with Hanes Corp., which actually became effective at the start of 1979.

Combined advertising expenditures for the two companies rose 6% from$86,178,000 in 1977 to an estimated $91,500,000. Even without the merger, however, both companies would have ranked among the 100 top advertisers, Hanes with an estimated $62,000,000 in 1978 and Consolidated with an estimated $29,500,000. Consolidated reported that advertising for fiscal 1979 totaled $100,104,525.

Sales for the two companies rose to an estimated $4.7 billion in fiscal 1978. Consolidated alone had sales of more than $3.5 billion in fiscal 1977, with earnings of $100,633,000.

Sheer Energy All Sheer. Nothing shows but your toes.
ALL SHEER
SHEER ENERGY

Consolidated Foods' Hanes hosiery, which includes L'eggs, was the most heavily advertised line in the company's stable.

For calendar 1977, Hanes recorded sales of $414,158,000 and earnings of $20,820,000.

▪ Other than the ad boost provided by the merger, Consolidated also reported marked increases in advertising and promotion at existing divisions.

In addition, Consolidated spent approximately $25,000,000 in foreign advertising for its operations in Europe, Canada, and Australia, an increase of approximately 24%.

According to company figures, almost two thirds of the corporation's 1979 fiscal year advertising budget—$61,624,553—was spent in measured media, with the remaining $38,479,978 going into such non-measured media such as coupons, premiums, packaging, point of purchase and the like.

Of the measured media expenditures in the fiscal 1979 budget, Consolidated invested most heavily in network television ($32,710,218), followed by spot tv ($12,036,080), magazines ($7,196,810), newspapers ($6,588,278) and spot radio ($2,037,092). Network radio and outdoor advertising each drew less than $1,000,000.

▪ According to Leading National Advertisers, during 1978 the most heavily advertised line was the Hanes hosiery products. These included: L'eggs hosiery ($8,414,900), Hanes hosiery for women ($5,004,000), Underalls pantyhose ($2,565,300), Slenderalls pantyhose ($2,038,400) and Hanes pantyhose for women ($1,093,700), with the lion's share of the advertising appearing on network tv.

This strong advertising support helped Hanes and L'eggs brands garner 29% of the hosiery market, up from 26.9% last year and 10% in 1971. Consolidated officials estimate that this is twice the market share of the nearest competitor.

Other Consolidated lines heavily advertised in measured media in 1978 included: Shasta soft drinks and sugar free beverages ($5,008,000), mainly in spot tv; Sara Lee frozen baked goods and Light 'n Luscious cakes ($4,884,900), mainly in network and spot television; Hanes Red label underwear for men and Hanes underwear for men ($2,509,500), mainly on network tv; Tyco train and racing sets ($1,454,500), spot and network tv as well as some magazines; and Aris gloves for women ($1,410,900), mainly network tv.

▪ Last year marked the conclusion of a major transition period for Consolidated during which the company reorganized itself from a large number of smaller companies in many industries to a select number of larger companies in a few industries. In line with this goal, during 1978 Consolidated negotiated acquisitions of companies totalling annual sales of approximately $1.5 billion.

In addition to the purchase of Hanes for $250,000,000, Consolidated bought a 65% interest in Europe's largest coffee and tea producer, Douwe Egbert, in January, 1978, and, in May, 1978, acquired Chef Pierre, a Michigan-based manufacturer of frozen pies.

▪ Since 1976, the company has also divested itself of approximately 50 companies totalling annual sales of approximately $600,000,000. These transactions involved operations in 15 different industries—including fashion apparel, furniture, household products and motels— and did not involve any prominent advertisers.

Having succeeded in moving into large companies that manufacture high value-added products with strong brand identification and leading market shares, Consolidated officials indicated that the company's main growth in the near future will come from internal development rather than from further acquisitions. This is expected to include not only new products, but the expansion of regional brands into new territories as well.

The corporation is now organized into three main groups with seven principal core positions. The largest group, with sales of approximately $3.2 billion, is consumer packaged goods, which includes beverages (Douwe Egberts and Shasta), Hanes, specialty meats, frozen foods (including Kitchens of Sara Lee, Booth Fisheries, Chef Pierre, and Popsicle), and other consumer products.

The food services group, with sales of about $900,000,000, includes PYA/Monarch, an institutional food distributor, and Lawson's, the nation's seventh largest convenience store chain.

▪ The direct selling group, with sales of about $600,000,000 is anchored by Electrolux and Fuller Brush.

Hanes, the largest unit in Consolidated's consumer products group, has continued the advertising and promotional activities connected with its new L'Erin cosmetics line. Seeing the $1.3 billion cosmetic industry as a growing, high-margin portion of the packaged goods industry that could easily be integrated into the L'Eggs distribution system, Hanes began test marketing the cosmetics line in 1977.

The products include eye and face makeup, nail enamel, lipstick, cleansers, and moisturizers. Leading National Advertisers figures showed that the line received almost $1,500,000 in spot tv last year, and the products are currently being marketed in 22% of the nation, with another 10% scheduled to be added in the fall.

Hanes is also looking into the possibility of marketing children's books via its food and drug store distribution network, and expects to begin test marketing the books in late 1979 or early 1980. Just as with the other Hanes products, the company will provide its own racks and displays, and all inventory will be on consignment.

▪ Several new products were also introduced by the consumer products' frozen food operations. With research indicating that one and two-member households now make up 52% of all households, recently acquired Chef Pierre introduced frozen, individually wrapped pie slices this year, and Kitchens of Sara Lee introduced its new Individual Danish.

The Individual Danish, which has been in national distribution since March, is described by Consolidated officials as the company's "most successful product introduction to date," and the pie slices are currently being tested in six markets.

The frozen foods operation is also attempting to take advantage of the growing U.S. per capita fish consumption with two new Booth Fisheries products—Beer Batter french fried fish and Buttermilk Batter french fried fish. Company officials say that the new products, which were introduced in January, have resulted in sales "well in excess of forecasts."

In the specialty meats portion of the consumer products group, Hillshire Farms has introduced two new products—Smoke Bratwurst and Smoke Italian Sausage. Both products are in introductory stages and the company says that both "have met with wide favor during initial consumer taste-testing."

In Consolidated's beverage group, soft drinks marketer Shasta has suffered from the intensely competitive cola wars since it went national last year. Though Shasta measured media totals jumped to $5,000,000 in 1978 from $2,500,000 the year before and the national push helped swell sales 7.9% to almost $200,000,000, the nation's seventh largest soft drink bottler still faced a decline in earnings last year.

Some observers predict that Shasta will continue to limp along for some time, but Consolidated officials are hoping that last August's shake-up of Shasta management will begin to show some effects and help pull the unit out of its slump.

Shasta's advertising plans for the coming year include emphasis on the line's recent conversion to a fructose sugar base. The ads will stress that fructose sugar is a "good taste, good for you" feature.

In addition, Shasta has obtained U.S. rights to Capri Sun, a popular German soft drink, and has been test marketing the line in Buffalo and Atlanta since May. The natural fruit drink comes in apple, lemonade and orange, and is packaged in foil pouches.

▪ The retail and food service group's PYA/Monarch, the nation's third largest institutional food service distributor, has been helped by the acquisition of Douwe Egberts and Chicago-based Superior Tea & Coffee Co. and posted sharply higher earnings this year. Not only will these acquisitions broaden PYA's coffee and tea offerings, but the European firm's Moccomat frozen coffee concentrate system is expected to be well-received by U.S. food service operations.

COMBINED ADVERTISING EXPENDITURES*

	1978	1977
Newspapers	$1,783,700	$3,136,400
Magazines	6,778,100	7,465,900
Spot tv	15,791,900	11,656,600
Network tv	31,665,900	25,236,300
Spot radio	549,400	2,495,600
Network radio	———	569,700
Outdoor	133,200	103,900
Total measured ..	56,702,200	50,664,400
Unmeasured......	34,797,800	35,513,600
Estimated total...	91,500,000	86,178,000

*Estimates based on AA's usual sources

COMBINED ADVERTISING EXPENDITURES**

	Fiscal 1979
Newspapers	$ 6,588,278
Magazines	7,196,810
Spot tv	12,036,080
Network tv	32,710,218
Spot radio	2,037,092
Network radio	856,069
Outdoor	200,000
Unmeasured	38,479,978
Total	100,104,525

**Figures supplied by Consolidated for fiscal year ending July 1, 1979.

ADVERTISING EXPENDITURES CONSOLIDATED FOODS CORP. ONLY†

	1978	1977
Newspapers	$1,783,700	$2,085,100
Magazines	2,683,600	1,985,300
Spot tv	12,889,900	9,496,000
Network tv	6,467,800	4,760,100
Spot radio	549,400	1,940,600
Outdoor	133,200	93,700
Total measured ..	24,507,600	20,360,800
Unmeasured......	4,992,400	5,539,200
Estimated total...	29,500,000	25,900,000

†Estimated based on AA's usual sources

ADVERTISING EXPENDITURES —HANES CORP. ONLY ††

	1978	1977
Newspapers	$———	$1,051,300
Magazines	4,094,500	5,480,600
Spot tv	2,902,000	2,160,600
Network tv	25,198,100	20,476,200
Spot radio	———	555,000
Network radio	———	569,700
Outdoor	5,000	10,200
Total measured ..	32,199,600	30,303,600
Unmeasured......	29,800,400	29,974,400
Estimated total...	62,000,000	60,278,000

††Estimates based on AA's usual sources

MARKETING PERSONNEL

James H. Stokes, vp, sales, Idaho Frozen Foods
M. Simpson, director, retail mktg, Chef Pierre
Richard E. Benner, exec vp, Fuller Brush Co.
Robert A. McGurkin, director, mktg, Fuller Brush Co.
Jeff Ruoff, vp, mktg, Lawson's
James Schloss, vp, mktg, Kahn's
Bruce Gescheider, director, mktg, Kahn's
James N. Groebe, exec vp, mktg & sales, Shasta
Thomas R. Leidy, vp, mktg, Hanes Knitwear
J. M. Calkins, director, mktg, Hanes Knitwear
Steve Marcus, vp, Bali Co.
Terry Walts, L'eggs Products
Don Folger, L'eggs Products
Walter H. Pilcher, vp, mktg, L'Erin cosmetics
W. F. Karnbach, vp, mktg, Hanes hosiery

Top 25 outdoor advertisers

Rank	Advertiser	Expenditures 1978	Expenditures 1977
1	R. J. Reynolds Industries........	$31,987,500	$33,552,300
2	Philip Morris	24,472,800	22,488,500
3	B.A.T. Industries	21,071,600	13,343,500
4	Loews Corp.	14,321,500	13,452,100
5	American Brands...............	9,683,800	7,621,300
6	Liggett Group	9,120,900	6,226,700
7	Heublein....................	6,955,400	6,507,200
8	Seagram Co. Ltd.	5,644,500	8,563,300
9	General Motors Corp.	5,448,100	5,777,200
10	Hiram Walker-Gooderham & Worts Ltd.	4,572,500	4,528,700
11	National Distillers & Chemical Corp.	3,688,200	2,545,500
12	Brown-Forman Distillers Corp. ...	3,524,600	3,065,500
13	Rapid-American Corp.	3,059,700	3,389,400
14	Coca-Cola Co.	2,578,000	2,030,800
15	Northwest Industries	2,288,300	2,644,300
16	Norton Simon	2,285,000	2,370,800
17	McDonald's Corp.	1,949,100	1,703,600
18	Kraft Inc.	1,813,800	646,200
19	Schering-Plough Corp.	1,683,000	1,625,500
20	Anheuser-Busch..............	1,666,400	879,100
21	Adolph Coors Co.	1,466,200	728,000
22	Eastern Air Lines.............	1,386,500	1,201,900
23	Bayer AG.	1,311,900	825,100
24	Ford Motor Co.	1,308,100	1,116,100
25	Delta Air Lines...............	1,276,400	1,190,000

Source: Leading National Advertisers, in cooperation with the Institute of Outdoor Advertisers, Outdoor Advertising Assn. of America.

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Would you like to work for one of these companies?

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HEUBLEIN
HUNT-WESSON
INT'L. PLAYTEX
JOHNSON & JOHNSON
LEVER BROTHERS
LIFE SAVERS
PEPSI-COLA
PFIZER
PILLSBURY
PROCTER & GAMBLE
STANDARD BRANDS
WARNER-LAMBERT

We work for all of these companies.

Our job, as management consultants, is to find qualified marketing directors, product managers, market research and sales promotion people for the blue-chip companies listed above. If your strength is in consumer packaged-goods marketing, you should know our president: Gene Judd. Contact him at

Judd-Falk
124 East 37th Street
New York, N.Y. 10016
Telephone: (212) 686-1500

333 N. Michigan Ave.
Chicago, Ill. 60601
Telephone: (312) 236-7300

MARKETING PROFILES

John D. Hunter, group product director, Hanes hosiery
David L. Bryant, group product director, Hanes hosiery
Robert A. Fraser, Lyon's
Donald E. Brunson, vp, mktg, Bryan Foods
Robert J. Ferara, vp, mktg, Tyco Industries
Robert R. Sachs, vp, mktg, Electrolux
L. M. Beggs, exec vp, Kitchens of Sara Lee
Andrew H. Rutledge, vp, genl mgr, food service, Kitchens of Sara Lee
J. Richard Dirks, senior vp, mktg & sales, Booth Fisheries
Hans Fischer, exec vp, Aris

ADVERTISING AGENCIES

Grey-North Advertising, Chicago—Idaho Frozen Foods, Booth Fisheries
Creamer Inc., Pittsburgh—Chef Pierre
Stieffel-Raymond, New York—Popsicle Industries
Murray & Chaney, Hudson, O.—Lawson's
BJ&L Advertising, Cuyahoga Falls, O.—Lawson's
Sive & Associates, Cincinnati—Kahn's
Venet Advertising, New York—Kahn's
Godding Advertising, Kenmore, N.Y.—Kahn's
Tracy-Locke, Dallas—Shasta (new products)
Botsford-Ketchum, San Francisco, Shasta
Leber-Katz Partners, New York—Hanes knitwear
Long-Haymes & Carr, Winston-Salem, N.C.—Hanes knitwear, Hanes hosiery
Isidore, Lefkowitz, Elgort, New York—Ban Co.
Dancer Fitzgerald Sample, New York—L'eggs, Hanes hosiery
Burrell Advertising, Chicago-L'eggs
Compton, New York—L'eggs
Benton & Bowles, New York—L'Erin, Kitchens of Sara Lee
Case & McGrath, New York—Hanes hosiery
Bozell & Jacobs/Pacific, Palo Alto, Cal.—Lyon's
Maris, West & Baker, Jackson, Miss.—Bryan Foods
Cargill, Wilson & Acree, Atlanta—Bryan Foods
Kurtz & Tarlow, New York—Tyco Industries
Ted Bates & Co., New York—Electrolux
Mandabach & Simms, Chicago—Kitchens of Sara Lee
Premier Maldonado, San Juan—Kitchens of Sara Lee
Total Marketing, New York—Aris

Delta Air Lines

	1978	1977
Sales*	$2,225,447,000	$1,870,347,000
Earnings*	135,375,000	16,654,000
Advertising	28,900,000	25,700,000

*Fiscal year, ending June 30, 1978, and 1977

Delta Air Lines, Atlanta, the 98th largest national advertiser, increased its advertising 12% to $28,900,000 in 1978.

Delta boarded 36,300,000 passengers, a record for the carrier, as operating revenues increased 19% to $2.23 billion and earnings increased 18% to $137,375,000, also a record for the airline. It was the 31st consecutive profitable year for Delta. For the first quarter of the current year, earnings were $26,197,000.

Although one of the most profitable U.S. airlines, Delta is only the fifth largest domestic trunk airline in terms of revenue-passenger miles. In revenue-passenger miles (the total number of passengers multiplied by total number of miles they have flown), Delta hit 23.332 billion in 1978, up from 19.119 billion in 1977.

The only other U.S. airlines with higher revenue-passenger miles in 1978 were United with 39.399 billion; American, 28.987 billion; TWA, 26.967 billion, and Eastern 25.183 billion.

- In terms of passengers carried, Delta with more than 36,000,000 ranked third, behind United with over 40,000,000 and Eastern with more than 37,000,000. Delta's passenger ticket revenues were $1.86 billion.

Delta's marketing and advertising program is shaped largely by its route structure, which serves more than 90 cities. The company has developed a system of short-haul routes feeding into its system of lucrative, long-haul routes to permit the carrying of passengers all the way to their destination.

A major portion of total Delta business comes from small and medium-size cities east of the Mississippi and the airline has the shortest average flight in miles of any major U.S. carrier.

Decisions in Delta's favor by the Civil Aeronautics Board permitted the airline to start Atlanta to London service in April, 1978, the airline's first transatlantic route. This operation was profitable almost from the start, with a 67% load factor for the year. By the end of 1978, 78,513 passengers had used the new nonstop flights.

In 1978, Delta received authority to serve a number of other new cities and routes, including the following: Atlanta-Cleveland, Atlanta-Nashville, Las Vegas-Reno, Miami-San Juan, New Orleans-Tampa, Atlanta-Raleigh/-Durham, Cleveland-Ft. Lauderdale and Boston-West Palm Beach.

During the year, the airline applied for Atlanta-Frankfurt authority. The route was granted early this year and service was inaugurated to Germany on June 17. Delta is also seeking new international routes between both Miami and Atlanta and points in the Bahamas.

The airline celebrated its 50th anniversary of passenger service this year on June 17, and marked the event with a promotional run by the Delta Dusters, an employe running club, from Dallas to Jackson, Miss., the route of its first flight.

Partly because of its route structure, Delta tends to avoid elaborate and expensive image advertising in favor of no-nonsense ads full of facts and figures. It continues to use its major theme, "Delta is ready when you are," created several years ago.

The airline summed up its position in a direct mail piece sent to businesses during its anniversary month: "Over the past 50 years, you've learned to expect great service from Delta Air Lines. What more could you ask? More of the same."

- During 1978 and continuing into 1979, the airline industry went heavily into discount fares and special low inaugural fares for new routes, encouraged by the CAB's interest in "deregulation" of the industry. Delta went along reluctantly, declaring in its advertising that "Delta will not be undersold."

To its regular existing Night Coach and Excursion fares were added "Super Saver" (discounts up to 50% under certain conditions), "Simple Saver" (liberal discounts on certain specified flights), "Senior Citizen" (for passengers 65 and older) and "Systems Excursion" (allowing passengers to visit several Delta cities on one trip at one fare).

The airline has announced yet another fare, the "Supreme Super Savers," to start Sept. 8. Delta promises the latest discount fare will replace 47 old ones and will be simple.

DELTA ANNOUNCES SUPREME SUPER SAVERS
Delta is ready when you are

Delta Air Lines' "Supreme Super Savers" is the latest of the company's discount fares to enter the market.

In newspaper ads, the airline notes, "Until now, discount fares have been something of a mixed blessing. Nice savings, but you had to be a Philadelphia lawyer to understand all the restrictions."

- While meeting the competition with special discount fares where it feels it must, Delta has gone on record warning that without a continuation of a high level of traffic growth, the industry cannot maintain the low discount fares in the face of escalating costs without seriously eroding profits.

While discounting of fares continues, one major cost problem has been escalating fuel prices. By the end of 1978, the average price per gallon was 38.24 cents, up from a 1973 average of 12.03 cents. The price would seem low to a motorist, but every 1¢-per-gallon increase adds approximately $11,000,000 to Delta's annual fuel bill.

ADVERTISING EXPENDITURES

	1978	1977
Newspapers	$16,156,100	$14,900,600
Magazines	1,470,800	1,198,900
Spot tv	1,996,000	1,645,300
Network tv	36,000	97,800
Spot radio	5,614,000	4,521,000
Outdoor	1,276,400	1,190,000
Total measured	26,549,300	23,553,600
Unmeasured	2,350,700	2,146,400
Estimated	28,900,000	25,700,000

MARKETING PERSONNEL

J.A. Cooper, senior vp-mktg
C.P. Knecht, vp-mktg
Anthony McKinnon, asst vp-mktg admin
W.W. Hawkins, director-sales
J.T. Maples, asst vp-mktg planning
H. Ross, asst vp-mktg services
H.L. Gibson, vp-traffic
L.F. Sport, system mgr. adv
J. Pogue, genl mgr. cargo sales

ADVERTISING AGENCY

Burke Dowling Adams, division of Batten, Barton, Durstine & Osborn, Atlanta (Glenn Verrill, president; Jack Walz, vp-acct super.)

DuPont

	1978	1977
Sales	$10,584,000,000	$9,435,000,000
Earnings	787,000,000	545,000,000
Advertising*	70,000,000	59,000,000

*U.S. only, estimated by AA

E. I. DuPont de Nemours & Co., Wilmington, Del., the 56th leading national advertiser in 1978, boosted its advertising budget 18.6% to an estimated $70,000,000 last year as its net income rose 44% over 1977's $545,000,000 to $787,000,000.

The company reported worldwide advertising expenditures of $93,000,000 in '78. In 1974, the last time DuPont was in the 100 leading National Advertisers' list, its worldwide ad total was $72,900,000 and its U.S. total came to $54,176,000.

DuPont's chemicals, plastics and specialty products (CPS), showed a 6% gain in volume last year, with total sales of $7.14 billion, 13% higher than in '77. CPS sales last year accounted for 67% of corporate sales.

- DuPont reported that its specialty lines—agrichemicals, electronic products, explosives, finishes, and medical and printing products—continued their "excellent growth" and registered an earnings gain of 38%. Sales of chemicals improved "modestly," but earnings were down, reflecting worldwide overcapacity in commodity chemicals.

Fibers showed the greatest improvement last year, recovering from a low base. But DuPont found that capacity is still excessive worldwide. Fibers sales were $3.4 billion, 11% ahead of '77, and accounted for 33% of sales last year. The company has strength in carpet and industrial fibers and so feels its return on investment will improve from 4% in '78.

Sales abroad were about $3 billion, 19% ahead of '77, continuing a pace that finds international sales growing faster than domestic sales.

DuPont consolidated four industrial departments and realigned their product lines in 1978. Two new departments resulted, following a pattern set by earlier realignments of this sort.

The company's plastics, fibers, elastomers and finishes go into a vast array of commercial and consumer products. Some of its better-known trademarks are Stren monofilament fishing line, Dacron polyester, Kevlar aramid fiber, Lycra spandex fiber, Orlon fibers and Teflon fluoropolymers.

In 1978, DuPont spent $3,577,500 in measured media, for its Teflon coating according to Leading National Advertisers, with $3,100,000 going for magazine ads and the rest in spot tv.

Market acceptance of DuPont's most durable Teflon coating, "Silverstone," is reported by the company to be excellent. Advertising expenditures were spread among magazines ($649,000) and network tv ($1,878,800). Corian, DuPont's resistant counter tops, reported strong sales to hotel and motel markets.

Another of DuPont Co.'s major earners, its apparel market, was responsible for more than half of 1978's worldwide corporate fiber sales of $3.4 billion.

- With the recession of '74-'75, use of polyester in knits started to decline, leading to a collapse of the 1976 price structure. To stop the decline and stimulate growth DuPont began developing new Dacron yarns, including Serell, an air-jet textured filament yarn.

These yarns, made into a wide range of new fabrics, departed from the "shiny" look of the early doubleknits and provided "natural" aesthetics and functionality.

After four years of lying low, DuPont got back into the advertising game with a promotion for Stren.

DuPont began the Stren campaign last April in more than 50 consumer magazines and in 30-second tv spots. The message, "Tough new Stren, twice as tough as the next best fishing line," was by N W Ayer ABH.

The Stren ads were followed last July by a promotion for Dacron. The ad program was prompted by DuPont's effort to halt the decline of polyester filament sales by working to develop new Dacron yarns.

In the campaign by BBDO, New York, using tv spots produced and directed by Richard Avedon, the products became known as "Today's Dacron" and were featured in 30-second commercials and in print ads. DuPont spent an estimated $2,124,500 on Dacron advertising last year.

Still at work creating new textiles and fibers, DuPont plans to penetrate the denim market with a

1978 AD $ SUMMARY
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LNA

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MARKETING PROFILES

new kind of Dacron staple. The material, when blended with cotton and woven into a denim, is said to fade and soften like cotton jeans.

Also under development is a blend of Dacron and Orlon fibers to be introduced later this year as Binell. This new fabric has a soft, cottony touch. In addition, because of the Orlon content, the material transports moisture to the fabric surface, making it ideal for underwear and active sportswear.

A new family of Orlon fibers is being created for the sweater and craft yarn market. Withdrawn from the market for acetate yarns was Nandel, a DuPont yarn that had not been selling well.

In February, 1979, DuPont budgeted more than $5,000,000 for a corporate ad campaign. Print ads and tv commercials explain the role and importance of chemicals in everyday life. The slogan, for the spots, which aired during specials on ABC, CBS and NBC, was "You and DuPont. There's a lot of good chemistry between us." BBDO is the agency.

ADVERTISING EXPENDITURES

	1978	1977
Newspapers	$413,300	$1,646,500
Magazines	13,401,400	10,042,900
Farm publications	1,723,800	——
Spot radio	2,404,300	1,369,200
Network tv	4,861,500	2,914,500
Spot radio	178,900	——
Network radio	——	150,400
Outdoor	300	60,600
Total measured	22,983,500	16,184,100
Unmeasured	47,016,500	42,815,900
Estimated total	70,000,000	59,000,000

MARKETING PERSONNEL

H. Lloyd Taylor, director, adv
A.W. Ballentine, div mgr
R.E. Hutter, chemical, dyes & pigments dept
J.C. Maneval, petrochemicals dept
S.P. Hish, div mgr
J.P. Swan, biochemicals dept-agrichemicals
M. Collette, biochemicals dept-pharmaceuticals
R.T. Eldridge, photo products dept-x-ray, printing, industrial & electronics products
C.W. Hoeftman, photo products dept-instrument products
W.B. Stephenson, III, photo products dept-Berg electronics products
T.E. Minnich, textile fibers dept-carpet fibers
J.H. McDivit, textile fibers dept-industrial film and spunbonded products
C.E. Crowley, div mgr
J.S. Swajeski, fabrics & finishes dept-home & automotive products
H.B. Horning, fabrics & finishes dept-consumer paint & refinish
J.E. Sly, fabrics & finishes dept-maintenance & packaging finishes, industrial specialties & applied technology
R.J. Alfano, corporate adv
N.A. Bryant, automotive communications
E.J. Garrity, Remington Arms Co.
H.E. Davis, div mgr
J.K. Goundie, elastomer chemicals dept
W.C. Halley, plastic products & resins dept-commercial resins & fluorocarbons
E.J. O'Brien, plastic products & resins dept-ethylene polymers
R.A. Hotchkiss, plastic products & resins dept-industrial & packaging films
J.B. Boyer, plastic products & resins dept-plastic products
J.O. Corner, mktg rsch
J.R.M. Murphy, publications section
A.B. Baker, control section
T.J. Niemkiewicz, production/graphic section
P.J. Trainor, procurement/exhibit section
W.D. Davis, audio-visual section
J.S.H. Cruice, textile fibers dept-mgr adv
E.R. Albright, textile fibers dept-men's wear
H.A. Carnevale, textile fibers dept-sweaters
F.W. Ockenfels, textile fibers dept-women's wear
J.B. Gillie, textile fibers dept-general & Qiana
J.F. Booker, textile fibers dept-fiberfill
F.G. Oswald, textile fibers dept-hosiery
E.K. Bispham, III, textile fibers dept-home & automotive fabrics
I.J. Kappes, textile fibers dept-intimate apparel & swimwear

Advertising Agencies

N.W. Ayer ABH Intl, New York—fabrics and finishes, plastic products & resins, elastomer chemicals, photo products, chemicals, dyes & pigments, petrochemicals, industrial and spunbonded products; D.H. Means, mgmt super.

BBDO, New York—automotive products, carpet protector, apparel, carpets, home furnishings & fiberfill products, corporate adv; J.F. Crowley, mgmt coordinator.

Rumrill-Hoyt, Rochester, N.Y.—agricultural chemicals, Remington Arms Co.; J. M. Valerio, mgmt coordinator.

Kelly Advertising, Lancaster, Pa.—Berg electronics products; R.L. Kelly, mgmt coordinator.

Wesson & Warhaftig, New York—pharmaceutical products; Marvin Amster, mgmt coordinator.

Sudler & Hennessey, New York—pharmaceutical products; Leon Garza, mgmt coordinator.

Antron III was just one of the fibers advertised by DuPont last year. Fibers accounted for about one-third of DuPont's 1978 sales.

Eastern Air Lines

	1978	1977
Sales	$2,379,564,000	$2,035,893,000
Earnings	67,257,000	27,877,000
Advertising	34,800,000	32,500,000

Eastern Air Lines, Miami, the 91st largest national advertiser, increased its advertising 7%, to $34,800,000 in 1978.

The airline reported the highest earnings in its history during 1978, reaching $67,257,000, more than double its restated earnings of $27,877,000 for the previous year. Revenues increased 16.9% to $2.38 billion.

Operating expenses increased 15.4% to $2.28 billion, and fuel costs increased by 12.9%, to $428,200,000. The airline's load factor (percentage of available seats occupied) rose from 56.2% to 64.5%, the second highest load factor among U.S. trunk carrier.

The available seat miles rose 6.3% to 39.1 billion. In terms of revenue-passenger miles (the total number of passengers multiplied by total number of miles they have flown), Eastern was fourth largest in 1978, with 25.2 billion.

- In number of passengers carried in 1978, Eastern's total of 37,448,000 was second only to United. The increase of approximately 6,100,000 passengers, or 19.6% over 1977, was the largest single-year rise in the airline's history.

Seldom in its history has Eastern started so much new service as it initiated in 1978, taking over several previously dormant routes under provisions of the Deregulation Act of 1978 and expanding service from the airline's Atlanta and Miami hubs.

New routes included Miami-San Francisco, Atlanta-San Francisco, Miami-Tampa-Mexico City, Miami-Haiti, New York-Cozumel/Merida/Cancun on Mexico's Yucatan Peninsula via New Orleans; New York-Fort Myers, St. Louis-Salt Lake City, Austin-Houston, Atlanta-Charleston and Atlanta-Savannah among others.

Service expansion has continued in 1979. Newest routes, started May 1, include Atlanta-Austin, Miami-Guatemala and Atlanta-Seattle.

- Eastern's advertising normally covers three areas—business travel, vacation packages and its corporate effort featuring former astronaut Frank Borman, the airline's president and chief executive officer, as spokesman. In the industry's current high discount environment, however, Eastern has shifted much of its ad emphasis to promotional, discount fare advertising.

Effective through Dec. 15, Eastern is offering a $49 round-trip fare to Florida for young people age 2 through 17 (one per adult) in conjunction with new Super Saver discounts that can save adults 30% to 50% off regular coach fares.

Eastern is also offering its California Fare Deal—a tour basing fare, good from 23 southern and southeastern cities to Los Angeles and San Francisco. The round-trip price is $199-$249 depending on origination. Children under 17 (one per adult) fly for only $49 round-trip. This air fare is available with purchase of a minimum ground package of $100 per adult.

The airline continues to offer its innovative Unlimited Mileage fare, initiated in 1977. Under the fare plan, for $372 to $397 each, two adults traveling together can take an almost unlimited 21-day tour of the carrier's North American network. Effective June 12, a special Unlimited Mileage fare for one person was introduced at a slightly higher charge.

Faced with a shift of business travelers from first class to coach, Eastern and several other airlines, narrowed the price gap between first class and coach in May, 1978. "Eastern cuts the premium you pay for first class. Up to half," ads declared in business publications.

A major sales promotion/public relations activity of Eastern continues this year in its role as "official airline" of Walt Disney World in Orlando. The airline operates a major exhibit pavilion at the theme park.

ADVERTISING EXPENDITURES*

	1978	1977
Newspapers	$10,976,000	$10,010,000
Magazines	3,530,000	3,652,000
Radio	3,640,000	3,611,000
Television	7,644,000	6,910,000
Outdoor	2,210,000	1,967,000
Total measured	28,000,000	26,150,000
Unmeasured and international	6,800,000	6,350,000
Total	34,800,000	32,500,000

*As reported by Eastern Air Lines.

ADVERTISING EXPENDITURES**

	1978	1977
Newspapers	$11,277,400	$11,796,300
Magazines	3,721,500	3,159,300
Spot tv	5,147,500	6,273,800
Network tv	919,100	678,500
Spot radio	2,901,000	2,613,600
Outdoor	1,386,500	1,201,900
Total measured	25,353,000	25,722,800
Unmeasured	9,447,000	6,777,200
Estimated	34,800,000	32,500,000

**From AA's usual sources.

MARKETING PERSONNEL

R. L. Ray Jr., senior vp-mktg
D. B. Kunstler, vp-sales & adv
W. H. Dowse, vp-adv
A. K. Istel, mgr-vacation adv
T. Ripps, mgr-consumer & adv rsch
B. F. Walsh, mgr-business adv
R. A. Wolf, mgr-adv services

ADVERTISING AGENCY

Young & Rubicam, New York; F. O'Sullivan, vp-mgmt super; W. Flynn, acct super; M. Linder, T. Pranses, M. Cooper, acct execs.

Eastman Kodak Co.

	1978	1977
Sales'	$7,012,923,000	$5,966,986,000
Earnings'	902,284,000	643,448,000
Advertising*	86,071,700	85,471,800

'Worldwide *U.S., AA estimate

Eastman Kodak Co., Rochester, N.Y., the 44th largest national advertiser, is estimated to have increased its U.S. advertising slightly—1%—to $86,071,700 in 1978 to support its Ektra and Colorburst camera lines as well as traditional still cameras and film. Total measured media spending did not change substantially, though some funds shifted from print to increased broadcast advertising.

Kodak's worldwide sales of $7,012,923,000, up from $5,966,986,000 in 1977, included a record high $5,674,400,000 for the photographic division, up from $4,754,500,000 in 1977; and $1,531,900,000 for the Eastman chemicals division, up 11% from $1,374,300,000. (The 1978 sales of these divisions should be reduced by $928,100,000, the amount that figured in inter-divisional sales.)

For the first quarter of 1979, worldwide sales rose 19% to $1.64 billion up from $1.38 billion in the same period in 1977, while worldwide net earnings increased 40% to $197,500,000 from $141,000,000.

The U.S. and Canadian photographic division was combined with the international photographic division to form a new photographic division under the direction of President Colby Chandler on Jan. 1, 1979.

The company said the introduction of attractive new products for both traditional and instant photography, the excellent reception accorded Kodak Ektaprint copiers, brisk demand for color films and papers and expansion of the micrographic product line were major factors in the 1978 sales performance. It added that for the first time in Kodak history, research spending exceeded $1,000,000 a day as new and improved products continue to gain consumer acceptance.

Kodak is estimated to have a 35% to 40% share of the instant camera market which had an estimated 8,000,000 camera sales in 1978. Measured media spending was $12,548,800 for instant cameras with $612,000 for instant film and an additional $3,574,500 for Colorburst instant cameras and film—all in magazines.

The Ektaprint copier-duplicator, which rolled out in 1977, was supported with an estimated $1,000,000 ad budget, including a print campaign featuring work of New Yorker cartoonist Charles Saxon. Ektaprint got $1,451,400 in measured media in 1978.

The company reported that a more experienced sales organization, improved product reliability and an effective service organization led to increased installations of Ektaprint copiers. Kodak is believed to have less than 10% of the copier-duplicator market.

- New products for 1978 included instant and traditional cameras: Colorburst motorized instant cameras and new Ektra pocket models using conventional film, all with built-in electronic flashes. Colorburst 300, Kodak's highest priced instant camera to date retailing for about $74.95, has been advertised via b&w newspaper ads in 131 markets as well as color pages in magazines. Comedian Dick Van Dyke is ad spokesman for the camera.

Ektachrome 400 film also bowed as a high speed film allowing the shooting of color slides without flash or in very low light. It and other Kodak film received $6,254,200 in measured media. Ektra cameras got the biggest share of the corporate $51,913,100 in measured media with $13,210,600, mostly in network tv and magazines.

Founded by George Eastman, Kodak began diversifying in the 1920s. Although today it produces fibers, chemicals and plastics, photographic products still account for more than three-fourths of Kodak's annual sales. Kodak's share of the estimated $10,672,000,000 U.S. photographic market has been put at well over one-third.

- Last year, out of $31,211,200 spent in network tv, Kodak allocated $11,868,800, for instant cameras; $9,345,600 for Ektra cameras, and $4,124,700 for film. A $15,168,200 investment in magazines included $3,574,500 for Colorburst cameras and film; $3,511,800 for Ektra cameras and $1,569,300 for film.

Kodak also spent $370,200 to promote Kodel, Verel and Kodofill fibers with $138,500 for Kodel fibers in women's apparel.

In 1979, Kodak continued using Michael Landon as its major spokesperson for traditional commercials and print ads with his family. Products promoted were Kodak Ektra 1/Tele-Ektra 1, Ektralite 10 and the Ektramax cameras.

The Kodak film campaign continued with picture-taking vignettes and lively music to suggest to viewers that with Kodak film, "You've got what it takes."

In addition, Kodak launched a new campaign for instant products. The theme of the commercials was that Kodak instant cameras bring people closer together and with Kodak instant cameras and film, "The more you take, the more you give."

- In 1978, Kodak moved its $15,000,000 instant photo products account from J. Walter Thompson

Responsive research that gets to the point.

Study the Burgoyne logo above. It symbolizes the multi-service capability that enables us to reach out in whatever direction it takes to zero in on the pointed answers you need.

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- Personal intercept interviewing
- Focus group studies

SALES RESEARCH
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- Distribution checks/systems
- Store audits

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MARKETING PROFILES

Co. to Young & Rubicam. JWT, its principal agency, continued to purchase tv time not only for traditional photo products but instant cameras as well.

A 1978 verdict found Kodak guilty of monopolizing certain segments of the photographic business. In June, 1978, the court granted, in part, Kodak's motion for judgment notwithstanding the verdict, reducing the award to Berkey Photo, before trebling, by $10,465,330. In July, 1978, the court entered judgment against Kodak in the amount of $87,091,309, consisting of trebled damages of $81,464,100 and attorney's fees and expenses of $5,627,209.

Kodak was ordered to sell to any customer requesting it Kodak color print paper without a backprint referring to the Kodak name and to disclose simultaneously to independent photofinishers certain information provided to Kodak's color print and processing organization.

On June 25, 1979, the Second U.S. Circuit Court of Appeals reduced the award of damages to $990,000, stating that antitrust laws were not designed as shelter against competition.

- Other antitrust actions brought against the company in 1973 by Berkey, by GAF Corp., which subsequently dissolved its consumer photography business, and by Pavelle Corp. are still pending.

Also pending is a 1976 suit in which Polaroid charged Kodak with infringing its patents for instant cameras and film.

Anthony Frothingham moved from general manager of domestic marketing division, U.S. and Canadian photographic division, to staff vp, International photographic division. He was succeeded by J. Phillip Sampler, formerly assistant to the general manager.

In July, 1979, Kodak named nine execs to new posts as marketing directors responsible for major planning areas under the U.S. and Canadian photographic division, which accounts for 80% of Kodak sales.

ADVERTISING EXPENDITURES

	1978	1977
Newspapers	$2,751,300	$3,833,900
Magazines	15,168,200	17,562,200
Spot tv	4,237,300	2,633,200
Network tv	31,211,200	30,444,500
Spot radio	1,317,300	280,000
Network radio	688,800	389,100
Outdoor	497,600	328,900
Total measured	55,871,700	55,471,800
Unmeasured	30,200,000	30,000,000
Estimated Total	86,071,700	85,471,800

EASTMAN KODAK CO.

Rochester, N.Y.

MARKETING PERSONNEL

J.P. Sampler, vp-genl mgr, mktg
J.H. Barnes, vp-genl mgr, customer equipment services div
J.C. Fink, vp-genl mr, health sciences market div
K.M. Mason, vp-genl mgr, motion picture and audiovisual div
J.R. Robertson, vp-genl mgr, consumer markets div
W.A. Sawyer Jr., vp-genl mgr, professional and finishing markets div
W.E. Sherman, vp-genl mgr, graphics markets div
J.R. Sutcliffe, vp-genl mgr, business systems markets div
W.K. Pedersen, asst vp-director, adv and promo
J.W. Welch, director, support services mktg
C.B. Bartels, mgr, adv planning/promo, intl photo div
R. McCoy, mgr, adv/customer services, consumer markets div
H.R. Smith, mgr, adv, promo and publications, motion picture and audiovisual markets div
J.T. Nixon, mgr, adv/customer services, radiography markets div
A.C. Reed Jr., mgr, adv, promo and publications, professional and finishing markets div
J.A. Keegan, mgr, adv, business systems markets div
G.O. Brown, mgr, adv, promo and publications, graphics markets div
D.P. Biehn, mktg director, professional & finishing products
C.H. Gaffin, mktg director, graphics mkts div
L. Lee Horschman, mktg director, micrographics/information technology products
R.B. Parsons, mktg director, clinical/chemicals products
D.N. Rohrback, mktg director, copy products
S.S. Stepnes, mktg director, consumer products—traditional
T.E. McGrath, mktg director, consumer products—instant
K.R. Tackett, mktg director, diagnostic imaging products
J.R. Zeman, mktg director, motion picture & audiovisual products
D.J. Metz, director, corp communications
R.D. Allen, director, shareowner relations, corp communications
H.J. Kaska, mgr, public information, corp communications

ADVERTISING AGENCIES

Rumrill-Hoyt, Rochester—genl picture-taking, print trade, audio-visual, some business, scientific and industrial—Joseph M. Valerio, mgmt super; David Fisher, group mgr.

Young & Rubicam, New York—instant photo products—Roby Harrington, group director; Thomas Spangenberg, mgmt super.

J. Walter Thompson Co., New York—traditional photo products, some business, industrial and technical—W.C. Thompson Jr., group account director; Henry Rissmeyer, Granger Tripp, mgmt supers.

Baker, Lovick Ltd., Toronto—M. Lamon, D. Macleod, vps-acct execs.

EASTMAN CHEMICAL PRODUCTS INC.

Kingsport, Tenn.

MARKETING PERSONNEL

D.B. Campbell Jr., president
P.J. Burns, senior vp
B.F. Roberts, vp, chairman, genl mgmt staff and advertising
R.H. Cannon Jr., vp, chemicals div and genl mgmt staff
A.H. Griffin, vp, fibers div
W.P. Bussart, vp, plastics and plastics products division and genl mgmt staff
G.O. Trabue Jr., vp, filter products and international div
R.C. Forrester, vp, technical service and development div
R.E. Hudson, mktg director, textile fibers div
J.T. Moore, mktg director, plastics div
R.C. Dubberly, mktg director, industrial chemicals div
N.M. Atkins, mktg director, coatings chemicals div
L.H. Farmen, mktg director, H & N div
G.W. Snyder, mktg director, filter products div
J.C. Gilmer, mktg director, new products div
W.L. Terrill, mktg director, intl div
J.F. Horne, mgr, promo
H.E. Reebel, mgr, adv services
J.T. Wallin, mgr, editorial services

ADVERTISING (all in New York)

M.J. Metbetal, director, adv
A. LaManna, asst director, adv
K. Palmer, mgr, fibers adv
J.J. Murphy, mgr, chemicals adv
T.W. Lyons, mgr, plastics adv
V. Reisig, mgr, intl adv

ADVERTISING AGENCIES

Martin Landey, Arlow Advertising, New York—all products worldwide.

J. Walter Thompson Co., New York—U.S. chemicals, plastics publicity and all international product publicity.

The Rowland Co., New York—U.S. fibers publicity.

Top 25 farm paper advertisers

Rank	Advertiser	Expenditures 1978	Expenditures 1977
1	Elanco Products Co.	$4,531,853	$4,106,094
2	Deere & Co.	3,738,479	3,242,493
3	American Cyanamid Co.	3,736,245	4,407,831
4	International Harvester Co.	3,176,457	1,944,775
5	Shell Chemical Co.	2,646,178	2,224,578
6	Ciba-Geigy Corp.	2,585,599	2,337,009
7	Monsanto Agricultural Products	2,444,898	2,573,523
8	FMC Corp. Agricultural Chemicals Division	2,104,150	2,035,517
9	Stauffer Chemical Co.	2,068,929	1,684,784
10	Ford Motor Co.	1,971,700	1,871,467
11	New Holland-Sperry Rand Corp.	1,887,294	2,094,826
12	Mobil	1,810,984	1,175,955
13	E.I. DuPont	1,723,750	1,443,891
14	Union Carbide Corp.	1,706,042	1,773,322
15	Mobay Chemical Corp. Agricultural Chemical Division	1,607,085	1,251,983
16	Upjohn	1,585,392	1,362,157
17	Northrup King & Co.	1,454,315	1,225,624
18	DeKalb Agresearch	1,271,266	1,194,538
19	Pfizer Inc.	1,247,196	1,245,772
20	Chevrolet	1,242,241	1,406,416
21	Dow Chemical Co.	1,223,319	1,319,088
22	Pioneer Seed division	1,120,846	910,549
23	Allis Chalmers	1,086,598	1,167,266
24	Butler	969,088	760,874
25	J.I. Case	931,087	1,037,733

Source: Agricultural Marketing Information Service (Agricom).

Esmark

	1978	1977
Sales	$5,863,962,000†	$5,424,978,000†
Earnings	80,100,000	74,744,000†
Advertising	141,431,000	108,353,000*

***Revised figure**
†Fiscal year ending October, 1978.

Esmark Inc., Chicago, the 20th largest advertiser, increased its advertising spending by an estimated 31% to $141,431,000 in 1978. Company sales rose 8% to $5.8 billion for the fiscal year ending in October, 1978, and earnings were up 7% to $80,100,000.

Swift & Co., the company that was the foundation of Esmark when it became a holding company in 1973, enjoyed improved sales and earnings over 1977. Sales rose from $3.76 billion to just over $4 billion and earnings leaped from $12,700,000 to $38,300,000.

Swift's move to reorganize and shift the emphasis from fresh meat packing to marketing branded products is beginning to bear fruit. Its contributions to Esmark's earnings increased from 8% in 1977 to 21% in 1978.

- The company had found itself losing out to stiff competition from modern and efficient meat processing operations such as Iowa Beef Processors and Missouri Beef Packers. But, starting in 1973, Swift restructured its organization from a highly decentralized operation into four primary operating centers: Consumer products, food service, fresh meats and international.

Last year, Swift spent $46,900,000 to advertise products in these four categories.

The consumer products include such branded products as Butterball turkeys, Peter Pan peanut butter, Brown 'N Serve sausages, Swift Premium processed meats, Strongheart dog food and Rival dog food—a new acquisition.

Swift's Li'l Butterball, a 4 to 10-lb. whole turkey, Butterball turkey breasts and Butterball stuffed turkeys were introduced into test markets last year and this spring moved into regional markets: Chicago, Milwaukee, Peoria, Oklahoma City, Nashville and Syracuse.

The Butterball line was supported by $2,977,600 in measured media spending last year.

- Sizzlean, a pure pork bacon-like breakfast strip that is 50% leaner than bacon, achieved national distribution in 1978 and was supported by $7,200,000 in advertising and promotion, including $4,161,600 in measured media. That is a 43% increase over last year's measured media figure.

Firebrand, an all beef breakfast strip, was expanded into regional markets, backed by $1,018,200 in measured support.

An extension to the successful Brown 'N Serve line, Brown 'N Serve ham patties, went into test market in 1978, backed by $79,800 in measured ad spending.

Homemade Soup Starter, a dried soup product that requires that only meat and water be added, went national in the fall, with $6,600,000 in 1978 measured media support. Stew Starter, a companion to the soup product, was placed in test market in the Quad Cities and possibly in other cities this spring.

- Estech, Esmark's chemical division, had a 4.6% sales increase from $471,200,000 to $493,900,000, but earnings were down 3.51%.

The company reported a slowdown of farm fertilizer sales last year, due to reduced acreage planting and unfavorable weather conditions. Despite that development, Estech's fertilizer market share was up for the year, and the first six month's sales figures from 1979 indicate a 7% growth in fertilizer sales. It is expected that Estech's fertilizer sales will bloom next year.

Golfer Jack Nicklaus was again spokesman for Estech's lawn and garden division, which reported a sales increase of 20%. Mr. Nicklaus promotes Vigoro, the No. 2 brand after Scotts, and Par Ex brands. Vigoro introduced a revamped graphics system for its products in 1979.

Estech has two other subsidiaries, Estech Specialty Chemicals Corp., which manufactures and sells industrial adhesives, specialty chemicals and lubricants, and Doric Corp., which sells to the dental industry through the Patterson Dental Co. and Centra brand name.

- Estech has embarked on a program to strengthen its corporate identity with ads placed in several trade publications in late 1978 that are scheduled to run throughout 1979.

International Playtex had fiscal 1978 sales of $467,100,000, a 12% increase over 1977. Earnings were up only about 2%, but the division was still the largest contributor to Esmark's 1978 profits with 29% of total earnings. Last year's lower earnings were attributed to higher product costs and to high new product introduction costs.

Playtex' Givenchy and Round the Clock pantyhose lines, acquired when Playtex bought the Pennaco division of U.S. Industries in 1977, have put the company firmly in the hosiery market.

The company also is strengthening its position in the tampon market—although at a decreasing rate because of greater competition—with the growth of

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its Playtex Plus tampons which were introduced in 1977 and with the conversion of the rest of its line to high absorbency fibers. Tampons received $5,729,700 in measured media support.

▪ The intimate apparel division was active in 1978 in the new product and line extensions arena, featuring new styles and materials and supporting those efforts with heavy television advertising.

Playtex bras received $11,947,300, the largest chunk of measured media spending, which totaled approximately $27,791,400. The 18-Hour bra introduced its first seamless style and continued to use Jane Russell as spokeswoman. The Cross Your Heart line offered a cotton version, Free Spirit and Instead bra expanded their lines and Free Spirit Fanny Shapers and Fanny Smoothers were introduced.

The entire Playtex intimate apparel line faced heavier competition last year from chain store private label brands and a slowdown in consumer purchases.

A new bra and panty line under the Givenchy designer label called Underdressings, is in test in Kansas City, supported by tv and print advertising prepared by Ogilvy & Mather. National rollout is expected in the fall.

▪ Vickers Energy Corp. had a 3.6% rise in sales in 1978 to $627,800,000. Earnings were down 24% from $41,900,000 in 1977 to $31,800,000 in 1978. The earnings decline was linked to problems with Vickers Petroleum Co., which experienced a maintenance shutdown of its Ardmore, Okla., refinery, and to unfavorable industry conditions.

The company plans to open 40 new Vickers service stations in 1979; 37 were added last year. George Gobel, who has represented Vickers for 15 years, will continue as the company's spokesman.

Esmark's newest acquisitions, STP Corp. and Pemcor, make up the company's automotive division. The division had sales of $218,600,000, a 52% increase over 1977, and earnings of $23,800,000, up 44%.

STP Corp. markets automotive products such as gas and oil filters and oil and gas treatments. In 1978, it introduced Son of a Gun, a restorative spray for vinyls, rubber, leather and wood. It was backed by $2,499,500 in measured ad spending.

Pemcor makes automobile audio equipment and home high fidelity sound equipment, including its highly regarded Jensen speakers. Jensen car speakers and loud speakers received $714,700 in measured media.

ADVERTISING EXPENDITURES*

	1978	1977
Newspapers	$2,515,900	$2,026,900
Magazines	3,642,600	2,518,800
Spot tv	18,722,700	10,090,300
Network tv	41,616,100	34,208,400
Spot radio	642,600	175,000
Network radio	172,700	———
Outdoor	59,300	53,600
Total measured	67,371,900	49,073,000
Unmeasured	74,059,100	59,279,000†
Total	141,431,000	108,352,000†

*From AA's usual sources †Restated

ADVERTISING EXPENDITURES**

	1978	1977
Newspapers	$34,938	———
Magazines	3,642,600	———
Spot tv	18,722,700	———
Network tv	41,616,100	———
Spot radio	18,452,800	———
Outdoor	59,300	———
Network radio	172,700	———
Newspaper supplements	995,400	———
Total	83,696,538	———

**Media figures supplied by Esmark

ESMARK INC.
Chicago

MARKETING PERSONNEL

Donald P. Kelly, president/ceo
Philip L. Thomas, vp, corp communications

ADVERTISING AGENCIES

Dancer Fitzgerald Sample, San Francisco—John Lockridge, acct exec

SWIFT & CO.
Chicago

MARKETING PERSONNEL

William S. Watchman Jr., president/ceo
Robert N. Hiatt, group vp, processed foods group
Scott A. Wallace, president, consumer products div
John F. Murphy, president, food service div
Malcom B. Gordon, media director, Swift mktg services

ADVERTISING AGENCIES

Leo Burnett Co., Chicago—Peter Pan, Butterball, Homemade Soup Starter—A. Yurman, mgmt super.

William Esty Co., New York—Brown 'N Serve, Sizzlean, Firebrand, processed meats—S. Aubrey, mgmt super.

Kenyon & Eckhardt, New York—special mktg assignments, Swift D&P Sesco—John Balson, senior vp, genl mgr.

ESTECH INC.
Chicago

MARKETING PERSONNEL

Joseph P. Sullivan, president/ceo
Edward R. Vrablik, president, Estech General Chemicals Corp.
Frank R. Jarc, vp, consumer products
James M. Snodgrass, president, Estech Specialty Chemicals Corp.
Russell G. Tait, director, mktg
David W. Carter, president, Doric Corp.
William J. Regan, vp, mktg

ADVERTISING AGENCIES

Post-Keyes-Gardner, Chicago—Vigoro

Dancer Fitzgerald Sample, San Francisco—Estech corporate identity—John Lockridge, acct exec.

Sawyer Advertising, Gainesville, Fla.—agricultural fertilizers—George Sawyer, acct exec.

Inter-Ag Associates, Chicago—agricultural fertilizers—Ralph Peebler, acct exec.

Howard Monk & Associates, Rockford, Ill.—Estech Speciality (adhesives)—W.C. Kerschner, acct super.

Roy Zeff Agency, Skokie, Ill.—Estech Specialty (specialty chemicals)—Ernie Nordlinger, acct. super.

Colle & McVoy, Minneapolis—Doric Corp—Thomas Engquist, acct super.

VICKERS ENERGY CORP.
Wichita, Kan.

MARKETING PERSONNEL

Richard J. Boushka, president/ceo
F.E. Harrel, senior vp
Harold Gruskin, president, Vickers Petroleum
Richard S. Snider, director, adv

ADVERTISING AGENCY

Ackerman Advertising, Tulsa—J. Nauser, acct super.

INTERNATIONAL PLAYTEX
Stamford, Conn.

MARKETING PERSONNEL

Joel E. Smilow, president/ceo
Walter W. Bregman, president, Playtex USA
Ralston H. Coffin, Jr., group vp, family products/hosiery
George H. Fellows, vp, genl mgr, intimate apparel
Michael A. Kaufman, vp, mktg, intimate apparel div
Michael A. Goodman, vp, mktg, family products div
Joseph W. Daly, director, adv

ADVERTISING AGENCIES

Ted Bates & Co., New York—bras, girdles, rubber gloves—J. Rothberg, senior vp, director.

Grey Advertising, New York—bras, girdles, tampons, nurser—R. Schoenfein, exec vp.

Ogilvy & Mather, New York—bras, panties, girdles, all-in-ones—J. Blaney, senior vp, mgmt super.

STP CORP.
Fort Lauderdale, Fla.

MARKETING PERSONNEL

Craig A. Nalen, president/ceo
John R. Preston, senior vp, U.S. operations

ADVERTISING AGENCIES

J. Walter Thompson, New York.

Henderson Advertising, Greenville, S.C.—motor oil, filters, carburetor cleaner.

Dunham & Marcus—Son of a Gun.

PEMCOR INC.
Westchester, Ill.

MARKETING PERSONNEL

Edward F. Anixter, president/ceo
Jerry Kalov, president, Jensen Sound Laboratories
James S. Twerdahl, vp, genl mgr, car audio components group
William A. Stone, mktg mgr
Jack D. Buchanan, mktg services mgr
James C. Johnston, vp, genl mgr, home audio group
Chuck Wendt, mktg services mgr

ADVERTISING AGENCY

Lee King & Partners, Chicago—car audio and home audio groups—George Demos, John Murphy, acct execs.

Killer!
That's a Jensen car audio system.
That's the thrill of being there.
JENSEN
The thrill of being there

Esmark's 1978 acquisition of Jensen, a car audio system and home speaker maker, reflects its move to diversify from the fresh meat processing arena.

Exxon Corp.

	1978	1977
Sales	$64,886,000,000	$58,458,000,000
Earnings	2,763,000,000	2,443,000,000
Advertising	38,000,000	35,270,800

Exxon Corp., New York, the 82nd largest advertiser, increased domestic advertising expenditures 8% to $38,000,000 in 1978.

Exxon's worldwide revenue reached $64.9 billion in 1978, up 11% from the year before, while earnings rose 11.6% to $3.4 billion from $3.1 billion in 1977.

Currency translations, which contributed to losses on the 1977 balance sheet, were transformed into gains in 1978 as the U.S. dollar gained strength in some parts of the world. Higher volume and improved sales prices also influenced last year's gains.

Earnings from petroleum production and related transportation increased 14% in 1978, due in large part to expanded recovery from Alaska, the North Sea (United Kingdom) and Malaysia.

But while Exxon's petroleum operations took in $2.48 billion in earnings last year, compared to $2.16 billion in 1977, over-all production declined, the company said, citing lower volume in the Middle East and Venezuela, as well as depletion of mature fields here.

▪ While declines in the sale of heavy fuel oil balanced increased sales of gasoline to yield only a slight gain in refining and petroleum marketing volume, earnings for Exxon's "downstream" operations climbed 16% to $876,000,000 worldwide last year.

U.S. earnings hit $294,000,000, up from $267,000,000 in 1977, but domestic petroleum product sales declined 12,000 barrels a day to 1,736,000 barrels in 1978.

Despite a sales boost at the company's existing service stations, Exxon remained in third place in the retail gas market.

The company's market share rose 0.2% to 7.3%, but Amoco (Standard Oil Co. of Indiana) and Shell Oil continued to lead the retail market as they did in 1977, finishing last year in a dead tie with 7.7%, according to the Lundberg Letter, an industry newsletter.

In 1977, Shell ousted Texaco from the No. 1 spot, holding a 7.53% share; Amoco moved to No. 2 with 7.3%, and Exxon followed with 7.14%. The longtime leader, Texaco, finished 1977 with 7.11% and fell still further in 1978 to 6.7%, according to the "Lundberg Letter's" findings.

▪ Exxon's continuing efforts to reduce costs led to a further jettisoning of 1,000 company-owned and leased service stations last year, bringing the total since 1972 to 15,000 stations closed. During that time, however, Exxon's remaining outlets raised their product sales volume 20%.

Not reflected in last year's product volume is $316,000,000 in natural gas revenue that the Department of Energy alleges Exxon overcharged customers. An Energy Department suit was filed in a Washington, D.C., federal court last year covering improper cost calculation before Dec. 31, 1977.

While contesting the current suit, Exxon had earlier filed its own suit in Dallas against "government efforts to apply retroactively ambiguous and complex regulations."

While Exxon has continued to divest itself of gasoline service stations, the company is building its chain of "Esso Shops," non-automotive convenience stores, in Europe and Brazil. There are now more than 3,000 Esso Shops in operation.

▪ Chemical sales increased 11% last year over 1977, while earnings rose 21% to $268,000,000 worldwide. Overseas income accounted for the major portion of earnings growth, with most of the 41% jump in foreign earnings coming from Europe and the Far East.

Exxon continued to place significant marketing weight behind its Uniflo motor oil, reformulated in 1977 for greater fuel efficiency. As gasoline supplies have tightened over the past year, motor oils with friction-reducing additives to stretch gas efficiency have become a more competitive segment of the motor oil market.

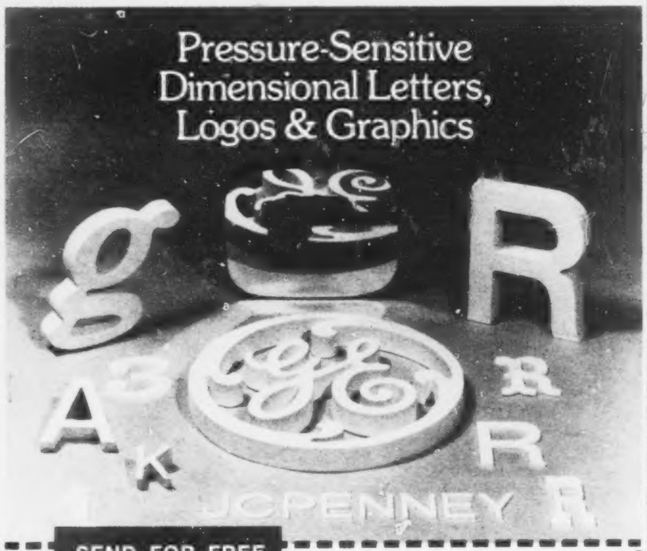
Mobil 1, Mobil Corp.'s heavily-advertised fuel-efficient product, and Uniflo hold the lead in that market segment, and Exxon greatly increased its ad expenditures for the product. Measured spending, excluding newspapers and spot radio, rose to $6,532,000 in 1978 from $1,767,000 the year before, according to Leading National Advertisers.

As gas supplies grew scarcer and prices rose, Exxon and its competitors focused attention on "gas saving" motor oil as much to enhance their corporate reputations as to promote a more desirable product.

▪ As with most oil companies, the major portion of Exxon's ad budget funded the company's corporate advertising. Under the continuing campaign banner, "Energy for a strong America," Exxon ads described the company's efforts to discover new sources of energy and stretch traditional sources.

Public interest activities also kept pace with over-all promotional outlays, rising 10% to $33,000,000 from $28,000,000 in 1977. Of that total, $28,000,000 was contributed in the U.S., while $5,000,000 was given by affiliates abroad in the countries where they operate.

In public broadcasting, Exxon again underwrote several PBS offerings with estimated spending of $5,000,000, making it one of the leading corporate patrons. Recipients in 1978 were PBS' "Great Performances," "MacNeil/Lehrer Report" series, "Live From Lincoln Center," a broadcast of the com-



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1978 AD $ SUMMARY

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plete Shakespeare plays and the documentary series "Global Papers."

Exxon's corporate advertising appeared largely on NBC-TV's "Meet The Press" and "Saturday Evening News," and ABC-TV's "Issues and Answers." Whereas Exxon shifted some of its ad dollars to network tv and consumer magazines in 1977, the mix in 1978 returned to its prior emphasis on spot broadcast buys as network tv spending fell. Consumer magazine spending remained strong in 1978.

▪ Exxon's budget for measured domestic media grew approximately 8% in 1978 to $31,260,800. In 1977, the company spent $29,000,000 in measured media.

The oil company's total tv spending stayed about even at $19,471,700 in 1978 compared with $19,588,900 in 1977, but spot tv gained approximately $3,000,000 at network tv's expense. The greatest budget shift occurred in spot radio, up to $4,022,000 in 1978 from $2,392,060 the year before.

The fervor with which Exxon pursued new ventures, under the auspices of its Exxon Enterprises division, again demonstrated the company's drive to prosper outside the energy field. The division's information-processing systems were paced by Exxon's Vydec text editing system, which grew 80% in volume to $44,000,000.

ADVERTISING EXPENDITURES

	1978	1977
Newspapers	$1,958,100	$1,822,200
Magazines	5,178,900	4,919,800
Farm publications	187,800	120,100
Spot tv	6,803,700	3,820,100
Network tv	12,668,090	15,768,800
Spot radio	4,022,000	2,392,000
Outdoor	442,300	327,800
Total measured	31,260,800	29,170,800
Unmeasured	6,739,200	6,100,000
Estimated total	38,000,000	35,270,800

EXXON CORP.
New York

MARKETING PERSONNEL

J.K. Kansas, mgr, communications programs
J.M. Irwin, senior advisor, corp adv

ADVERTISING AGENCY

McCaffrey & McCall, New York—John Collins, Ralph S. Thomas, acct supers

EXXON CORP., U.S.A.
Houston

MARKETING PERSONNEL

R.T. Harvin, adv mgr
T.W. Wilson, adv coordinator
W.T. Hogren, mgr, industrial adv
J.J. Rouse, pr mgr
J.B. Davis, coordinator, communications services

ADVERTISING AGENCY

McCann-Erickson, Houston—J.G. Hetherly, Thomas Grogan, Jerry Stahl, acct supers

EXXON CHEMICAL CO., U.S.A.
Houston

MARKETING PERSONNEL

R.W. MacDonald, mgr, public affairs
G.W. Laird, mgr, mktg services
F.J. Abbruscato, pr mgr
C.E. Huxley, mktg services associate
W.R. Fenwick, senior staff coordinator, creative services
M.A. Pratt, mktg services, staff coordinator

EXXON ENTERPRISES

ADVERTISING AGENCIES

McCaffrey & McCall, New York—Vydec—Michael Keenan, acct super.

Lois, Pitts, Gershon, New York—Quip, Qyx, Qume—Penny Mercier, acct exec

Ford Motor Co.

	1978	1977
Sales	$42,784,100,000	$37,841,500,000
Earnings	1,588,000,000	1,673,000,000
Advertising	210,000,000	184,000,000

Ford Motor Co., Dearborn, Mich., the 8th largest national advertiser, spent $210,000,000 in '78 advertising, up 14% from the $184,000,000 spent in 1977. Records were set in dollar and unit sales and profits were the second best in history.

Yet Ford said the year was one of "challenges and difficulties." The company was talking about inflation, capital expenditures and government regulation, but the phrase also could apply to marketing.

The year saw Ford fire its highest-ranking marketing exec starting a chain of events that stripped it of a major ad agency. Other difficulties arose with the other big agency. Chairman Henry Ford II completed his reorganization of top management paving the way for him to step down.

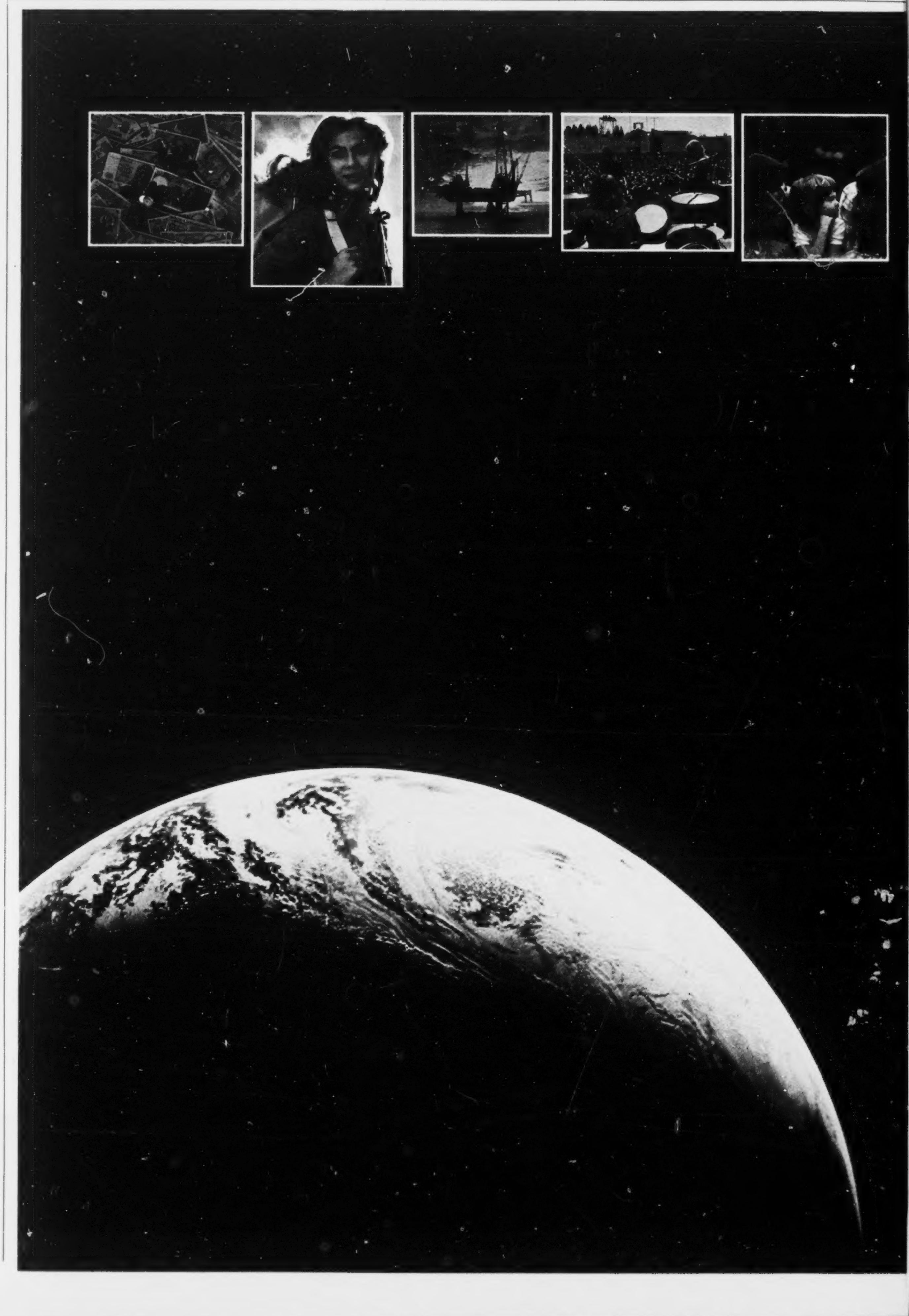
When Mr. Ford stepped down at the annual meeting this spring, the company lost its severest advertising critic. He had run the company for more than 34 years. But Mr. Ford characteristically still kept a finger in the pie. He turns over his duties as chief executive officer Oct. 1 to president Philip Caldwell but will remain as chairman.

▪ As usual, Mr. Ford's figure for media outlays during the year exceeded measured media spending—$210,000,000 to $172,038,700. Worldwide ad expenditures came to $346,200,000 up from $295,800,000 in 1977.

Dollar sales worldwide rose 13% to a record $42.8 billion from $37.8 billion and vehicle sales hit an all-time high of 6,552,000 units, or 2,000 higher than the 1977 record. Net income was $1,589,000,000, second to the record $1,673,000,000 in 1977. Earnings were cut by a strike in Great Britain.

Ford's share of the worldwide car market stayed at 15.7%. Ford increased its share of the U.S. market to 23.6% from 23.4%. U.S. retail car sales totaled 2,662,926 up from 2,615,217 and truck sales rose to 1,365,718 from 1,214,622, giving Ford truck leadership.

U.S. sales were a record 4,028,644 cars and trucks, giving Ford 26.1% share of the market, up 0.3% from 1977. Ford division dealers deliv-



ered a record 3,256,580 cars and trucks and, in its first full year of sales, the compact Fairmont became the best-selling new car in the history of the industry. Fairmont's 422,690 sales topped the old record of 418,812 set by the 1965 Mustang.

■ Lincoln-Mercury division also had a record 1978 with sales of 772,064 cars against 711,872 in 1977. The Zephyr, a twin of the Fairmont, pushed the division to its best market share in history—6.8%.

The results were a swan song for Kenyon & Eckhardt, the L-M and corporate agency which resigned the account to take over the Chrysler Corp. business. After Lee Iacocca was fired as president by Mr. Ford, he joined Chrysler late in the year and early in 1979 spirited away K&E. It was the biggest account change in history.

Meanwhile Ford division and its agency, J. Walter Thompson, were having their problems. A dispute over billings placed the Ford account in jeopardy. A Ford audit turned up failure by the agency's sales promotion division to pass along volume credit discounts from suppliers as stipulated in the Ford contract.

A JWT art subsidiary also billed the parent agency at retail rates and JWT then added its commission thus taking a double billing. The result that JWT reimbursed Ford with a payment in the high six figures and the agency, with still another management change in its Dearborn office, folded the sales promotion division.

■ JWT weathered that storm, perhaps aided by K&E's resignation of the Lincoln-Mercury account which plunged Ford into a search for new agencies.

It all started when Mr. Iacocca had dinner with Leo-Arthur Kelmenson, K&E president. That resulted in Mr. Iacocca stealing Mr. Ford's agency for the $120,000,000 Chrysler account.

Dropped were BBDO for Dodge and Young & Rubicam for Chrysler-Plymouth. Both ex-Chrysler agencies and Ogilvy & Mather pitched L-M, Ford corporate and smaller Ford accounts held by K&E.

Y&R won L-M and Ford Parts and Service division and dark horse Wells, Rich, Greene got Ford corporate, Ford Motor Credit, Ford Land Development Corp. and Ford Glass division.

O&M not only lost out at Ford, but Mercedes-Benz fired them for pitching the account. The big switch stunned the Detroit ad community. K&E had been with L-M for 34 years; BBDO and Chrysler had 35 years, and Y&R was with Chrysler 21 years.

John Morrissey's move from Ford division to K&E came several months before the big switch. Mr. Morrissey, who headed JWT's team on the original Mustang and worked closely with Mr. Iacocca, joined K&E as exec vp and general manager of the Dearborn office. When David J. Gillespie stepped down as chairman, Mr. Morrissey succeeded him.

Things were smooth on the agency front when Ford kicked off the 1978 models. Even before the 1979 fuel pinch, mpg was the big item Ford division was selling. It said it would concentrate a lot of effort on the Fairmont as federal fuel economy standards tilted the market to the compact and intermediate segments.

Even then officials were predicting Fairmont would displace Mustang as the top first year car—a prediction that underscored the waning influence of Mr. Iacocca, "father of the Mustang."

The ABCs of the marketplace for the 1978 models were mileage, room and price, said Mr. Morrissey, then general marketing manager. Fairmont was the "Ford in your future."

Ads for another mpg car, the subcompact Pinto, stressed its performance against other subcompacts, and the compact Granada took on Mercedes-Benz—at least in the ads.

RKO
RADIO
NETWORK

OCTOBER 1, 1979
A NEW LIFESOUND
THE RKO RADIO NETWORK

A new dimension in sound. It's called Life.
The RKO Radio Network. Giving young Americans
an edge on their new decade. A fresh approach to news...
the personal impact of global events. Demographic
features on issues and trends... programmed to
touch and inform. Entertainment specials to bring
music stars and super novas down to earth.

The RKO Radio Network. A new Lifesound. October 1, 1979.
Previews at the NAB in St. Louis.

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MARKETING PROFILES

Thunderbird pushed "style at a surprising price" and Mustang II, a Pinto at heart, went after the youth market. The still-big LTD made Ford the home of the whopper. Ford tested a 24-page preprint color insert in 250 college newspapers.

The two-door sporty Futura was launched a bit later in the model year to take on the intermediate specialty offerings of General Motors.

▪ The 1979 Mustang advertising tried to bring back "excitement, fun and pizzazz" to a market concerned with meeting mpg requirements. Ford didn't return to the original Mustang advertising because the market had changed—it no longer occupied a unique niche. The horse did come back as the car was billed as a "New breed of Mustang." The car was teamed with the newly downsized LTD in campaigns that included a newspaper supplement to 60,000,000.

For a change, Ford officials welcomed the gas mpg rules. "Nothing stimulates a market more than a change," said Walter Walla, general manager. The small car market was the "battlefield of the future," he said.

Pinto, under attack for gas tank fires, got a fix that hopefully solved that problem as well as an extensive facelift. LTD became "The new American road car." Fiesta, the German subcompact import, was "Wundercar" and Fairmont was dubbed "America's success car."

Ford truck advertising crowed about sales leadership. Thunderbird was airborne with "Come fly with me" and Granada continued jousting with Mercedes.

▪ Pinto sales, aided by a special campaign featuring price comparisons against imports and others, staged a modest comeback. Fairmont needed spring help as the whole compact market slipped. But long lines at gas stations quickly revived that market and sent the one for big cars like LTD into a tailspin.

With mpg becoming much more important than marketers were predicting in 1978, Ford changed its small car marketing stance for the 1980s. It scrapped plans to meet GM's new compact line head-on with its own front-wheel-drive Derby and decided to build Fiesta as a U.S. mini-car as well as come up with a replacement for the elderly Pinto.

The full-size Ford LTD was dethroned as the Ford division sales leader. Sales were first helped by its "last of the big car" marketing push and then hurt by the downsizing as buyers took time to accept the new model.

LTD sales came to 332,930, down from 380,499 the previous year, but the slack was taken up by Fairmont at 405,780, up from 167,841, and Mustang at 199,760, against 170,659 the previous year. Thunderbird was off a bit but still strong while Granada slumped by a third.

LTD II was hampered by a cutback in production capacity and Pinto's fuel tank problems that held 1978 sales to 167,880, compared with 220,775 in 1977.

Fiesta boomed to 76,145, almost double the 1977 sales of 40,549. In all, Ford division sales slipped to 1,890,862 from 1,903,345.

▪ Lincoln-Mercury started off early with the 1979 Versailles, the luxury compact aimed at the Cadillac Seville. It bowed a month ahead of the rest of the line with heavier advertising, particularly on tv with a Frank Sinatra song in the background.

L-M added actor Cliff Robertson as tv spokesman for the newly downsized Marquis, the LTD sibling. The car was lauded as "the most scientifically engineered Marquis in history."

Capri, the Mustang look-alike, retained its European background with "the sexy European" becoming "The sexy new '79 Capri, a miracle under $4,700." Capri no longer was imported from Germany. The car was aimed at domestic and import sporty car buyers and included a V-8 performance model that was to run into the fuel situation.

L-M made a virtue out of necessity when it launched the big Lincoln-Continental and Mark V as "the last of the breed" with a "Collector's Series." For 1980, those cars would be downsized. The long lines at the gas pump in the spring meant long lines of Continentals and Marks on dealer lots.

By spring, L-M was into a $3,000,000 campaign against the new GM compacts to push sales of fuel-efficient cars like Bobcat (Pinto), Zephyr, Monarch (Granada) and Capri.

L-M filled the air and magazine pages with the campaign that included special value packages. The six-week campaign was more intensive for its span than the fall launch.

▪ Lincoln-Mercury set a record with 772,064 unit sales, up slightly from 771,872 the year before, with the luxury personal XR-7 (twin of the T-Bird) the best-seller at 159,687. The full-size Mercury was next with 136,719, a drop from the 140,610 of 1977.

Zephyr, like Fairmont, was a success story with sales of 120,781, up from 42,234, while Lincoln and Mark V were contained only by capacity and finished slightly higher than the previous year.

There were no big surprises in Ford's measured ad spending. A 75th anniversary network telecast was swallowed up in the $110,798,500 the automaker spent on tv, up from $94,119,100 the year before and the biggest single media expenditure both years. Network outlays accounted for most of it.

Newspapers again topped magazines—$27,209,700 to $23,744.900. Spot radio dipped to $6,475,000 from $7,568,000.

Again the Ford division accounted for the lion's share of the budget with a total of $142,199,200, of which $116,879,100 was measured and $25,320,100 unmeasured. Last year, the total was $115,258,700, with $93,901,700 measured and $21,357,000 unmeasured.

Network tv was the only big gainer, going to $55,896,900 from $46,171,000. Newspapers stayed even, $19,109,700 to $19,053,300, and magazines slipped to $18,951,400 from $19,691,600. Radio also fell, to $5,827,500 from $7,008,000.

▪ Lincoln-Mercury's total of $63,231,600 was up substantially from the $52,245,300 of 1977, with the big increase in tv. Expenditures on the tube totaled a measured $37,035,500, up from $31,080,400. Magazines got $4,705,600, down from $5,132,100.

Of L-M's totals, $50,590,400 was measured in 1978 against $44,667,300 the year before.

But Ford was spending well in non-car campaigns as well. The company's 75th anniversary was marked by a two-hour tv special that was interrupted five times for commercials—some as long as 3½ minutes. Bill Cosby, the corporate spokesman, delivered the message in that and in "Ford wants to be your car company" commercials.

Ford Parts and Service division backed an optional service contract with an $8,000,000 ad campaign. Ford had been operating the program for two years without much fanfare, but when GM broke its 36-month plan, Ford cut prices and went to bat. The price reductions were centered around small cars to help them stave off import competition.

Ford Life Insurance Co. moved into major media, stepping up direct mail to 20,000,000 pieces and tying that to market-by-market newspaper support. Ford Life concentrated on credit insurance for auto loan borrowers.

Ford Parts and Service and a group of Detroit area auto parts wholesalers got together in a program to advertise Motorcraft parts. Ford started marketing sparkplugs under Motorcraft rather than Autolite.

ADVERTISING EXPENDITURES

	1978	1977
Newspapers	$27,209,700	$26,835,600
Magazines	23,744,900	25,351,600
Farm pubs.	1,971,700	1,871,500
Spot tv	31,287,900	28,033,700
Network tv	79,510,600	66,085,400
Spot radio	6,475,000	7,568,000
Network radio	530,800	1,007,100
Outdoor	1,308,100	1,116,100
Total measured	172,038,700	157,869,000
Unmeasured	37,961,300	26,131,000
Total	210,000,000	184,000,000

CORPORATE MARKETING PERSONNEL

A. B. Connors, vp, mktg
John R. Bowers, director, adv/merch strategy
J. B. McMechan, mgr, adv. programs
F. R. Wuellner, mgr, adv policy/strategy

ADVERTISING AGENCY

Wells, Rich, Greene, New York—Alan Breward, senior vp and group head; Thomas Derderian, vp, mgmt super; Paul Barrett, senior vp, genl mgr, Detroit office

FORD DIVISION

MARKETING PERSONNEL

W. S. Walla, vp, genl mgr
B. L. Crumpton, genl sales mgr
M. S. Shanks, asst genl sales mgr-truck
L. E. Lataif, genl mktg mgr
R. A. Ablondi, adv mgr
R. J. Gillooly, car adv mgr
J. H. Baird, dealer adv mgr
W. D. Lancaster, truck adv mgr
D. T. McClure, merch mgr
J. P. Snook, vehicle sales promo mgr
D. M. Pohlod, vehicles sales training mgr
A. R. Krueger, heavy truck sales/mktg mgr

ADVERTISING AGENCY

J. Walter Thompson Co., Dearborn, Mich.—J.W. O'Connell, genl mgr; C. J. Balestrino, grp mgt super, car; D.L. Sinclair, mgt super, car; K.N. Campbell, acct super, car; M.R. Curran, acct super, car; J.S. Deibel, acct super, car; W.D. Williams, acct super, car; T.A. O'Connell, acct super, car; G.B. Niemi, grp mgt super, truck; B.W. Miller, acct super, truck; A.C. Kesteloot, acct super, truck; T.M. Hrtanek, acct super, truck; R. Gambele, mgt super, Ford dealer adv.

ADVERTISING EXPENDITURES

	1978	1977
Newspapers	$19,109,700	$19,053,300
Magazines	18,951,400	19,691,600
Farm pubs.	1,900,000	1,815,400
Spot tv	13,389,200	13,599,800
Network tv	55,896,900	46,171,000
Spot radio	5,827,500	7,008,000
Network radio	530,800	827,300
Outdoor	1,273,600	1,076,200
Total measured	116,879,100	93,901,700
Unmeasured	25,320,100	21,357,000
Total	142,199,200	115,258,700

RETAIL SALES (U.S. IN UNITS)

	1978	1977
Ford	332,930	380,499
LTD II	138,947	203,922
T-Bird	304,430	323,823
Club Wagon	45,964	38,761
Granada	219,026	355,186
Fairmont	405,780	167,841
Pinto	167,880	220,775
Mustang	199,960	170,659
Fiesta	76,145	40,549
Total	1,890,862	1,903,345

LINCOLN-MERCURY DIVISION

MARKETING PERSONNEL

W. J. Oben, vp, genl mgr
Thomas G. Daniels, genl sales mgr
Robert L. Rewey Jr., genl mktg mgr
J. B. Vanderzee, adv mgr
P. H. Cayce, merch mgr
J. C. Turnacliff, adv coordinator
D. L. Sippel, major mkt dealer adv mgr

ADVERTISING AGENCY

Young & Rubicam, Detroit—William A. Power, sr vp, mgr of the Detroit office; Roby Harrington, exec vp, dir of N.Y. operations; Rick Calvillo, sr vp, mgmt super; Chuck Riley, vp, acct super, Mercury small cars; Greg Stein, sr acct exec; John Wattles, acct exec; Alison Belte, acct coordinator; Dick May, acct super, Mercury large cars; Warren Winstanley, sr acct exec; Glenn Northrop, acct exec; Sandy Rowland, acct coordinator; Peter Harris, acct super, luxury cars; Timothy Cooney, acct exec; Mark Moyer, acct exec; Michael Wilberding, acct coordinator.

ADVERTISING EXPENDITURES

	1978	1977
Newspapers	$8,100,000	$7,782,300
Magazines	4,705,600	5,132,100
Farm pubs.	71,700	56,100
Spot tv	17,705,400	14,356,800
Network tv	19,330,100	16,723,600
Spot radio	647,500	560,000
Network radio	—	21,800
Outdoor	30,100	34,600
Total measured	50,590,400	44,667,300
Unmeasured	12,641,200	7,578,000
Total	63,231,600	52,245,300

RETAIL SALES (U.S. IN UNITS)

	1978	1977
Mercury	136,719	140,610
Cougar	35,251	53,207
XR-7	159,687	129,779
Monarch	78,824	106,821
Zephyr	120,781	42,234
Bobcat	30,201	35,481
Lincoln	97,009	92,985
Mark V	75,731	74,807
Versailles	15,747	13,490
Capri, Dom	18,035	—
Capri, Import	4,079	22,458
Total division	772,064	771,872

FORD PARTS & SERVICE DIVISION

MARKETING PERSONNEL

C.V. Barion, genl mfg
G.C. Chave, service programs mgr
R.W. Knipper, prod and mktg mgr
M.L. Jones, mktg mgr
K.C. Merrill, exec dir, parts operations;
R.L. Rodriguez, adv mgr

ADVERTISING AGENCY

Young & Rubicam, Detroit—W.J. Cudlip, acct super; T.J. Ryan, acct exec; R.M. Sontag, acct exec; J. Sanders, sr vp-mgmt super.

ADVERTISING EXPENDITURES

	1978	1977
Magazines	$87,900	$527,900
Spot tv	193,300	77,100
Network tv	4,283,600	3,190,800
Network radio	—	158,000
Outdoor	4,400	5,300
Total	4,569,200	3,959,100

TRACTOR & IMPLEMENT OPERATIONS (NORTH AMERICA) OF FORD TRACTOR OPERATIONS

Troy, Michigan

MARKETING PERSONNEL

M. H. Manning, vp-genl mgr
J. H. Grommersch, asst genl mgr, sales/mktg
H. J. Head, genl operations mgr
J. J. L. Johnson, genl sales mgr
B. J. Lamp, mktg mgr
A. H. Pridgeon, adv/sales promo mgr

ADVERTISING AGENCY

Meldrum & Fewsmith, Southfield, Mich.—Dean Neill, exec vp; O. Leffler, senior acct exec; J. Bryon, M. Shencopp, acct execs.

General Electric Co.

	1978	1977
Sales	$19,653,800,000	$17,518,600,000
Earnings	1,229,700,000	1,088,200,000
Advertising*	121,294,400	112,210,300

***AA estimate**

General Electric Co., Fairfield, Conn., the 31st largest advertiser in the U.S., increased its domestic advertising spending by an estimated 8% in 1978 to $121,294,400. The company reported total worldwide ad spending of $247,400,000, a 13% increase over 1977.

Bigger media outlays for certain GE consumer products, notably home air conditioning and heating systems and GE food processors, contributed to the increase.

But the biggest single boost was for general promotion, which the company increased by more than 66%. This was tied to special anniversary advertising as 1978 was GE's 100th year in business. GE's centennial ad efforts included a corporate magazine campaign introduced in the fall; a two-hour prime time ABC television special in addition to regular programing, and a series of GE customer dinners in which actor Pat Hingle portrayed Thomas Edison.

GE won a CLIO award for best corporate commercial for a related ad in which Mr. Hingle as Edison explained the outdoor lighting used for the 1927 Tunney-Dempsey fight.

▪ But the company didn't make bigger media outlays across the board. Although it boosted its magazine budget by $8,330,400, it trimmed its television expenditures for the year by nearly the same amount. Network radio was slashed a full 86% to only $176,400.

In 1978, GE began to reap the benefits of the major restructuring it completed in 1977. Sales of GE products and services rose 12% to $19.65 billion and earnings hit a record high of $1.23 billion, a 13% increase.

Six operating sectors, each headed by its own executive, freed top management from a burden of details and the company says it is now tapping new growth sources including new types of products, man-made materials, natural resources and business services.

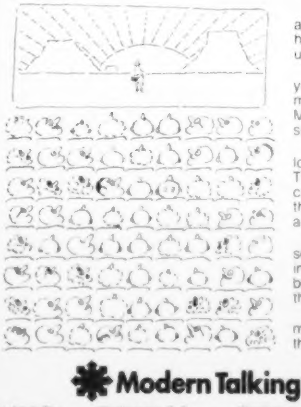
Consumer products and services, by far the most significant sector in terms of large advertising outlays, contributed 23% of total GE revenues and 30% of earnings. Its revenues amounted to $4.86 billion and its net earnings to $377,000,000.

▪ Each of the 10 individual product lines on which GE spent in excess of $1,000,000 in ad dollars in 1978 were in the consumer products and services sector.

These included GE color television sets, $4,859,500; GE food processors, $3,708,400; GE dishwashers, $2,209,400; GE microwave ranges, $2,043,800; GE washers, $1,758,800; GE microwave ovens, $1,712,400; GE home light bulbs, $1,538,800; GE refrigerator-freezers, $1,442,700; GE home air conditioning and heating systems, $1,179,400, and GE portable hair dryers, $1,012,600.

The company also spent $4,987,300 on multiproduct advertising, a portion of which included rebates on about 30 small appliance products from the consumer sector.

New consumer products introduced during 1978 included the Widescreen 1000 Home Television Theater, the Spacemaker micro-



When America goes to the movies your sponsored film will be there.

Americans are going out to the movies again. By the hundreds of millions. And this huge audience brings with it very desirable, upscale demographics.

That's a tremendous opportunity for your company's sponsored films. Because more and more movie theatres are turning to Modern for interesting shorts to fill out their screenings.

As the world's largest distributor of free-loan motion pictures, we've got what it takes. Through our on-line computer system, we're currently scheduling shorts into over 6,000 theatres, resulting in about 500,000 showings a year.

We know how to help you, too. Our research surveys, for example, answer many important questions: How long should the short be? What are the most wanted subjects? Do theatres want lobby posters?

So be there when America goes to the movies. Ask Modern all about it by calling one of the offices below.

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New York City
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Washington, D.C.
(202) 293-1222
Robert A. Kelley, V.P.

Chicago
(312) 337-3252
Edwin L. Swanson, V.P.

Los Angeles
(213) 462-2202
Jack Whalen, Mgr.

Toronto, Canada
(416) 498-7290
Lynn Meek, Mgr.

MARKETING PROFILES

wave oven, Maxi-Miser and Soft White fluorescent lights, a halogen sealed-beam automobile headlamp, the Curl Tamer hair straightener, a new food processor with an attached blender, the His 'n Hers electronic digital clock radio and a digital scale that computes weight electronically.

▪ Industrial products and components accounted for 20% of total GE revenues and 18% of earnings, with revenues rising to $4.1 billion and net earnings to $223,000,000.

GE held its position in 1978 as the leading supplier of small electronic motors, controls and other components to the air conditioning and appliance industries. New products introduced in 1978 included a computer lighting control system, and limit switches that seal out environmental contaminants.

The power systems sector contributed 17% of total GE revenues and 8% of net earnings, with revenues of $3.5 billion and net earnings of $102,000,000. New products included an automatic meter reading system and a time-of-day watt hour meter for consumers whose electric rates vary by time of day.

Technical systems and materials contributed 22% of total GE revenues and 23% of earnings, with revenues of $4.7 billion and net earnings of $278,000,000. The sector entered the commercial avionics market in 1978 and won a good portion of its revenues from commercial jet engine orders from Delta and American Airlines.

▪ Natural resources, the sector which is managed by and consists primarily of Utah International Inc., contributed 5% of total GE revenues and 15% of earnings, with revenues of just over $1 billion and earnings of $180,000,000 an 8% decline from 1977's record high.

The remaining 13% of GE's total revenues and 6% of earnings was contributed by the international sector, with revenues of $2.77 billion and net earnings of $78,000,000. The sector works with the other sectors to develop and implement their international business strategies and manages multi-industry foreign manufacturing affiliates. Advertising spending by this sector is included in the worldwide figure reported by GE, but not in the domestic figure.

GE's television business department in 1978 assigned its tv hardware advertising to BBDO, New York, already GE's corporate, lamp and household appliance agency. The $5,000,000 account had been split between Grey Advertising and Lawler, Ballard & Little.

BBDO also picked up the $1,200,000 account of the GE Credit Corp. after GECC terminated a 16-year relationship with Riedl Associates.

▪ Despite the introduction of the Widescreen 1000 Home Television Theater in 1978, GE did not appreciably increase its advertising budget for color television during the year. Reportedly, the company did not make any money at all in color television.

It proposed a merger with Hitachi Ltd. of Japan in 1978 to strengthen its market position, but the Justice Department squelched the move in November as a violation of antitrust laws.

Advertising for GE's tv line will probably become more visible this fall, due to an approximate 15% budget increase with its new agency, BBDO. The company spent about $4,250,000 in 1978 through Grey Advertising.

Known in the past for its expertise in producing small, portable tv sets, GE is expected to focus its future marketing strategy on the larger tv screen sizes like the Widescreen 1000.

GE continued to maintain its dominance in the $500,000,000 light bulb market in 1978. It fought the introduction of Turtle-Lite, a new long-life bulb from competitor Westinghouse, through a series of magazine ads, and managed to retain about a 65% share of market.

▪ Following a stated company goal to stress innovation in its appliance lines, which account for about 40% of consumer sector earnings, GE came out with an improved Potscrubber III dishwasher in 1978 that featured 10 patented energy-saving inventions.

A dishwasher duel shaped up between GE (which has about a 22% market share) and Maytag (5%), which both fought to pick up the 18% market share owned by Hobart.

In 1979, GE's major appliance group invited BBDO to contribute to the tv portion of the Potscrubber III campaign on a special assignment basis. Young & Rubicam, however, which developed the tv and print campaign, will continue to promote the dishwasher, which had a 1978 budget in excess of $2,000,000.

Increased housing completions during 1978 and related strong demand for central air conditioning in new homes was a major factor in the sharp earnings improvement GE experienced in its air conditioning and heat pump business.

GE nearly doubled its ad spending for these products in 1978 and its Weathertron heat pump is now the No. 1 brand on the market. GE expects the heat pump business to grow in 1979 and it now has more than a 40% market share of the $500,000,000 business.

▪ As GE economists predict a flattening of the economy in 1979, the company is looking to increased service businesses as a new growth source. During 1978, GE agreed to buy Cox Broadcasting, one of the largest independent chains of tv and radio stations.

Added to GE's existing broadcast services, the Cox purchase would make GE the third largest in cable tv operations. GE and Cox reached a "definitive agreement" for combining operations in 1979 and completion of the deal awaits corporate and government approval.

after dinner treat.
GENERAL ELECTRIC

More than $2,200,000 was spent to advertise General Electric Co.'s line of dishwashers.

GE and competitor Norelco were among the companies moving into the booming home security market, which traditionally has been served by expensive built-in systems. GE is introducing an ultrasonic alarm called Zonar, which will retail for $69.95 in 1979.

ADVERTISING EXPENDITURES

	1978	1977
Newspapers	$9,002,600	$8,265,500
Magazines	18,849,100	10,518,700
Spot tv	8,181,400	11,641,700
Network tv	19,084,400	24,248,800
Spot radio	870,700	451,000
Network radio	176,400	1,321,400
Outdoor	129,800	163,200
Total measured ..	56,294,400	56,610,300
Unmeasured	65,000,000	55,600,000
Estimated total ...	121,294,400	112,210,300

ADVERTISING & SALES PROMOTION OPERATIONS

MARKETING PERSONNEL

R.E. Pulver, mgr
G.J. Nicastro, media director

Program Operations

R.E. Goodwin Jr., mgr, Atlantic operation
C.H. Biederman, mgr, consumer operations
D.P. Jones, mgr, energy systems operation
R.E. Ingmire, mgr, industrial operation

Supporting Operations

R.O. Stratton, mgr, creative services operation
J.M. McGarry, mgr, resources operation
E.B. Green, mgr, financial & administrative operation
J.T. Hurley, mgr, mkt planning & devel
J.H. Allen, mgr, personnel planning & devel

CONSUMER PRODUCTS & SERVICES SECTOR

LIGHTING BUSINESS GROUP

MARKETING PERSONNEL

Lamp Products Dept.

W.D. Rayer, mgr, consumer products adv & sales promo
T.M. Masterson, specialist, household adv & sales promo
C.S. Bird, specialist, photo adv & sales promo
T.J. Kusnirek, specialist, fluorescent adv & sales promo
N.C. Corrigan, specialist, Christmas & automotive adv & sales promo
G.G. Bachelor, specialist, consumer products merchandisers & displays
M.D. Reilly, program mgr, consumer packaging
W.J. Wagner, super, sales promo production
K.E. Mack, specialist, adv

Commercial & Industrial Products Marketing

W.M. Rogers, mgr, adv
R.R. Marvin, mgr, sales promo & planning
W.R. Dottermusch, mgr, catalogs, price schedules & product literature
W.S. Cahill, super, press relations
R.L. Clarke, specialist, distribution & energy adv
J. Hvala, specialist, contractor & user adv
L.S. Horvath, super, technical publications
R.W. Ayers, super, promotional programs
J. Wade, specialist, technical literature
R.W. Hanna, specialist, promotional programs

Advertising Services

D.R. Lowe, mgr
R.W. Wilson, specialist, measurements & media
E.E. Trout, specialist, conventions, exhibits & signs
J.B. Updyke, super, audio/visual communications
W.R. Parsons, super, art dept
D.H. LeMunyon, specialist, packaging graphics
P.A. Zak, production & distribution super
J.D. Ulrich, super, photographic operations

Lamp Components Division

P.A. Wrobleski, mgr, district sales/sales support operations

Overseas Lamp Department

W.R. Worstell, mgr, adv & sales promo

Lighting Systems Department

W.W. Russell, mgr, communications & mkt devel
N.E. Orrok, super, creative services & mkt devel
R.E. Shaw, super, communications & mkt devel
W.S. Harvey, specialist, mkt devel
P.G. Britt, specialist, communications
C.L. Heidner, specialist, lighting education
M.G. Smith, mailing list coordinator

ADVERTISING AGENCIES

BBDO, New York—consumer products, overseas lamp products—Bill Weigold, mgmt super; Bill Hobday, acct super.

Carl Liggett, Cleveland, miniature lamp products—Sidney Arthur, mgmt super; Terrence McGovern, acct super; William Masonis, acct exec.

Meldrum & Fewsmith, Cleveland—commercial & industrial lamp products—James A. Mahoney, group acct super; Roland R. Kracoe, acct super; Mark J. McMullen, acct exec.

Price-McNabb Advertising Agency, Asheville, N.C.—lighting systems dept.

Advertising & Sales Promotion Operations, Vienna, Va.—lighting systems dept.

MAJOR APPLIANCE BUSINESS GROUP

MARKETING PERSONNEL

Contract Sales Division

R.C. Lenn, mgr, merch & adv planning

Marketing Division

W.O. Leftwich Jr., vp & genl mgr
J.R. Andersen, mgr, adv & merch services
H.M. Metzler, R.N. Graham, V. Alcott, mgrs, natl adv
W.E. Hughes, mgr local adv services

Product Service Department

J.R. Matheny, mgr, adv & sales promo

ADVERTISING AGENCIES

Advertising & Sales Promotion Operation, Louisville—product service dept., GE local & contract sales adv.

Young & Rubicam, New York—GE products—Bill Thompson, acct director; Ed Comiskey, mgmt super; William McGorry, acct super; Ronald Walter, Timothy Brenton, Phillip Moloney, acct execs.

HOUSEWARES & AUDIO BUSINESS DIVISION

MARKETING PERSONNEL

Housewares Marketing Department

V.F. Novak, mgr, adv, sales promo & pr
E.F. Miller, mgr, pr
M.D. Hennebry, mgr, adv & sales promo
W.L. Courtney, B.T. Silverstone, specialists, adv & sales promo

Audio Electronics Products Department

N.R. Huey, mgr, adv & sales promo
R.D. Harris, J.R. Nelson, specialists, adv & sales promo
W.A. Fitzgerald, mgr, meetings, shows & exhibits
R.M. McElfresh, mgr, sales training & press relations

ADVERTISING AGENCY

BBDO, New York—audio electronics products dept.—Clark Hine, mgmt super; Philip Cooper, acct super. Housewares mktg dept. Less Lilliston, Bill Yankus, acct supers.

TELEVISION BUSINESS DEPARTMENT

G.E. Segner, mgr, mktg communications
R.C. Gennuso, J. Fesko, specialists, sales promo
R.W. Myers, mgr, product training
R.F. Campbell, mgr, press relations & natl trade adv

Advertising Agencies

General Electric News Bureau, New York.

BBDO, New York.

Lawler Ballard Little Advertising, Norfolk, Va.—Dan Ballard, mgmt rep, creative; Hal Austin, mgmt rep, acct service; Bob Barker, acct exec.

GENERAL ELECTRIC CREDIT CORP.

D.H. Williams, vp, corp mktg
A.J. Sierocki, mgr, corp programs

Advertising Agency

BBDO, New York—John Groesbeck, ad exec

GENERAL ELECTRIC BROADCASTING CO.

T.H. Walden, program & promo mgr, WRGB/-TV
M. Neff, mgr program/public affairs, WGY/-WGFM radio

GENERAL ELECTRIC CABLEVISION CORP.

P.F. Schonewolf, mgr, mktg

INDUSTRIAL PRODUCTS & COMPONENTS SECTOR

MARKETING PERSONNEL

J.E. Slavin, mgr, product service & mktg admin, appliance control dept
R.J. Kilian, mgr, product service, admin adv & sales promo, appliance motor dept
W.E. Shryock, specialist, adv & sales promo, general purpose motor dept
J.L. Jellison, mgr, mktg rsch & admin, hermetic motor dept
G.H. Shirley, mgr, mktg admin & rsch, specialty motor dept
D.R. Heare, specialist, adv & sales promo, specialty motor dept

ADVERTISING AGENCIES

Advertising & Sales Promotion Operations, Oak Brook, Ill.

Nolan Colburn Advertising, Fort Wayne, Ind.—specialty motor dept.—Karen Dunn, acct super.

Dodge & Associates Advertising, Fort Wayne, Ind.—Thomas Gill, acct super, general purpose motor dept.

ELECTRONIC COMPONENTS BUSINESS DIVISION

R.H. Kimball, mgr, mktg planning & admin, capacitor products dept
H. Buford Barr, mgr, mkt communications, semiconductor products dept
R.J. Dougall, mgr, adv & sales promo, tube products dept

ADVERTISING AGENCIES

Advertising & Sales Promotion Operations, Albany, N.Y.

Keller Crescent Co., Evansville, Ind.—tube products dept.—Dick Wittgen, acct super.

Food Service Equipment Business Department

R.P. Giarcherio, mgr, mktg communications, trade show & technical publications

ADVERTISING AGENCY

Advertising & Sales Promotion Operations, Oak Brook, Ill.

Industrial Heating Business Department

C.R. Knowles, mgr mkt communications

ADVERTISING AGENCY

Advertising & Sales Promotion Operations, Oak Brook, Ill.

Specialty Transformer Business Department

G.D. Dykhuizen, mgr, adv & sales promo

ADVERTISING AGENCY

Advertising & Sales Promotion Operations, Oak Brook, Ill.

INDUSTRIAL PRODUCTS GROUP

CONTRACTOR EQUIPMENT BUSINESS DIVISION

Circuit Protective Devices Department

R. Michael Hardison, mgr, mkt communications
John W. Dimmerling, specialist, distributor/-OEM intl communications
John L. Nessler, specialist, technical publications
John D. Romo, specialist, graphics

Distribution Assemblies Department

W.R. Abell, mgr, mktg communications
J.D. Bradt, specialist, mktg communications

General Purpose Control Department

W.H. Burge, mgr, mktg communications
R. McIntire, specialist, sales promo
W.W. Kessinger, audio/visual
J.F. Laffey, specialist, publications

Industrial Control Department

A.V. Brancati, mgr, adv & sales promo

Instrument Products Operation

Donald E. Harnois, mgr, adv & sales promo
Frank A. Bond, specialist, promo services

Midwest Electric Products

Philip H. Scott, mgr mkt

ADVERTISING AGENCIES

Advertising & Sales Promotion Operations—industrial control dept, instrument products, distribution assemblies dept.

Horton, Church & Goff, Providence, R.I.—circuit protective devices—T. Brenton Bullock, acct exec.

Frizzell Advertising, Minneapolis—Midwest Electric Products.

Motor & Drives Business Division

J.S. Peagler, mgr, mktg communications, direct current motor & generator dept
R.L. Puder, mgr, mktg communications, drive systems dept
W.A. Haase, mgr, mktg communications, large motor & generator dept
J.R. Stoutland, mgr, mktg communications, small AC motor dept

Wiring Device Business Department

R.J. Schneider, mgr, mktg communications
K.J. Damuth, specialist, consumer adv & merch
F.A. Costanzo, specialist, construction & industrial adv & promo

Wire & Cable Business Department

W.J. McCormick, mgr, mktg communications
J. Woyciesjes, specialist, mktg communications

ADVERTISING AGENCIES

Advertising & Sales Promotion Operations.

Horton, Church & Goff, Providence, R.I.—wiring device business dept—T. Brenton Bullock, acct exec.

Apparatus Service Business Division

Wren L. Aber, mgr, communications programs
Stephen P. Adams, mgr, regional communications programs
Don F. LaHart, mgr devel communications
Angelina Pomykai, specialist, communications support

ADVERTISING AGENCIES

Advertising Sales Promotion Operations—Richard J. Huether, programs mgr.

R.T. Blass Agency, Chatham, N.Y.

Courtney/Wilson Advertising, Woodland Hills, Cal.

General Electric Supply Co. Business Division

R.J. Klau, mgr, mktg communications
W.A. Sager, mgr, sales promo

Transportation Systems Business Division

Russell L. Bowersox, mgr, mktg communications, transportation equipment products
John F. McDermott, mgr, mktg communications, locomotive operations

Apparatus Distribution Sales Division

Gerald C. Sheahan, mgr sales programs

Industrial Sales Division

Gerald C. Sheahan, mgr sales programs

ADVERTISING AGENCIES

Advertising & Sales Promotion Operations.

Marcom Agency, Hartford, Conn.

Knudsen-Moore, Norwalk, Conn.

Dix & Eaton, Erie, Pa.

INTERNATIONAL SECTOR

MARKETING PERSONNEL

Export Sales & Services Division

W.J. Donlin, mgr, communications operations
B.W. Jairath, mgr, product distribution
A.M. Campbell, communications specialist
M.A. Gatzemeyer, communications specialist

ADVERTISING AGENCIES

Advertising & Sales Promotion Operations, Albany, N.Y.

S.R. Kolly Associates, Nanticoke, Pa.

Hanley, Schubert & Matzell, Scotia, N.Y.

International Communications Operation

Marvin H. Stuart, mgr communications programs

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MARKETING PROFILES

CANADIAN APPLIANCE MFG CO.

S.J. Blake, mgr, mkt services, corp headquarters

CANADIAN GENERAL ELECTRIC CO.
Public Affairs

G.C. Gray, specialist, creative services

Apparatus & Heavy Machinery Division

T.I. Lucy, mgr, adv & sales promo

Consumer & Construction Products Division

Fern Marohnic, mgr, adv & sales promo, construction products
Murray D. Locke, mgr, adv coordination, housewares
R.W. McDonnell, mgr, adv & sales promo, lamps
A.S Best, specialist, adv & sales promo, communications systems
J.Y Seabrook, mgr, human resources & mkt planning, information services mktg section
G.J. Heaton, mgr, adv & sales promo, GESCAN & electronic components

ADVERTISING AGENCY

MacLauren Advertising Co., Toronto—Robin Milward, group super; Mike Komisar, acct super.

POWER SYSTEMS SECTOR

MARKETING PERSONNEL

Robert H. Jones, mgr, mktg & communications support, power systems sector

Nuclear Energy Group

H.D. Hexamer, mgr, communications
J.S. Barber, mgr, promo & adv programs

ADVERTISING AGENCY

Advertising & Sales Promotion Operations, Campbell, Cal.

Turbine Business Group
Gas Turbine Division

Salvin J. Cognetti, mgr, mktg communications
M.T. McCullough, senior specialist, mktg communications
Sandra Zielinski, admin clerk, mktg communications

Industrial & Marine Steam Turbine Division

R.W. Syvari, technical illustrator, operational planning, mechanical drive turbine
F.G. Folsom Jr., mgr, mktg communications, medium steam turbine mktg

Large Steam Turbine-Generator Division

J.A. Gautie, mgr, mktg communications
J.H. Barry, J.A. Buckley, P.S. Ducharme, specialists, mktg communications
A.R. Fairbanks, mgr, contracts & mktg admin, engineered cast products

ADVERTISING AGENCY

Advertising & Sales Promotion Operations

Large Transformer Business Division

Harlan Williams, mgr product planning, mktg communications, mkt rsch & admin—power transformers
Sandra Blackmon, specialist, mkt communications—medium transformers
T.J. McLaren, mgr, adv & sales promo, meter business

ADVERTISING AGENCY

Advertising & Sales Promotion Operations.

Switchgear Business Department

W.L. Teeple, mgr, mktg communications-protective relays; switchgear equipment; high voltage power circuit breakers; HVDC products

ADVERTISING AGENCY

Advertising & Sales Promotion Operations.

Distribution Transformer Business Department

Fred H. Larkin, mgr, mktg communications
C.R. Bahn, senior specialist, mktg communications

ADVERTISING AGENCIES

Barringer & Associates, Hickory, N.C.—Jim Rudolph, Russ McElwee, Boyce Sigmon, acct execs.

Advertising & Sales Promotion Operations, Vienna, Va.

Electric Utility Sales Division

J.F. Wilfore, specialist, mktg communications

ADVERTISING AGENCY

Advertising & Sales Promotion Operations, Albany, N.Y.

Installation & Service Engineering Business Division

J.P. Conroy, mgr, communications support
J.C. Berrett, mgr, mktg communications programs
D.T. Hunn, specialist, mktg communications
P.J. Ochal, specialist, communications support
R.G. Vitch, super, technical editing
V.F. Decker, N.L. Amyot, technical editors
D.G. Simmons, specialist, production
F.C. Pelletier, super, production

ADVERTISING AGENCY

Advertising & Sales Promotion Operations, Albany, N.Y.

TECHNICAL SYSTEMS & MATERIALS SECTOR

MARKETING PERSONNEL
Aerospace Business Group
Aircraft Equipment Division

D.N. Harper, mgr, division communications
T.R. Draper, specialist, product information, aerospace electronic systems
D.A. Hogan, specialist, product information, aerospace control systems
F.P. Chapin Jr., mgr, business planning, aerospace instruments & electrical systems
C.F. Bushey, mgr, product information, armament systems

Electronic Systems Products Division

D.F. Crooke, mgr, program information, Syracuse Operations
J.E. Sammons, mgr, product information, ordnance systems
T.H. Spencer, mgr, product information, electronics laboratory

Aerospace Group Strategic Planning Programs Operations

L.R. Cohen, mgr, business communications & practices
David Gossman, mgr, employe relations & support services, TEMPO

Re-entry and Environmental Systems Division

William R. Lovely Jr., mgr, product information

Space Division

G.W. Van Citters, mgr, div information services

ADVERTISING AGENCY

Advertising & Sales Promotion Operations

Aircraft Engine Group

L.A. Dalquest, mgr, group mktg communications
N.E. Kenyon, mgr, communications programs
J.H. Arlinghaus, mgr, creative services
B.F. Gregoire, mgr, programs
H.J. McGonagle, mgr, audio/visual customer relations
R.N. Salvucci, mgr, press relations
J.T. Reilly, mgr, group support
R.E. Wheeler, mgr, group special events
R.C. Brown, mgr, Evendale communications programs
J.R. Bacheiler, military programs
W.E. Brown, mgr, communications graphics
R.E. Falk, press relations (Evendale)
S.R. Fite, mgr, Evendale audio/visual
R.J. Heritz, commercial programs
D.I. McGinnis, mgr, Evendale customer relations
B.C. Smith, mgr, Evendale customer relations

ADVERTISING AGENCIES

Doremus & Co., Boston—CF6 commercial engines—Garrett J. Sheahan, acct super

Advertising & Sales Promotion Operations—general aviation, military & industrial engines—R.L. Radford, program mgr.

Engineered Materials Group

Steven A. Lyons, mgr, communications

Metallurgical Business Division
Carboloy Systems Department

J.A. Moir, mgr, mktg communications
Darrell E. Horney, senior specialist, mkt communications
Estelle Loleas, specialist, mkt communications

Specialty Materials Department

F.A. Gray, mgr, mktg communications & training
E.B. Hamilton, specialist, communications & training
K.R. Oberle, specialist, audio/visual programs
R.E. McClure, specialist, customer programs/-services
P.L. Franzen, mgr, mkt programs, mining products dept

ADVERTISING AGENCIES

French Sullivan, Troy, Mich— Carboloy systems dept—Richard J. Baker, acct super; Jerry Fireman, pr mgr.

Leo J. Brennan Advertising, Troy, Mich—mining products dept—Leo Brennan, David Morningstar, acct supers.

Hammond Farrell, New York—new specialty materials dept—Hugh Farrell, mgmt super; Jim Carter, acct super; Gerry Treich, pr acct super.

Plastics Business Division

Gregg P. Bronk, mgr, mktg communications
Raymond J. Whelihan, mgr, adv & sales promo, sheet products
A.E. Lindholm, mgr, adv & sales promo, Lexan products
Larry Strattner, mgr, adv & sales promo, Valox, Genal & structural foam products
Dennis Mulligan, mgr, adv & sales promo, NORYL products

ADVERTISING AGENCIES

Advertising & Sales Promotion Operations, Schenectady, N.Y.

Ross Roy NY/Compton, New York—Lawrence W. Mahar, mgmt super; Thomas J. Keller, acct super.

Quinn & Johnson, Boston—sheet products—Eustis Walcott, acct super; Connie Corcoran, acct exec

Battery Business Department

Ronald J. Vilt, mgr, mktg communications & admin
R.W. Prince, specialist, merch

ADVERTISING AGENCY

Franklin Roberts Carlyle, Gainsville, Fla.—Paul Gagliano, acct exec.

Laminated & Insulating Materials Business Department

T.L. Becker, mgr, planning, laminated & insulating materials
Robert T. Currier, mgr, inside sales & mktg communications, laminated materials
Ronald K. Bridgers, mktg mgr, insulating materials
Thomas N. Traeger, mgr mkt communications, insulating materials

ADVERTISING AGENCIES

Advertising & Sales Promotion Operations, Oak Brook, Ill.—laminated & insulating materials.

Marquart & Roche, Stamford, Conn.—adv & sales promo, insulating materials.

Silicone Products Business Department

Robert J. Powell, specialist, mktg communications
Janice K. Fusco, publicity coordinator, mktg communications
R.A. Mills, specialist, mktg communications
R.F. Putnam, specialist, mktg communications

ADVERTISING AGENCIES

Ross Roy NY/Compton, New York—industrial accounts—Lawrence W. Mahar, mgmt super; Raymond F. Stokes, acct exec.

Quinn & Johnson, Boston—Consumer accounts—Edward Ruckle, acct super; Douglas Hotchkiss, acct exec.

General Electric Information Services Co.

R.E. Ryan, mgr, mktg communications
R.C. Bailey, C. Bryars, J.M. Thyken, project mgrs

ADVERTISING AGENCIES

Advertising & Sales Promotion Operations—direct mail programs, sales promotion.

The Adams Group, Silver Spring, Md.—manufacturing program.

Morgan-Gurchette Associates, Alexandria, Va.—sales promo & design.

Ogilvy & Mather/2, New York.

Medical Systems Business Divison

Richard J. Stevens, mgr, mktg & sales support
Robert J. Filip, mgr, mktg communications
John T. La Rocco, mgr, conventions & exhibits
Richard L. Toth, mgr, mktg communication programs
Jeffrey B. Smale, mgr, SSO communication program

ADVERTISING AGENCY

The Brady Co., Milwaukee, Wis.— John Liebenstein, acct super; Dale Mahal, acct exec.

Mobile Communications Business Division

John A. Lightner, mgr, mkt communications
Edmund B. Martin, adv & sales promo mgr
James J. Carrington, mkt communications specialist
Harry B. Smith, adv & sales promo specialist
Gary H. Williams, sales promo specialist

Data Communications Products Business Department

C.F. Rockwell, mgr, adv sales promo

ADVERTISING AGENCY

Advertising & Sales Promotion Operations, Vienna, Va.

General Foods Corp.

	1978	1977
Sales†	$5,472,500,000	$5,376,200,000
Earnings†...	232,100,000	169,500,000
Advertising*	340,000,000	300,000,000

†For the fiscal years ended April 1, 1979 and 1978
*AA estimate

General Foods, White Plains, N.Y., the 3rd leading national advertiser, boosted advertising 13% to an estimated $340,000,000 in 1978, a year when it resumed balanced growth between two major divisions, grocery coffee and food products.

Worldwide, GF spent $372,770,000 in advertising in its fiscal year ended April 1, up 11% over the previous year. GF sales worldwide continued to grow, to $5.5 billion, up 1.8% over the previous fiscal year. Earnings increased to $232,100,000, up 37%.

As it registered its best year ever in fiscal '79, GF stated that its recovery in the grocery coffee market was largely responsible for its profit growth.

Packaged convenience foods, 48% of GF's total sales, also scored well, but GF found that inflation was cutting into some of its food-away-from-home business and other U.S. grocery items.

▪ GF's products are classified in three segments: Packaged convenience foods, which recorded sales of $2.6 billion in 1978, up 5.6% from $2.47 billion the year before; food-away-from-home, which showed sales of $737,865,000, a 2.6% decline, due chiefly to lower selling prices for food service coffee and grocery coffee, which brought in $2.1 billion, a 1.1% decline.

GF again gave heavy measured advertising support to its big sellers, Jell-O gelatin dessert, at $12,000,000; Kool-Aid powdered soft drink mix, $19,000,000, and a combined coffee advertising total of $48,356,200, almost half in support of the Maxwell House line.

Until recently, Maxwell House regular coffee led major rival Procter & Gamble's Folger's. But toward the end of 1978, for the first time, Folger's took the lead in ground roast coffee sales with 26.5% of the market, compared with Maxwell House's 22.3%.

In the regular coffee market, Maxwell House has a 22.3% share; Sanka, 2%; Yuban, 2%; Max-Pax & Brim, 3.5%, and Mellow Roast, 1.8%. GF still leads in the instant coffee market with its Maxwell House at 24%; Maxim, 4%; Sanka, 10%; Yuban, 1.3%; freeze-dried Sanka, 2.5%; Brim, 3%, and Mellow Roast, 3.5%.

▪ In light of the fierce coffee competition between GF and P&G resulting from P&G's invasion of GF's East Coast market, the Federal Trade Commission hit GF with a suit alleging unfair competition in its coffee advertising.

The basis of the FTC suit involved stepped up competition between Folger's and Maxwell House. GF is accused of using predatory pricing and heavy ad and promotion budgets to maintain monopoly power in the Northeast. The case is still pending.

Mellow Roast coffee went into national distribution in 1978, backed by an estimated $9,010,500 for the Mellow Roast instant and regular advertising. GF also entered the economical ground coffee sweepstakes with Master Blend. The new product was tested in Dallas, Detroit, Houston, Buffalo, New York and Charlotte, N.C.

There were signs Mellow Roast was not doing as well as anticipated and therefore the development of Master Blend, thought to be the answer to P&G's Folger's Flaked coffee, also an economy ground.

Other new products introduced were Mocafa, an instant coffee with a chocolate taste; ground roasted Postum, a caffeine-free grain beverage, and Irish Mocha Mint, a new flavored coffee.

▪ GF continued to enjoy success in the powdered soft drink market. In '78, GF went into test markets with Shiver, a presweetened drink mix in chocolate and strawberry flavors. Advertising support was $1,000,000.

GF further expanded its soft drink line by test marketing Crystal Falls, a vitamin and mineral fortified drink. Spending last year was $805,000.

Kool-Aid soft drink advertising exceeded $19,000,000 in '78 with funds helping market new 12-oz. cans for the drink. TV and print ads carried the slogan, "Things are so much summer with Kool-Aid in your day." Kool-Aid is considering marketing two new powdered flavors; grape and cherry, in 15-oz. canisters.

While Kool-Aid is the leading soft drink mix with a 45% share unsweetened and presweetened, it is followed by GF's Country Time, the nation's leading lemonade mix, holding a 9.5% share of the market total.

Country Time is ahead of Hawaiian Punch and Wylers (all flavors) with their 9.2% and 8.8%, respectively. GF expanded the Country Time line by adding ready-to-drink lemonade drink in cans, frozen concentrate, unsweetened lemonade mix, iced tea and apple cider versions. The Country Time ad budget was $7,000,000 last year.

Tang instant breakfast drink first marketed 20 years ago, continued to be successful. GF put th drink in decorator jars, with cents off coupon ad support. Advertising spending for Tang was $10,182,900 according to Leading National Advertisers Inc.

GF is making headway towar its goal of a carbonated powdere soft drink and believes it will soon have a product in that area. GF has already entered the carbonated foods field with its highly successful candies, Pop Rocks and Cosmic Candy.

▪ The company also tested a carbonated gum product, Increda Bubble Bubble Gum, in a small market in the Northwest and changed the name of Space Dust to Cosmic Candy to disassociate the product from the illegal drug angel dust. Ads for the carbonated candy call it "unique, fun and exciting."

Citing stiff competition within the Beverage and breakfast foods market, GF expressed pleasure with consumer acceptance of C.W. Post family style cereal, which entered national distribution. Log Cabin pancake and waffle mix was a new product brought out as a companion to Log Cabin syrup. The ad budget was $4,405,400. Combined cereal advertising was a reported $31,591,700.

GF, the cold cereal market's third leading manufacturer, registered a total 16% share in dollar sales, with leading brands Post Raisin Bran netting a 3.5% share; Post Grape Nuts, 2.4%, and Post Sugar Crisps, 2%.

▪ In the packaged desserts area, GF extended the Jell-O brand line to include apricot flavor gelatin and butter pecan instant pudding & pie filling. Jell-O ad spending reacned an LNA-measured $17,937,200 with $14,078,200 of it in network tv.

GF spent $12,126,000 on its Jell-O gelatin dessert, $1,580,000 on Jell-O instant pudding & pie filling and $5,811,200 for Jell-O pudding & pie filling. Cool Whip frozen whipped topping continued its success with an estimated ad total of $8,286,300.

The packaged convenience foods division found itself pressured by the inflationary grocery market situation. While net sales rose 5.6%, earnings declined 10.3% as selling price increases were unable to offset lower volumes and company expenditures.

GF's main meal brands—in particular Shake 'n Bake, with measured ad support of $15,042,600; Stove Top Stuffing, $10,796,900, and Good Seasons salad dressing, $6,795,100—all performed well in sales.

New items tested were Good Seasons French and buttermilk farm style salad dressing mixes, four new flavors of Shake 'n Bake sauces and, in limited areas, Birds Eye International recipe rice products.

The 1977 restructuring of the Birds Eye line of frozen food is credited with reducing operating costs and improving earnings. The Birds Eye line of Americana recipe vegetables, backed by $2,757,200 in measured advertising last year, went national in '77 and is reported by the company to be doing well.

GF went national last year with Oven Fry coating mix, a product that allows the preparation of fried chicken in the oven with the use of only a little oil. Print and tv ads announced, "Tastes fried because it is fried." Ad support was estimated at $693,000.

In the pet foods division, GF backed its Gaines Full Course dry dog food wtih real meat with the message, "400% better taste than the leading dry." The ad noted the dry entry dog food product had "moist chunks made with real meat." Total measured advertising for the Gaines dog food line was $19,244,900.

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MARKETING PROFILES

GF's Cycle is in sixth place in the canned dog food product line, in terms of annual retail sales. Cycle canned dog food approached $45,000,000 in retail sales, up $5,000,000 from 1977.

In dry dog food, the company takes 8th and 13th places, respectively, for its Cycle dry and Gaines Meal.

■ In the moist dog food area, GF has three entries, Top Choice, second with an estimated $80,000,000 in sales; Gainesburgers, third, with $70,000,000; Gaines Variety, sixth, at $22,000,000, and Prime/Puppy Choice, seventh, at $17,000,000. GF's Gaines Biscuits & Bits is believed to rank fifth in the snack dog food category.

Over-all GF stands third behind Ralston Purina and Carnation in the pet food market, holding an estimated 11% share. The company considers pet food an area of growth and is seeking better representation in the dry market area.

Under the company's food service products division, GF's Burger Chef continues to operate at a loss, but the company remains optimistic about its growth potential. Net sales declined 2.6% with a 7.8% earnings increase mainly from the company's Canadian restaurants Crock & Block, the White Spot chain, Ernie's Fine Food and the 1867 restaurants.

■ Burger Chef ranks tenth among fast-food chains with an estimated 2.2% market share. The renovations were announced through an ad campaign almost wholly placed in spot tv. Ad expenditures were measured at $4,547,500 in spot tv and $48,000 outdoor.

ADVERTISING EXPENDITURES

	1978	1977
Newspapers	$ 8,240,900	$ 6,271,300
Magazines	36,234,900	29,026,800
Spot tv	77,207,700	71,987,700
Network tv	169,427,900	143,312,800
Spot radio	1,126,400	1,081,000
Network radio	619,900	833,800
Outdoor	155,800	203,700
Total measured	293,013,500	252,717,100
Unmeasured	46,986,500	47,282,900
Estimated total	340,000,000	300,000,000

MARKETING PERSONNEL

James L. Ferguson, chairman/ceo
Ross Barzelay, president
Richard Laster, corp exec vp, president-rsch, devel & logistics
R. P. Bauman, exec vp, president-GF intl operations
D. J. Keller, group vp, grocery & pet foods
P. L. Smith, group vp, coffee & food service
L. E. Shepherd, vp, corp sales
R. E. Haynes, creative services director
D. K. Braun, media services director
D. E. Harrington, promo services director

ADVERTISING AGENCIES

Benton & Bowles, New York—grocery development (Pop Rocks, Cosmic Candy)—John L. Taylor, group super; John Boyd, mgmt super; Al Magnane, acct super; Judy Myers, asst acct exec; Genevieve Ogsbury, acct exec.

Ogilvy & Mather, New York—grocery devel, trade relations—Steve Humphrey, senior vp, mgmt super; Stephanie Cosgrove, mgmt super.

Young & Rubicam, New York—corp mktg services—Lawrence Shapiro, group director, Nicholas Rudd, mgmt super; John Foote, acct super. Corp promo services: Ace Dalton, mgmt super; Joe Holmes, acct super; George Russell, acct exec.

MAXWELL HOUSE DIVISION

MARKETING PERSONNEL

R. L. Seelert, genl mgr
J. W. Johnson, strategic planning & mktg services mgr
W. H. Korab, mgr, established categories
R. J. Pizzuti, cateogry mgr, segmented brands
B. B. Bramen, category mgr, Maxwell House brands
J. P. Morrissy, business devel mgr, new products
E. D. Thibeault, franchise sales mgr, eastern sales region
L. A. Nelson, natl sales mgr

ADVERTISING AGENCIES

Young & Rubicam, New York—Sanka—Charles Alexander, mgmt super; John Foote, acct super; Duncan Pollock, acct exec; Sean Healey, asst acct exec. GF Intl Coffees—George Guimaraes, mgmt super; Anne Zopfi, acct super; Scott Mason, acct exec; Justin Parks, asst acct exec.

Grey Advertising, New York—Mellow Roast, Yuban—Hunter Yager, mgmt rep; Anthony Thurston, mgmt super.

Ogilvy & Mather, New York—Maxwell House, Maxim, Max-Pax—Steve Humphrey, senior-vp, mgmt super; Ed Ogiba, vp-mgmt super.

Benton & Bowles, New York—Brim—John L. Taylor, group super; John Boyd, mgmt super; Ted Donahue, acct super; Carolyn Jones, acct exec; David Doyle, asst acct exec.

FOOD PRODUCTS DIVISION

MARKETING PERSONNEL

W. F. Dordelman, corp vp, div president
J. S. Swartley, main meal strategic business unit mgr
W. H. Andersen, natl sales mgr
I. Peter Rosow, mgr, desserts strategic business unit
E. R. Fencl, business unit mgr, frozen agriculture products
D. B. Torgersen, mktg mgr, frozen agriculture products

ADVERTISING AGENCIES

Ogilvy & Mather, New York—Shake 'N Bake, Good Season, Open Pit—Steve Humphrey, mgmt super, senior vp; Karen Green, vp, mgmt super.

Grey Advertising, New York—Stove Top, Minute Rice, Oven Fry, Baker's, Certo, Sure-Jell, D-Zerta, Dream Whip—Daniel Dolgins, Hunter Yager, mgmt reps; Jack Frantz, Jerry Zaret, Steven Dammers, mgmt supers.

Benton & Bowles, New York—Cool Whip, Cool Whip pies—John L. Taylor, group super; John Boyd, mgmt super; Pat Doody, acct super; Tom Cook, Paul Fleming, acct execs; Frank Gaines, Robin Jenkins, asst acct execs.

Young & Rubicam, New York—Birds Eye agricultural business unit, Birds Eye vegetables—Nicholas Rudd, mgmt super; Jerome Shereshewsky, acct super; Elizabeth Donovan, John Kellogg, acct execs. Jell-O gelatin—Mathew Crisci, mgmt super; David Howell, acct super; Tim Pollak, acct exec; Mark Young, Cathy McCarthy, asst acct execs. Jell-O Pudding Pops—Michael Feldman, acct super; Jordan Stanley, acct exec. Jell-O Puddings—Kenneth Robison, acct exec; Brenda Bonhomme, asst acct exec.

BEVERAGE & BREAKFAST FOODS DIVISION

MARKETING PERSONNEL

J. M. Keenan, corp vp, div president
S. E. Morris, beverages strategic business unit mgr
A. E. Wamsley, natl sales mgr
A. A. Aragona, breakfast foods strategic business unit mgr

ADVERTISING AGENCIES

Young & Rubicam, New York—Tang, Awake frozen orange concentrate, Instant Postum cereal beverage, Instant Postum coffee flavor cereal beverage, Log Cabin syrups—George Guimaraes, mgmt super; Mitchell Kurz, Fernan Montero, acct supers; Barbara Jack, Peter Orrick, Jan Starr, acct execs; Frank Vuono, asst acct exec.

Benton & Bowles, New York—Honeycomb, Alpha Bits, Excello, Grape Nuts & other adult cereals—John L. Taylor, group super; Joe Carlucci, Richard Hoppie, mgmt supers; Gene Fitzgerald, Al Magnane, acct supers; Joan Bennett, Trish Tidwell, Rosemary Frazier, acct execs; Chip Novick, Ross Cooper, Andy Acker, Lorraine Miller, asst acct execs.

Grey Advertising, New York—Kool-Aid, Post Raisin Bran, Post Bran Flakes, Post Toasties, C. W. Post—Daniel Dolgins, Richard O'Brien, mgmt reps; Thomas Aydelotte, Malcolm Mace, mgmt supers.

Ogilvy & Mather, New York—Country Time, Sugar Crisp, Pebbles, Crystal Falls—Steve Humphrey, senior vp, mgmt super; Ed Vick, deputy mgmt super.

PET FOODS DIVISION

MARKETING PERSONNEL

E. J. Fuhrman, corp vp, div president
G. W. Cook, natl sales mgr
R. C. Cox, operations mgr

ADVERTISING AGENCIES

Grey Advertising, New York—Cycle—Daniel Dolgins, Richard O'Brien, mgmt reps; Thomas Aydelotte, mgmt super.

Young & Rubicam, New York—Gainesburgers—David Cramoy, mgmt super; James Hood, acct super; Eric Waldman, acct exec; Arlene Eagle, ast acct exec. Puppy Choice/-Prime Variety—James Hood, acct super; Glen Gilbert, acct exec; Genevieve Clonan, asst acct exec. Top Choice—Lina Patston, acct super; Andrew Sereysky, acct exec; Francis Kelly, asst acct exec.

Benton & Bowles, New York—Gravy Train, Biscuits & Bits—John L. Taylor, group super; John Boyd, mgmt super; Pat Donahue, acct super; Serge Prengel, acct exec; William Smith, asst acct exec.

Ogilvy & Mather, New York—Gaines Meal—Steve Humphrey, senior vp, mgmt super; Karen Green, vp, mgmt super.

FOOD SERVICE PRODUCTS DIVISION

MARKETING PERSONNEL

Kenneth E. Fulton, corp vp, div president
E. S. Caso, vp, mktg devel
T. G. Hughes, vp, operations/distribution
G. C. Sternad, natl sales mgr

ADVERTISING AGENCIES

Ketchum, MacLeod & Grove, New York—James Scowcroft, senior vp, director, acct services; Karl Maier, acct super; Wilfred Adkins, acct exec; Diana Lyne, asst acct exec.

Young & Rubicam, New York—Larry Shapiro, group director; Fred Baxter, mgmt super; Joe Holmes, acct super; Nicholas Becce, Charles Windsor, acct execs.

GF INTERNATIONAL

MARKETING PERSONNEL

James Stone, corp vp, president, GF Pacific operations
Raymond B. Rudy, group corp vp, intl business devel
Robert S. Hurlbut, corp vp, president GF Ltd. (Canada)
James H. Whitcomb, corp vp, president, GF Latin American operations
James C. Tappan, corp vp, president, GF Europe operations

BURGER CHEF SYSTEMS

MARKETING PERSONNEL

T. A. Collins, president
J. L. Cunningham, vp, western operations
J. P. Loser, vp, mktg
J. E. Martin, vp, eastern operations

ADVERTISING AGENCIES

Ogilvy & Mather, Chicago—Paul Pass, mgmt super; Bob Carleton, acct super.

General Mills

	1978	1977
Sales	$3,745,000,000†	$3,243,000,000
Earnings	147,000,000†	128,800,000
Advertising*	170,000,000	160,500,000

†Fiscal year ended May 27, 1979
***AA estimate**

General Mills, Minneapolis, the 14th largest national advertiser, boosted ad spending about 6% in 1978 to an estimated $170,000,000. For the fiscal year ended May 27, 1979, the company reported total ad spending of $189,000,000.

Sales in fiscal 1979 increased 15.5% to $3,745,000,000 and earnings were up 14.1% to $147,000,000.

Although 1978 was a flat year for ready-to-eat cereals, dollar volume was up 7% over the previous year. Presweetened cereal sales declined modestly, perhaps due in part to consumer concern over the nutritional value of the presweetend children's cereals.

The Federal Trade Commission has been holding hearings to consider a possible ban on advertising of sugared cereal for children. The FTC has also been investigating General Mills and other cereal manufacturers with an eye to calling for divestiture of certain holdings.

■ One of the more successful newcomers to the Big G breakfast products operation is Golden Grahams. The cereal captured 1.3% of the cold cereal market in 1978 after gaining a 1% share in 1977. Measured ad spending for the bite-size cereal increased to $5,990,000 as the cereal reached full national distribution.

Cheerios kept a solid lock on its No. 1 position as the nation's leading cold cereal with a 6.1% share of the total dollar market and a 5.8% share of the pound volume market. General Mills slightly decreased Cheerios' ad budget in 1978.

A new variety of Cheerios, Honey Nut, went national in mid-1979. Lucky Charms presweetened cereal got a boost from a promotion of Star Wars toys in conjunction with the company's Kenner Products division.

The Betty Crocker line of cake mixes continued to receive heavy advertising support in 1978. Facing increased competition from Pillsbury Co. in the area of cake and brownie mixes, General Mills increased its ad spending for the Betty Crocker dessert line.

The measured ad spending for the 18-flavor line of Super Moist cake mixes exceeded early estimates, reaching $6,247,000 in 1978.

■ Gold Medal flour sales volume fell slightly as the over-all market for flour dropped 5% in 1978. But Gold Medal continued as the leader in the $350,000,000 flour market.

Bisquick baking mix continued as the leader in its market, with record volume gains over the previous year and measured ad spending totaling $1,924,200, while Bisquick buttermilk baking mix received $897,000.

Consumer demand for convenience foods helped boost sales of Betty Crocker Mug-O-Lunch mix. The three-flavor line of instant hot meals rolled national in August, 1978. Hamburger Helper and Tuna Helper skillet dinners increased sales in 1978 after the company shifted the product image from an economy item to a convenience food.

A busy mom can make Hamburger Helper in minutes.
And kids take seconds.
When you need a helping hand.

Hamburger Helper saw increased sales in 1978 after General Mills changed the product's image from an economy item to that of a convenience food.

In October, 1977, General Mills completed a deal with the French company Sodima to market and manufacture Yoplait yogurt in the United States. The product, from a Midwest market base, is currently being expanded into West Coast markets.

This move will put Yoplait into about half the United States. General Mills said Yoplait "is doing well in market share—about where we expected it to be at this time."

■ In General Mills' restaurant operations, Red Lobster Inns of America—a chain of seafood restaurants—led the way with increased sales and earnings. Red Lobster opened nine units in 1978—behind the previous year's 28 openings.

One Red Lobster restaurant closed. Ad spending skyrocketed from $7,217,200 in 1977 to $11,460,000 in 1978.

York Steak Houses, in its first full year after General Mills acquired it in 1977, expanded into more states. Regionally concentrated advertising totaled $339,000.

As in 1977, the crafts, games and toys division of General Mills enjoyed record success. Sales increased 23.8% to $610,000,000 behind a worldwide demand for Kenner's line of Star Wars toys. Parker Brothers, led by Monopoly and other board games, did well.

ADVERTISING EXPENDITURES

	1978	1977
Newspapers	$3,757,100	$3,690,600
Magazines	16,191,600	15,764,000
Spot tv	51,049,900	44,253,800
Network tv	84,283,200	82,535,000
Network radio	———	876,300
Outdoor	58,500	67,800
Total measured	160,164,300	151,918,500
Unmeasured	9,835,700	8,581,500
Estimated total	170,000,000	160,500,000

MARKETING PERSONNEL

E. Robert Kinney, chairman
H. Brewster Atwater Jr., president
Donald F. Swanson, senior exec vp
Walter R. Barry, group vp-consumer foods
James G. Fifield, group vp-consumer foods
Robert W. Hatch, group vp-specialty retailing, travel
Joe R. Lee, group vp-restaurant operations
Bernard Loomis, group vp-creative products
James R. R oen, group vp-apparel group
Arthur R. Schulze, group vp-consumer foods
Preston Townley, group vp-consumer foods
Fletcher C. Waller Jr., vp-director mktg services
Robert J. Blake, director-adv services

ADVERTISING AGENCIES

Campbell-Mithun: Minneapolis—Big G division (Buc*Wheats, Golden Grahams, Breakfast Squares, Nature Valley granola cereal and bars); Golden Valley division (potato products); Northstar division (new products).

Dancer Fitzgerald Sample, New York—Big G division (adult and children's cereals); Sperry division (Gold Medal flour); Lord Jeff apparel; Kitchen Harvest lettuce, Yoplait yogurt. San Francisco office—Sperry division (LaPina, Wheathearts, Betty Crocker pancake mix).

Needham, Harper & Steers, Chicago—Betty Crocker division (dessert products); Golden Valley division (Hamburger Helper, Tuna Helper, Bisquick); Northstar division (Bac*Os, new products). New York office—Golden Valley division (Mug-O-Lunch, new products); Northstar division (new products).

D'Arcy-MacManus & Masius, Chicago—Saluto Foods. St. Louis office—Red Lobster Inns, Donruss Co.

Daniel & Charles, New York—Gorton's Corp. (consumer business).

Wattenmaker Advertising, Cleveland—Gorton's Corp. (food service business).

McKinney, Silver & Rockett, Raleigh, N.C.—GoodMark Inc.

Humphrey Browning MacDougall, Boston—Parker Bros., Fundimensions (Lionel trains).

Sive & Associates, Cincinnati—Kenner Products, Fundimensions (Lionel Power Passers).

W.B. Doner & Co., Southfield, Mich.—Fundimensions.

Grey Advertising, New York—Kenner Products (Star Wars line).

AC&R Advertising, New York—Ship'n Shore.

Altman, Stoller, Weiss, New York—Monet Jewelers.

Chester Gore Co., New York—Foot-Joy

David H. Mann Advertising, New York—Pennsylvania House.

Lloyd Mansfield Co., Buffalo—Kittinger.

Mass Motivators, El Dorado Hills, Cal.—Wallpapers to Go.

Bozell & Jacobs, Minneapolis—General Mills (grocery trade and military sales).

Rafshoon Advertising, Atlanta—Tom's Foods (p.o.p.).

William Cook Advertising, Jacksonville, Fla.—Tom's Foods (supermarket distribution).

General Motors Corp.

	1978	1977
Sales	$63,221,100,000	$54,961,300,000
Earnings	3,508,000,000	3,337,500,000
Advertising	266,346,000	235,346,100

General Motors Corp., Detroit, the 4th largest national advertiser increased 1978 advertising expenditures by 13% to $266,346,000 from $235,346,100 in a year it called one of "extraordinary achievement."

It was the best year ever for giant GM which "outperformed the industry as a whole in almost every category," said chairman Thomas A. Murphy. Dollar sales, profits, and unit sales were records for the third straight year.

Sales came to $63.2 billion up from the previous record of $54.9 billion in 1977. Earnings of $3.5 billion easily topped the 1977 high mark of $3.3 billion.

Vehicle factory sales worldwide were a record 9,482,000 or 5% above the 1977 record. U.S. sales of cars climbed to 5,292,000 from 5,259,000 and truck sales hit 1,586,000 from 1,436,000. GM got 48% of all U.S. car sales, 41% of all trucks and buses for a total of 46% of the vehicle market.

Buick, Oldsmobile, Pontiac and Cadillac divisions set sales records and Chevrolet set one for combined sales of cars and trucks. GMC Truck & Coach also had record truck sales. Chevrolet continued as the best-selling car nameplate.

■ Timing was the secret sales weapon along with hard selling. With the big car downsized for fuel economy in model 1977, GM shrank its intermediates for model 1978.

After a few stumbles, the intermediates moved well, paving the way for the best-timed cars of recent years—the downsized compact X-bodies which hit the showroom as 1980 models just as a gas crunch started. Even the downsized luxury personal cars gained quick acceptance.

GM's ad expenditures kept pace no matter what yardstick was used. Measured expenditures were $266,346,000 up from $235,346,100. Chairman Murphy told the annual meeting that model year, as distinct from calendar year, outlays were $240,000,000, up from $225,000,000, a hike he characterized as "modest, not very much at all."

The biggest increase was in tv, the largest GM media category. Measured expenditures rose to $132,899,600 from $117,447,800 or by some $15,000,000 with the increase coming solely in network buys. Spot dropped off $1,700,000 or so.

The biggest percentage gain was in spot radio to $20,202,000 from

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MARKETING PROFILES

$15,928,000 with most of the increase from Chevrolet's massive radio push in the fall of 1978. Magazines rose some $12,000,000 to $56,305,300. Newspapers were steady—$46,702,900 compared with $47,504,900.

▪ Chevrolet, as usual, spent the most and sold the most. Ad expenditures were $116,051,100, up just slightly from the year before. Car sales rose to 2,349,781 from 2,280,439, but trucks carried the day, setting a Chevy record with 1,340,259, up from 1,205,882. The combined total was a record 3,690,040 vehicles, compared with 3,486,321 in 1977.

There were soft spots in Chevy sales. The big Chevrolet dropped to 621,140 units from 657,151. Nova, an old compact, fell to 248,214 units from 312,135 and Monte Carlo, a downsized specialty intermediate, lost sales as well as weight—355,058 units to 370,825. Malibu, the companion intermediate, gained sales to 374,124 from 296,193.

The Chevette and Monza subcompacts got a lot of special attention and sales responded. Chevette rose to 247,088 units from 196,218 and Monza climbed to 158,127 from 157,226.

▪ Malibu got star billing as the 1978 wars opened in the fall of 1977. It and Monte Carlo got 30% of the introductory ad dollars. The old "See the U.S.A. in your Chevrolet" tune was revived with "See what's new today in a Chevrolet."

By December, GM and Chevy saw the new intermediates weren't making the anticipated sales splash. The result was GM kept the intro campaigns going into the new year.

The pitch was switched from appearance to product features but the real culprit was a muddle in the mid-size market. Distinctions between compacts and intermediates became blurred—the GM intermediates were as big as its own compacts but smaller than other companies compacts and other intermediates were bigger than GM's full-size cars.

Malibu sales dropped more than 10% and Monte Carlo was off 9%. "This has been a learning period for consumers," said Thomas A. Staudt, marketing director who in early 1979 was to defect to American Motors Corp. But then he said, "Consumers have to interpret a whole host of new brand names and entries as the compact and intermediates grow closer. It's a search and sorting process."

▪ A few weeks later, GM decided the intermediate sales malaise of all its divisions had gone far enough. It mounted a corporate ad campaign after President E. M. Estes admitted, "Maybe we were too cocky going into the 1978 model year. There's no question we weren't working nearly as hard as we had been a year earlier."

A total of 100 daily newspapers were used along with 30 and 60-second commercials in prime time and early evening hours. The campaign hit at fuel economy, room and handling ease.

Chevrolet also stepped up its ad allocation from the intro 30% of budget to well above that using heavy radio, direct mail, Sunday supplements and more tv. Malibu got a fix, picking up the old "Baseball, hot dogs, apple pie and Chevrolet" theme song. It worked as sales started to climb in March.

Chevrolet didn't spare the horses when it came to introduce the 1979 models in the fall of 1978. Monza was the center of "National Chevy Week" and Chevrolet mounted the most intense radio effort ever in such a short time.

With no new cars to introduce, Chevy spread the rest of its effort across the line. The full-size Chevrolet was acknowledged as the top-selling nameplate with "America has driven it to the top." Malibu continued the spring strategy as a "fresh new slice of apple pie." Monte Carlo got more print exposure stressing elegance and performance.

Nova, the doomed compact, again traded on its use as a police car before it was phased out for the X-body Citation in the spring of 1979. Camaro, the sporty subcompact with a good track record, became an "image" car and for the first time Chevy four-wheel-drive trucks were advertised separately.

Chevette, meanwhile, got ad attention as funds were diverted from Monza and other good-selling lines after the first of the year. Chevy pointed out it was the best-selling subcompact.

▪ Oldsmobile cracked the 1,000,000 mark in sales—1,006,344—in 1978, a year which saw its mainstay Cutlass drop slightly in sales. Cutlass had 520,279 sales, down from 527,939. Olds along with Buick was doubly encumbered with downsized intermediates that in standard versions had an aeroback or roofline that swept unbroken to the rear bumper.

Buyers weren't confused in this part of the mid-market. They didn't like the styling. Despite this, Cutlass managed to hold its own while sales of the full-sized Delta 88 and 98 increased to 396,815 from 349,403.

Olds' marketing strategy for Cutlass helped. There wasn't just one model but a whole flock, each aimed at a different buyer. The Supreme Brougham was a "retreat into luxury"; the Calais was the "sophisticated sport" and the Salon (the slope back) was designed for function and economy.

Omega was seen as a refuge for those who rebelled against the aeroback, but the big money—about half of the intro budget—was on Cutlass. The use of fringe time was boosted to improve cost efficiencies; magazines got more play and spot radio held even.

There was an eight-page color newspaper supplement that had a circulation of 41,000,000. The Olds diesel got off with a substantial campaign that had to be cut back because of manufacturing delays.

▪ In all, Olds spent $34,090,400, up from $27,221,600, with the largest chunk and biggest increase in tv. Olds spent $14,689,600 on tv, up from $8,946,900. Magazines went up as Olds told the engineering story. Expenditures were $8,919,600, up from $7,778,100.

Olds was still optimistic as the first quarter of 1978 opened. The aeroback was targeted more firmly at the import buyer and the low-end compact buyer and the ad heat was kept on. By spring, voiceover tv commercials were taking on imports head-on in what was called a second season.

GAS
GAS
GAS
THERE HAS NEVER BEEN A BETTER TIME TO OWN AN OLDS.
Oldsmobile

GM's Oldsmobile sold 1,000,000 cars in 1978, even though its Cutlass dropped in sales. Oldsmobile spent $34,090,400 in 1978.

Olds spent more ad dollars in the third quarter than it did to introduce the 1978s. Olds rolled out an old model name the Holiday 88 coupe to attract those still shying away from the aerobacks. A Firenza model was added to the lackluster subcompact Starfire.

▪ Olds came into model 1979 sadder but wiser. Cutlass models were grouped in one commercial that hit again on "Cutlass is different cars for different people." The Delta 38 was segmented as a family car and 98 got the line, "Of the world's luxury automobiles, it could be your most logical choice." It was advertised only in upscale books. Omega went overseas for background magazine shots in a continuing attack on imports.

Buick also had the handicap of the aeroback intermediates—the Century in its case—but sales of the downsized car increased to 323,356 from 279,657. The full-size Buick, LeSabre and Electra dipped to 312,119 from 323,860 while Buick's compact Skylark stayed even.

Buick raised its ad outlays significantly as it aimed at the younger buyer. Ad outlays climbed to $44,252,400 from $31,502,500. The biggest increase was in network tv to $19,668,500 from $11,154,500.

Buick went after the younger buyer who wanted more luxury and it did it with turbo-charged engines on the intermediate Regal coupe and standard LeSabre. Turbocharging delivers gas economy and performance and Buick headlined everything with "A little science, a little magic."

The science was the turbo and the magic was the new styling. Electra, the top of the line; Riviera, a personal luxury car off the Electra and LeSabre repeated the story of their downsizing—luxury without sacrificing room.

Skylark was an "intelligent" compact and Skyhawk was given a sporty personality for the subcompact market. Skylark was also the second best selling GM compact next to Chevrolet's Nova.

Buick's idea of a spring tonic was to replace its normal scatter prime time tv buy with a lineup of specials. The March blast was the highest for any March, the company said. Magazines also got a strong campaign and a month-long radio buy was made on the networks.

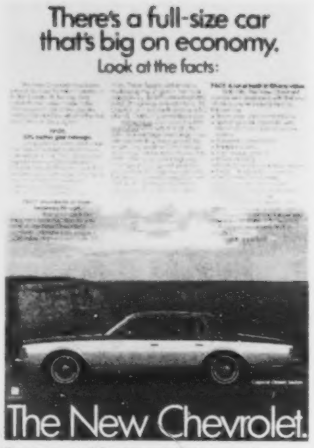
▪ The Buick intermediates weren't suffering as badly as those of Olds but they still got reinforcement. The turbo equipped models were in short supply and Regal ads also started promoting mpg. At about the same time, Buick hired actor Glenn Ford as a spokesman despite his competitive surname. But Mr. Ford didn't get his name on the screen, all the same, thank you.

Opel, the only captive GM import, received a spring campaign that stressed its parentage with "If you're looking for a great Japanese car, look for a great American name. Buick." It was the valedictory for Opel. Isuzu Motors Ltd. of Japan stopped exporting Opel to Buick in mid-1979 to set up its own distribution network.

Buick had the newly downsized Riviera in the fall of 1978. The car shed its Electra lines and joined the Olds Toronado and Cadillac Eldorado on a front-wheel-drive chassis. The Riviera became a "halo car"—one that attracts attention and people into showrooms.

▪ Over-all, the emphasis was on fun. "Psychographic surveys indicate that people are very much concerned with how they're going to enjoy their life style and appreciate the fruits of what they have earned," a Buick adman said.

The theme became, "After all, life is to enjoy." Buick was back with the turbo this time in a Century Turbo coupe with performance axle, spoilers and blacked-out trim. GM backed the Riviera, Eldorado and Toronado with a special corporate campaign talking about engineering features.



General Motors' Chevrolet retained its position as the best-selling car nameplate, backed by ad spending of $116,051,100.

Pontiac made its downsized intermediates, LeMans and the specialty Grand Prix, the stars of its 1978 intro. The theme used science-fiction backgrounds of galaxies, but the aim was simple. "We are going to push through the noise of the introductory period with our biggest media blitz to fight to get our story out," a Pontiac marketer said.

It included a tv network barrage, network radio, spot tv, radio, Sunday supplements, direct mail and outdoor. When the year closed, Pontiac had increased its ad expenditures to $33,544,500 from $27,543,400 with the biggest boost in network tv—to $12,603,500 from $8,624,300.

Magazines gained to $6,082,700 from $4,119,300, while other media held steady, except for outdoor which was cut to $199,200 from $1,428,600.

▪ The results were mixed with the intermediates. LeMans outdrew its predecessor model 125,020 to 73,061. The 1977 LeMans "didn't get one line of factory advertising," Pontiac said.

Grand Prix fared less well, dropping to 224,195 from 235,833, which was still good enough to retain its position as Pontiac's best-seller. Phoenix dropped to 58,280 from 72,520. Total sales rose to 896,980 from 808,467.

Pontiac's two subcompacts, Sunbird (Monza) and Firebird (Camaro) did well. Firebird rode a pre-gasoline crunch wave of performance cars to sales of 188,212, up from 137,807, and Sunbird, plugging mpg, moved up to 91,737 from 90,483.

When things started slowing down around the first of 1978, Pontiac leapt in with "Price our Pontiacs" price ads on LeMans and Grand Prix. Also featured were the regular Pontiac Bonneville and the Sunbird.

By fall the largely unchanged 1979 models needed a new image. "The market is going to smaller cars. Our image has always been the medium-price bigger car and we've got to adjust," said James Graham, director of merchandising. "Sunbird is where the future is. We think we are viable to go after the import market."

So Pontiac reduced the Sunbird price and added more equipment and launched a campaign, "More Sunbird for the money." The price reduction and special campaign were similiar to the National Chevy Week for Monza.

▪ The successful Firebird, a car that seemed dead a few years before, was the "halo" car for Pontiac. It got more ad dollars behind its "muscle car" versions to rub off the performance image on the rest of the line.

An eight-page magazine foldout had the Firebird on the cover with the legend, "A new breed of wow"—Ford's new Mustang was just plain "New breed." The rest of the line went under "Our best get better."

Cadillac, with downsizing behind it and nothing new in model 1978, concentrated on image with "Behind the great name, a great car." It found its own youth market—couples earning $40,000 plus.

Cadillac sales and ad expenditures were tasteful. Sales rose nicely to 350,813 from 335,785 with the Seville, the compact Caddy, the regular Cadillac and the personal luxury Eldorado all moving up.

Ad outlays increased decorously to $14,208,700 from $12,208,000. Network radio was the big gainer going to $260,200 from $150,500. More was spent on newspapers and magazines—$6,631,800—than tv—$5,683,400.

By the summer, Cadillac was trying to warm up the market for the diesels it needed to get respectable mpg. The radio-only campaign promoted the diesel although then it was only available on 1,500 Sevilles. The 1979 models were due to get diesels and Cadillac wanted to smooth the way.

▪ Cadillac believed its downsizing had sunk in and was predicting great things. The Eldorado, it was thought, would appeal to a broader segment of the market with its downsizing. It became (that word) "the new breed of Eldorado."

But Cadillac did have a problem—the new Eldo was the same size as the Seville now. "We hope they will appeal to different buyers," a Caddy adman said. Eldorado stressed styling and roadability and the Seville, comfort and elegance.

GMC Truck & Coach division started off its 1978 model year sounding like one of the car divisions. It wanted to cash in on the popularity of light trucks for personal use. The line was "Realizing your next car should be a truck."

GMC didn't ignore its heavy duty stuff either and used "Get truckin'. Get a GMC." The results in 1978 were a record 351,257 trucks sold, up from 292,921 in 1977. Ad expenditures increased to $3,912,300 from $3,170,100 but the mix changed when the 1979 models went on sale.

Ad outlays were increased and the division turned to tv for the first time in several years. Network tv expenditures went to $892,500 from zero, most of it on Monday Night Football. Network radio, the mainstay previously, was cut back to $223,100 from $485,300.

▪ GM started losing some of its top marketing personnel to other companies. James Bostic resigned as Oldsmobile director of marketing to join Toro Mfg. Co.; Christine Meyers left Pontiac as ad manager to become Detroit ad manager for *Penthouse;* Don E. Parkinson moved into her job from the field; Tom Staudt left Chevy as director of marketing to join AMC as vp-marketing group; David J. Van Peursem who took Mr. Bostic's place at Olds left to join AMC as general manager of marketing.

Within GM, L. D. Robbins was named director of marketing at Buick, succeeding George Frink who moved to a corporate post.

Elsewhere, GM and the Federal Trade Commission agreed that some print ads for 1979 models should disclose where a car engine was made. It was an outgrowth of the Oldsmobile engine "switch."

GM signed as a major sponsor of a 12-hour network tv series on ways to cope with future energy problems. Walt Disney Produc-

BEST AVAILABLE COPY

TRAC
HEAVY WITH MOISTURIZERS

Gillette's Trac II Lotion ties in with its Trac II shaving system, the largest selling system in the U.S.

tions is to make the series which ties in with Disney World in Florida where GM also will sponsor the "Experimental Community of Tomorrow."

- GM of Canada had its sixth straight record year with vehicle retail sales of 585,000 and car sales got 3.1% more penetration to capture 42.1% of the market.

Overseas retail sales were a record for the third straight year. GM sold 1,526,000 cars and 340,000 trucks—with Europe leading the way.

Combined worldwide sales of GM power and appliance products set records. Detroit Diesel Allison division sold more than 141,000 engines, up 19%. Deliveries of U.S.-made locomotives by Electro-Motive division were up 27% with record dollar sales, GM said. TEREX earthmoving equipment sales were up 3% worldwide.

Early in 1979, GM sold its Frigidaire appliance business to White Consolidated Industries. The division spent $11,006,700 in 1978 advertising, up from $7,352,700.

ADVERTISING EXPENDITURES

	1978	1977
Newspapers	$46,702,900	$47,504,900
Magazines	56,305,300	44,029,400
Farm publications	1,616,400	1,743,700
Spot tv	25,073,100	26,748,300
Network tv	107,826,500	90,699,500
Spot radio	20,202,000	15,922,000
Network radio	3,171,700	2,915,100
Outdoor	5,448,100	5,777,200
Total measured	266,346,000	235,346,100

MARKETING PERSONNEL

R.D. Burger, vp, mktg
Gail Smith, genl director, adv & merch
D.J. Teasdale, mgr, adv
J.W. Finney, asst mgr, adv-media
D.K. Murley, D.P. Bolen, adv supers
Margaret Hudzik, adv traffic coordinator

ADVERTISING AGENCY

D'Arcy-MacManus & Masius, Bloomfield Hills, Mich.—Milton F. Coulson Jr., exec vp-mgmt super; William A. Mara, vp-acct super; Ronald Monchak, senior vp-creative director.

PUBLIC RELATIONS STAFF

A.G. De Lorenzo, vp
J.W. McNulty, director, corp communications
G.H. Pruette, mgr, public affairs adv

ADVERTISING AGENCY

N W Ayer ABH International, New York—Louis T. Hagopian, chairman & ceo; Neal W. O'Connor, chairman of exec committee; David Means, exec vp; Robert Kingsbury, senior vp, mgmt super; Earl Shorris, senior vp, group creative director; Marcella Rosen, senior vp, media director; Jerry Siano, exec vp, director, creative services; Richard Prince, vp, acct super; Ben Hurowitz, vp, associate media director; Bruce Small, media super; William O. Barbour, media planner; Oliver W. Leigh, acct exec; Barbara Ossola-Ruland, tv producer; Marguerita Breen, senior art director; Angelo Sannasardo, art director; Susan Pralgever, copy super; Arthur Kimmel, writer.

BUICK MOTOR DIVISION

MARKETING PERSONNEL

Donald H. McPherson, vp, genl mgr
J.D. Duffy, genl sales mgr
C.L. Foster, asst genl sales mgr-admin
R.L. Ingersoll, asst genl sales mgr-eastern area
J. J. Faerber, asst genl sales mgr-western area
H.E. Savage Jr., director, adv
T.L. Pond, director, pr

ADVERTISING AGENCY

McCann-Erickson, Troy, Mich.—E. Michael Roche, exec vp, mgmt; Richard A. Hill, vp, media; David A. Lubeck, senior vp, mgmt super; Harold E. Allen, vp, acct super; John Geoghegan, acct exec; John L. Frakes, vp, creative director; Lance Aldrich, vp, associate creative director; Harold W. Randall, vp, acct super-product info; Charles E. Valentine, senior acct exec; Joann Tucker, broadcast operations super.

ADVERTISING EXPENDITURES

	1978	1977
Newspapers	$ 8,593,300	$ 8,740,900
Magazines	7,920,900	6,735,900
Spot tv	5,498,300	2,999,200
Network tv	19,668,500	11,154,500
Spot radio	768,000	767,200
Network radio	1,200,800	817,800
Outdoor	602,600	287,000
Total	44,252,400	31,502,500

RETAIL SALES (U.S. IN UNITS)

	1978	1977
Riviera	25,753	20,809
Buick	312,119	323,860
Century	323,356	279,657
Skyhawk	22,221	24,872
Skylark	97,915	97,196
Opel (import)	19,222	29,067
Total	800,586	775,461

CADILLAC MOTOR CAR DIVISION

MARKETING PERSONNEL

Edward C. Kennard, vp, genl mgr
L. B. Pryor, genl sales mgr
W. R. Lewellen, asst genl sales mgr, central office activities
C. Chynoweth, asst general sales mgr-West
Robert W. Starr, asst genl sales mgr, East
R. G. Chumdley, natl merch mgr
Anthony Stromberg, asst natl merch mgr, adv & sales promo
P. H. Montgomery, director, pr

ADVERTISING AGENCY

D'Arcy-MacManus & Masius, Bloomfield Hills, Mich.—Ernest A. Jones, chairman, intl; Charles F. Adams, president; Wendell D. Moore, president, Bloomfield Hills; James T. Doyle, vp, acct super; G. A. Scott, vp, creative director; R. C. Spaulding, vp, associate media director; Robert C. Reed, acct exec; A. L. McClain, director, pr.

ADVERTISING EXPENDITURES

	1978	1977
Newspapers	$ 3,315,900	$ 3,372,800
Magazines	4,663,700	4,135,500
Spot tv	930,100	895,300
Network tv	4,753,300	3,352,400
Spot radio	285,500	285,100
Network radio	260,200	150,500
Outdoor	—	16,400
Total	14,208,700	12,208,000

RETAIL SALES (U.S. IN UNITS)

	1978	1977
Seville	55,721	44,667
Cadillac	248,825	244,770
Eldorado	46,267	46,348
Total	350,813	335,785

CHEVROLET MOTOR DIVISION

MARKETING PERSONNEL

R. D. Lund, vp, genl mgr
R. E. Cook, genl sales mgr
A. T. Olson, asst genl sales mgr-staff
D. A. Bouchard, sales mgr, trucks
C. O. Uren, director, adv
T. R. Chick, mgr, passenger car adv
H. J. Cordes, mgr, truck & wagon adv
J. J. Williams, director, pr

ADVERTISING AGENCY

Campbell-Ewald Co., Detroit—T. B. Adams, chairman, ceo; P. L. John, president; J. I. Bernardin, exec vp, director of creative services; W. J. Tausch, exec vp, acct director; W. R. O'Neil, senior vp, associate acct director; T. R. Boyd, senior vp, mgmt super, adv & merch, trucks; F. A. Malsom, senior vp, exec director, creative services, cars & trucks; C. F. McLaughlin, senior vp, mgmt super, car merch; R. W. Mitchell, senior vp, mgmt super, small car; W. S. Schindler, senior vp, director of pr; A. J. Hopp, senior vp, associate mgmt super, big car; M. F. West, senior vp, associate mgmt super, adv & merch, trucks; L. F. Farrell, vp, acct super, car merch; F. Fraser, vp, director of automotive mktg; W. R. Kennedy, director of car product info; R. G. Smith, mgr of adv rsch; D. S. White, director of field operations.

ADVERTISING EXPENDITURES

	1978	1977
Newspapers	$18,131,600	$18,527,000
Magazines	22,725,800	16,804,000
Farm publications	1,316,400	1,406,400
Spot tv	5,607,500	10,105,800
Network tv	47,178,400	53,817,400
Spot radio	16,139,000	12,032,000
Network radio	512,600	261,200
Outdoor	4,439,800	3,047,500
Total	116,051,100	116,001,300

RETAIL SALES (U.S. IN UNITS)

	1978	1977
Chevette	247,088	196,218
Nova	248,214	312,135
Sportvan	43,582	39,609
Camaro	260,201	208,511
Monza	158,127	83,413
Malibu	374,124	296,193
Chevrolet	621,140	657,151
Monte Carlo	355,058	370,825
Corvette	42,247	42,571
Total Pass. cars	2,349,781	2,280,439
Trucks	1,340,259	1,205,882
Total division	3,690,040	3,486,321

OLDSMOBILE DIVISION

MARKETING PERSONNEL

R. J. Cook, vp, genl mgr
J. F. Mattox, genl sales mgr
W. W. Lane, asst genl sales mgr-western
J. O. Grettenberger, asst genl sales mgr, mktg & dealer activities
J. W. Hill, asst genl sales mgr-eastern
R. H. Ogden, admin asst to genl sales mgr
L. C. Myers, mkt analysis mgr
F. W. Bennetts, director, pr

ADVERTISING AGENCY

Leo Burnett Co. of Michigan, Southfield Mich.—John C. Ryan, senior vp, mgmt director; James Oates, vp, acct super; Joe Henry, vp, media director; Al Cochrane, vp, acct exec; Jim Gentile, acct exec; Roger Baily, acct exec-Oldsmobile.

ADVERTISING EXPENDITURES

	1978	1977
Newspapers	$ 8,826,800	$ 8,978,400
Magazines	8,919,600	7,778,100
Spot tv	4,560,300	2,943,800
Network tv	10,129,300	6,003,100
Spot radio	1,175,000	1,173,900
Network radio	302,000	268,400
Outdoor	177,400	74,900
Total measured	34,090,400	27,221,600

RETAIL SALES (U.S. IN UNITS)

	1978	1977
Omega	42,860	51,724
Starfire	18,351	19,120
Cutlass	520,279	527,939
Oldsmobile	396,815	349,403
Toronado	28,039	28,860
Total division	1,006,344	977,046

PONTIAC MOTOR DIVISION

MARKETING PERSONNEL

R.C. Stempel, vp, genl mgr
G.G. Spaulding, genl sales mgr
W. W. Harris, asst genl sales mgr, admin
C. E. Chambliss, asst genl sales mgr
N. L. Cheal, asst genl sales mgr
S. A. Hoostal, asst genl sales mgr
J. W. Johnston, asst genl sales mgr
W. H. Ross, asst genl sales mgr
J. H. Graham, director of merch
S. T. Richards, director, pr
D. E. Parkinson, adv mgr

ADVERTISING AGENCY

D'Arcy-MacManus & Masius, Bloomfield Hills, Mich.—H. G. Bay Jr., senior vp, mgmt super; Ronald M. Fallis, vp, acct super; George Acree, vp, acct super; Sean Neall, Terry Livermore, Pat Aulgur, acct execs; Pat Brown, acct mgr; Ron W. Monchak, senior vp, creative director; Carl B. Wheeler, vp, production & traffic; Lucien DiSalvo, senior vp, director of media, mktg & rsch; Leo A. Hillebrand, vp, GM media coordinator; Robert C. Spaulding, vp, media director; William K. Rankin, acct exec, product info; James F. Scharfenberg, acct exec, product info, styling, engineering; Arthur Morat, vp, group creative super; Art Harrington, vp, director of sales promo; Rick Trentarcost, copywriter; John Greening, vp acct super, director of mktg.

ADVERTISING EXPENDITURES

	1978	1977
Newspapers	$6,837,300	$6,840,700
Magazines	6,082,700	4,119,300
Spot tv	6,735,100	5,154,200
Network tv	12,603,500	8,624,300
Spot radio	870,000	869,700
Network radio	216,700	506,600
Outdoor	199,200	1,428,600
Total	33,544,500	27,543,400

RETAIL SALES (U.S. IN UNITS)

	1978	1977
Phoenix	58,280	72,520
Firebird	188,212	173,807
Sunbird	91,737	61,790
LeMans	125,020	73,061
Grand Prix	224,195	235,833
Pontiac	209,536	198,763
Total Division	896,980	808,467

GMC TRUCK & COACH DVISION

MARKETING PERSONNEL

Robert W. Truxell, vp, genl mgr
James E. Conlan, genl sales mgr
E. Jarvis Ransom, coach sales mgr
Richard F. Lucas, asst genl sales mgr, trucks
Carl E. Rehm, asst genl sales mgr, merch
James E. Wenzel, adv mgr, trucks
Frank E. Cronin, director, pr

ADVERTISING AGENCY

McCann-Erickson, Troy, Mich.—Harry W. Grusche, senior vp, mgmt super; Richard A. Hill, vp, mktg & media director; George T. Skirtich, acct exec; Edmund H. Sale, vp, acct super.

ADVERTISING EXPENDITURES

	1978	1977
Newspapers	$180,800	$190,000
Magazines	2,004,200	1,840,300
Farm publications	300,000	337,300
Spot tv	84,000	87,400
Network tv	892,500	—
Spot radio	218,000	218,200
Network radio	223,100	485,300
Outdoor	9,700	11,600
Total	3,912,300	3,170,100

RETAIL SALES (U.S. IN UNITS)

	1978	1977
Trucks	351,257	292,921
Coaches	1,267	473
Total	352,524	293,394

AC-DELCO DIVISION

MARKETING PERSONNEL

W. C. Lee, genl mgr
R. J. Smith, genl sales mgr
J. M. McKenzie, asst genl sales mgr, mktg
D. P. Robison, director, adv
D. K. Colliver, F. R. Alexander, associate adv mgrs

ADVERTISING AGENCY

Campbell-Ewald Co., Warren, Mich.—R. E. Britton, senior vp, mgmt super; I. W. Beaton, vp, senior acct super; R. E. Guerrier, acct super; R. L. Greer, acct exec; M. A. Hudson, senior vp, creative services; R. A. Mancini, vp, media group super; T. J. Glynn, exec vp, director of media; L. A. Monsen, acct exec.

DELCO ELECTRONICS

MARKETING PERSONNEL

E. P. Czapor, genl mgr
J. C. Crawford, genl sales mgr
E. J. Marx, merch mgr
W. B. Draper, director, pr

ADVERTISING AGENCY

Campbell-Ewald Co., Detroit—Robert T. Fell, exec vp; Robert E. Britton, senior vp, mgmt super; Ross Morgan, vp, acct super; Penelope A. Geismar, acct exec.

ADVERTISING EXPENDITURES

	1978	1977
Newspapers	$90,000	$95,000
Magazines	1,640,300	3,289,500
Spot tv	23,800	71,000
Network tv	4,880,800	4,069,300
Spot radio	731,000	731,100
Network radio	456,300	5,600
Outdoor	17,300	57,100
Total	7,839,500	8,318,600

ELECTRO-MOTIVE DIVISION

MARKETING PERSONNEL

Peter K. Hoglund, genl mgr
W. A. Fox, director, sales & service
G. C. Mulick, genl sales mgr, power products
R. E. Hill, genl sales mgr, domestic locomotives
F. J. Babel, genl sales mgr, export locomotives
Robert D. Innes, director, pr & adv
Nancy A. Calvert, staff asst

ADVERTISING AGENCY

Marsteller Inc., Chicago—Richard Christian, chairman; Milt Lynnes, exec vp, genl mgr; John Roberts, mgmt super; Steve Jareo, acct super; Ashley Shomaker, acct exec.

GENERAL MOTORS ACCEPTANCE CORP.

MARKETING PERSONNEL

S. K. Smith, president
R. R. Nelson, exec vp
C. A. Krauss Jr., director, pr & adv

ADVERTISING AGENCY

Campbell-Ewald, New York—James I. Bernardin, exec vp, creative director (Detroit); Thomas J. Glynn, exec vp, media director (Detroit); James J. O'Neal, senior vp, div mgr, acct super.

Gillette Co.

	1978	1977
Sales+	$1,710,471,000	$1,587,209,000
Earnings+	94,564,000	79,720,000
Advertising*	99,000,000	90,044,000

+Worldwide *U.S. Estimated by AA

Gillette Co., Boston, the 38th largest national advertiser, increased its advertising 10% to an estimated $99,000,000 in 1978.

Worldwide sales in 1978 increased to a record $1.7 billion, while earnings increased 19% to $94,564,000. Sales for the first quarter of this year rose 15% to $457,222,000, while earnings jumped 38% to $30,853,000.

Gillette chairman and chief exec, Colman M. Mockler Jr., attributed the higher first quarter sales and earnings to improved sales in the International division and to sharply higher profits for the Braun Group and diversified companies. He also noted, however, that while sales of Gillette North America were up slightly, operating profits were slightly lower.

Gillette's sales and profits contributed by its four major lines shaped up as follows in 1978: Blades and razors, sales 33% and profits 72%; Personal Care, 25% and 13%; writing instruments, 8% and 6%, and Braun products, 24% and 13%.

- Worldwide advertising and promotion costs in 1978 were $239,900,000, up from $207,900,000. The 1978 total included $155,900,000, for advertising, including sampling, and $84,000,000 for sales promotion.

With sales and profits advancing to record levels, Gillette's safety razor division continued its dominance of the wet shave market on the strength of Trac II, the nation's largest selling shaving system, and the continued success of the Atra
automatic-adjusting twin-blade
zor and cartridge. Introduce
mid-1977, Atra continues to be
best-selling razor in the count

Since its introduction, Atra
achieved about an 8% share
blade units in the U.S.
company's Trac II cartridges
main the nation's best-sell
blade with an estimated 18
share of units.

During the past months, h
ever, Trac II has come under att
from the Bic Pen Corp. In a c
parative ad, Bic compares
shaving closeness of its 19¢ sir
edge disposable razor to the hig
priced double edged Trac II.

Gillette has asked the Natio
Advertising Division of the Be
Business Bureau to review
commercial, and has asked
three networks to ask Bic for m
fications. Both NBC and ABC
presently showing a modified c
mercial and the NAD is prese
reviewing the ad.

- Gillette, in addition to marke
its own Good News! twin-bl
disposable razor, is testing a sir
edge disposable priced co
petitively with Bic.

At its annual meeting in A
Gillette unveiled Atra Invitatic
line extension to the Atra. Price
$1.59 for its introduction, the I
tation is expected to appeal to
ple who have resisted regular A
because of its heavier weight a
or its suggested $4.95 list price

In the $425,000,000 blade mar
Gillette's share continues to b
the area of 60%. Schick (War
Lambert) has the No. 2 spot w
share in the low 20s. The rest o
market is held by American Sa
Razor, Wilkinson Sword, Bic
and private labels.

In an attempt to build its shar
the $525,000,000 deodora
antiperspirant market, the
sonal care division last Au
launched Dry Idea roll-on anti
spirant, backed by an $18,000
advertising and promotional i
ductory campaign.

- Deodorants and antiperspi
are the division's most impo
products. Sales of nonaer
products rose last year offsett
slight decrease in the aerosol
gory.

Gillette's Right Guard and
& Dri hold approximately a
share of the over-all market.
division's share is believed to
slightly less than that of Procte
Gamble (Sure and Secret), and
above Bristol-Myers (Ban, U
Ban, Ban Basic pump and Ti
roll-on).

In the United Kingdom
Latin America, Gillette brands
tained their strong positions,
ported by the launch of Zirconi
roll-on antiperspirant.

Last year, the company als
troduced Ultra Max shampoo
blow dryer use. While its intro
tion was supported by
$17,000,000 campaign, sales did
meet expectations. Hoping to
tain a 7% to 8% share of
$800,000,000 shampoo market,
company has repositioned
shampoo.

- Procter & Gamble's Hea
Shoulders, is the shampoo lea
with a 12% share, derived from
tie-in as a dandruff-killer a
shampoo. There are more than 6
national brands of shampoo.

In March, Gillette and its former agency, J. Walter Thompson Co., reached an out-of-court settlement and agreed to pay Alberto-Culver Co., Chicago, $4,250,000. Alberto originally sued Gillette and JWT over a comparative ad, which claimed that Gillette's Tame conditioner "rinses clean" while leaving the impression that Alberto Balsam left the hair oily and greasy.

The division also introduced two new products this year. Silkience "self adjusting" hair conditioner, backed by a $6,000,000 campaign, and Foamy Tropical Coconut shave cream, launched in July with a $2,000,000-plus campaign.

Gillette's Foamy line continued to lead the $125,000,000 shaving cream market with a 24% share. Trac II shave cream accounted for an 8% share.

The company has also just completed a repackaging and design of its Dry Look pump hair spray for men. The new package is color coded to differentiate between regular, max and extra hold. According to the company's annual report, Dry Look, last year, increased its market share and remained the best selling men's aerosol hair groom.

▪ Ad spending for the personal care division last year was approximately $41,000,000, according to Leading National Advertisers. Among the products receiving the most support were Adorn hair spray, Foamy Face Saver shave cream, Dry Idea, Right Guard antiperspirant spray and stick, and Soft & Dri roll-on and spray.

In February, J. Walter Thompson Co., New York resigned its $25,000,000 Gillette business in order to work on Warner-Lambert's Schick account overseas.

Gillette assigned its Atra business to McCann-Erickson and its White Rain and Adorn hair products to N W Ayer ABH. Its Cricket and Super Cricket disposable lighters and Daisy disposable razors were not reassigned and are not presently being advertised.

Gillette's appliance division introduced 11 new products during the second half of 1978 and the first half of 1979, including six new hair dryers/stylers, a curling wand, SuperCurl Easy Roller for hairsetting; Body Tender, a total body care appliance with six attachments; Heat Wrap, which can be adapted to almost any portion of the body to soothe aching muscles, and Steam Facial skin cleanser, complete with directional steam hose, facial brush and sponge applicator.

Body Tender, SuperCurl Easy Roller and Heat Wrap mark the division's first entry into the skin care, hairsetter and health care markets.

Gillette's hair dryers and curling irons remained among the leaders in their categories. The Max line continued to be the No. 1 selling hand-held dryer line. Ad spending on Gillette personal care appliances was approximately $4,000,000 last year.

▪ The Paper-Mate division in January introduced Eraser Mate pen, a refillable ballpoint with erasable ink, which received $5,000,000 in ad support.

The division's ballpoint pen sales hit record highs with much of the growth attributable to sales of Write Bros. stick pens in both the retail and commercial sectors.

In addition, porous pens, the largest part of the company's U.S. business, maintained a leading share in the $110,000,000 category, with the introduction of the Quick Silver Flair rolling ball pen. Gillette now has an entry in every porous point pen category. The Quick Silver was backed by $1,800,000 in ad support for its introduction last year.

ADVERTISING EXPENDITURES

	1978	1977
Newspapers	$ 775,300	$ 522,900
Magazines	9,795,800	5,603,500
Spot tv	14,629,500	11,898,700
Network tv	42,634,300	46,401,900
Spot radio	——	16,000
Outdoor	——	1,000
Total measured	67,834,900	64,444,000
Unmeasured	31,165,100	25,600,000
Estimated	99,000,000	90,044,000

GILLETTE CO.

ADVERTISING SERVICES DIVISION

Thomas T. Ryan, vp (including Moorgate)
Thomas A. L[illegible]ix, director, media buying
Allen K. Gibbs, director, media services
Ronald Harding, director, tv production
Howard Fisher, associate mgr, media buying
Robert J. Evans, associate mgr, promo services

SAFETY RAZOR DIVISION

MARKETING PERSONNEL

Joseph A. Marino, vp, mktg
Charles T. Verde, director, new products
Glenn S. Archibald, director, existing products
Stephen A. Shapiro, group product mgr, blade/-razor systems
Joseph Crisp, group product mgr, new blade/-razor systems, Atra
W. Scott Roberts, vp, sales

ADVERTISING AGENCIES

McCann-Erickson, New York—Atra razors and cartridges—Donald Dillon, senior vp; Richard Costello, acct super; Pamela Smiley, acct exec; Vincent Tortorelli, group media director; George D'Amato and Herb Green, associate creative directors, Barbara Lindberg, associate rsch director.

Benton & Bowles, New York—Good News! disposable razor—Richard Hopple, mgmt super; Frank Farrell, acct super; John LaPick, creative director; Larry Tiber, associate rsch director; Frank Massaro, associate media director.

Batten, Barton, Durstine & Osborn, New York—Trac II razors and shaving cartridges—Bill Badger, mgmt super; George Pryde, acct super; Phil Dusenberry, senior vp, creative director; Len McCarron, exec art director; Dennis Berger, associate creative director, Norm Goldstein, vp, mktg info services.

Marschalk Co., New York—C. Anthony Wainwright, exec vp; Richard Villante, vp, mgmt super; Dennis Zolnierzak, acct super; Andrew Langer, exec vp, creative director; Paula Drillman, exec vp.

PERSONAL CARE DIVISION

MARKETING PERSONNEL

William J. Ryan, vp mktg
Robert N. Forman, mktg director, hair care
Peter K. Hoffman, mktg mgr, skin care
John T. Vinton, mktg mgr, deodorants/antiperspirants
Gordon M. Clogston, group product super, established deodorants/antiperspirants
Joel Davis, Norm Roberts, group product supers, hair care
John W. Dickman, vp-sales
Hans J. Lopater, vp-mkt rsch

ADVERTISING AGENCIES

Batten, Barton, Durstine & Osborn, New York—Right Guard, Soft & Dri, The Dry Look, Dry Idea—Jack Thorne, mgmt super.

Marschalk Co., New York—Earth Born, Trac II and Foamy shave creams—Barry Linsky, mgmt super; John Dooner, acct super.

Advertising to Women, New York—Toni, Ultra Max Shampoo, Silkience conditioner—Lois Ernst, president; John Ernst, chairman.

N W Ayer ABH, New York—Adorn, White Rain—Al Wolfe, exec vp; Stan Mattison, mgmt super.

APPLIANCE DIVISION

MARKETING PERSONNEL

William Schawbel, vp-mktg
Allan L. Williams, vp-sales

ADVERTISING AGENCY

Grey-North, Chicago—Supermax 2, Supermax Swivel, Supermax Curlytop, Promax, Promax Compact, Max 1000, SuperStyler 1200, Supermax Pro 1300 and 1400, Supercurl, Body+Curl, SuperCurl Compact, Easy Roller, Zoom Focus Mirror, Body Tender, Steam Facial, Heat Wrap—Ralph Linder, mgmt super.

PAPER-MATE DIVISION

MARKETING PERSONNEL

Derek Coward, vp-mktg
William Nahikian, mktg mgr

ADVERTISING AGENCIES

McCann-Erickson, New York—Paper-Mate ball point pens, Eraser Mate, Autopoint mechanical pencils—Don Dillon, senior vp.

Batten, Barton, Durstine & Osborn, New York—Flair, Flair Hardhead, Ultra Fine Flair, Write Bros. porous point pens, Quick Silver Flair rolling ball pen, PrestoMagiX dry transfer games, El Marko broad tip markets—Craige Johnson, vp, acct super.

BRAUN NORTH AMERICA

Cambridge, Mass.

MARKETING PERSONNEL

Norman J. Merwise, mktg director, Braun-U.S.

ADVERTISING AGENCIES

Ogilvy & Mather/2, New York—Hasselblad cameras, Braun appliances and lighters, S. T. DuPont lighters and pens, Gepe slide mounts and film reels, Agfachrome film, Agfa cameras and photographic papers, Ricoh cameras—Sydney Cassell, a[illegible]xec.

Clark, Bernard & [illegible]arola, Boston—Braun electronic flash, Re[illegible] accessories, Paterson darkroom acce[illegible]ries, Stitz tripods and grips—Ralph Carola, acct super.

DIVERSIFIED COMPANIES GROUP

Plant Care Division

MARKETING PERSONNEL

Albert A. Bergeron, genl mgr
Bill O'Neill, director-sales

ADVERTISING AGENCY

Hill, Holliday, Connors, Cosmopoulos, Boston—Hyponex house plant food, Swiss Farms potting soils, containers and accessories—Ed Grosso, mgmt super.

JAFRA COSMETICS

Canoga Park, Cal.

MARKETING PERSONNEL

Thomas C. Grant, president

We're as basic to America as a small town bus stop.
Greyhound Corporation

Greyhound, the nation's largest intercity bus system, used spread ads with folksy flavor to promote its service.

Greyhound Corp.

	1978	1977
Sales	$4,589,765,000	$4,041,329,000
Earnings	58,353,000	81,936,000
Advertising*	45,742,500	50,825,000

*Estimated by AA

Greyhound Corp., Phoenix, the 76th largest national advertiser, decreased its advertising 10% to an estimated $45,742,500 in 1978.

Sales increased to $4.6 billion, 14% above restated 1977 sales. Earnings decreased 29% to $58,353,000. The decline was due to costs associated with closing certain Armour food units in 1978, on the heels of 1977 earnings that were swelled slightly by gains from the sale of Armour's pharmaceutical business.

Greyhound has changed considerably since launching its first intercity bus route in 1914, with a fare of 15¢ between Hibbing and Alice, Minn. Today it is a conglomerate of many companies and services, including Greyhound Lines—the bus company—and the Armour Group of companies, marketers of meats and other food and consumer products. Food and consumer products contributed 22%, and transportation contributed 19% to corporate income in 1978.

▪ Among the corporation's other activities are food services, financial services, leasing, insurance, convention services and aircraft maintenance services. Greyhound also is the largest manufacturer of intercity buses in North America, with 55% of its production sold to other bus companies in 1978. This year production also began on the Citycruiser, Greyhound's entry into the rapidly growing transit bus market.

Under the leadership of Gerald H. Trautman, chairman and chief executive officer, who took over the corporate helm in 1966, Greyhound has moved toward balanced diversification, gradually diminishing the impact of any single segment on the bottom line.

Beginning with the acquisition of Armour & Co. in 1970 and concentrating in recent years on building financial and leasing operations, the move has proven to be sound, as the ailing intercity bus industry has struggled to reposition itself in the face of competition from the private automobile, government-subsidized passenger rail service and inroads of air travel on long-haul business.

In 1978, the airline industry, in a growing atmosphere of "deregulation," turned to low promotional fares with a vengeance. Greyhound, the nation's largest intercity bus system, with about 60% of the total market (and approximately 49% of all regularly scheduled intercity bus revenues)—tried taking on air travel in its advertising, pointing out the similarities of bus and air travel and suggesting the difference between the two came down to time *vs.* money: "Sometimes the airlines can save you time—Greyhound almost always saves you money."

▪ Taking a cue from the airlines, Greyhound and Trailways, the nearest intercity bus competitor with about 20% of the market, stepped up their own promotional fare activity, a move that apparently did little for either bus line.

By August, 1978, Mr. Trautman apparently decided that his bus line was riding on the airlines' merry-go-round and it was time to get off. He took over as chairman of Greyhound Lines, from James L. Kerrigan, and named Frank L. Nageotte, former executive vp of the bus line, to succeed Harry J. Lesko as president.

The ad campaign emphasizing the competition with air travel was scrapped. This year, George W. Cawman, formerly vp-business development, Armour & Co., switched to vp-sales, Greyhound Lines, succeeding Charles D. Kirkpatrick, who retired.

Greyhound Lines takes a preemptive No. 1 position in its 1979 television advertising using a combination of old still photographs and scenes from a modern bus while discussing its service—and ignoring other modes of transportation.

▪ In a tv spot that recalls the first route in Minnesota, the voiceover announcer also declares: "Today, Greyhound is the No. 1 transportation company in the world, carrying 53,000,000 people a year to over 14,000 places in 48 states. The new Greyhound. It ain't what it used to be. Take the bus and leave *everything* to us."

In the six media measured by Leading National Advertisers, Greyhound Lines spent $2,921,700 on passenger advertising in 1978, including $2,592,300 in network tv. For its package express business, the line spent $213,900, including $186,800 in magazines and $27,100 in network radio. Greyhound tours were backed by $11,900 in spot tv and $18,100 was spent for general promotion of the line in magazines.

In October, the corporation reorganized Armour & Co., creating a group of six operating companies. The move was aimed at recognizing that rather than dealing with one homogenous market, Armour business was in several definitive market segments, each requiring custom marketing strategy and well focused management.

Armour declared the development of aggressive business strategies for the six companies as its primary objective in 1979. From those strategies, it intends to develop plans for expansion of existing brands and identify new product and acquisition targets.

▪ Armour Fresh Meat Co. was formed with a separate marketing organization to give added sales impetus to its Veribest and Naturally Tender brands of fresh meat products.

Armour Processed Meat Co. products include Armour Star Bacon, the leading brand in 1978, and Armour Hot Dogs, the nation's second largest selling brand. The company also markets hams, sausage and lunch meats.

In 1979, the processed meats gave up their individual ad approaches, including "the dog kids love to bite" for hot dogs, in favor of an umbrella theme for several products: "Armour. Making it easy to say I love you every day."

In measured media, Armour sausage received $194,500 in spot tv in 1978. Armour Star bacon was supported with $753,300, including $536,400 in magazines and $210,000 in spot tv and $6,900 in outdoor.

Armour Star franks were backed with $754,300, including $499,600 in network radio, $228,200 in magazines and $23,400 in outdoor. A hotdog sweepstakes received $228,200 in magazines. A lunch meats premium offer was backed by $34,000 in newspaper supplements.

▪ Armour Poultry & Dairy Products Co. performed well in 1978 as consumers turned to turkey and chicken as economic alternatives to red meat. In a joint venture, Gold'n Plump branded broiler line was successfully launched in Minnesota and Wisconsin. The turkey business in 1978 was directed toward smaller, cut-up parts, broth and butter-basted whole birds.

Armour-Dial Co. markets Dial soap, the leading deodorant bar, and is believed to be an industry leader in canned meats with a line that includes Treet, Vienna Sausage and Potted Meat and other canned meat products. The company's principal competitor in soaps is Procter & Gamble. Hormel is its principal competitor in canned meats.

Largest single measured expenditure by the corporation in 1978, $5,696,200, continued to be for Dial soap. Of the total, $3,322,900 went to network television, $1,198,700 to magazines, $659,200 to network radio, $285,200 to spot tv and $230,200 was spent in magazines for a Dial soap sweepstakes.

In 1979, the company is said to be putting its heaviest radio and tv support ever behind the brand. A tv spot which shows a woman jogging and then showering carries the jingle theme, "Startin' out clean, startin' out Dial, startin' out new."

Armour-Dial's beauty bar entry, Tone bar soap, was backed by $4,984,400 in measured media, most of it in network tv and $29,600 in magazines and $7,000 in spot tv.

▪ Armour-Dial also markets antiperspirants and shampoo. "As the world gets wetter, Dial gets better," ads declared in 1978 for reformulated Dial anti-perspirant spray in a $135,100 magazine effort. The company also spent $2,558,300 in measured media for Dial Spray deodorants, including $1,839,500 in network tv and $718,800 in spot tv.

Another $75,300 went to spot tv for Dial Dry anti-perspirant. Dial Roll-on deodorant was backed with $63,600, virtually all in network tv.

Dial 2 dandruff shampoo, moving beyond initial test markets in 1978, was supported by $398,600 in spot tv.

ADVERTISING EXPENDITURES

	1978	1977
Newspapers	$ 3,452,500	$ 2,938,500
Magazines	5,860,100	6,049,300
Spot tv	2,051,600	3,676,000
Network tv	12,765,800	13,042,000
Spot radio	1,570,100	932,000
Network radio	1,363,900	2,854,900
Outdoor	30,500	651,400
Total measured	27,094,500	30,144,100
Unmeasured	18,648,000	20,680,900
Estimated total	45,742,500	50,825,000

GREYHOUND CORP.

MARKETING PERSONNEL

Dorothy A. Lorant, vp, pr & adv

GREYHOUND LINES

MARKETING PERSONNEL

G. Cawman, vp, sales

MARKETING PROFILES

Lee Whitehead, pr director

ADVERTISING AGENCY

Glenn, Bozell & Jacobs, Dallas.

ARMOUR PROCESSED MEAT CO.

MARKETING PERSONNEL

J.A. deTarr, vp, mktg
H.D. Churchill, vp, sales
F.X. Tobin, vp, natl retail accts
R.W. Alstrin, vp, food service mktg
W.D. Wallen, natl pricing mgr
N.A. Rago, director of sales/promo devel
F.A. Yorio, new products director
D.L. Passaglia, director, mktg rsch
K.L. Meell, pr director
A.R. Cronquist, group mktg mgr, hams
W.H. Heitz, group mktg mgr, sausage
D.R. Miller, group mktg mgr, food service
L. W. Leedberg, group mktg mgr, special products

Poultry & Dairy Products Co.

P.J. Crane, vp, mktg & sales
G.F. Fettig, group product mgr
T.A. Hartke, product mgr

Fresh Meat Co.

W. Tunnell, president
B.B. Kemp, vp, genl mgr, pork
B. Denton, vp, genl mgr, beef
T.J. Fleming, vp, genl mgr, sales & mktg
L. Gupton, product mgr, Veribest pork

ADVERTISING AGENCIES

Young & Rubicam, Los Angeles—Mitch Barnes, vp, acct super; Joan Gross, acct super.

Marsteller Inc., Chicago—Jim Reiners, Tom McGavin, acct supers.

Hackenberg, Norman & Associates, Chicago—Richard Hackenberg, acct super; Peter Krivkovich, acct super, Pfaelzer frozen gourmet meats.

ARMOUR-DIAL CO.

MARKETING PERSONNEL

R.C. Campbell, vp, product mktg
G.E. Glasgow, director, product mktg/soaps, household
L.D. Langford, director, product mktg/food & toiletries
L.C. Hicks, group product mgr/food
W.B. Martin, group product mgr/toiletries
J.C. Sanchez, group product mgr/household
R.L. Pollard, group product mgr/soaps
W.H. Windham, vp, sales
A.C. De Bolt, vp, sales, special mkts
N. Marsh, vp, natl field sales
H. Goldberg, director, new product devel

ADVERTISING AGENCIES

Foote, Cone & Belding, Chicago—Dial soap, Dial shampoo, Armour Star canned meats, new products—Paul Vernon, mgmt super.

Foote, Cone & Belding/Honig, San Francisco—Tone soap, new products—Robert Imel, mgmt super.

Ogilvy & Mather, Chicago—Dial anti-perspirant, Appian Way pizza, new products—Paul Pass, mgmt super.

Scali, McCabe, Sloves, New York—new products—Dick Roth, mgmt super.

Burrell Advertising, Chicago—black market advertising, Dial soap, Dial anti-perspirant, Tone soap, Armour Star canned meats—Charles Hughes, acct super.

Conill Advertising, New York—Spanish market advertising, Dial soap, Tone soap, Armour Star canned meats—Alicia Conill, president.

Gulf + Western Industries

	1978	1977
Sales*	$4,311,956,000	$3,647,517,000
Net Earnings*	180,516,000	150,327,000
Advertising	126,787,000	100,610,984

*Fiscal years ended July 31, 1978, and 1977.

Gulf + Western Industries, New York, the 26th largest national advertiser, boosted its total advertising expenditures 26% to $126,787,000 in 1978. Its big spenders were Paramount Pictures, Kayser-Roth and Consolidated Cigar Co.

The company reported a sales increase of 18% and a net earnings rise of 20% for the fiscal year ended July 31, 1978.

Gulf + Western's operating groups accounted for sales in fiscal 1978 as follows: Manufacturing, 21%; financial services, 18%; leisure time, 15%; apparel and home furnishings, 14%; paper and building products, 9%; consumer and agricultural products, 8%; natural resources, 8%, and automotive replacement parts, 7%.

■ The first phase of G + W's new corporate ad campaign was the insert of its entire 1978 annual report in the Feb. 5, 1979, issue of *Time*. This 64-page section was the largest ad ever to appear in any medium.

The company said it was designed as a vehicle to describe G + W's scope and diversity to the more than 22,000,000 *Time* readers and celebrate the company's 20th anniversary. The next phase of G + W's ad campaign will be directed toward the business and financial communities and will focus on the company's eight operating groups.

The *Time* insert was priced at $2,700,000 for the U.S. edition and $600,000 for the European edition after discounts. (These expenditures will be included in G + W's 1979 advertising figures.)

The leisure time group, with record sales of $802,000,000 in fiscal 1978 (up 82% over fiscal 1977), includes Paramount Pictures Corp.; Simon & Schuster; Madison Square Garden sports and entertainment complex; Famous Players Limited, a 51%-owned Canadian subsidiary operating theaters in Canada and France; Famous Music Corp., which publishes and promotes musical compositions, and Cinema International Corp. (CIC), which is jointly owned by Paramount and Universal City Studios for overseas distribution of movies.

■ Paramount was the group's biggest advertiser with $42,806,000 in ad dollars spent in 1978. Two box-office smashes, "Grease" and "Saturday Night Fever," grossed more than $100,000,000 each in the U.S.

"Grease" is the movie industry's most successful musical ever and Paramount's biggest all-time box-office hit. Paramount almost doubled its share of the 1978 box office grosses—to about 20%.

For his role in the success of Paramount, Barry Diller, chairman and chief executive officer, was chosen Adman of the Year for 1978 by the editors of ADVERTISING AGE.

Mr. Diller, who took over the movie studio in 1974 after being with the programing arm of ABC-TV applied his tv movie and programing expertise to the film world.

Major hits included "Heaven Can Wait" and "Foul Play." Other movies released in 1978 and 1979 included "Up in Smoke," "Goin' South," "Death on the Nile," "Days of Heaven," "Oliver's Story," "King of the Gypsies," "Warriors," "Hurricane," "Real Life" and "An Almost Perfect Affair."

■ Paramount's 1979 summer lineup included national release of seven features—one of the heaviest product concentrations in the company's history. These features include: "Players," "Prophecy," "Escape from Alcatraz," "Sidney Sheldon's Bloodline," "Meatballs," "Sunburn," "North Dallas Forty" and "Grease/Saturday Night Fever" as a double feature.

In 1979, Fotomat Corp. and Paramount Pictures signed an agreement whereby Fotomat will rent and sell Paramount features in videotape and disc form through its 3,700 U.S. and Canadian retail outlets.

■ Paramount Television turned in a record performance as a result of such top-rated shows as "Laverne & Shirley," "Happy Days," "Mork & Mindy" and "Taxi." Paramount also produces made-for-tv movies and series for U.S. network telecast.

The studio currently is producing at least 11 pilots for the three tv networks for the 1979-80 season in addition to various tv films and miniseries. Paramount TV has been syndicating tv series such as "Star Trek," "The Odd Couple," "The Brady Bunch" and "Mission Impossible."

Simon & Schuster spent about $7,085,000 in advertising, promotion and publicity in 1978, compared with about $5,400,000 in 1977. The company had record sales of $86,000,000 and had more books—hardcover and paperback—on the best-seller lists during 1978 than in any other year in its history.

During 1978-79, hardcover best-sellers included "Tutankhamen; The Untold Story," "The Teamsters," "The Human Factor," "The Women's Room," "Running and Being," "Second Ring of Power," "Good as Gold," "How to Get Whatever You Want Out of Life" and "The Pigeon Project." Paperback best-sellers included "The World According to Garp," "Dreams Die First," "Attachments" and "True Confessions."

■ The marketing of books has taken on new sophistication at Simon & Schuster. Computers are used to help the sales force run profit-and-loss evaluations on books and to track book sales. Also, the centralization of five warehouses into one new facility has increased efficiency and produced savings for the company.

Madison Square Garden Corp., the group's newest operating unit, reported revenues of $157,000,000 in fiscal 1978. MSG, which spent $4,965,000 in ad dollars in 1978, owns and operates Madison Square Garden Center in New York, the New York Knicks, the New York Rangers, the Washington Diplomats, James Lipton Productions, Marketing Concepts, 80% of International Holiday on Ice, the Bugs Bunny Follies, Madison Square Garden Cable Network and racetracks in New York and Chicago.

Most of MSG's advertising is done in-house through Madison Square Garden Advertising.

G + W's consumer and agricultural products group had net sales of $440,000,000 in fiscal 1978, up 13% from the previous year. The consumer products unit of this group consists of Consolidated Cigar Co. and the Schrafft Candy Co. Cigar sales accounted for $170,000,000; $43,000,000 were in candy sales, and $227,000,000 in agricultural products.

■ Consolidated Cigar remains the leading advertiser in the group with more than $3,500,000 in measured advertising dollars spent in 1978. This represented a 53% share of all the advertising expenditures in the cigar industry.

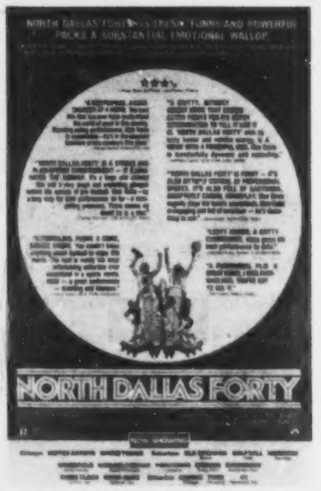
The world's largest cigar manufacturer, Consolidated Cigar slightly enhanced its first place position in the U.S. cigar market with a 26.2% share of unit volume. Its leading domestic brands include Dutch Masters, El Producto, Muriel, Capitan de Tueros and Ben Franklin. Its leading pipe tobaccos are Mixture No. 79, Sutliff Private Stocks and Old Grand Dad.

After successful introduction of Muriel Air Tips Pipe Aroma, Consolidated Cigar unveiled Dutch Treats Pipe Aroma, the latter being a little cigar sold in packs of 20. Its new premium pipe tobacco entry is Sutliff Private Stock Nos. 1, 2 and 3.

Most significant in cigar development is the introduction of Flite Filters, a new cigar that eliminates traditional cigar aroma while retaining its taste. Introduction of the new aromaless cigar began early this year in Ohio, Detroit, Baltimore and Washington, D.C. Advertising in these markets was concentrated in newspaper and broadcast media.

■ Consolidated Cigar continues to rely on personalities such as Susan Anton in the promotion of its products. This year El Producto Cigars signed Sonny Jurgensen and Maury Wills for a magazine, newspaper and transit ad campaign with a theme of "C'mon, move up to the pros. El Pro."

In fiscal 1978, G + W's apparel products group consisted of Kayser-Roth. The group's net sales totaled $725,000,000, up 15% from 1977. Of this, $457,000,000 was in apparel, $187,000,000 in hosiery and $81,000,000 in other products.


NORTH DALLAS FORTY IS FRESH, FUNNY AND POWERFUL. PACKS A SUBSTANTIAL EMOTIONAL WALLOP.
NORTH DALLAS FORTY
NOW SHOWING

Paramount Pictures Corp. released "North Dallas Forty" and six other features during a heavily active summer.

Kayser-Roth is one of the nation's largest manufacturers of apparel. The group in fiscal 1978 was divided into four lines of business: Apparel, hosiery, shoes and specialty textiles.

Some of its well-known brand names include Catalina, Cole of California, Excello, Colonial, Her Majesty, Oscar de la Renta men's wear, Bostonian, Sandler of Boston, John Newcombe tennis wear and Kayser intimate apparel.

The hosiery division produces ladies' pantyhose and stockings marketed under such brands as No-Nonsense, Kayser, Mojud and Supp-hose and are distributed through supermarkets, drugstores and mass-merchandisers. Men's hosiery is marketed under the Interwoven, Supp-hose and Fruit of the Loom brands.

In fiscal 1979, Simmons Co., a major manufacturer of home furnishings, was acquired by G + W. This apparel products group was expanded to include Simmons and form a new unit—the apparel and home furnishings group. Simmons Co. will be included in the results of the apparel and home furnishings group in fiscal 1979.

Gulf + Western's other operating groups spent about $15,392,000 collectively for advertising and promotion in 1978, broken down as follows: Manufacturing, $4,061,000; natural resources, $250,000; paper and building products, $1,346,000; automotive replacement parts, $3,149,000, and financial services, $6,936,000.

ADVERTISING EXPENDITURES

	1978	1977
Newspapers	$1,329,600	$1,950,100
Magazines	5,367,400	3,098,500
Spot tv	14,983,200	8,232,600
Network tv	15,965,100	7,270,400
Spot radio	731,400	255,000
Network radio	95,500	59,000
Outdoor	556,700	172,900
Total measured ..	39,028,900	21,038,500
Unmeasured	87,758,100	79,572,484
Estimated total ...	126,787,000	100,610,984

MARKETING PERSONNEL

Corporate

William A. Blodgett, asst vp, corp communications
Paul F. Pickard, mgr, field communications

ADVERTISING AGENCY

Foote, Cone & Belding, New York.

Paramount Pictures Corp.

Frank Mancuso, exec vp, distribution & mktg
George Cohen, vp, creative services
Eddie Kalish, vp, worldwide promo/publicity
Bob Goodfried, vp, studio publicity (L.A.)
Tom Campanella, vp, natl adv/adv rsch
Sid Eisenberg, director, natl adv
Louis Shafir, exec director, natl sales promo
Buffy Shutt, exec director, publicity
Jon Gould, director, mktg admin
Kathy Jones, exec director, field mktg

ADVERTISING AGENCY

Diener/Hauser/Bates, New York.

Madison Square Garden Corp.

John Gfeller, vp, corp mktg

ADVERTISING AGENCIES

Madison Square Garden Advertising (in-house).

Sports Advertising Agency (in-house).

Earle Palmer Brown & Associates

Harrison & Higgins.

Consolidated Cigar Corp.

John J. Roarty, senior vp, mktg
Philip Penberthy, vp, mktg
Jeffrey Bittens, vp, sales/sales devel
Joseph DeVico, pr director
Andrew Edmond, mkt rsch director
Richard DeCoursey, mgr, mktg statistical services
Don Young, group product director
R.J. Balkite, group product director

ADVERTISING AGENCY

David, Oksner & Mitchneck

SIMON & SCHUSTER

Trade Book Division (Hardcover)

Strome Lamon, vp, corp adv director
Alvin Reubin, vp, mktg director
Sam Meyerson, vp, mail order sales
Charles B. Davis, sales promo director

Pocket Books Division (Paperback)

Eugene Kaiser, vp, genl mgr
Peter Minichiello, promo, adv director
Kathi Aria, promo, adv mgr

ADVERTISING AGENCIES

Schwab/Beatty, New York.
DKG Advertising, New York.
Franklin Spier, New York.

Gulf + Western Mfg. Co.
Southfield, Mich.

Thomas H. Smith, director, pr/adv
Alan Klavans, director, mktg (New York)

Bohn Group

Drury I. Connor, director, adv/promo

General Industrial Group

James D. Cotter, mgr, adv/promo

Systems Group

Frank R. Meshowski, vp, mktg

ADVERTISING AGENCIES

Josephson, Cuffari & Co., Montclair, N.J.
Jaqua Advertising, Grand Rapids, Mich.
Creamer Inc., New York.
Riegner & Associates, Southfield, Mich.
Keller-Crescent, Evansville, Ind.
Gray & Kilgore, Detroit.
Wilding Advertising, Southfield, Mich.
Miller Advertising, New York.
Ferguson Advertising, Jenkintown, Pa.
George P. Clark Advertising, New York.
Creswell, Munsell, Schubert & Zirbell, Cedar Rapids, Ia.
The Advertising Department, Austin, Tex.
McCarron, Kane, Burbank, Cal.
Huntingdon Graphics, Abington, Pa.
Harton, Church & Goff, Providence, R.I.
Goodchild & Eidson, Inc., Providence, R.I.
RDA Associates, New York.
Caroe Marketing, Rye, N.Y.

A.P.S. Inc.
Houston

Everett L. Kelly, vp
Robert T. Pando, vp

ADVERTISING AGENCY

McCann-Erickson, Houston.

Brown Co.

John H. Stern, vp, industrial & pr

Natural Resources Group

Gordon R. Smith, director, corp communications
Ryland Hoskins, asst director, corp communications

ADVERTISING AGENCIES

Burson-Marsteller, New York.
Holder, Kennedy & Co., Nashville.

Kayser-Roth Corp.

Maurice Forman, director, mktg/devel

Catalina

Pat Shaeff, div adv mgr

ADVERTISING AGENCY

Hall & Levine, Los Angeles.

Cole

Stephanie Soll, division adv mgr

ADVERTISING AGENCY

Carlson & Liebowitz, Los Angeles

Crown Textile

Richard Sheerr, div adv mgr

ADVERTISING AGENCY

Mintzer, Trossler & Rothschild, New York.

Excello Shirt Co.

Joseph Losgar, div adv mgr

ADVERTISING AGENCY

Park Place Group, New York.

Oscar De La Renta

ADVERTISING AGENCY

Park Place Group, New York.

Her Majesty Industries

June Cheek, div adv mgr

ADVERTISING AGENCY

Ruth B. Fetske Associates, New York.

Pollack Sportswear Co.

Jerry Pollack, div. adv mgr

ADVERTISING AGENCY

Park Place Group, New York.

Interwoven

Peter Glidewell, div adv mgr

ADVERTISING AGENCY

Daniel & Charles Associates, New York

Ladies Branded

Linda Romeo, div mgr

ADVERTISING AGENCY

Greene & Claire, New York.

No-Nonsense

Dick Carter, div adv mgr

ADVERTISING AGENCY

Grey Advertising, New York.

K-R Intimate Apparel

Bernadette Koziel, div adv mgr

ADVERTISING AGENCY

Mintzer, Trossler & Rothschild, New York.

Mavest/Champion/Tassel

Michael Kaye, div adv mgr

MARKETING PROFILES

ADVERTISING AGENCY
Park Place Group, New York.
A. Sandler Co.
Lorna Starbird, div adv mgr
ADVERTISING AGENCY
Don Wise & Co., Boston.
K-R Shoes: Bostonian
Edwin J. Berkowitz, div adv mgr
ADVERTISING AGENCY
Van Brunt & Co., New York.
K-R Glove & Accessories
Claude Hagelberg, div adv mgr
ADVERTISING AGENCY
Park Place Group, New York.
Associates Corp. of North America
B.P. Daley, sr vp, mktg
ADVERTISING AGENCY
Glenn, Bozell & Jacobs
Simmons U.S.A.
Merrill Norrell, vp, merch
Larry Alm, director, adv
ADVERTISING AGENCY
McDonald & Little, Atlanta.

H. J. Heinz Co.

	1978	1977
Sales	$2,150,027,000†	$1,868,820,000
Earnings ...	99,200,000†	83,800,000
Advertising*	74,111,000	65,800,000

†Fiscal year ended May 3, 1978
*Estimated by AA

H. J. Heinz Co., Pittsburgh, the 55th largest national advertiser, increased its domestic advertising an estimated 13% in 1978 to $74,111,000.

Fiscal 1978, which ended May 3, 1978, marked the 15th consecutive year of sales and earnings gains for Heinz. Consolidated sales rose 15% to $2,150,027,000, with domestic sales totaling $1.3 billion. Consolidated earnings rose 18.3% to $99,200,000.

Heinz markets more than 1,250 products worldwide, including ketchup, other tomato products, mustard, pickles, vinegar, juices, baby food, soups, sauces, tuna and frozen foods.

In addition to Heinz U.S.A., the company markets products domestically through Star-Kist foods, Terminal Island, Cal.; Ore-Ida Foods, Boise, Ida.; the Hubinger Co., Keokuk, Ia., a producer of corn syrups and starches for industrial use; Weight Watchers International, Manhasset, N.Y., and Foodways National, Hawthorne, N.Y., which markets food products under the Weight Watchers label.

■ In 1978, Heinz maintained its share of the retail ketchup market, estimated at 40%, and hiked its share of the foodservice ketchup market to 60%. The only national marketer of vinegar, Heinz maintained an estimated 12% share to lead in that market.

Ketchup was promoted with $7,438,400 in measured media, the most spent on any Heinz product. Over $6,500,000 of the total was in network tv. Measured ad dollars for vinegar totaled $104,200, primarily in magazine and spot tv advertising.

Heinz 57 steak sauce was repositioned for greater versatility as a recipe ingredient in 1978, with total spending at $3,409,100. Color-coded caps were added to Heinz Homestyle gravy, and brown gravy in a larger 18-oz. size was introduced in test. Media spending totaled $3,244,400.

In the battle for second place in the baby food market, Heinz claims has pulled ahead of Beech-Nut into second place with over a 15% share. All Heinz baby juice is now sold in bottles rather than cans—a move that increased shipments 50%.

In 1979, Heinz introduced a line of natural fruit yogurts made especially for babies into test. Baby food was backed by over $400,000 in measured media in 1978.

Heinz also took another shot at the Campbell-dominated soup market in 1978, introducing a line of premium-priced, ready-to-serve soups called Heinz creamy soups. The line remains in limited test.

Star-Kist tuna is in a virtual tie with Ralston Purina's Chicken of the Sea for leadership in the retail tuna market, which this year topped $1 billion in sales. Star-Kist tuna was backed by $3,784,300 in 1978, with most going to network tv.

Star-Kist rolled national in January, 1979, with 9-Lives dry cat food, backed by a campaign featuring Warner Brothers' Sylvester the cat. Measured media spending in 1978, while the product was in test market, came to $279,600, about two-thirds in spot tv.

The product represented the company's attempt to become a major factor in the dry cat food market, now dominated by Ralston Purina, which holds about a two-thirds share.

In the canned cat food market, the 9-Lines brand is No. 1, with a 1978 market share estimated at about 27%, up about five percentage points over 1977. Square Meal, 9-Lives soft, moist entry, is No. 2 in that segment behind Purina's Tender Vittles.

Total measured media spending for the 9-Lives line was $5,300,000 in 1978, with most of it going to network tv support for canned 9-Lives.

■ The Ore-Ida subsidiary went national in 1978 with Country Style dinner fries in a three-pound package, after test marketing the product in 20% of the U.S. The Ore-Ida line has about 46% of the frozen potato market in pounds, and a 51% share of dollar sales. Ore-Ida frozen potato products were backed by $6,940,000 in measured media, primarily in network tv.

La Pizzeria, Ore-Ida's premium frozen pizza, continued to expand its market area. It is now No. 1 in a number of its markets.

The company also reported success with its Mrs. Goodcookie brand of frozen ready-to-bake cookies. The chocolate chip variety was No. 1 in its category in the 80% of the country where Mrs. Goodcookie is sold, and the new peanut butter version, introduced in September, 1978, now ranks No. 3.

■ Ad spending for Weight Watchers, acquired for about $71,000,000 in October, 1978, was $3,923,600. Weight Watchers switched agencies from Ted Barash & Co. to Doyle Dane Bernabach after the merger.

In May, Heinz and Campbell Soup Co. announced the out-of-court settlement of a controversy begun in 1976 when Heinz filed a suit charging Campbell with monopolizing the wet-soup market. Campbell maintains an 80% lock on the billion dollar market.

A Campbell countersuit charged Heinz with unfair food selling practices, claiming it would not sell ketchup unless other foodservice items were also purchased. The case had been scheduled for trial in September. Details of the settlement were not disclosed.

ADVERTISING EXPENDITURES

	1978	1977
Newspapers	$ 2,557,700	$ 2,526,400
Magazines	1,779,100	849,900
Spot tv	8,469,200	5,262,900
Network tv	29,487,300	28,926,200
Spot radio	239,600	270,000
Outdoor	82,660	9,700
Total measured ..	42,615,500	37,845,100
Unmeasured......	31,495,500	27,954,900
Estimated total ...	74,111,000	65,800,000

HEINZ U.S.A.

MARKETING PERSONNEL

Tomato Products, Pickles, New Products Division

D. W. Sculley, vp
T. J. Healy, genl mgr, grocery tomato mktg
W. H. Van Duzer, genl mgr, food service tomato mktg
R. C. Roussey, genl mgr, grocery pickle/-vinegar mktg
J. A. Gordon, senior mgr, adv

Processed Foods Division

C. D. Harmann, vp
R. E. White, group product mgr
R. H. Sanks, group product mgr

Sales Division

W. V. Costello, vp
T. R. Jonell, genl mgr, food service sales
Jon Peterson, genl mgr, grocery sales

ADVERTISING AGENCIES

Leo Burnett Co., Chicago—ketchup, pickles, relishes, baby food—Jackson Brown, acct super

Ketchum, MacLeod & Grove, Pittsburgh—57 sauce, barbecue sauce, vinegar, Blend fruit drink, corporate and U.S. pr—Barry Mayer, acct super.

Grey Advertising, New York—gravies, new products—John Grace, acct super.

Tracy-Locke, Dallas—new products.

Warwick, Welsh & Miller, New York—vegetarian beans, pork 'n' beans.

STAR-KIST FOODS

MARKETING PERSONNEL

J. J. Real, president
R. L. Scharer, vp-mktg
John Kerr, mgr, adv/sales promo
A. A. Ayotee, natl sales mgr

ADVERTISING AGENCIES

Leo Burnett Co., Chicago—Alan Yurman, mgmt director.

The Norton Co., Los Angeles—Tim Norton, president/acct exec.

ORE-IDA FOODS

MARKETING PERSONNEL

Richard A. Blott, vp sales/mktg
Wayne Durfey, genl mgr, food service
William S. Bradbury, genl mgr, retail mktg-formulated products
Dietmar Kluth, genl mgr, retail mktg, current products
M. Vince Shaar, genl mgr, retail sales

ADVERTISING AGENCIES

Doyle Dane Bernbach, New York—Jerry Brody, acct super.

Foote, Cone & Belding/Honig, Los Angeles—Hugh Duncan, acct exec.

The Norton Co., Los Angeles—Tim Norton, acct exec.

Heublein Inc.

	1978	1977
Sales	$1,620,112,000	$1,550,902,000
Earnings ...	56,529,000	41,568,000
Advertising	118,000,000	106,459,200

Heublein Inc., Farmington, Conn., the 33rd largest national advertiser, increased its ad spending about 11% in 1978 to an estimated $118,000,000. Measured media spending was $79,235,400, up from $68,491,000 in 1977. Income increased 35% to $56,529,000 for the fiscal year ended June 30, 1978, as sales climbed 4% to $1,620,112,000.

For the liquor industry as a whole, 1978 was a landmark year. Huge ad campaigns by numerous marketers, combined with a demographic trend that finds the "youth market" of yesterday turning from soft drinks to alcoholic beverages as it matures, helped raise total consumption to a record 446,000,000 gallons. The increase of 3.1% from 1977 was double the gain over the preceding year.

Reflecting this trend, Heublein's beverage sales totaled $923,800,000, up 10% from last year. For the company's Spirits Group, 1978 was a record year in sales and total cases shipped; the latter was up almost 10%.

■ Smirnoff vodka continued its strong growth with U.S. shipments for the year up 3%, to a total of 6,500,000 cases. Retail sales increased at an even faster rate. Smirnoff advertising emphasized the ubiquitousness of the spirit in a series of scenes created by some of the world's most famous photographers, including Irving Penn and Helmut Newton.

In July, Joseph E. Corr joined the company as vp-marketing for the Spirits Group. Mr. Corr had most recently served as director of national accounts and merchandising at Philip Morris.

In the fall, Heublein introduced Vaklova, an imported liqueur, called by company spokesmen "a super-premium product with a rich heritage." To start the brand off on the right track, the company went straight to the heart of the upscale market, directing advertising at the metropolitan, sophisticated drinker via ads in magazines like *The New Yorker* and *Bon Appetit*.

■ The company attempted to increase its commanding lead in the prepared drink market with its new Louis and Gilbert Hotel cocktails. The brand, which was product tested in Southern California in the fall, retailed for about $1 and was available in six varieties: Whisky sour, strawberry daiquiri, tequila sunrise, strawberry margarita, screwdriver and margarita. The line is named for Louis and Gilbert Heublein, the company's founders.

F. William Free & Co.'s Tactical Marketing Group, a unit formed last year to concentrate on launching new products and rejuvenating existing ones, provided much of the strategy behind the Hotel line.

In January, 1979, Heublein's outdoor agency, Asch Advertising, teamed up with Castor Spanish International to produce Smirnoff's first outdoor appeal to the Hispanic market, placing the vodka ad in Spanish on New York's bus shelters. Simultaneously Heublein spnsored a Miss Black Velvet contest, the finalists of which appeared in the January editions of national magazines.

Also in January, the company's marketers spent three days "brainstorming" with personnel from the company's agencies. Taking both category and consumer approaches, the confab participants considered questions like: What's new in Scotch? How are people responding to new flavors? What are the best opportunities for product development right now?

■ Mr. Corr, speaking of the meeting, told ADVERTISING AGE: "This was the first time we've ever had a session like this and, from now on, we're going to do it every six months. It's a great opportunity for us all to philosophize about this industry and try to determine why certain things happen in the marketplace."

In March, several Southern California vintners, including Heublein's United Vintners, received state approval to produce "soft wines" with alcoholic content as low as 7% (most wines have 12% to 13%) on an experimental basis through March, 1980. The vintners had sought approval from the California Dept. of Public Health, which issued temporary waivers of the state's no-less-than-10%-alcohol rule for wine-making.

In Heublein's food operations, the Grocery Products Group turned in another record performance, with sales of $117,760,000. Revenues of the Food Service and Franchising Group declined for most of the year, but Kentucky Fried Chicken registered an average 14% sales gain per store. Total revenues from food operations were $423,700,000, down 13%, while operating income increased 7% to $32,900,000.

■ Kentucky Fried Chicken continued to use the advertising theme "It's so nice to feel so good about a meal," adopted in 1977. The ad program was developed by Young & Rubicam when it replaced Leo Burnett Co. as the agency for the national system.

About 90% of the franchisees and all of the company stores used the national theme material in local advertising campaigns. Tinker, Campbell-Ewald handles local advertising for the 750 company-owned stores.

Continuing with its remodeling program, KFC also moved to encourage more franchisees to remodel. During the year, it announced an incentive program that would return to franchisees up to $10,000 for each store remodeled to the new image before Oct. 31, 1980.

Heublein's Grocery Products Group continued to emphasize its Ortega Mexican food business last year and continued to market to the retail grocery and food service trade through separate marketing and sales groups.

Ortega continued to outpace the rapidly growing Mexican food market, with advertising of Ortega tacos playing a key role in that growth. In late 1978, Ortega began advertising its new "cushion pack," which reduces shell breakage. Total grocery products ad spending during the year reached the $10,000,000 level for the first time, an increase of 33% over 1977.

■ As beef prices rose, A.1. sauce launched an ad campaign with the theme, "A.1. makes every bite count," simultaneously employing broad-scale consumer couponing and trade promotions to keep the meat tenderizer growing against the competition.

Heublein enlisted the help of a newly formed market research company to investigate the buying patterns and cultural nuances of the Latino market. Loretta Adams, president of Market Development, San Diego, Cal., conducted research into the expansion of existing products in the Latino market, which she viewed as still "virtually untapped."

Special marketing programs spurred the growth of the Grocery Products Group. New Mexico's famed auto racing brothers, Al and Bobby Unser, who have long been associated with Mexican foods, traveled as Ortega's spokemen during the brand's marketing expansion. Spanish-language radio and tv spots supported Ortega's refried beans, a new product.

Another endeavor that proved successful was the separate Foodservice Sales and Marketing units, established to boost sales to the restaurant and institutional food trade.

THE PROFIT INGREDIENTS. FROM HEUBLEIN.

Heublein's Grocery Products group pushed its products to the trade in 4-color spreads. Its Ortega line is growing faster than the rapidly growing Mexican food area.

ADVERTISING EXPENDITURES

	1978	1977
Newspapers	$5,003,900	$4,500,000
Magazines	17,233,900	14,818,200
Spot tv	18,806,800	20,409,000
Network tv	27,124,200	20,498,700
Spot radio	3,450,000	1,496,000
Network radio	661,200	262,400
Outdoor	6,955,400	6,507,200
Total measured ..	79,235,400	68,491,500
Unmeasured......	38,765,000	37,967,700
Estimated total ...	118,000,000	106,459,200

MARKETING PERSONNEL

Stuart D. Watson, chairman
Hicks B. Waldron, president
Christopher W. Carriuolo, exec vp
John A. Powers, senior vp-alcoholic beverages
Paul R. Dohl, vp-group exec, spirits group
Robert A. Martin, vp-group exec, wines group
Michael A. Miles, vp-group exec, food service & franchising group
Barry M. Rowles, vp-group exec, intl group
Robert R. Weiss, vp-group exec, grocery products group
Joseph M. McGarry, vp-communication & public affairs

Spirits Group

John A. Powers, senior vp-alcoholic beverages
Paul R. Dohl, group exec
Joseph E. Corr Jr., vp, mktg
P.A. Papadopoulos, vp, product mgmt
W.C. Bennett, vp, admin & planning
A.E. Bourassa, vp, mktg services
Bette Rosenblatt, media services mgr.

Wines Group

John A. Powers, senior vp-alcoholic beverages
Robert A. Martin, group exec
Robert M. Furek, vp-genl mgr, premium wines
Harold G. Spielberg, vp-genl mgr, standard wines
George T. Eisenberg, vp-genl mgr, retail sales

Grocery Products Group

Robert R. Weiss, group exec
Harry F. Lavo, vp-mktg
R.B. Schlossberg, mktg director, retail sauces & condiments
P.W. Lamonia, mktg director, foodservice

International Group

Barry Rowles, group exec
Gerald McNamara, senior vp-beverages
Thomas Frank, senior vp-food

Food Service & Franchising Group

Michael A. Miles group exec
Richard P. Mayer, senior vp, mktg, planning & devel
Lawrence M. Krueger, vp-mktg

Zantigo Restaurants

Stephen G. Immel, president

ADVERTISING AGENCIES

Marschalk Co., New York—consumer products adv: A.1. steak sauce, Grey Poupon Dijon mustard, Regina wine vinegars and cooking wines, Snap-E-Tom tomato cocktail, Ortega Mexican foods (tacos, chiles, beans and sauces). J. Johnson, senior vp, mgmt service director Michael Krugman, vp, acct super, sauces and condiments; Peter Balint, vp, acct super, Ortega Mexican foods; Frank Mangan, acct super, new products.

McCann-Erickson, New York—Heublein cocktails, The Club cocktails; Don Q. Puerto Rican rum; Lancers Rose, Vinho Branco and Rubeo imported table wines; Kiku Sake. Michael Sennot, Stephan Norgia, mgmt supers.

Tinker, Campbell-Ewald, New York—Smirnoff vodka; Smirnoff Silver vodka; Yukon Jack Canadian liqueur; Boggs Cranberry liqueur; Relska vodka; Popov vodka; Vaklova imported liqueur; Arrow cordials; Beaulieu Vineyard wines. John Dauer, acct super.

F. William Free & Co., New York—Jose Cuervo tequila; Black Velvet Canadian; Black & White scotch; Matador tequila; McMasters Scotch and McMasters Canadian; Malcolm Hereford's Cows; Irish Mist imported liqueur; Jeremiah Weed bourbon liqueur. F. William Free, chairman.

D'Arcy-MacManus & Masius, New York—Harveys Bristol Cream, Harveys other ports and sherries. A. J. Roby, acct super.

Castor Spanish International, New York—Smirnoff vodka; Don Q. Puerto Rican rum; Jose Cuervo tequila; Black Velvet Canadian. Castor Fernandez, president.

Noble y Asociados, Newport Beach, Cal.—Spanish-language consumer products advertising. Richard Dillon, president.

Charnas Advertising, East Hartford, Conn.—retail grocery trade advertising. Robert Charnas, president.

Ketchum, MacLeod & Grove, Houston, Texas—grocery products food service advertising. Lance Goodwin, senior vp, mgmt super.

Tinker, Campbell-Ewald, New York—KFC company-owned outlets. Brian Staper, acct super.

McCann Erickson, San Francisco—Inglenook, Annie Green Springs, Colony, T.J. Swann and Jacare wines. Ralph Usina, mgmt super.

Young & Rubicam, New York—KFC national co-op adv. John P. McGarry, senior vp, mgmt super.

International Telephone & Telegraph Corp.

	1978	1977*
Sales	$15,261,178,000	$13,183,226,000
Earnings ...	662,000,000	552,000,000
Advertising	122,700,000	104,699,000

***Restated**

International Telephone & Telegraph Corp., the 28th largest national advertiser, increased its U.S. ad spending about 17% to an estimated $122,700,000 during 1978.

Worldwide ad spending, which ITT execs had originally planned to hike by 20% to $170,000,000, actually came closer to $185,000,000 in 1978.

Once again, ITT-Continental Baking Co. consumed the bulk of the advertising and promotion expenditures, with $28,000,000 in measured media and additional millions in unmeasured media, chiefly p.o.p.

Various other ITT entities contributed to the ad spending boost, with O.M. Scott & Sons and Sheraton Corp. spending another $11,000,000 or more. Hartford Insurance Group, ITT Telecommunications, Morton Foods and ITT Rayonier allocated more than $9,000,000 for measured media alone.

■ ITT, whose global sales climbed nearly $2.7 billion to $19.4 billion when insurance and financial results were included, has five basic business fields. They are telecommunications and electronics ($5.6 billion in sales last year), engineered products ($4.9 billion), insurance and finance ($4.1 billion), consumer products and services ($3.6 billion) and natural resources ($1 billion).

In percentage terms, telecommunications/electronics represented 29% of total ITT sales, followed by engineered products (like Koni shock absorbers and ITT Grinnell pipe, valves and fittings) and insurance/finance (Hartford Insurance Group, for instance).

Consumer products, from foods and hotels to lawn care and book publishing, accounted for 19% of global revenues, while natural resources (including ITT Rayonier) added another 5% to the total.

■ Within the consumer units—encompassing ITT-Continental Baking Co., Sheraton Corp., C&C cola, Bobbs-Merrill and a few others—the food products operations once again hit record earnings levels. Food sales reached $1.7 billion as income reached $29,000,000.

As for Sheraton, that unit "surpassed all previous earnings records" during 1978; it now has 402 hotels and motor inns in 42 countries.

Wonder, 1 billion loaves of which were sold last year, continues to grow in volume and market share despite a declining bread market, according to Continental Baking execs.

■ A major new product, introduced via Grey Advertising, was Fresh & Natural, positioned in several test markets as a delicious tasting bread made only with natural ingredients. Its measured support last year surpassed $823,000.

The Home Pride brand name was expanded last year to include an English muffin line in at least three states; that was given $363,000 in measured backing while the Home Pride bread was budgeted at $4,530,000.

Among its other breads, ITT spent $2,516,000 on Fresh Horizons, $460,000 on Braun's and $87,000 on Roman Meal bread. Town Talk, including bread and other baked goods, spent $227,500 last year.

ITT-Continental Baking and two agencies, Needham, Harper & Steers and Grey Advertising, last fall asked the FTC to kill subpoenas seeking more information about Fresh Horizons advertising.

■ But early this year, the FTC pressed the advertiser to agree to a consent order requiring future advertising for all baked goods to disclose when ingredients are in a product that consumers would not normally anticipate in food. In Fresh Horizons high fiber bread, that ingredient was pulp derived from wood sources.

Of the Continental Baking measured spending total, Wonder bread alone accounted for $5,700,000, while the Hostess snacks line was allocated almost $11,000,000. Hostess cakes alone spent $4,100,000-plus.

Hostess continued to hold the sales leader position in the national snack cake market, with runners-up varying by region. The closest competitors include Dolly Madison snack cakes from Interstate Brands and the regional Drake brand from Borden. According to ITT, Hostess cakes sold 1.7 billion units during 1978.

■ Hostess continues to be a major national advertiser in DC, Marvel and other national comic book groups, featuring such characters as Superman, Batman, Wonder Woman, Casper, Sad Sack and others in the ads.

Continental Baking continued to be a cosponsor, with Mattel Toys, on the off-network "Archies" cartoon tv reruns, promoting Wonder and Hostess products. Vitt Media International handled the clearances as it has done with the ITT corporate vehicle, "Big Blue Marble."

Hostess continued for the fourth year its successful baseball card on-pack promotion during the spring and summer months, switching to "Wacky TV Cards," spoofing popular kid-oriented tv programs, for the important fall "back to school" period. (Early last year, Wonder bread offered "Close Encounters of the Third Kind" trading cards as its major premium offer.)

Not included in Continental Baking's measured spending is the "considerable" amount spent yearly on placing, upgrading and maintaining an extensive in-store display rack system and p.o.p. support for its various premium offers.

■ During the spring, the ITT division reentered test with Continental Kitchen Flavor Seal entrees in retort pouches, a shelf-stable package. A line of seven entrees was placed into Atlanta and Columbus, O., backed with multi-media advertising via Ted Bates & Co.

The pouches were first marketed in late 1977 in three test markets but were withdrawn when the company could not keep up with consumer demand.

The item is a meat-based meal formulated without artificial color, flavors or preservatives in a vacuum-sealed, flexible pouch.

In other food operations, the Morton division spent $2,000,000 in 1978 measured media while Gwaltney spent $184,000.

Frozen Steak House platters received $1,600,000 of the Morton budget, with the remainder backing the Morton brand on frozen dinners, main dishes, donuts, muffin rounds and pies, all via Grey.

Morton also began national distribution of its new desserts line which includes a single-service cheesecake.

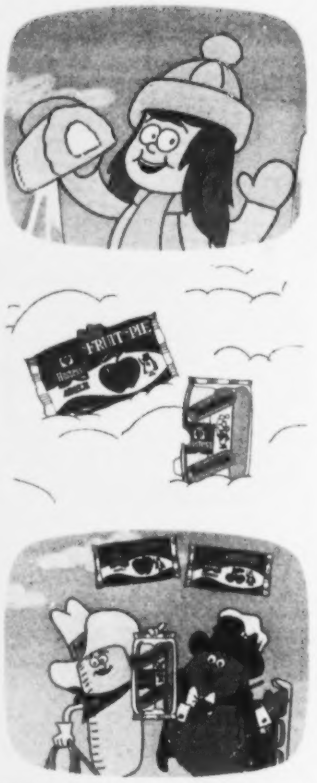
■ Gwaltney expanded its geographical coverage significantly during the year to market products from Maine to Florida.

Great Dogs chicken franks, Big 8 franks, Williamsburg bacon, Smithfield hams and other meats shared media spending. This division began 1978 with a new agency, when D'Arcy-MacManus & Masius won the $1,000,000 account from Bates.

C&C cola, marketed by Cantrell & Cochrane, spent nearly $700,000 on media advertising last year on tv and radio and in newspapers. More than 225,000,000 C&C cans were sold in New York alone, its oldest market, where the brand claims third place in cola sales.

Rolling out during 1979 to Baltimore/Washington and California markets, C&C continues to focus on why it "tastes great and costs less" than rivals Coke and Pepsi.

■ The other big spenders in the consumer products and services group were O.M. Scott & Sons, which poured $7,300,000 into measured media last year; Sheraton Corp., spending more than $4,000,000; and Hartford Insurance Group, at $2,400,000.



ITT's Hostess fruit pies and Twinkies were promoted to children in animated commercials. The entire Hostess cakes line received over $4,000,000 in 1978.

Scott said it boosted advertising and promotion expenditures last year to maintain its leadership role in the estimated $150,000,000 lawn care market. More than $5,000,000 of its media budget was allocated to the Turf Builder lawn fertilizer and Turf Builder Plus 2 weed-and-feed product.

In an acquisition agreement announced earlier this year and compatible with its Scott operation, ITT said it planned to acquire W. Atlee Burpee Co., Warminster, Pa., from General Foods.

■ Boston-based Sheraton Corp. screened eight agencies last year before Creamer Inc., New York, won the account, succeeding BBDO's Quinn & Johnson in Boston.

The Hartford accounts for nearly all of ITT's insurance/financial category ad spending, or about $2,800,000, with ITT Consumer Financial Services spending $294,000 on its loan services.

The No. 7 U.S. property and casualty insurer, Hartford Insurance continued to emphasize the importance of loss prevention in its advertising, using actual case histories to support the theme, "The best protection is prevention."

The live stag emblem remained highly visible in the tv commercials, which turned up on such shows as NBC's "Kitty Hawk" special, "Big Events" and the repeat of "Tut: The Boy King" last year, as well as on CBS' "The Word" miniseries. The insurer also used business and news magazines.

■ ITT has had mixed results following the U.S. introductions of European cosmetics products. In mid-1978, the company decided to withdraw the popular priced Rimmel cosmetics after two years (and $113,000 in measured spending in '78 alone).

However, ITT's Payot, which entered the U.S. from France last year, is now in 450 stores with Pavlova fragrance and Payot skin care products, with advertising handled by Cathy Cash Spellman, New York. Payot spent $279,000 on advertising in '78.

ITT's book publishing operations spent a combined $230,000 in measured media last year for Audel, Bobbs-Merrill and G.K. Hall titles.

■ During 1978, the company made its debut in the U.S. retail telephone market with the Own-A-Phone line of custom-designed, decorator and futuristic phones. An announced $3,000,000 multimedia campaign, however, has yet to break.

This year, ITT plans to spend $2,000,000 in a campaign breaking this autumn and perhaps $6,000,000 during 1980. Hicks & Greist, the agency for ITT Personal Communications and consumer specialty products, will handle those efforts.

About one-third of the 1,000,000 new phones sold in this country last year were sold by ITT, which also sold 700,000 color tv sets in Europe and an undisclosed number of videocassette recorders and personal computers, all in Europe, through other divisions.

This spring, ITT began a newspaper-radio effort to promote its 11-city long distance service network with a "City-Call will save you money" theme. Advertising via D'Arcy-MacManus & Masius eventually will expand to another 24 cities, ITT said.

ITT Telecommunications chose NH&S to handle its retail phone account in '78. In other agency activity during '78, ITT Financial Corp., Minneapolis, moved to Hughes Advertising from Coleman & Goff.

Within the natural resources unit, ITT Rayonier spent more than $1,500,000 on advertising, with tv spots featuring designers praising rayon as a versatile fashion fiber.

ITT, which also budgeted more than $6,200,000 to bolster its corporate image in measured media last year, continued to sponsor "Big Blue Marble" on tv in the U.S. and 60 other nations as well as the "American Character" featurettes in radio syndications and it helped fund the Metropolitan Museum of Art's "Vanity Fair" costume exhibition.

ADVERTISING EXPENDITURES

	1978	1977
Newspapers	**$1,276,800**	**$3,199,000**
Magazines	**7,568,900**	**5,655,200**
Spot tv	**28,734,500**	**27,090,700**
Network tv	**16,945,400**	**15,640,300**
Spot radio	**842,500**	**1,386,000**
Network radio	**141,100**	**1,059,300**
Outdoor	**479,900**	**443,800**
Total measured ..	**55,989,100**	**51,275,300**
Unmeasured	**66,710,900**	**53,423,700**
Estimate total	**122,700,000**	**104,699,000**

CORPORATE MARKETING PERSONNEL

E.J. Gerrity Jr., senior vp-director-corp relations/adv
J.L. Lowden, vp-deputy director, corp relations/adv
K.M. Perkins, vp-deputy director, corp relations/adv
J.P. Jannuzzo, director-adv/sales promo
T.J. Connolly, director-special events/-activities
R.A. Cronenwett, mgr-consumer adv/sales promo services
H.J. Taggart, mgr, special projects, adv/sales promo
M.B. Clifford, mgr, sales promo services

ADVERTISING AGENCIES

Needham, Harper & Steers, New York—corporate—B. Biederman, mgmt super; J. Mason, D. Bigelow, acct supers; J. Friedman, acct exec.

D'Arcy-MacManus & Masius, New York/Los Angeles—data equipment and systems, pumps, wire and cable, intl communications—F. Harvey, mgmt super; D. Bray, acct exec.

Fritchman Associates, Ridgefield, Conn.—telephone directories—B. Fritchman, acct super.

Deutsch, Shea & Evans, New York—corp recruitment adv—J. Crawford, acct super.

ITT CONTINENTAL BAKING CO.

Rye, N.Y.

MARKETING PERSONNEL

Corporate

R.M. Morrow, vp-director of mktg
J. Bates, director-advanced products/new ventures
J. Weiss, director-mktg rsch

Bakery Division

R y Norris, vp-director of mktg
St Herrick, director of bread mktg
Jeff Krulwich, Jerry Morano, product mgrs, bread
Robert Steeves, associate product mgr, bread

MARKETING PROFILES

Honey Sager, brand asst, bread
Doug Jackson, director of cake mktg
Lew de Seife, Mark Dirkes, Judy DeFrank, product mgrs, cake
Frank Sessa, mgr of graphics and design
Anna Zgorska, director of media and budgets
Jeanne Sinnott, media coordinator

ADVERTISING AGENCIES

Ted Bates & Co., New York—Wonder and Home Pride breads, Hostess snacks, Fresh Horizons bread—R. Bruns, exec vp-client services; P.T. Colonel, mgmt rep; H.C. Crowley, acct director; J. Ellington, A.L. Krinsky, acct supers; T. Pulton, S. Glaser, J. Wood, acct execs; J. McMahon, merch super.

Grey Advertising, New York—Braun Baking, Beefsteak Rye, Fresh & Natural bread—R. Schoenfein, exec vp; L. Geiger, mgmt super; F.J. Lee Jr., acct super; B. Freitas, acct exec.

MORTON DIVISION

MARKETING PERSONNEL

J.S. Llewellyn, exec vp-director of sales and mktg
J. Lowerie, vp-director of mktg
W.T. Gildea, director, new products
E.M. Boyle, group product mgr, desserts
R.A. Wilock, group product mgr, baked goods
L.K. Yarbrough, group product mgr, main course
F.W. Hurt, new products mgr
A. Bhandari, product mgr, baked goods
T.L. Cassman, R. Friedman, zone product mgrs
P. DeGeorge, mgr, mktg services

ADVERTISING AGENCY

Grey Advertising, New York—R. Schoenfein, exec vp; L. Geiger, vp-mgmt super; D.A. Hutnick, acct super; B. Martin, acct exec.

GWALTNEY DIVISION

MARKETING PERSONNEL

J. Murray, vp-sales & mktg
S. Granger, mktg director

ADVERTISING AGENCY

D'Arcy-MacManus & Masius, New York—Mark Cooper, vp-mgmt super; J. D. Byrne, acct super.

CANTRELL & COCHRANE

MARKETING PERSONNEL

H. Sieling, vp-mktg

ADVERTISING AGENCY

Catalano & Gornick, New York—C&C cola—V. Catalano, creative director.

CONTINENTAL KITCHENS

MARKETING PERSONNEL

R. Knel, director of mktg

ADVERTISING AGENCY

Ted Bates & Co., New York—G. Boyle, senior vp-mgmt super.

ITT CONSUMER SPECIALTY PRODUCTS

MARKETING PERSONNEL

L. Gervolino, product director, personal communications
J. Sarver, product director, photo products
G. Sehmor, president, Payot North America

ADVERTISING AGENCY

Hicks & Greist, New York—photo products, retail telephones—R. Selden, senior vp-acct director; H. Meyer, acct exec.

HARTFORD INSURANCE

MARKETING PERSONNEL

R. Dove, senior vp-corp relations
W. Sanderson, secretary, director of sales promo
R. Taube, secretary, director of adv
R. Burnham, director of adv services

ADVERTISING AGENCY

McCaffrey & McCall, New York—corp adv—B. Sherman, acct super.

SHERATON CORP.

MARKETING PERSONNEL

S. Front, senior vp-director of mktg
V. Baker, director of adv
C. Murch, mgr-adv services

ADVERTISING AGENCIES

Creamer Inc., New York—domestic adv—H. Pearson, exec vp; E. Weil, acct exec.

Compton Advertising, New York—intl adv—R. Lands, senior vp; P. Hauck, acct super.

O.M. SCOTT & SONS

MARKETING PERSONNEL

R. Donnelly, vp-mktg and sales
T. Seitz, director-mktg

ADVERTISING AGENCIES

Doyle Dane Bernbach, New York—Turf Builder and other products—W. Cuff, acct super.

Kight-Cowman-Abram, Columbus, O.—ProTurf—S. Christie, vp-acct services.

ITT RAYONIER

ADVERTISING AGENCY

Ross Roy NY/Compton Inc., New York—papermaking pulps, wood chemicals, rayon—Herb Warden, mgmt super.

Johnson & Johnson

	1978	1977
Sales†	$1,991,307,000	$1,713,583,000
Earnings†	144,330,000	129,352,000
Advertising*	134,000,000	91,800,000

†U.S. only ***AA estimate**

Johnson & Johnson, New Brunswick, N.J., the 24th largest national advertiser, is estimated to have increased U.S. advertising 46% to $134,000,000 in 1978. A big chunk of that increase went to Johnson's Disposable Diapers and o.b. tampons, both of which achieved full national distribution in 1978.

Worldwide advertising for J&J climbed 37.9% to $168,736,000 in 1978, from $122,398,000 in 1977. Sales of consumer products (43.6% of J&J worldwide sales) increased 20.3% to $1.5 billion in 1978, compared to $1.27 billion in 1977.

U.S. sales rose 16.2% to $1.99 billion, with earnings up 11.6% to $144,330,000. U.S. sales for the first three months of 1979 were up 29.3% over the same period in 1978, while earnings were up 36.3%.

Worldwide sales and earnings set new records as sales increased 20% to $3.5 billion and earnings rose 20.9% to $299,060,000.

■ While J&J operates as a group of decentralized companies which manufacture and sell a broad range of products in the health care and other fields, the company is primarily known to the consumer through its baby and personal hygiene products.

In addition to the Band-Aid, Johnson & Johnson and Johnson baby product lines, consumer brand names include Conceptrol and Delfen contraceptive products; Carefree and Stayfree feminine hygiene products; Shower-to-Shower body powder; Reach toothbrush; Tylenol analgesic, and Intensin and Sine-Aid sinus medication.

J&J channels most of its media dollars into network television, which got $64,979,100 or 75.5% of measured ad expenditures in 1978, trailed by magazines (13.6%), spot tv (7.6%), newspapers (2.3%) and spot radio (1%).

About 29% of J&J's ad dollars went for baby products in 1978. Of the $24,512,100 in measured media expenditures, Johnson's disposable diapers got $9,318,800, making it the top spender in the baby products division. The diaper now accounts for 35% to 40% of J&J's consumer product sales, with a dollar growth of 35% in the past year.

■ Ad support for the diaper ($7,310,300 in network tv and $1,875,700 in spot tv) was tripled in 1978 when the diaper (after four years) achieved full U.S. distribution. A heavy network tv effort via SSC&B features Nanny who, as a new mother, explains the absorbent qualities of the product to parents.

In its mature midwestern/east central markets, Johnson's diaper holds about a 20% to 25% share, but both it and leader Pampers have experienced erosion of share from elastic-leg diapers Luvs (P&G) and Kleenex Huggies (Kimberly-Clark).

In October, J&J introduced a new disposable "panty diaper" in Mexico, which touts "soft little elastic" at the legs and "gives perfect adjustment, avoids leaking, doesn't come loose." J&J's new diaper is not available yet in the U.S. and it is not known whether it will arrive here to do battle with Luvs and Huggies.

Johnson's Baby Shampoo got $5,545,200 in measured media support in 1978 ($5,346,900 in network tv), up from the $4,716,100 spent in '77. Advertising continued to aim at an expanded market for the shampoo, with one spot featuring Minnesota Viking quarterback Fran Tarkenton as spokesman.

■ The shampoo people created a bit of a fracas this spring by urging the FDA to set new standards for baby shampoo, arguing that some other brands caused eye irritation. The FDA turned down the request, claiming that baby shampoo problems, real or alleged, don't endanger children's eyes under normal use.

A significant advance in preventive dentistry.
The Reach Toothbrush to help fight cavities.

Reach toothbrush, introduced by Johnson & Johnson in 1977, received more than $4,000,000 in ad spending in 1978.

Other big spenders in the baby products division were Johnson's baby powder, which got $4,794,100 ($4,301,500 in network tv); and Johnson's baby oil, which got $3,041,900 ($2,619,900 in network tv). Spending for both products was stable. Johnson's baby lotion continued to lose ad support ($961,400 down from $1,630,600 in '77), while No More Tangles creme rinse received no measured support, according to Leading National Advertisers.

In March of 1978, J&J Burke-tested a tv commercial in Boston for new Soap & Sponge. The spot says the product consists of "baby soap sealed in two special cleaning sponges" with a scrubbing side. Other new items receiving minimal ad support were Playpath Playthings ($5,800 in magazines) and Johnson's Baby Wash Cloths ($1,400 in spot tv).

In the McNeil consumer products division, the Tylenol analgesic brand got $19,775,600 in measured media dollars (up from $13,365,600 in '77), making it J&J's No. 1 ad spender.

Products include Tylenol tablets, which got $12,288,200; Tylenol Adult Liquid Pain Reliever (new in '78), which got $2,912,900; Co-Tylenol cold medicine ($2,788,000); Children's Tylenol ($1,199,000), and Extra Strength tablets and capsules ($565,600). About 80% of spending was in tv, with the remainder in magazines.

■ In the $750,000,000 analgesic market, Tylenol is the leader, holding a 20% share, followed by former leader American Home Products' Anacin (13%), Sterling Drug's Bayer (10%), and Bristol-Myers' Bufferin (10%).

Tylenol's meteoric rise in recent years has led to turmoil in the analgesic field, with charges of false advertising hurled back and forth among the leaders both in the media and in the courts.

In May, 1978, a U.S. Circuit Court of Appeals upheld a lower court ruling prohibiting American Home Products from advertising that Anacin is more effective than Tylenol because it reduces inflammation, on the grounds that consumers had been deceived about the relative efficacy of Anacin and Tylenol and the deception would continue to injure Tylenol's reputation if the Anacin ads were allowed to continue.

Meanwhile, the National Advertising Division accepted a safety superiority claim for Children's Tylenol as compared to aspirin. Measured ad spending for the children's product, which holds a 3.3% share of the total analgesic market, was $1,199,000 (up from $607,400 in '77), equally divided between magazines and tv.

For the first time in 18 years, Procter & Gamble's Crest has been bypassed as the largest selling health & beauty aid in drug stores, food stores and mass-merchandisers and the culprit is McNeil's Tylenol. Sales of Tylenol topped those of Crest by about $500,000. Compton Advertising is the Tylenol agency.

McNeil's entry in the sinus remedy market, Sine-Aid (with acetominophen), garnered $2,071,600 in ad support, mostly in network tv. The brand holds a 23% share of the $42,000,000 market, which has been growing 5% annually.

McNeil successfully test-marketed Intensin extra-strength capsules as a sister product to Sine-Aid. Intensin ad copy claims "54% more analgesic than the leading sinus tablet," which is Warner-Lambert's regular-strength Sinutab. Measured spending for Intensin was $100,500 in '78.

Warner-Lambert's Sinutab, with a 30% market share, and Smith/-Kline's Sine-Off, at 25%, have both followed McNeil's lead and added extra-strength acetominophen entries.

■ In the health care division, top ad priority went to o.b. tampons, which achieved full national distribution in 1978. Measured spending was $7,210,200 ($4,781,400 in network tv, $1,292,000 in magazines, $1,045,100 in spot tv).

Other big spenders in the division include Band-Aid bandages ($4,759,300) and new Reach toothbrush (introduced in 1977), which got $4,190,400, way up from the $1,182,100 spent in '77.

As the $120,000,000 U.S. sun care market heated up last year with a spate of new introductions, J&J's health care division put $1,215,600 in measured support (mostly tv) behind its Sundown sunscreen, which had been national with no support for two years. Young & Rubicam ads center around the product's staying power "even in the water."

In the Personal Products Co., most support went to Stayfree maxi and mini-pads, which got $12,073,100, making it the No. 2 brand spender behind Tylenol and ahead of Johnson's Disposable Diapers.

Spending for the pads, up from $10,508,000 in '77, was $8,319,300 in network tv, $3,017,800 in magazines and $736,000 in spot tv. Carefree Panty Shields received $4,163,800 in measured ad dollars ($2,460,900 in network tv, $1,582,800 in magazines). No spending for established Modess sanitary napkins was recorded by LNA.

■ In November of 1978, the Personal Products Co. introduced new Assure Natural Fit tampons in Rochester. Assure is described as "the high absorbancy tampon with a difference: It fits!" Unlike J&J's o.b. tampon, which is digitally inserted, Assure has a tube applicator and a deodorant, making it directly competitive with market leaders Tampax, Playtex and Kotex.

Some observers feel J&J missed the mark with o.b., whose market share potential is felt to be at most 10%, and that new Assure, a more mainline entry, might stand a better chance. Ad support, via SSC&B, was measured at $17,500 in 1978.

The new tampon may be on a collision course with P&G's new Rely tampon, however. P&G filed suit in U.S. district court alleging that Assure tampons are an infringement upon its Sure deodorant trademark. P&G also claimed that it has marketed tampons called Sure since 1964 and that it continues to use the name Assure for shampoo and mouthwash.

Also in the Personal Products Co. is Shower-to-Shower deodorant body powder, which received $1,304,600 in measured support, all in tv.

Advertising for Ortho Pharmaceutical's contraceptive products doubled from $621,400 in 1977 to $1,228,600 in 1978, with Deifen vaginal foam getting $891,800, and Conceptrol cream getting $336,800, both in magazines.

In February, 1979, the company acquired Technicare Corp., which manufactures diagnostic equipment in the fields of computed tomography scanning, ultrasonic imagers and nuclear medicine systems. Technicare's principal affiliates are Ohio-Nuclear Inc., Unirad Corp. and Chayes Virginia Inc.

ADVERTISING EXPENDITURES

	1978	1977
Newspapers	$2,016,800	$1,122,700
Magazines	11,665,900	10,592,200
Spot tv	6,564,500	4,376,900
Network tv	64,979,100	48,549,800
Spot radio	808,300	1,787,000
Total measured	86,035,600	66,428,600
Unmeasured	47,964,400	25,371,400
Estimated total	134,000,000	91,800,000

JOHNSON & JOHNSON PRODUCTS INC.

Health Care Division

MARKETING PERSONNEL

F. H. Barker, vp, genl mgr
R. J. Neely, natl sales mgr
P. S. Fleming, director, product mgmt
C. L. Hodock, director, mktg rsch, new products
A. C. Rudy, J. L[illegible], R. L. Townsend, product group directors

ADVERTISING AGENCIES

Young & Rubicam, New York—Bill Thompson, acct super—dental floss, sun care, new products, adhesive bandages.

CDS Advertising, New York—Neve Savage, acct super—tampons, toothbrushes, new products.

William Douglas McAdams, New York—Howard Mandelbaum, acct super—professional marketing programs.

PATIENT CARE DIVISION

MARKETING PERSONNEL

E. J. Hartnett, vp, genl mgr
R. A. Wright, director, sales
P. J. Ventrella, director, product mgmt
R. W. Bauer, mktg services mgr
P. J. McIvor, adv mgr
J. K. Hull, promo mgr
E. T. McLoughlin, C. L. Ma[illegible]ola, group product directors
C. F. Gordon, natl field sales mgr/surgical care products
W. M. Mahar, natl field sales mgr/professional care products

ADVERTISING AGENCY

Medical Education Dynamics, East Brunswick, N.J.

DERMATOLOGICAL DIVISION

MARKETING PERSONNEL

J. R. Bodine, vp genl mgr
L. E. Priddy, director of mktg
P. M. French, director, professional relations
W. T. Humphries, mgr, new product devel
D. E. Anderson, D. R. Taylor, product directors

ADVERTISING AGENCY

William Douglas McAdams, New York—W. Wolf, exec vp; W. Bologna, senior vp; H. Mandelbaum, vp.

SPECIAL MARKETS DIVISION

MARKETING PERSONNEL

W. E. Dorsett, vp, genl mgr
R. E. Scott, director, govt mktg
D. P. Owens, mgr, military sales
J. A. Streed, director, athletic products

ADVERTISING AGENCY

Cummins, MacFail & Nutry, Somerset, N.J.—G. MacFail, president.

JOHNSON & JOHNSON BABY PRODUCTS CO.

Piscataway, N.J.

MARKETING PERSONNEL

G. F. Tyrrell, vp, adv services
P. M. Lonergan, vp, genl mgr, toiletries
E. West, vp, genl mgr, disposables
J. T. Dettre, mktg director, disposables
E. M. Selquist, A. P. Sullivan, natl sales mgrs
W. H. Bortree, C. E. LaRosa, D. L. Radeke, J. M. Tassie, product group directors
W. R. Lipsky, director, new products & sales promo
T. F. Gorman, consumer rsch director
M. S. Fink, B. L. Goldblatt, asst consumer rsch directors
S. P. Seiden, product director, baby powder
C. J. Johnson, product director, baby shampoo, NMT creme rinse
R. M. McNealy, product director, baby oil, gift sets
N. A. Lavritano, product director, baby lotion, cream
K. H. Rosenstock, product director, swabs
K. B. Lerman, product director, baby soap, baby bath
C. Frazier, product director, new products
W. T. Begina, product director, disposable diapers
R. M. Irvine, product director, diaper liners, nursing pads
R. C. Hunter, product director, professional products
D. J. Scholes, product director, professional products
S. Sawchuk, medical services

ADVERTISING AGENCIES

SSC&B, New York—shampoo, disposables—Barry Ofstedal, mgmt; Dick Lanley, Glen C. Phillips, acct supers.

Young & Rubicam, New York—powder, lotion, oil—Jim Cobb, mgmt super; C. Ordoñez, acct super

Ketchum, MacLeod & Grove, New York—new products—J. Scowcroft, mgmt super

McNEIL CONSUMER PRODUCTS CO

MARKETING PERSONNEL

T. E. Gardner, vp, mktg
W. G. Lynch Jr., natl sales mgr
J. B. Ziegler, director, product mgmt
W. C. Egan, group product director
C. D. Simonds, group product director
H. S. Frieze, director, professional marketing
J. R. McGann, sales promo director
S. S. Stautberg, director, communications
J. L. Strickler, mktg rsch director

ADVERTISING AGENCIES

Compton Advertising, New York—D. Dimmock, managing director; T. Lom, mgmt super; R. Hogan, acct super; T. Brennan, J. Sloan, acct execs

Kallir, Philips, Ross, New York—J. Bacik, senior vp; G. Gotta, E. McCarren, acct execs

McNEIL LABORATORIES
Fort Washington, Pa.

MARKETING PERSONNEL
Pharmaceutical Division

H. W. Browne, vp, genl mgr
J. E. O'Brien, vp, mktg

Critikon Division

M. L. Woodall, vp, genl mgr
D. J. Genter, exec director, mktg

ADVERTISING AGENCIES

Kallir, Philips, Ross, New York—Joe Castelli, acct super

Sudler & Hennessey, New York—Ed Goble, acct exec

PERSONAL PRODUCTS CO.
Milltown, N.J.

MARKETING PERSONNEL

M. R. Hayes, president
J. R. Chiesa, vp, mktg
G. T. Root, director, product mgmt
D. P. Fraser, director, mktg rsch
A. C. Krupinski, director, consumer affairs
E. G. Chase, M. H. McGuire, C. S. Naiman, group product directors

ADVERTISING AGENCIES

Young & Rubicam, New York—Modess feminine napkins, Stayfree maxi-pads & mini-pads, Shower To Shower body powder—J. Cobb, mgmt super

SSC&B, New York—Carefree panty shields, new products—P. LaStayo, mgmt super

Cadw[illegible]l, Davis & Savage, New York—new product

JOHNSON & JOHNSON DENTAL PRODUCTS CO.
East Windsor, N.J.

MARKETING PERSONNEL

R. G. Gelbman, vp, mktg
B. L. Burnside, director, sales
M. E. Stein, director, worldwide business devel
R. F. Weldon, vp, intl business devel
S. R. Losa, director, new product devel
J. N. Doyle, group product director
G. Norante, D. A. Luckey, W. B. Malone, S. C. Huey, product mgrs
M. B. Littlefield, mkt rsch mgr
W. F. Kirkpatrick, product director

Cerameo Inc.

O. A. Richardson, product director

ADVERTISING AGENCY

Kallir, Philips, Ross, New York

ORTHO PHARMACEUTICAL CORP.
Raritan, N.J.

MARKETING PERSONNEL

G. V. Parlin, vp, mktg
P. T. Tattle, exec director, sales & product mgmt
D. F. Hale, director, product mgmt

ADVERTISING AGENCY

Kallir, Philips, Ross, New York—John Lamare, contraceptives acct super; Ray Wilhelm, therapeutics acct super

CONSUMER PRODUCTS MARKETING PERSONNEL

R. B. Miller, genl mgr, consumer products div

ADVERTISING AGENCIES

Kallir, Philips, Ross, New York—L. Palmer, G. Gotta, acct supers

McCann-Erickson, New York—R. Costello, acct super

ORTHO DIAGNOSTICS
Raritan, N. J.

MARKETING PERSONNEL

R. G. Nade[illegible], president
R. E. Karlson, vp, director of mktg
J. P. Rowell, C. L. Wimbley, group product directors
C. H. Cox, J. S. Sumner, sales mgrs

ADVERTISING AGENCY

Summit Communications Inc., Chatham, N.J.

ORTHO INSTRUMENTS
Westwood, Mass.

MARKETING PERSONNEL

J. L. Gallagher, director, mktg & sales
Rodney Raynovich, mktg mgr

ADVERTISING AGENCY

Marketing Dimensions, Wellesley, Mass.

ARBROOK INC.
Arlington, Tex.

MARKETING PERSONNEL

T. E. Taylor, president
G. R. Lucas, vp, mktg
M. Smoler, director, product mgmt
J. D. Terry, vp, sales

ADVERTISING AGENCY

J. R. Druid Associates, New York

CELLULOSE PRODUCTS CORP.
Milltown, N. J.

MARKETING PERSONNEL

L. W. Bateman, vp, genl mgr

CHICOPEE
New Brunswick, N.J.

MARKETING PERSONNEL

R. L. Bramson, vp, industrial textile div
C. A. Spalding, vp, converted products div
G. Chapman Jr., vp, affiliate div
R. I. Munoz, vp, Lumite, Cel-Fibe/Graham, disposable diapers

ADVERTISING AGENCIES

MPA, New York
Food Group, New York
Mills, Fife & MacDonald, Des Plaines, Ill.
Klein-Seib, Atlanta
Hogan-Gazzara, Pennsauken, N.J.

CODMAN & SHURTLEFF
Randolph, Mass.

MARKETING PERSONNEL

J. A. Ciffolillo, vp, mktg
P. E. Thiel, director, mktg services
R. Brandon, adv mgr
K. Reber, mgr, mktg literature

ADVERTISING AGENCY

Grover/Erickson/Durfee, Boston—C. Stuart Grover, acct exec

DEVRO INC.
Somerville, N.J.

MARKETING PERSONNEL

J. P. Hall Jr., president
T. D. Jones, vp, mktg
R. J. O'Brien, vp, sales

ADVERTISING AGENCY

Keyes, Martin & Co., Springfield, N.J.

ETHICON INC.
Bridgewater, N. J.

MARKETING PERSONNEL

G. C. Hanes, vp, mktg
J. R. Gilbert, vp, sales
J. A. Lent, vp, product mgmt
F. R. Addis, mgr, adv & creative services

ADVERTISING AGENCY

Mel Richman Inc., Philadelphia—W. F. Robertson, acct super

JELCO LABORATORIES
Raritan, N.J.

MARKETING PERSONNEL

John S. Assenza, president
W. H. Barrett, vp, mktg
H. R. Hamm Jr., vp, product mgmt
T. A. Evans, natl sales mgr
R. W. Jones Jr., group product director
B. V. Wooley Jr., product director, o. r. and anesthesia products
C. Neale-May, product director, i. v. therapy products
V. Tumminello, product director, genl nursing, lab products

PERMACEL
North Brunswick, N. J.

MARKETING PERSONNEL

R. G. Casarella, communications & adv mgr
W. R. Lucas, vp, mktg
W. L. DeNichols, business rsch mgr

PITMAN-MOORE
Washington Crossing, N.J.

MARKETING PERSONNEL

E. L. McConnell, vp/mktg
G. Schmidt, mgr, adv services
C. Roan, natl sales mgr
R. F. Jochen, DVM, mgr, professional services
S. Frick, mgr, surgical & specialty products
F. T. Ruggeri, mgr, distribution
G. K. Horrocks, mgr, small animal products
J. L. Ditmore, mgr, large animal products
D. R. Arnold, mgr, training programs
G. R. Burch, mgr, veterinary school programs

SURGIKOS
Piscataway, N.J.

MARKETING PERSONNEL

T. M. Lane, president
R. K. Gremp, director of merch
J. A. Largey, group product director
E. D. McSweeney, group product director
F. Gage, director of sales

S.C. Johnson & Son

	1978	1977
Sales	$550,000,000	$450,000,000
Advertising':	43,903,400	48,866,500

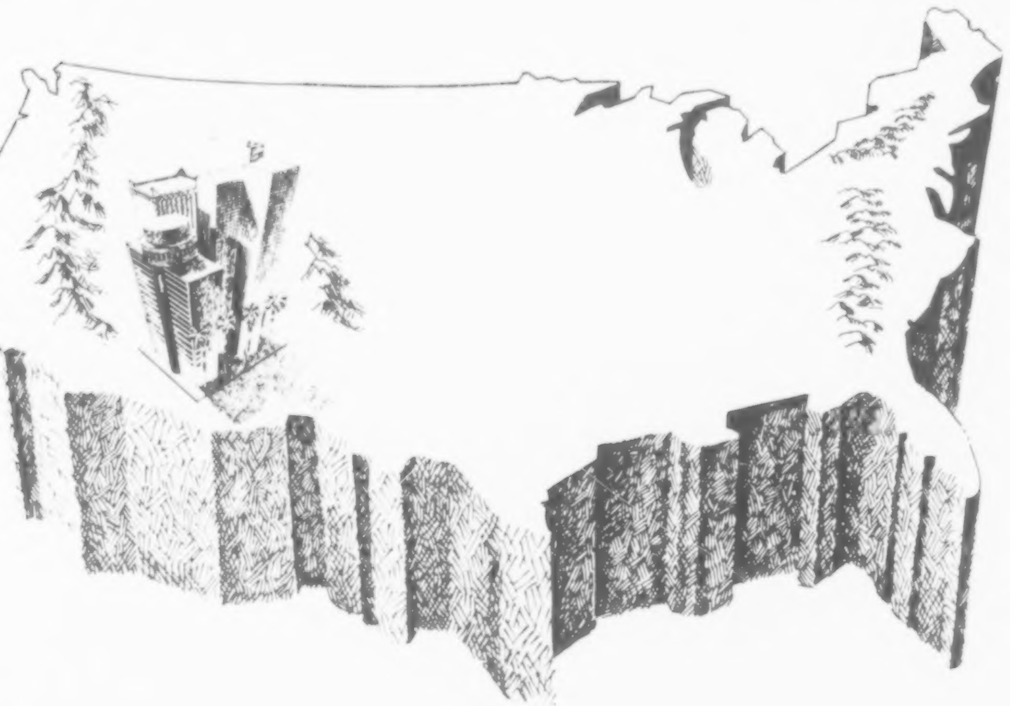
Figures are U.S. only, estimated by AA

S.C. Johnson & Son, Racine, Wis., the 77th largest national advertiser, is estimated to have decreased its advertising spending about 10% to $43,903,400 in 1978.

Despite the new product introduction of Agree shampoo in the summer of 1978, which got massive sampling and ad dollars behind it, spending for Johnson's established brands, with the exception of the Raid line, was sharply cut.

S.C. Johnson is privately owned and does not reveal sales and earnings. ADVERTISING AGE estimates domestic sales at about $550,000,000, for 1978. Total worldwide sales for last year were over $1 billion.

Test the U.S. in Phoenix.



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Phoenix gives you less than 5% deviation along all national demographic lines, and has the additional plus of a highly mobile population: the folks who pulled up roots from back home and are willing to try something new, including your test product.

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THE ARIZONA REPUBLIC / *The Phoenix Gazette*

Represented Nationally by STORY & KELLY-SMITH, INC.
New York Philadelphia Atlanta Boston Chicago Dallas Detroit Los Angeles San Francisco

MARKETING PROFILES

Founded in 1886 as a marketer of wood flooring, S.C. Johnson began in 1977 demonstrating its determination to excel in the personal care area as well as in the traditional household products categories in which it has been strong.

The national introduction of Agree creme rinse/conditioner, which rose to the top of the category within six months of its launch, showed that Johnson had the marketing savvy to accomplish this diversification. And in 1978, the company scored another success with Agree shampoo.

Following a test marketing program, in which the new shampoo got an 8.6% share Johnson Wax introduced Agree shampoo to the trade nationally in June, 1978. Advertising, with the theme "helps stop the greasies between shampoos," started last August.

A total ad budget of $30,000,000 for the first year was announced at that time, with $11,600,000 going to sampling, $9,100,000 to trade promotion and advertising and $8,500,000 into media. Through the end of 1978, $3,874,000 was spent in measured media, mostly network tv.

Agree now holds a 6% dollar share of the market, ranking as the No. 3 cosmetic shampoo. Agree shampoo is sold in regular, balsam, protein and oily hair formulas.

■ Another new product from S.C. Johnson that is getting considerable ad spending is Scrunge, a scouring pad/sponge. Scrunge went into test in the spring of 1978 and was rolled out in October. According to the company, Scrunge will get $6,000,000 in ad support in the first year.

Through calendar 1978, $2,273,000 went into media for Scrunge, split closely between net tv and magazines. The company said it is the leading product in its segment of the total market.

Agree creme rinse and conditioner still ranks as the best selling item in that category by units and is No. 2 behind Revlon's Flex in dollar share. Agree's unit share is about 21% and in dollars, about 18%.

The campaign theme "Agree helps stop the greasies," remains from the launch, but the company has more recently been experimenting with magazine ads using testimonials from consumers across the country.

Ad spending for Agree creme rinse/conditioner was sharply down from the introduction in 1977. From a launch supported with between $14,000,000 and $19,000,000 in media, couponing and sampling, (at least $7,000,000 in media) spending reported by Leading National Advertisers for 1978 was at $3,247,000.

■ Early this year, S.C. Johnson did some switching in its agency roster. J. Walter Thompson Co., which is a Johnson Wax agency abroad, picked up its first piece of domestic business from the company. The Chicago office will handle the business. Products moved to JWT included Pledge furniture polish, Edge shaving gel and Step Saver self-polishing floor wax.

Benton & Bowles and Ogilvy & Mather, both New York, ended their U.S. relationships with Johnson Wax by mutual agreement, the company said, due to account conflicts in new product areas, and low billings.

One of the products involved in the move, Edge shaving gel, improved its position in the shaving creme market by moving from a tied position with Noxzema shave creme into a solid second place behind Gillette's Foamy. Ad spending was down to $1,485,000, from $2,095,000 in 1977.

The push for personal care success is significant for S.C. Johnson, because the company had to find new growth categories. The household product areas in which Johnson has been a leader—floor care and furniture care—now are growing at a rate of less than 5% a year, compared with the steady 15% annual growth these categories experienced during the 1950s and '60s. Johnson reportedly has 10 new personal care entries in development and plans to introduce one a year.

■ In the floor care market, Johnson Wax continues to lead and its top seller, Future acrylic floor finish, improved its market share during 1978. Sharing the leadership slot in this market is Lehn & Fink's Mop & Glo. Spending for Future was steady at $2,795,400.

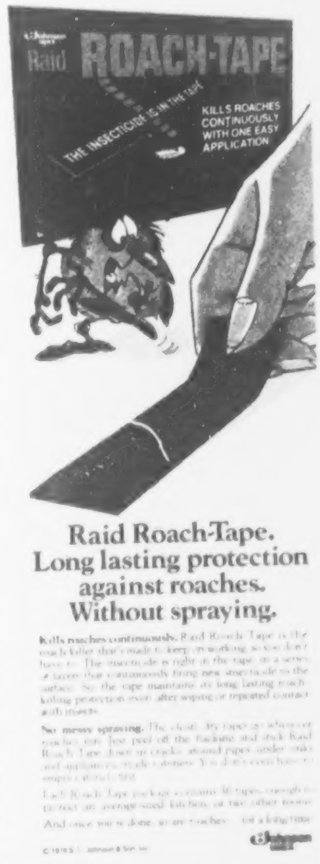
Step Saver, which was originally intended to compete with Mop & Glo, saw its spending cut from $2,354,700 to $1,609,900 in 1978.

In the furniture care area, Johnson Wax also holds the leadership position and its Pledge increased its share this year. Pledge now has close to 40% of the furniture polish category. Ad spending for Pledge declined for the second consecutive year from $5,800,000 in 1977 to $4,668,800 in 1978.

It appears that the company may be phasing out advertising for such brands as Favor and Klean 'n Shine. Spending for Favor furniture polish was cut to $896,900 from $2,330,000 in 1977 and Klean 'n Shine, got only $188,300 in measured media backing, according to LNA. These two products, which were at O&M and B&B, respectively, are now not assigned to any agency.

Glory home rug cleaner also got slashed measured spending figures in 1978, down to about $105,000 from the previous year's total of $1,423,600.

■ Ad budgets in several other categories were cut also. J/Wax car products, though promised a $3,000,000 expenditure for 1978, actually showed about half that sum.


Johnson
Raid
ROACH-TAPE
THE INSECTICIDE IS IN THE TAPE
KILLS ROACHES CONTINUOUSLY WITH ONE EASY APPLICATION
Raid Roach-Tape.
Long lasting protection against roaches.
Without spraying.
Kills roaches continuously.
No messy spraying.
Johnson

Spending for Raid Roach-Tapes helped S. C. Johnson & Sons continue to control 50% of the insecticide market with the Raid brand.

Rain Barrel fabric softener and Shout spray soil and stain remover also experienced budget cuts, though Shout's spending is about $2,000,000 annually.

Johnson Wax also is the leading marketer of insecticides and insect repellents. The Off! brand owns the repellent market with about 80% of total sales. Off! towelettes, introduced in 1977, have been very successful for the company. Media expenditures for the Off! brand as a whole were down to $845,700 in 1978 from $1,187,500 the year before.

The Raid brand continues to control more than 50% of the insecticide market on a national basis. Spending for Raid was up in 1978, as the Roach-Tapes alone got $2,226,800 in measured media support. Spending for the total Raid line was about $6,000,000, up from $4,191,800 in 1977.

In the air freshener category, Johnson's Glade has been a market leader in solid and aerosol formulations. Spending for Glade, however, dwindled to $201,700 in 1978 from $1,633,000 in 1977.

■ Other developments at the Racine company in 1978 included a lawsuit filed against Helene Curtis Industries when Curtis introduced its Clean Hair line of shampoos and conditioners. Johnson charged Curtis with false and misleading advertising and simulation of the packaging and labeling of Agree shampoo and creme rinse/conditioner. In an out-of-court settlement, Johnson won changes in packaging and advertising.

Herbert Fisk Johnson, chairman emeritus of the company, and its head for 38 years, died on Dec. 14, 1978.

ADVERTISING EXPENDITURES

	1978	1977
Newspapers	$1,120,100	$672,800
Magazines	9,254,300	6,793,700
Spot tv	2,109,300	3,989,500
Network tv	20,548,600	26,101,600
Spot radio	301,300	1,049,000
Network radio	421,700	—
Outdoor	148,100	253,900
Total measured	33,903,400	38,860,500
Unmeasured	10,000,000	10,000,000
Estimated total	43,903,400	48,860,500

U.S. CONSUMER PRODUCTS

MARKETING PERSONNEL

L.R. Peterson, exec vp-U.S. consumer products
J.F. Keane, vp-U.S. consumer products mktg
G.W. Delp, vp-U.S. consumer products sales
F.X. Nolan, director-household product mgmt
A.B. Praemer, director, adv services
R.F. Chay, director, mktg rsch
H.A. Suess, director-new products
W.J. Walley, group product mgr-furniture and floor care
G.L. Konarske, group product mgr-laundry, rug care and air fresheners
T.L. Dahl, group product mgr-personal care products
L.J. Jackson, mgr-new products, personal care
C.M. Hardin, mgr-floor care
J.J. Castello, mgr-automotive products
D.C. Henry, natl field sales mgr
Product mgrs L.L. Beebe, L.F. Behringer, H.B. Beighley, J.F. Bleharski, A.J.A. Brown, C.L. Colman, J.I. Costa, J.D. Cuela, D. Garrine, E.W. Gaskell, B.R. Groat, M.C. Habeck, C.L. Meadows, J.C. Miac, C.K. Nitta, E.S. Oonnithan, R. Prados, B.M. Pritchard, M.N. Redlin, J.C. Rollins, J.O. Sherer, R.L. Sligh, C.W. Stevenson, B.J. Stone, C.R. Townsend, R.C. VanDriest, R.L. Walker, M.J. Wesnofske
W.C. George, director, sales promo & devel

WORLDWIDE INNOCHEM OPERATIONS

MARKETING PERSONNEL

W.[illegible] Shavely, exec vp Johnson Wax Associates and Worldwide Innochem Operations
S.[illegible] Preston, vp & managing officer, Worldwide Innochem Operations
S.W. Cairns, vp & global director, specialty chemicals group
J.C. Moll, vp & managing director, commercial products group-USA
F.C. Chud, director of mktg-commercial products group-USA
R.F. Crowley, mgr-special markets devel
J. Thomson Jr., director maintenance products sales
D.E. Davis, nat sales mgr maintenance products
A.J. McMichael, director U.S. specialty chemicals
J.C. Toone, natl sales mgr U.S. specialty chemicals
J.A. Rizzo, mgr-mktg and admin services
R.J. McGray, E.M. Coyle, G.V. Laudato, B. Vora, W.E. Roehrick, mkt devel mgrs

OVERSEAS CONSUMER PRODUCTS

MARKETING PERSONNEL

R.F. Farley, exec vp-overseas consumer products
R.J. Emens, T.L. Beard, overseas sales devel mgrs
T.R. Anderson, G.T. Talbot, overseas mktg rsch mgr

ADVERTISING AGENCIES

Foote, Cone & Belding, Chicago—Raid, Off!, Deep Woods Off!, Future, Scrunge, Glo-Coat, Automotive, Rain Barrel, Gloss 'n Toss—L. Balogh, D. Fox, acct supers

Needham, Harper & Steers, Chicago—Agree creme rinse & conditioner, Agree shampoo, Glade—J. Cerasani, acct super

J. Walter Thompson, Co., Chicago—Edge, Pledge, Step Saver—M. Kurz, J. Allman, acct supers

Campbell-Mithun, Chicago—maintenance products, chemical specialty products, Porelon—J. Webster, acct super

Andrews/Mautner, New York—military—N. Mautner, mgmt super

K mart Corp.

	1978	1977
Sales	$11,695,539,000	$9,941,398,000
Earnings	343,706,000	297,818,000
Advertising	250,000,000	210,000,000

K mart Corp., Troy, Mich., the nation's No. 2 retailer and 5th largest advertiser, continued to make ground on Sears, Roebuck & Co.'s leading retail position as it increased domestic ad spending 19%, to $250,000,000 in 1978.

Sales shot up 17.6% to a record $11.7 billion, while earnings also set a new record, rising 15.4% to $343,706,000.

Store expansion continued to be a prime contributor to the company's sales growth. The retailer added 169 new stores and closed 21 last year, bringing the total to 1,496 K marts, 313 Kresges and 82 Jupiters in the U.S., Canada and Puerto Rico. The company has opened 600 new stores in the past three years and now does business in 257 of the 275 Standard Metropolitan Statistical Areas.

■ But it's not just the number of stores—an additional 1,500 are expected to open in the next 10 years—but the placing of the stores that has become key to the retailer's dramatic 20% compound annual sales growth rate in the last decade.

The company has continued to build in the major metropolitan areas, but at the same time it has tapped virtually untouched smaller markets in rural areas by building mini-K marts—stores of either 61,000 or 40,000 sq. ft., instead of the big-city sizes of 90,000 or 73,000 sq. ft.

The company claims it contributed 3.3% of total mass-merchandise sales in the U.S. last year, up from 3.2% in 1977.

In advertising, the company last year continued a policy set in 1977 to emphasize fashion and quality in its product lines—not just low prices. While K mart stuck to a jingle touting it as "the savings place," the ads featured items like women's disco shoes and name-brand major appliances at discount prices.

The bulk of K mart's advertising—about $217,000,000 of it—was unmeasured, consisting of newspaper preprint inserts (about 26 per year), Sunday magazine and run-of-press copy. Most advertising is prepared centrally and distributed to regional ad departments or individual stores which place it locally. In this way, the company maintains a firm hand over ad costs, while assuring continuity in the advertising.

Measured media spending was up about 7% in 1978, to $33,831,300, according to the company, although it still accounted for only 15% of the total ad budget. The biggest increase was in network tv, where spending was hiked 62%, from $5,240,000 to $8,915,000.

Spot radio rose slightly to $3,494,500, from $3,200,000, while network radio spending increased to $2,404,000.

■ Other measured media spending also decreased last year. About $1,000,000 dollars was hacked off the magazine budget, as spending dropped from $4,950,000 to $3,972,200. Spot tv edged down from $15,120,000 to $15,045,100. Outdoor spending dropped to a negligible level of $500, from $1,900.

By category, household furnishings received the heaviest backing in measured media, with the company spending $6,941,100 ($5,644,500 in '77). But the biggest increase came in automotive, where spending leaped from $7,600 to $1,992,200.

Measured ad spending in drugs and toiletries dropped from $377,800 to $174,900; from $32,700 to $500 for food; from $387,000 to $115,100 for men's apparel, and from $411,000 to $73,600 for children's apparel.

But ad investments increased dramatically for women's apparel, from $1,076,000 to $2,745,700, while family apparel spending rose from $328,700 to $692,200. Miscellaneous dropped to $16,501,500 (from $18,605,000 in '77).

■ For 1979, K mart chairman Robert Dewar predicted the company would continue to show financial results above those projected for the rest of the retailing business, even if the widely predicted recession becomes a reality in the second half. In the first quarter, K mart's earnings jumped 32.6%, to $45,590,000, on sales of $2.62 billion. In the first five months, sales soared 15.8%.

In the first quarter, the company forged ahead with its expansion, opening 36 new K marts. At least 180 new stores are expected to open in 1979.

At K mart's annual meeting last May, Mr. Dewar predicted the company's retail earnings would surpass Sears' "within a few years," while a company source said K mart execs are confident that Sears' over-the-counter retail sales lead can also be overtaken in the early 1980s. Sears earned $922,000,000 in 1978, with retail merchandise sales amounting to about $12.5 billion.

ADVERTISING EXPENDITURES

	1978	1977
Magazines	$3,972,200	$4,955,000
Spot tv	15,045,100	15,126,000
Network tv	8,915,000	5,240,200
Network radio	2,404,000	2,101,500
Spot radio	3,494,500	3,200,000*
Outdoor	500	1,900
Total measured	33,831,300	30,600,000*
Unmeasured	216,168,700	179,400,000
Estimated total	250,000,000	210,000,000

*Includes Newspaper advertising
*Revised figure

MARKETING PERSONNEL

E.J. Kreitz, director-adv and mktg
R.R. Delaeghere, director-adv and sales promo
R.M. Mazade, director-creative adv

ADVERTISING AGENCY

Ross Roy Inc., Detroit

Kellogg Co.

	1978	1977
Sales	$1,690,600,000	$1,533,442,690
Earnings	145,100,000	138,191,[illegible]
Advertising*	79,600,000	69,804,[illegible]

*Estimated by AA

Kellogg Co., Battle Creek, Mich., the 49th largest advertiser, boosted its ad budget to an estimated $79,600,000 in 1978, up about 14% over $69,804,300 in 1977.

Sales rose to $1.7 billion in 1978, compared with $1.53 billion the previous year, and earnings reached $145,100,000.

The sales and earnings figures are deceptive, however, because foreign gains contributed heavily to the over-all figures. Earnings in the United States market were down 3% compared to 1977, but were offset by a 127% increase in earnings in areas other than the U.S., Canada and Europe due to higher prices and greater volume.

The FTC has been investigating the leading cereal companies to see if their holdings constitute a shared monopoly. It seems unlikely the FTC will eventually require divestiture, but the investigation drags on. It has yielded more than 36,000 pages of testimony and "continues to demand much of our management time and financial resources," according to Kellogg chief executive officer William LeMothe.

Kellogg and other cereal manufacturers have also faced stiff consumer attacks on advertising directed at children—especially for presweetened cereals. The FTC has held hearings into whether all advertising aimed at children should be banned.

Consumer reaction to the hearings may have contributed to an over-all decline in 1978 sales of presweetened cereals. Kellogg has stressed more heavily the nutritional value of its cereal products during the past two years.

- One of the company's cereal successes for 1978 was an adult cereal—Most. The high-fiber wheat cereal moved into national distribution in early 1979 after successful market testing. Most received about $1,038,300 in measured ad spending during 1978 and the ad spending for the bite-sized cereal is expected to increase considerably in 1979.

Another product, Graham Crackos, rolled national early this year. Most of Kellogg's cereals maintained the same market shares in 1978 as in the previous year. Sugar Frosted Flakes, Corn Flakes and Rice Krispies continued to anchor the company's cereal sales.

Frosted Flakes, which decreased in market share from 5.2% in 1977 to 5% in 1978, had the largest measured ad spending with $6,592,000. Rice Krispies received $5,473,000 in measured ad spending and also declined slightly in market share to 4.6%.

Corn Flakes received $4,946,000 in measured ad spending and increased slightly in market share to 4.9%. Cracklin' Bran, which controls 0.08% of the total cereal market, had an ad budget of $3,802,700.

- Kellogg expanded other product lines during the year. The Pop-Tarts toaster pastries line gained some new flavors. Danish Rings, tested in Ohio and Indiana markets during 1977, rolled national in January of this year.

Mrs. Smith's Pie Co. operation expanded during 1978 with new varieties of pies, including Light Pie and Lowfat Yogurt Pie for calorie-conscious consumers. A complete line of dessert and entree crepes under the Mrs. Smith's label is currently being test marketed.

Eggo brand frozen waffles set sales records in 1978, and Kellogg's plans to add new flavor varieties and perhaps alter the product's packaging.

The Eggo foods division of Fearn International subsidiary has expanded the market area for its line of commercial food service products, including syrup, mayonnaise, soup bases, salad dressings and gelatins. Fearn expanded distribution of its LeGout entrees, soups and desserts into supermarket deli distribution.

The Salada Foods subsidiary added a canister iced tea mix with a pull-top lid and a low-calorie tea mix. The measured ad spending for Salada regular tea was $1,341,000.

ADVERTISING EXPENDITURES

	1978	1977
Newspapers	$4,824,100	$3,125,000
Magazines	2,000,900	3,081,500
Spot tv	22,244,800	17,250,400
Network tv	43,221,600	41,650,400
Spot radio	2,940,000	—
Network radio	171,900	—
Outdoor	11,300	8,300
Total measured ..	75,414,600	66,289,600
Unmeasured	4,135,400	3,514,700
Estimated total ...	79,600,000	69,804,300

MARKETING PERSONNEL
U.S. Food Products Division

A.G. Langbo, president
R.L. Burrows, vp, logistics
R.C. Fox, exec vp, mktg

ADVERTISING AGENCIES

Leo Burnett Co., Chicago—Kellogg products, W.T. Lynch, vp mgmt director; D.K. Collins, J.W. Drobnyk, S.E. Cronwall, J.M. Jeness, acct supers; J.E. Holmes, C.H. Curry, D. Heggen, C.A. Marien, M.J. Tobin, T.J. Weizer, C. Stowe, D.J. Fischer, J. Lowenthal, R. C. Hunderfund, acct execs.

J. Walter Thompson Co., Chicago—Salada—J.F. Tukey, senior vp, acct mgmt; H.L. Scholnick, vp, mgmt super; M.O. Jurz, acct super.

Vince Cullers Advertising, Chicago—Vincent Cullers, president.

Wm. R. Biggs Associates, Kalamazoo, Mich.—Wm. R. Biggs, president.

Leo Burnett Co. Ltd., Toronto—T.A. Knowlton, exec vp, client services; D. C. O'Kell, J.W. Stephenson, acct mgrs; C. Fish, G. Dent, M.J. Newton, D. Campbell, acct execs.

U.S. SUBSIDIARIES

R.L. Nichols, group exec vp, Kellogg Co.
Fearn International, Franklin Park, Ill., D.E. Thompson, president; E.K. Jorgenson, senior vp, sales & mktg.
Mrs. Smith's Pie Co., Pottstown, Pa., R.L. Nichols, president; F.W. Krum, senior vp, mktg.
Pure Packed Foods, Arlington, Tenn., A.J. Simpson president; R.D. Bateman, vp, mktg.

ADVERTISING AGENCIES

J.M. Korn & Son, Philadelphia—Mrs. Smith's products.

Leo Burnett Co., Chicago—Eggo products.

Kimberly-Clark Corp.

	1978	1977
Sales	$1,910,600,000	$1,725,500,000
Earnings ...	148,800,000	130,700,000
Advertising*	38,139,000	31,076,000

***AA estimate**

Kimberly-Clark Corp., Neenah, Wis., the 81st largest advertiser, is estimated to have spent $38,139,000 on advertising in 1978, up 22.7% over the $31,076,600 spent in 1977.

Sales were up 11% in 1978, the $1.9 billion from $1.7 billion the previous year. Net income climbed 14%, to $148,800,000 from $130,700,000.

First quarter 1979 sales totaled $546,500,000, about 14% higher than the first quarter of 1978, while earnings reached $42,100,000, compared with $38,100,000 in 1977.

Net income from operations in the U.S. rose 20%, to $114,400,000, during the year, while net income from operations outside the U.S. declined 3% in 1978, to $34,400,000. Kimberly-Clark attributed the drop to a decline in Canada.

- Consumer and service products—household and personal care paper products among others—had '78 sales of $1,231,900,000, about 10% over the 1977 figure. Operating profit, at the same time, increased 15%, to $147,500,000.

More than half of the company's '78 ad spending—$22,359,700—went into tv. Kleenex facial tissues, New Freedom maxi and mini pads and Kleenex Huggies disposable diapers were the top tv spenders.

Kleenex facial tissues were backed by $3,631,600 in network tv and $289,000 in spot tv. As in 1977, actress Jo Anne Worley appeared in tv spots promoting the variety of uses for Kleenex tissues.

New Freedom pads, despite having seen net tv spending decline from the nearly $5,000,000 recorded in 1977, still witnessed a considerable amount: $3,228,300 for net and $420,700 for spot.

One new development in the New Freedom brand was the introduction of a rounded-end napkin designed to improve comfort and absorbency. The new product, now being introduced nationally, is considered by the company to be the most significant development in feminine napkins since tabless pads were introduced earlier in the decade.

- The third product receiving considerable tv support was Kleenex Huggies, advertised as "the elastic leg diaper that helps stop leaking." The disposable diaper, now available in 40% of the country, is in-

PPL OPENS NEW U.S.

PROPRIETARY PERFUMES LTD., 50 WILLIAMS DRIVE

At a gala champagne reception, members of the fragrance community joined PPL in celebrating the official opening of our new U.S. headquarters in Ramsey, New Jersey. On hand for the festivities were PPL's chairman, Geoffrey Roberts, and PPL board members from our international headquarters in Ashford, Kent, England.

"The United States has become the world's most attractive nation for investments by international companies . . . We are at home in the United States: a growing company in a growing country."

In his welcoming remarks at the new facility, Mr. Roberts stressed PPL's commitment to assume an even greater role in worldwide fragrance marketing. "Today, the U.S. is home to more than $40 billion in investments by international enterprises. The United States has become, and will remain for some time to come, the world's most attractive nation for investments by international companies.

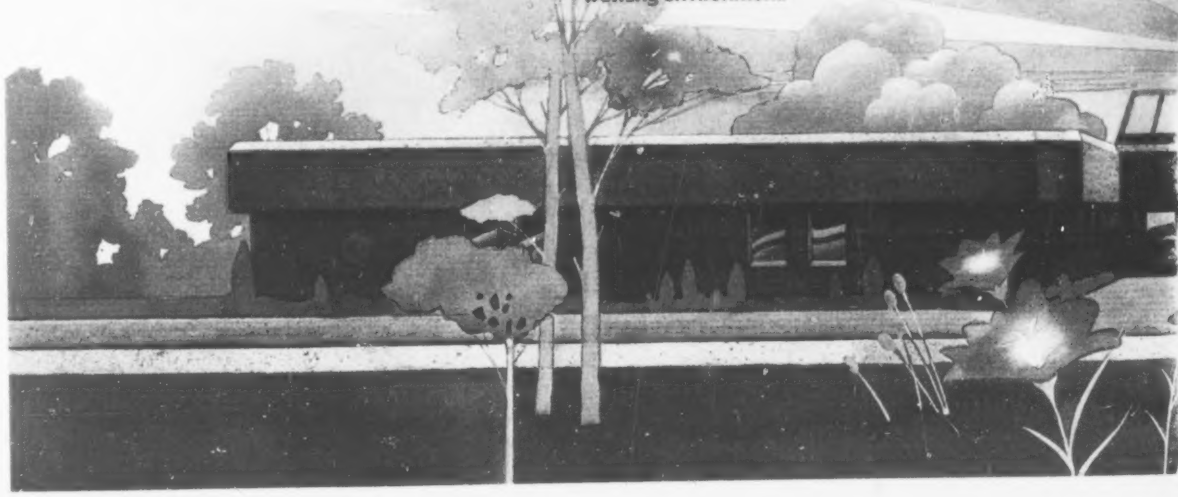
"We're proud to be a part of the rapidly growing international presence in the United States, a country with an enormous advantage over other nations. The U.S. is a liberal, cosmopolitan society that thrives on human diversity and personal freedom. It is a land of opportunity where ambition, innovation, hard work and economic productivity are rewarded. We feel at home here—a growing company in a growing country."

And we certainly are growing. Already we've increased our U.S. staff by one-third and are predicting an annual U.S. growth rate of more than 20 percent.

We're very proud of our spacious new home.

The three-wing building, situated on more than seven landscaped acres, boasts modern full-scale laboratories, including fragrance and applications labs, testing and quality control laboratories, aerosol, soap and small-scale compounding laboratories. In addition, there is a product library with perfumed products from all over the world, a fragrance library of more than 5,000 perfumes, a vast compounding area and modern administrative offices.

One of the most interesting features of the new facility is its unique charcoal air filtration system. It provides clean air throughout the facility, making for a pleasant, odor-free working environment.



volved in strong competition with Procter & Gamble's premium diaper, Luvs. After Kimberly-Clark first started testing Huggies in Michigan and Wisconsin, in late summer of '78, it opened battle against Luvs in major eastern markets. Both brands are parity priced—about 25% to 30% above Pampers, the leader in the $900,000,000-plus disposable diaper market.

The efforts with Huggies came as the company virtually abandoned its disposable Kimbies diapers and as it moved Kleenex Super Dry diapers, which have wetness indicators, into 30% of the country. Huggies was supported by $2,126,000 in spot tv in 1978.

▪ Among other products receiving heavy ad support were the Kotex brand of feminine protection products. Kotex maxi and mini pads received a total of $3,316,100 in measured media support, most of it in net tv. Kotex Light Days pads received $1,876,300, against most of it in net tv.

Kotex tampons and stick tampons got $2,329,000, of which $1,383,100 went to magazines; the remainder went to spot tv.

In the $500,000,000 trash bag market, which has been growing at a rate of only 5% a year, Kimberly-Clark introduced Ironsides, "a trash bag with guts," into test in Fort Wayne.

In its first assignment from Kimberly-Clark, Tatham-Laird & Kudner stressed the strength of the nylon-reinforced bags that the company claims can "stand up to sharp and jagged objects." A total of $12,400 in measured media support backed the bags—$9,400 in magazines and $3,000 in spot tv.

If successful in test market, Ironsides would face competition from the current top trash bag manufacturers, Union Carbide (Glad) and Mobil (Hefty), which during the year held 34% and 26% of the market, respectively.

The paper towel category continued to see Phyllis Diller act as spokeswoman for Kimberly-Clark's Thick & Thirsty two-ply paper towel. Measured media support totaled $183,200, all of it going to net tv.

Another K-C paper towel, Hi-Dry, received no reported ad support, but it managed to rack up significant sales figures nonetheless because of its low price.

While developing and maintaining lines in these consumer product categories, Kimberly-Clark is attempting to carve out a market with its new nonwoven fabric called Evolution.

The company in January introduced its entry into the $500,000,000 tablecloth market at the National Housewares Exposition. Known as Cheers, the cloth is being made and marketed for K-C by Straubel Paper Co., and Riegel Textile Corp.

In addition, Kimberly-Clark later introduced Rest Assured, a mattress pad fabric that involves a licensing plan that will get consumer ad support.

▪ Evolution first surfaced in mid-1977 with radio and newspaper ads backing the brand and the mattress pads manufactured with the fabric. That effort apparently led to the licensing program that carries the Rest Assured name.

Cheers tablecloths aren't being supported by direct consumer ads. The line is being aimed at discount stores and grocery chains.

Major agency switching meanwhile, did not bypass Kimberly-Clark during the year. The chief beneficiary was Ogilvy & Mather, New York, which eventually gained the accounts of Kotex feminine care products and the infant care product lines from Kelly, Nason-Univas.

ADVERTISING EXPENDITURES

	1978	1977
Newspapers	$1,066,500	$1,386,000
Magazines	3,543,600	2,920,500
Spot tv	5,904,300	5,426,500
Network tv	16,455,400	12,235,000
Spot radio	4,200	8,000
Total measured	26,974,000	21,976,000
Unmeasured	11,165,000	9,100,000
Estimated total	38,139,000	31,076,000

MARKETING PERSONNEL

Consumer Business Division - U.S.

W. E. Kimberly, senior vp
W. H. Drew, div vp & genl sales mgr
R. S. Fountaine, staff vp, mktg rsch
R. F. Auchter, div vp, infant care products
J. D. Bernd, div vp, household products
P. N. Larson, div vp, feminine care products

U.S. Service Products & Nonwoven Business Division

J. G. Grosklaus, senior vp
J. M. Besser, div vp
L. C. Lofgren, div vp, component products
M. C. Sacher, div vp, service & industrial products
G. R. McGrevin, div vp, health care products

U.S. Newsprint, Forest Products, Service Products & Nonwoven Products

M. F. Gade, exec vp

Newsprint

G. L. Puttock, div vp & genl mgr, Coosa River newsprint, pulp & forest products business div
S. B. Pinkerton, div vp & genl mgr, newsprint mktg & sales, Coosa div

Forest Products

W. R. Ransom, div vp & genl mgr, California forest products business div
H. C. Bleile, sales mgr, California div
L. D. Hogan, div vp & genl mgr, southeastern U.S. forest products business div
R. V. Kramer, sales mgr, southeastern U.S. div
F. G. Comer, div vp, forest products, Coosa div

Neenah Paper Division

A. H. Johnson, div vp
J. O. Skagen, genl mgr, sales/mktg
W. J. Schroeer, natl sales mgr
R. L. Mayotte, mgr, adv/sales promo

Munising Paper Division

R. H. Boehm, div vp
D. R. Kneepkens, div vp, sales/mktg

Schweitzer Division

P. A. Girard, div vp
R. L. Hooke, div vp, sales/mktg, tabacco & paper products
J. W. Tosch, business mgr, dielectric materials
J. P. Callahan, mktg & sales mgr, business & tipping papers
R. C. Klein, dir, new product devel
E. C. Schneider Jr., div vp, fiber operations
J. H. Sweitzer, dir, div mktg rsch
J. R. Grau, business mgr, cigaret papers
N. W. Theme, mktg/sales mgr, long fiber papers

Karolton Envelope Division

R. W. Kohl, div vp
J. H. Werth, genl sales mgr
C. Wiley, mktg mgr
C. T. Muler, mgr, sales promo

Brown-Bridge Division

J. S. Rausch, div vp
D. R. Kneepkens, div vp, sales/mktg
D. M. Sell, genl sales mgr
N. E. Lampron, mkgt mgr

ADVERTISING AGENCIES

Leo Burnett Co., Chicago: household products; New Freedom feminine care products

HEADQUARTERS

RAMSEY, NJ 07446 • NUMBER 17

A second distinctive feature of the Ramsey facility is a specially designed trolley which, driven by the compounder, travels throughout the blending area collecting predetermined amounts of raw material for compounding. The materials are then deposited in stainless steel tanks for mixing and filtering.

In keeping with the dynamic, innovative and highly creative nature of the fragrance industry, the new PPL facility sparkles with an aesthetically stimulating environment.

A large indoor garden connects the laboratory, blending and office areas with a rich variety of greenery and complements the carefully landscaped grounds.

To preserve the natural setting, we had a low building designed, spared as many trees as possible during the initial building stages and planted the grounds heavily after construction. With over 1500 plants, bushes and trees of various species, the building blends in with its rural, residential surroundings.

We're also blending in elsewhere . . . With the cooperation of the Art Center of Northern New Jersey, we're sponsoring a series of art exhibitions in our new headquarters.

Charles M. Young, PPL's U.S. president, says aesthetic involvement is a reflection of company philosophy. "Art and fragrance both involve creativity. We know how important it is for artists, like perfumers, to be supported and encouraged in their work. This is what we hope to accomplish with our art displays."

Speaking of accomplishments . . . We've been hard at work developing new capabilities to better serve our customers.

Our new U.S. headquarters is just one of a growing number of PPL perfume facilities throughout the world. In addition to our international headquarters in England, we have major support centers in France, Germany and Singapore. We're also expanding our center in Brazil and increasing our chemical manufacturing facility in Ashford.

At present, we process more than 25 tons of perfume daily at our Ashford plant, one of the largest compounding facilities in the world. Our worldwide production has more than doubled since 1968, and this year's figures well exceed budget projections.

The key to PPL's continued success is our unique service package, combining both creative and technical skills with worldwide experience. We understand the role of fragrance in providing our clients with an important plus in successfully marketing their consumer products.

If your direct mail messages fall flat . . .

We'll put life into your direct mail . . . with creative action-graphics that grab attention, hold it, and get response! Up to 50% increased response over flat mailings. Challenge us!

Ready to go . . . anytime. Economical, in-stock pop-ups.

Custom-designed dimensionals pay off! Call us for case histories.

The Pop-up People

2 Old Mill Road,
Westport, Ct. 06880
(203) 226-7309

CALL OR WRITE FOR FREE BROCHURE

MARKETING PROFILES

Ogilvy & Mather, New York—Kotex feminine care products, infant care products.

Scannell Inc., Milwaukee—service products industry wipers—Joe Schall, mgmt rep.

Hoffman York, Milwaukee—home furnishings fabrics—Kevin Kasper, acct exec.

Morton Advertising, Portland, Ore.—wood products.

Tatham-Laird & Kudner, Chicago—Ironsides trash bags.

Kraft Inc.

	1978	1977
Sales†	$5,669,900,000	$5,238,807,000
Earnings†	184,000,000	154,115,000
Advertising*	114,166,700	99,000,000

†Worldwide

***Estimated by AA for U.S. and Canada**

Kraft Inc., Glenview, Ill., the 36th largest U.S. advertiser, increased its national total advertising by approximately 15% in 1978 to an estimated $114,166,700.

Sales rose for the 17th consecutive year to $5.67 billion, an 8.2% increase over the previous year. Earnings rose 19.4% to $184,000,000.

Kraft reportedly invested $141,300,000 in world advertising in 1978, an increase of 21% over the $116,700,000 invested in 1977. This represents 2.5% of world sales as compared with 2.2% in 1977.

Sales within the U.S. and Canada were $4.68 billion, a 6.6% hike over 1977. Outside the U.S. and Canada, sales rose 16.8% to $991,000,000.

▪ In promoting its retail food group last year, Kraft spent $6,132,300 on multi-product advertising ($4,076,400), its foods division sweepstakes ($1,139,800) and its tv programs ($916,100). The multi-product advertising mainly was seen on network tv. The sweepstakes was advertised in consumer magazines and newspaper supplements only. And the advertising dollars promoting the tv programs were spent on space in consumer magazines.

▪ Two of the company's biggest promotions are the annual Salad Days campaign for pourable and viscous salad dressings and the Family Reunion theme, which was initiated last year.

Kraft calls the Family Reunion theme the "largest and most successful promotion of Kraft retail products in company history." As Kraft celebrated its 75th anniversary, it used this theme to remind consumers that "the Kraft brand name has been associated with the bringing together of good food and families for more than three generations."

Kraft pourable salad dressings, which rank No. 1 in a $400,000,000 market, have been promoted through the Salad Days campaign since 1971. The campaign starts every year around April and runs for about four months throughout most of the country.

It has been supported in conjunction with many produce suppliers, including the California Tree Fruit Agreement, Dole bananas and pineapples, the California Iceberg Lettuce Commission and the National Potato Board. These partners provide ingredients that appear with Kraft products in the ads and they share costs, campaign strategy and advertising ideas. Kraft spent $268,200 in consumer magazines promoting its Salad Days sweepstakes.

▪ Total measured media advertising for salad dressings last year was $7,694,900, with $5,718,200 in spot tv and $1,175,500 in network tv. The remainder was split between consumer magazines ($710,000) and network radio ($90,500).

For the viscous salad dressings, Miracle Whip received $7,150,900 in support and Kraft mayonnaise got $4,668,700, according to Leading National Advertisers.

Most of the Miracle Whip advertising went to network tv ($3,627,000) and spot tv ($2,577,500). The mayonnaise similarly was advertised on spot tv ($2,276,600) and network tv ($1,434,300).

In another joint promotion, Kraft joined with Picante Inc., marketer of Pace Picante sauce, a Mexican style hot sauce, for a newspaper campaign featuring Velveeta cheese spread. The ads ran in the southern half of the country during November and December, 1978.

▪ With the theme, "Hot Dippity!", the ads offered a recipe for "a hearty hot dip ready for dipping in minutes." Measured media support for Velveeta last year totaled $596,300. The portion for newspaper supplements was $31,600 and the rest, $564,700, was spent on ad space in consumer magazines.

Kraft macaroni and cheese dinners were promoted in a sweepstakes featuring the "You know you're going to like it" theme and offering an unusual grand prize: "You pick it!" the ads said. It broke with color page ads in July, 1978, women's magazines and in-store p.o.p. displays.

Over-all last year, the macaroni and cheese deluxe dinners were supported by $2,359,800 in measured media. The bulk of the funds $1,785,400 spent on network tv.

"Bite into the taste of natural fruit" sweepstakes in support of Kraft jams, jellies and preserves offered a variety of prizes to match the choice of flavors. The company spent $208,200 on advertising in consumer magazines.

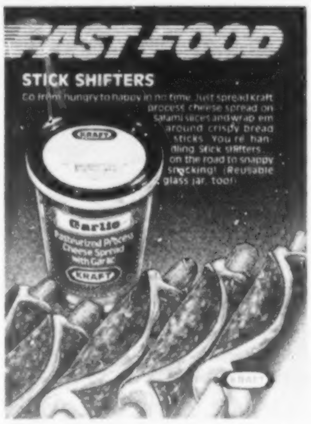
In a coupon promotion, Kraft supported its cheese products by offering a cheese cutting and serving board for $5.75 and proof of purchase. Color ad pages were seen in April issues of *Family Circle*, *House & Garden*, *Southern Living* and *TV Guide* and the May issues of *Better Homes & Gardens* and *True Story* magazines.

Over-all, Kraft cheese received $10,569,000 worth of advertising support, primarily split between network tv ($4,491,600), spot tv ($3,068,500) and consumer magazines ($1,977,800).

▪ Kraft also sponsored a Premium Ice Cream Program promotion for Breyers, Sealtest and Light n' Lively lines in the Houston and Dallas/Fort Worth markets. And, in a combined merchandising program, Miracle Whip salad dressing, which made substantial gains during 1978 as "The Bread Spread," was teamed with Kraft Singles cheese slices in a Sandwich Days promotion.

A longtime sponsor for tv specials, Kraft sponsorship was extended to many shows in the past year, including the "Country Music Awards" last October, a repeat of "The Gathering" in December on ABC-TV, the Bing Crosby Youth Foundation salute hosted by Bob Hope in January, a Pearl Bailey special on CBS during March and the two-part "Chronicles of Narnia" shown on CBS-TV in the spring.

William Beers, Kraft chairman-chief executive officer at the time the shows were in production, said the company would put "more than $3,000,000" behind the first two "Narnia" shows. The shows were supported by special instructional materials and displays for use in schoolrooms and libraries in addition to extensive multimedia tie-in marketing promotions that, according to the company, "are a regular aspect of Kraft tv specials."


FAST FOOD
STICK SHIFTERS
Go from hungry to happy in no time. Just spread Kraft process cheese spread on salami slices and wrap 'em around crispy bread sticks. You're handling Stick Shifters on the road to snappy snacking! (Reusable glass jar, too!)
KRAFT
Garlic
Pasteurized Process Cheese Spread with Garlic
KRAFT
KRAFT

Kraft cheese spreads were advertised in color fractional ads in women's magazines.

Kraft also sponsors "The Adventures of Slim Goodbody in Nutri-City," a children's health feature series broadcast twice a week on the "Captain Kangaroo Show."

▪ In order to increase the marketing effectiveness of its dairy group, Kraft put that operation this year under the direction of its retail food group, headed by O. Everett Swain, exec vp and chairman of retail food. This move affected the operation of Sealtest, Breakstone and Breyers, which currently is marketed primarily in the eastern U.S.

Kraft spent $7,254,500 advertising Sealtest brands in measured media last year, with the bulk of its dollars in spot tv ($6,952,400). For Breakstone cottage cheese, salad dressings and sour cream, $2,545,100 was spent almost exclusively in spot tv advertising. Breyer's ice cream and yogurt were backed with $6,596,000 in spot tv.

In an as yet unresolved suit filed last year, Kraft is suing the Kitchens of Sara Lee unit of Consolidated Foods for trademark infringement, charging that Sara Lee's Light 'n Luscious name for cakes and yogurt chiffon pies corrupts Kraft's own Light n' Lively trademark and will dilute the value of the Kraft brand.

▪ According to the company, "Kraft's over-all marketing target is eventually to participate in all meals, wherever consumed." Therefore, Kraft has opened seven broadline food service distribution centers, bringing the total to 19. The new offices serve the metropolitan areas of Atlanta, Birmingham, Dallas, Los Angeles, Memphis, New Orleans and Tampa. The company's broadline districts now cover about 60% of the major U.S. markets.

During 1978, Kraft introduced food service portion control cheese products in five varieties: Sharp and mellow cheddar, Muenster, brick and Gouda.

In order to "take advantage of the trend to greater consumer interest in diet and nutrition," the Light n' Lively line of lower-fat, reduced-calorie process cheese products was expanded from test market into national distribution last year. Total advertising dollars for Light n' Lively in measured media during 1978 was $2,319,300 mostly in spot tv ($1,170,000).

Parkay Light spread, a vegetable oil product with 25% less oil than margarine, tested favorably and was put into national distribution in September.

The company introduced several of its products overseas last year: Dips, cheese spreads and imported natural cheeses in Australia; Cheez Treet, a filled cheese spread, in the Philippines; Philadelphia Brand cream cheese in Belgium, and Kraft mayonnaise, sweetened condensed milk and Philadelphia Brand cream cheese in the Canary Islands.

Kraft products receiving measured ad support in excess of $1,000,000 in 1978 included:

- Cheese products with $1,276,300, primarily in consumer magazines.
- Cracker Barrel brand cheese with $2,318,600, also primarily in consumer magazines.
- Grated cheese with $1,251,100, all in consumer magazines.
- Jellies and preserves with $1,467,300, primarily in spot tv.
- Parkay margarines with $5,548,800, primarily in network tv.
- Wrapples caramel slices with $1,190,400, almost entirely in network tv.
- Philadelphia cream cheese, with $1,423,500 split between magazines ($901,500) and outdoor ($522,000).

In June, 1979, John M. Richman replaced William Beers as chairman and chief executive officer of Kraft Inc. According to Dow Jones wire service, Mr. Richman intends to strengthen his company's position in its established markets before tackling the diversification that many business analysts have predicted for some time.

In reference to diversification, Mr. Richman noted that Kraft "can afford to search carefully" before investing and he added, "I think we've got to be prepared to take a few risks. Not everything we touch will turn to gold."

He also pointed out that there is a general lack of awareness regarding the scope of Kraft's work in food service.

"We're building what we hope will be a business of over $1 billion in a few years almost from scratch," he said, adding that Kraft hopes to become the No. 1 national supplier to the food service industry.

Mr. Richman also said Kraft will be exploring expansion opportunities in Europe, the Far East and Latin America.

ADVERTISING EXPENDITURES

	1978	1977
Newspapers	$ 5,009,800	$ 5,458,800
Magazines	21,878,900	14,783,400
Spot tv	33,350,600	28,330,400
Network tv	25,979,600	21,153,800
Spot radio	1,876,000	4,623,000
Network radio	1,901,500	2,368,100
Outdoor	1,813,800	646,200
Total measured	91,810,200	77,363,700
Unmeasured	22,356,500	21,636,300
Estimated total	114,166,700	99,000,000

CORPORATE MARKETING PERSONNEL

C. R. Green, senior vp-devel, mktg & rsch
C. C. Grinnell, director, corp mktg devel
J. R. Babka, mktg mgr-product devel
D. A. Andler, mktg mgr-product devel
M. J. Barry, mgr, mktg rsch

RETAIL FOOD GROUP

MARKETING PERSONNEL

J. S. Brakefield, vp-director, refrigerated products
W. C. Bourn, vp-mktg, refrigerated products
R. J. Clark, vp-director, adv & creative services
S. R. Gardner, vp-mktg, refrigerated products
H. J. Handley, vp-director, grocery products
N. E. Toft, vp-director, mktg services
W. B. Whitaker, vp-director, sales & sales operations
D. W. Holland, corporate vp-director, consumer affairs
R. J. Miller, vp-mktg, refrigerated products
J. Wilson, vp-mktg, refrigerated products
W. A. Rowe, vp-director, retail sales operations
J. R. Blocki, genl adv mgr
R. K. Powell, product adv services mgr

ADVERTISING AGENCIES

J. Walter Thompson Co., Chicago—R. L. McCullough.

Foote, Cone & Belding, Chicago—R. Westerfield.

Needham, Harper & Steers, Chicago—J. W. Copher.

Proctor & Gardner, Chicago—Rolfe Kolconey.

DAIRY GROUP

MARKETING PERSONNEL

R. F. Zogby, vp, sales & mktg
A. Geoffrey, mktg mgr, frozen products
R. Creighton, genl sales mgr
V. Sidebotham, mktg mgr, cultured products
J. Malcolm, mgr, mktg services
D. Herr, product devel mgr

ADVERTISING AGENCIES

N W Ayer ABH, New York—Sealtest, Breyers, Light n' Lively—Dominick Rossi, mgmt super; Joe Harte, acct super.

Badillo Compton, Puerto Rico—Sealtest, Light n' Lively for Puerto Rico—Angel Collado Schwarz, acct super.

Manoff Geers Gross, New York—Breakstone's products—Spencer Plavoukos, mgmt super; Richard Dilworth, acct super; Cecil Lyon, acct exec.

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KRAFT INTERNATIONAL

MARKETING PERSONNEL

J. L. Barfoot, vp-director, intl mktg
J. R. Blanks, mktg mgr
P. Barnickel, mktg mgr

FOODSERVICE & INDUSTRIAL GROUP

MARKETING PERSONNEL

Foodservice Division

S. A. Metz, vp-director, mktg
J. L. Woods, vp-director, mktg

Industrial Foods Division

F. R. Betzel, vp, mktg & sales, industrial
F. D. Donovan, vp, mktg & sales, retail/foodservice
A. T. Wyrick, vp, industrial
W. P. Miller, agricultural mktg mgr

ADVERTISING AGENCY

Merrill Kremer Inc., Memphis—food products—Ernest Lee, acct super.

HumKo Sheffield Chemical

W. E. Mahoney, vp, mktg
J. H. Allderdice, vp-sales

ADVERTISING AGENCIES

Wilk Conn Co., Essex, Conn.—Robert Wilkerson, acct super.

Conklin, Labs & Bebee, Syracuse, N.Y.—Milton Bebee, acct super.

Aluminum Specialty Co.

J. Waak, vp-mktg
R. E. Keenan, sales mgr, housewares
W. R. Huske, sales mgr, toys

ADVERTISING AGENCY

Biddle Co., Appleton, Wis.—T. A. Ramey, senior vp; E. Anderson, group super.

Metropak Containers

D. B. Ressler, vp, sales & mktg

Universal Packaging Corp.

W. P. Lyle, vp, mktg
L. R. Shupe, vp, trade sales
D. Huke, sales mgr, flexible packaging

Liggett Group

	1978	1977
Sales	$970,695,000	$877,848,000*
Earnings ...	56,820,000	2,604,000
Advertising	68,943,000	57,753,000

*Restated

Liggett Group Inc., Montvale, N.J., the 58th largest national advertiser, increased its U.S. advertising and promotional budget about 20% to $68,943,000 in 1978.

Liggett's most significant development during the year was its shift away from its cigaret business and toward more diversified consumer products.

▪ On June 26, 1978, the company sold its foreign cigaret business to the Swiss affiliate of Philip Morris Inc. for $108,000,000 including $63,000,000 in inventory, receivables and other assets relating to the international business. This caused speculation that Liggett would get out of the cigaret business altogether since its Liggett & Myers Tobacco Co. had suffered a 30-year decline of market share, ranking last among six U.S. cigaret makers with only 3.4% of the market.

Cigaret revenues were higher in 1978 because of price increases despite lower unit sales and increased promotional spending, the company said. Sales for the domestic cigaret operations were $284,000,000, equal to 29.2% of total corporate sales. However, operating revenues were only $8,400,000, or 9.4% of total operating income.

The company spent a total of $16,840,000 in measured media, mostly magazines, advertising its cigaret brands. The bulk of the ad dollars went to promote the low-tar cigaret category.

Liggett spent $4,795,500 to advertise its low-tar L&M Long Lights and L&M Flavor Lights and $10,179,900 for low-tar Decade. This included $119,000 for a Decade team tennis championship sweepstakes promotion developed by Bozell & Jacobs and $28,000 for the introduction of a new premium length Decade 100s brand in Oregon test markets.

▪ Two additional low-tar entries, Lark Lights and Eve Lights, were test marketed in 1978. Lark Lights' distribution has expanded this year. In contrast to the high spending for the low-tar category, no measured media ad spending was reported for Chesterfields, one of Liggett & Myers' oldest brands.

▪ Late in the year, J. Walter Thompson Co., regained the advertising account for L&M cigarets which it lost to Cunningham & Walsh in 1973. JWT reportedly accepted the account of the troubled cigaret line on a fee system to prevent the agency from losing money. C&W was forced to resign the account due to a conflict which arose when it merged with Chicago-based Post Keyes Gardner, a Brown & Williamson Tobacco agency.

Pinkerton Tobacco Co., Liggett Group's chewing and smoking tobacco unit, produced net sales of $63,769,000, equal to 7.5% of total sales and generated operating income of $18,087,000, or 16.9% of total operating income.

Sales of the chewing and smoking tobacco group remained about the same as in 1977 because price increases were offset by lower unit sales. The company said it would increase its promotional support of its principal brands in this group to meet competitive activity and protect its interest in the business.

In 1978, television and radio were the primary advertising mediums for Pinkerton's chewing tobaccos, including its principal brand, Red Man, the largest selling chewing tobacco in America. Red Man tv commercials featured Terry Bradshaw, quarterback of the Pittsburgh Steelers.

▪ Spirits and wine sales were 21% higher, reaching $232,340,000 in 1978, equal to 22.1% of total revenues. Operating income reached $43,307,000, or 40.6% of total operating income. Operating income for principal brands, including J & B Rare Scotch, Wild Turkey bourbon, Grand Marnier liqueur and Bombay English gin, was 26% higher, despite what the company termed "considerably higher" promotional expenditures. Measured media spending for those four brands totaled $11,445,300.

During the year Liggett's Paddington Corp. expanded distribution of its Izmira brand of white beet Turkish vodka to a national level with promotional support including $1,491,700 spent in magazines and outdoor advertising.

Late in 1978, Liggett's Austin Nichols & Co. division introduced two new products, Cordial Campari, a raspberry liqueur, and the Henriot line of premium French champagne, and it expanded distribution of Croft sherry and port wines.

Liggett's Carillon Importers Ltd. promoted Grand Marnier liqueur with gourmet cooking demonstrations in more than 1,000 department stores and with a national amateur ski club competition.

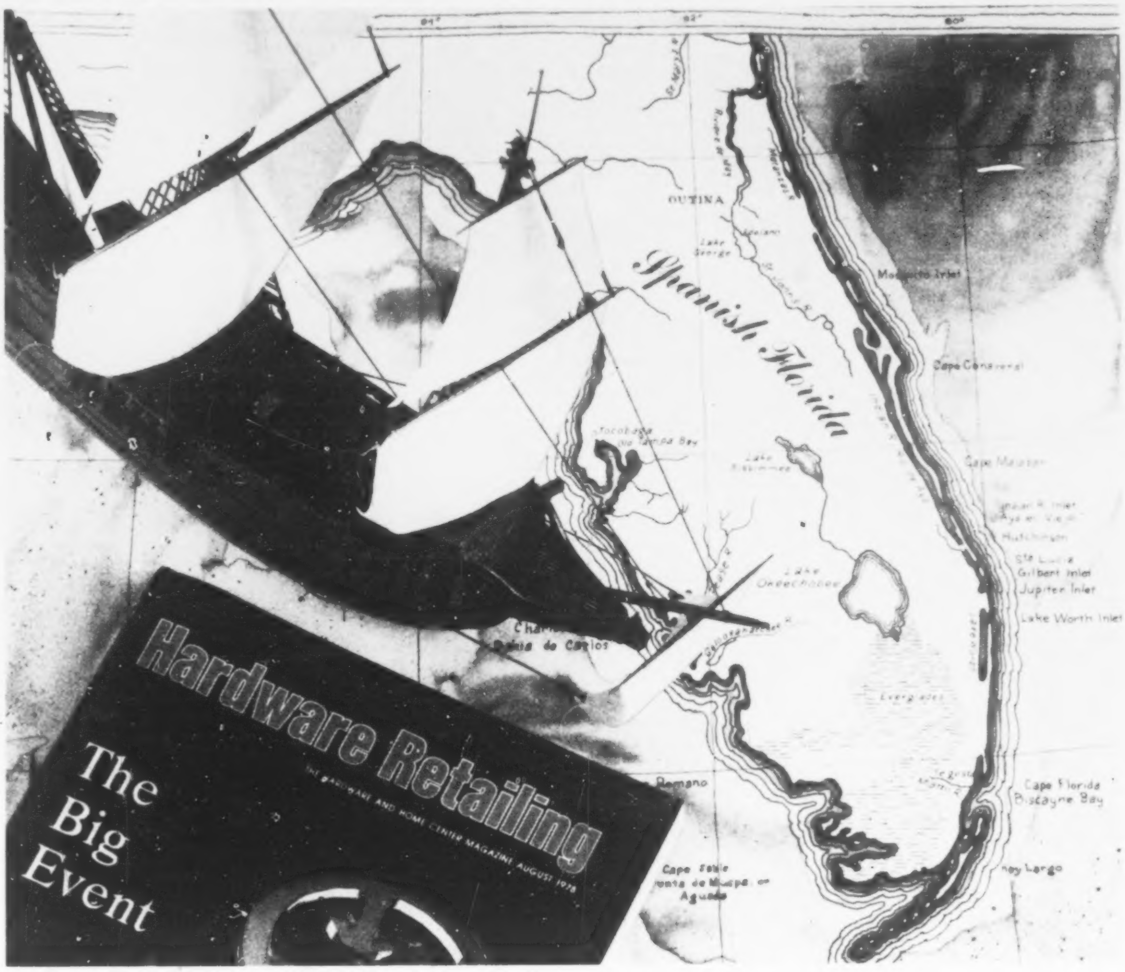
▪ Sales climbed to a record level of $182,895,000 at Allen Products, Liggett's pet food company, but 1978 operating income was slightly lower at $10,884,000, because of very high promotional expenditures to launch the new Alpo dry dog food, the company said.

It spent $6,887,700 in measured media introducing the new product, largely on network television, with commercials featuring actor Lorne Greene.

▪ The company also spent more than $5,000,000 advertising its Alpo brand of premium canned dog food, as the company introduced new beef and liver dinners and completed national distribution of Alpo beef chunks dinner. Alpo liver chunks dinner will move into national distribution this year.

The company said pet food sales at Allen Products increased 31% in 1978 because of the new Alpo dry dog food and significant increases in sales of canned Alpo.

Altogether, Liggett spent $14,199,200 in measured media for its various Alpo products. Other



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An acre in Palm Beach for only 13 cents.

Florida had been settled in 1513 by Ponce de Leon, searching for the "fountain of youth." Three hundred years and a number of wars later this tropical paradise had become a thorn in the side of its Spanish overlords. And, to settle claims against it by American citizens, Spain ceded the entire 58,560 square miles for $5 million, or 13 cents an acre. A truly great space buy.

***Hardware Retailing* is your best space buy in hardlines advertising.**

And advertisers know it. That's why hardlines manufacturers and their advertising agencies place more total pages of advertising in *Hardware Retailing* than in any other hardlines book—1640 pages in 1978.

Why? Because they know that *Hardware Retailing* gives them more readers—and *more influential* readers—at the lowest cost per thousand in the industry. And the reason we've got the readership is our across-the-board leadership in hardlines publishing—in editorial, in circulation, in marketing and in the "people power" of the National Retail Hardware Association.

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Hardware Retailing
THE HARDWARE AND HOME CENTER MAGAZINE

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MARKETING PROFILES

Allen Products pet food brands include Liv-A-Snaps pet food treats, Bi-Ta-Biscuit dog bones, and Alamo brand dry dog food and Beef By-Products Dinner, a new popular-priced canned dog food.

During 1978, Liggett actively sought to sell Perk Foods Co., its unsuccessful economy-priced pet food subsidiary, following a Federal Trade Commission order to divest itself of Perk. (Liggett sold Perk to CHB Foods, Terminal Island, Cal., in 1979.)

Liggett's other products division, which includes physical fitness and sporting equipment of the Diversified Products Corp; three Pepsi-Cola soft drink bottling franchises; the National Oats Co. line of popcorn and cereals; carpet care products from Earl Grissmer Co; and jewelry products from watchband maker Brite Industries Inc., has a good year over-all, with total group sales of $179,115,000.

- During 1978, the company acquired the Atlantic Pepsi-Cola Bottling Co., Columbia, South Carolina, which more than tripled Liggett's involvement in soft-drink bottling.

As part of Liggett's shift away from cigarets and toward other consumer products, the company's corporate staff relocated from Durham, N.C., to Montvale, N.J., last month to be in the greater New York area.

The company says its primary objectives will be to restructure its present product lines and seek further diversification through acquisitions. The company also is looking for internal growth from its distilled spirits, pet foods, soft drinks and physical fitness products.

ADVERTISING EXPENDITURES

	1978	1977
Newspapers	$18,994,800	$20,000,000
Magazines	23,081,600	18,596,800
Spot tv	3,368,700*	4,541,900
Network tv	8,917,400*	4,717,700
Spot radio	575,800	406,000
Network radio	677,300	—
Outdoor	9,120,900	6,226,700
Total measured	64,736,500	54,489,100
Unmeasured	4,206,500	3,260,900
Total	68,943,000	57,753,000

***Leading National Advertisers shows $4,678,700 as the spot tv expenditure in 1978, and $12,385,300 as the network tv expenditure, but the actual figures are beleived to be much lower due to quantity discounts. The 1977 figures as reported by LNA have been similarly reduced to allow for discounts.**

CORPORATE MARKETING PERSONNEL

Raymond J. Mulligan, president, ceo
Jonathan W. Old, exec vp, consumer products
Robert H. Fasick, vp, admin & asst to president
Robert B. Seidensticker, vp, tobacco companies
Dan Provost, vp, public affairs
Jim Adams, vp, corp devel
Werner von Pein, corp mktg director, consumer products
Al Giordano, director, mktg rsch
Al Kalish, director, corp adv services
Joe McKenna, director, pr

LIGGETT & MYERS TOBACCO CO.

MARKETING PERSONNEL

K.v.R. Dey Jr., president, ceo
Hal Grant, vp, sales
Tom Taylor, senior mktg mgr, all brands
Fred Iadanza, group promo/production mgr
Fred DiMenna, group promo/mgr
L.P. Hughes, natl field sales mgr
James M. McPartland, eastern region sales mgr
Ennis Laws, southern region sales mgr
Bruce Edwards, mgr, training & devel
Holman Brown, mgr, conventions & meetings
Robert N. Seher, admin asst to vp-sales
Charles Knudtson, sales merch mgr
Patrick Buckley, mgr, sales service
Bobby Rigsbee, director, purchasing

ADVERTISING AGENCIES

Norman, Craig & Kummel, New York—Lark cigarets, Lark Lights, Eve cigarets, Eve Lights—Arthur Toft, exec vp, mgmt super.

J. Walter Thompson Co., New York—L&M cigarets, L&M Flavor Lights, L&M Long Lights—Arnie Weinrib, senior vp, group acct director; Rob Harris, acct super.

Della Femina, Travisano & Partners, New York—Decade cigarets—Bill Keeshan, acct super; Phil Cole, acct exec

PINKERTON TOBACCO CO.

MARKETING PERSONNEL

Ken Wanamaker, president, ceo
Ralph Ring, vp, sales

ADVERTISING AGENCY

Berger, Stone & Partner, New York—Big Red—Joe Stone, president, creative director; Sam Ratner, exec vp, mgmt super; Alan Schwartz, vp, acct super

ALLEN PRODUCTS CO.

MARKETING PERSONNEL

James W. Murray, president, ceo
John R. Foley, exec vp
Robert Hyde, vp, mktg
Jerrold Chadwick, vp, sales
Tom Durkin, vp, communications/technical services
Ken Kirshner, mktg mgr
Tyrone Allen, mktg mgr

ADVERTISING AGENCY

Weightman Inc., Philadelphia—Alpo canned and dry dog food, Bi-ta dog biscuits, Liv-a-Snaps pet treats, Alamo dry dog food—Ron Fraser, managing super; Hap Gwynn, Gordon Nichols, Ralph Day, senior acct supers; Doug Schorres, Linda Robinson, Dan Strunk, Malcolm Brown, acct execs; Neil Harrison, media director; Ray Durda, associate media director

EARL GRISSMER CO.

MARKETING PERSONNEL

Fred Whelan, president, ceo
Charles V. Durkee, exec vp, director of sales
George Feldman, vp
Donn L. Spencer, adv mgr
Esther Eisman, mgr, mktg & product services
Max Niemann, sales promo coordinator

NATIONAL OATS CO.

MARKETING PERSONNEL

David W. Hughes III, president, ceo
A. P. Fawcett, vp, mktg
Carl Sefl, director, mktg
John A. Blumgren, product mgr, cereals
Thomas A. Ramey, product mgr, popcorn

ADVERTISING AGENCY

Stern Walters/Earle Ludgin, Chicago—3-Minute oats and Super Pop popcorn—Stuart Shryer, chairman exec committee, mgmt super; Earl Arnold, acct super

PADDINGTON CORP.

MARKETING PERSONNEL

Al Ferro, president, ceo
Dick Mastracci, vp, genl sales mgr
John Daly, vp, sales, N.Y.
Steve Ryan, vp, mktg

ADVERTISING AGENCY

E.T. Howard Co., New York—J&B Rare Scotch whisky, Catto's Gold Label scotch, Royal Ages scotch, Izmira vodka, Paddington of Canada—Larry Rosenthal, acct super; Tom Rogers, acct exec

CARILLON IMPORTERS

MARKETING PERSONNEL

Albert H. Singer, president, ceo
Michael Roux, vp, eastern region sales
John Singer, vp, western region sales
Paula Braun, mgr, adv & promo

ADVERTISING AGENCIES

Martin Landey, Arlow Advertising, New York—Grand Marnier, Cherry Marnier, Marnier Lapostolle cognac, Absolut vodka, Chateau De Sancerre—Martin Landey, chairman; Bill Manley, acct exec; John Furniss, media

Chester Gore Co., New York—Bombay gin, Bertani wines, Fazi Battaglia Verdicchio wine, Punt e Mes, Achaia Clauss Greek wines and ouzo, Dopff Alsatian wines, Lang's Scotch whisky, Vin Fou and Chateau Lescours—Chester Gore, president; James J. Neville, media-mktg director

AUSTIN, NICHOLS & CO.

MARKETING PERSONNEL

Richard Newman, president, ceo
Tom Kaminsky, vp, natl sales
H. Rick Jones, vp, mktg
Laurence Yaffa, vp, natl accts & export sales
James G. Carter, natl sales director, wines
Brian W. Dunn, group mktg mgr, spirits
Robert Kantor, brand mgr, imported spirits products
James D. Lynch, Wild Turkey brand mgr
Kenneth W. Bray, mgr, strategic planning/product level
John R. Dubois, new products brand mgr

ADVERTISING AGENCY

Nadler & Larimer, New York—Wild Turkey 101 and 86.8 proof bourbon, Wild Turkey liqueur, Wild Turkey straight rye whisky, Paddy Irish whisky, Murphy's Irish whisky, Campari, Nicolaou Greek wines, Mouquin Italian brandy, Henriot champagne, Chateau Bouscaut, Chateau Olivier, Chateau Roc St. Michel, Chateau Rausan Segla, Chateau Voigny, Remy-Pannier Loire wines, Moillard burgundy wines—William Lyons, exec vp; Bruce Bromley, Mike Gutkin, acct execs; Manny Sternschein, media director

This Thanksgiving Serve Turkey
Before Dinner
Austin Nichols
WILD TURKEY

Liggett Group's Wild Turkey bourbon ads continued to focus on a wild turkey. The company's wine and spirits sales were up 21% last year.

BRITE INDUSTRIES

MARKETING PERSONNEL

Ted Levy, president, ceo
Bob Harris, exec vp
Paul Friedman, mktg mgr

ADVERTISING AGENCY

Berger, Stone & Partner, New York—Brite watch bands—Joe Stone, president-creative director; Sam Ratner, exec vp-acct super

DIVERSIFIED PRODUCTS CORP.

MARKETING PERSONNEL

Cal James, president, ceo
Buddy Pilgrim, exec vp
Ira Silberman, senior vp
Ira Pollack, vp, corp mktg & purchasing
James Thompson, vp, sales
Lanier Johnson, director, mktg

PEPSI-COLA BOTTLING CO. OF FRESNO

MARKETING PERSONNEL

Ron Dorrell, president, ceo

ATLANTIC PEPSI-COLA BOTTLING CO.

MARKETING PERSONNEL

Larry Smith, president, ceo

Loews Corp.

	1978	1977
Sales	$3,455,644,000	$3,238,412,000
Earnings	168,165,000	174,349,000
Advertising	78,385,800	66,114,000

Loews Corporation, New York, the 50th largest national advertiser, is estimated to have hiked its 1978 advertising expenditures 19% to $78,885,800.

Sales reached a record $3.45 billion, up nearly 7% over 1977, but net income declined to $168,165,000, from $174,349,000. The 1977 figure includes income of $45,700,000 from the sale of Loews' foreign cigaret business. Income from continuing operations jumped 83% in 1978 to a record $147,700,000, from $80,700,000.

Loews owns 57% of the stock in CNA Financial Corp. Loews' equity in CNA generated 50% of the parent's net income in 1978, compared with 43% the year before. CNA property and casualty insurance revenues were up nearly 5% to $1,119,446,000, and life insurance revenues increased by 3% to $1,008,957,000.

CNA's consumer finance subsidiary, General Finance, generated revenues of $125,126,000, an increase of 11% over the previous year. This record was achieved in the face of the higher money costs that track the higher prime interest rate.

CNA's advertising program in 1978 stressed its commitment to its independent agents in a $704,500 magazines campaign. CNA introduced a "high performance agents" program and expanded its agent incentive plan.

Loews reports that its tobacco subsidiary, Lorillard, enjoyed its finest year in its 218-year history in 1978, as its share of the domestic market rose to 9.1%, from 8.8% in 1977. A full share of the market was worth about $87,000,000 in sales at the manufacturer's level in 1978.

Lorillard has a growth rate of about 12 times the industry average. Production of all Lorillard brands totaled 55.29 billion units, up 4.1%.

Lorillard continues as the fifth largest cigaret manufacturer, trailing industry leader R.J. Reynolds, Philip Morris, Brown & Williamson and American Tobacco.

The growth segment in cigarets is low-tar brands, defined as 15mg and under. In 1976, one out of every five cigarets sold was low tar. By 1978, low tar brands had captured one-third of the market.

Lorillard anticipated this trend and positioned itself solidly within the market, with four principal entries: Kent, at 12mg; Golden Lights, 8mg; True, 5mg, and the new Kent III, at 3mg.

Wear a Max today!
Great looking.
Great tasting, too.
Long, lean all-white
Max 120s.
MAX
MAX

Loews Corp.'s Max 120s received $2,000,000, most of which was put into magazines and newspapers. The cigaret is targeted to women.

On Sept. 13, 1978, Lorillard dropped the Kent name from Kent Golden Lights brand in order to make the brand easier to ask for, and to clear up any confusion that existed between Golden Lights and the parent brand Kent, according to the company.

Golden Lights recorded another year of high growth, selling 14.7 billion units, a 26% surge over 1977, making it one of the industry's fastest growing brands. Golden Lights 100s paced the growth, enjoying a volume jump to 4.53 billion units, from 1.99 billion, with total market share more than doubling to 0.7%, from 0.3%.

Golden Lights was backed by a measured media campaign of $22,580,375, including $8,251,475 in newspaper support. Outdoor received $3,807,400.

Second among Lorillard spenders was True, with $13,762,115 for all measured media, including nearly $6,000,000 in magazines, $3,777,000 in outdoor and $2,321,415 for newspapers. Unit sales for True were up 6.1% to 11.55 billion.

- Lorillard's high volume cigaret, Kent, saw sales drop 13.9%, to 15.98 billion units. By year's end, the unit volume differential between it and the soaring Golden Lights had shrunk from 6.94 billion to 1.28 billion.

In 1977, Kent registered sales of 30.16 billion, and ranked sixth among all brands. In 1978, after Golden Lights was spun off from its parent, Kent held the No. 10 spot, with Golden Lights following as No. 11.

Kent's precipitous sales drop in 1978 was offset by Golden Lights' jump, so that their combined volumes in 1978 exceeded 1977 sales by a half billion units.

Kent's advertising budget was substantial. Leading National Advertisers reports that Kent put $7,903,700 into magazines, newspaper supplements and outdoor. An additional $3,786,500 was channeled into newspapers. Kent deluxe 100s and king size cigarets received the heaviest support.

- Newport experienced a sales gain of 17.7%, to 8.58 billion units. It was the only major low filtration menthol brand in the industry that enjoyed growth in 1978. Excluding newspapers, Newport spent $7,953,100 on major media, with almost 45% of that amount allotted to outdoor.

Max 120s, a cigaret targeted to active women, by contrast put no money into outdoor. Max' estimated $2,000,000 ad expenditures were concentrated in magazines, with some newspaper advertising, in an effort to carve into the market created and dominated by Philip Morris' Virginia Slims, which had 1978 sales of 9.69 billion, up 1.8%, compared with Max' 3% gain to 1.04 billion units.

Max' promotional approach is strongly tied to fashion, striving to earn an image of smartness and sophistication. To this end, Max makes use of sweepstakes, mailings, beauty market tie-ins and pinpoint samplings to select groups.

Old Gold sales were off, to 3.3 billion, from 3.57 billion. Major media received $1,294,000. Last summer, Old Gold parted ways with its agency of two years, Kelly Nason, New York, and settled at MCA/-Graham, the agency which also manages the Newport account.

Old Gold, and its low-tar extension, Old Gold Lights, introduced in the summer of 1977, are marketed mainly in the northern tier of the country. The brand has not shared in the volume growth generated by other Lorillard products.

- After testing two new low tar entries, Triumph and Kent III, both at 3 mg, Lorillard rolled out Kent III into the national market early in 1979, with Triumph following six months later. By the end of 1978, the ultra low tar segment of the tar spectrum had the fastest growth, almost 30%.

With its new entries, Lorillard is taking aim at the market controlled by American Brands' Carlton, which at 1mg witnessed growth of 27% to 10.09 billion units in 1978, and R.J. Reynolds' Now, at 2mg also a comer, increasing its market share 13.1% to 3.20 billion units.

In 1978 test, Kent III had an ad budget of $160,300; Triumph was allotted $141,900. Both brands were supported principally in outdoor.

Lorillard spent $704,500 advertising Beech-Nut chewing tobacco in 1978.

- Loews' hotel division increased its revenues by 17.6%, or $17,624,000, compared with 1977, a reflection of increased occupancy and higher room rates. Loews presently operates 15 properties around the world, including the soon-to-be completed Loews Biarritz Hotel, a spa resort on France's south Atlantic coast. On the French Riviera is Loews Monte Carlo, which contains the only in-house casino in Europe.

In January, 1979, the hotel division opened the new Loews Anatole in Dallas, a 1,001 room hotel with convention facilities. In Manhattan, Loews hotels include the Regency, Drake, Warwick and Summit, as well as the Ramada Inn and the Howard Johnson Motor Inn. Loews spent $167,000, primarily in magazines, to promote these New York facilities last year.

The Theatre division upped its revenue contribution in 1977 by 24.7%, or $8,217,000, as the result of increased theater attendance. A list of popular film releases—such as "Superman," "Close Encounters of the Third Kind," "Saturday Night Fever" and "The Goodbye Girl"—attracted more movie-goers in 1978 than in 1977 to Loews theatres.

- Loews acquired a 30.3% interest in Bulova Watch Co. in January, 1979, from the Hong Kong-based Stelux Mfg. Co. for $11,400,000. After acquiring an additional 7% of the stock, Loews launched a tender offer to acquire the remaining shares at $10 each.

At the close of the initial period of the offer, Loews had control of nearly 84% of the stock. Total price of the deal is put at around $38,000,000.

Although possessing assets of $180,000,000, Bulova has not been in good fiscal shape lately. It lost a total of $48,100,000 in the last three years. In the first three-quarters of 1978, Bulova netted $10,000,000 on sales of $171,000,000, although a loss was expected in the traditionally slow fourth quarter.

Loews is said to be attracted to Bulova in part because of its well known consumer name, and its extensive network of 20,000 retail jewelry distributors. When Loews took over the now-successful CNA Financial Corp., it too was troubled.

ADVERTISING EXPENDITURES

	1978	1977
Newspapers	$26,666,500	$21,297,800
Magazines	24,147,600	18,758,100
Spot tv	477,000	46,400
Network tv	182,200	——
Spot radio	591,000	385,000
Outdoor	14,321,500	12,174,600
Total measured ..	66,385,800	53,939,400
Unmeasured....	12,500,000	12,174,600
Estimated total .	78,885,800	66,114,000

LORILLARD DIVISION

MARKETING PERSONNEL

C.H. Judge, president
J.R. Ave, exec vp, mktg
A.J. Bass, senior vp
R.H. Orcutt, senior vp, sales
R. Smith, vp, mktg devel
T. Mau, vp, adv & brand mgmt
C. Toti, group director, product devel
L. Gordon, director, wholesale accounts
S.R. Ridgway, director, pr
W. Sands, media director
P. Lawless, sales promo director
G. Flinn, rsch director
C. Humphrey, group brand director
M. Capra, H. Carroll, B. Davis, J. Giordano, R. Hammer, M.A. Kayiatos, G. Telford, brand mgrs
J. Rowe, associate brand mgr
E. Morgenthal, P. Lawrence, asst brand mgrs

ADVERTISING AGENCIES

Foote, Cone & Belding, New York—Kent, Kent III, Golden Lights, Max, new products—Ted Williams, group mgmt super, George Forney, Bob Patton, mgmt supers

de Garmo Inc., New York—True, new products—Joe Kelly, mgmt super

Spanish Advertising, New York—all domestic products in Hispanic markets—Luis Albertini, president

D'Arcy-MacManus & Masius, New York—Beech-Nut Big Red chewing tobacco, new products—William Johnston, Joel Spiegel, mgmt supers

MCA-Graham Co., New York—Newport, Old Gold, new products—George Hoefer, mgmt super

LOEWS HOTELS

MARKETING PERSONNEL

R.J. Hausman, president
W. Maibach, exec vp
P. Miles, vp, adv & pr
M. Crozier, director, adv

ADVERTISING AGENCIES

Landis & Landan, New York—Vernon Mosheim, acct exec

Cavalieri, Kleier & Pearlman, New York—Ian Kleier, acct exec

Krohn Advertising, Montreal—Peter M. Krohn, Anwar Chaudhary, Maureen O'Mahoney, acct execs

Rominger Agency, Dallas—Bart Rominger, acct exec

LOEWS THEATRES

MARKETING PERSONNEL

B. Myerson, president
B. Diamond, exec vp
D. Baker, vp, adv
T. Arnow, asst vp, adv & promo
H. Goldenberg, adv director

ADVERTISING AGENCY

Charles Schlaifer & Co., New York—Herb Joseph, vp-acct exec

CNA FINANCIAL CORP.

MARKETING PERSONNEL

E. Noha, chairman
L.C. Ballard, senior vp, central operations
P. Conway, vp, property & casualty mktg
B. Callahan, vp, life/health/pensions mktg
P. Engel, vp, mktg
N. Klincik, director, mktg
B. Loevy, director, adv & sales promo
R. Lewis, director, estate & business planning
R. Haidet, director, product devel coordination

ADVERTISING AGENCY

Frank C. Nahser Inc., Chicago—business, trade publications—Ron Nahser, vp

GENERAL FINANCE CORP.

MARKETING PERSONNEL

R.J. Trenkmann, chairman
E.G. Stautzenbach, vp, director of mktg

ADVERTISING AGENCY

Post-Keyes-Gardner, Chicago—Jack Arnold, acct exec

BULOVA WATCH COMPANY INC.

MARKETING PERSONNEL

P.R. Tisch, chairman, exec committee
H.B. Henshel, chairman
R.M. Bourquin, president
A.H. Tisch, vp
M.B. Weis, vp, sales
H.C. Titchell, vp, pr
G. Forman, director, mkgt services

ADVERTISING AGENCY

Doyle Dane Bernbach, New York—Simon Kornblit, mgmt super

ROOTS:
THE NEXT GENERATIONS

ABC's "Roots: The Next Generation" rated as the second most popular show in tv history.

MCA Inc.

	1978	1977
Sales	$1,120,644,000	——
Earnings ...	128,379,000	——
Advertising	61,000,000	——

MCA Inc., Universal City, Cal., the 66th largest U.S. advertiser, makes its first appearance in the list of 100 top national advertisers with advertising expenditures estimated at $61,000,000 for 1978.

Advertising campaigns totalling $18,900,000 that support theatrical films released by Universal Pictures comprise the lion's share of MCA's spending. Spencer Gifts, Inc., a mail order and retail store operation catering to the mass market, is MCA's second largest spending subsidiary with 92% of its $6,400,000 measured advertising budget concentrated in newspapers and related supplements.

MCA's record and music publishing divisions allocated $1,500,000 to advertising albums and tapes. The balance of MCA's advertising is divided among other divisions.

- The unmeasured category of $31,000,000 reflects cooperative advertising primarily from MCA's feature film and to a lesser extent music and book divisions. These cooperative ads are placed by movie theaters, record stores and book stores handling MCA products.

MCA Inc. is headquartered on the lot of its Universal Studios near, Hollywood, Cal., in a 16-story, dark glass building that is referred to as "The Black Tower" in the film, tv and music industries where the diversified company has major holdings. Stock split 5 for 4 in September, 1978, on the strength of film, tv, retail and mail order, financial and recreation divisions reporting "the best year in their history," according to MCA.

Advertising for feature films, according to a Universal Pictures representative, increased 86% in 1978. The increase is attributed to an over-all effort to provide greater advertising support to films and also because the 23 features released in 1978 are eight more than the year before.

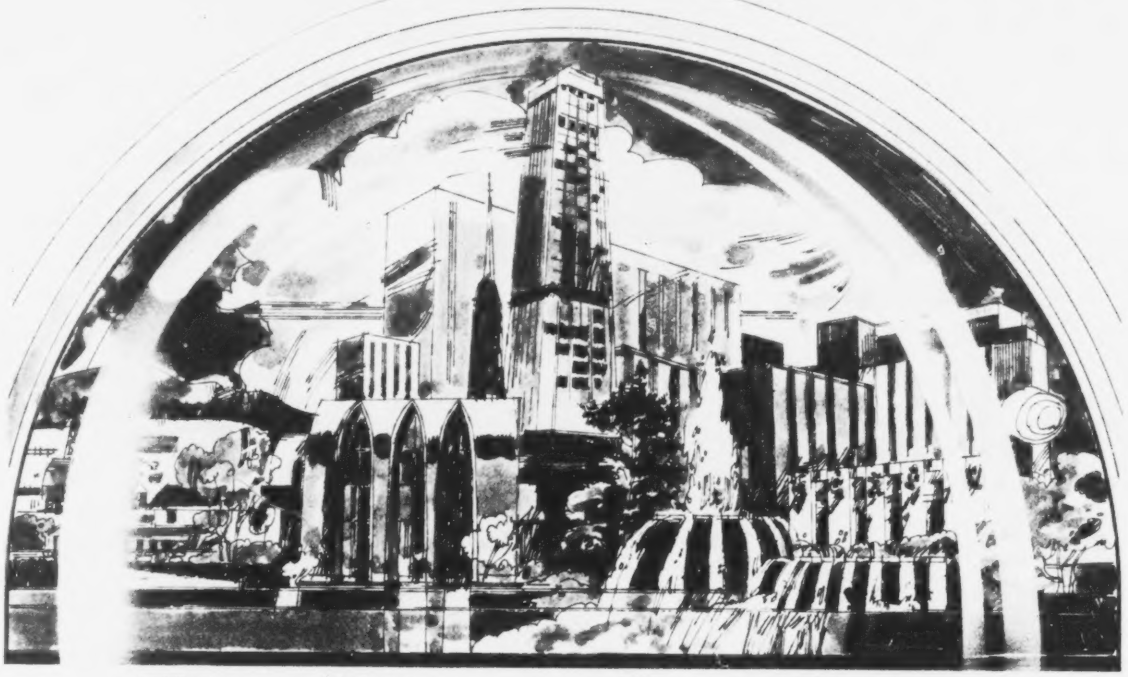
Rental fees of $84,000,000 for "Jaws 2" and $65,000,000 for "Animal House" (gross box office is about twice these figures) led Universal Pictures to revenues of $318,703,000 in 1978, up from $222,845,000 the year before.

The $3,000,000 "Jaws 2" advertising campaign was the largest in 1978. "The Wiz," whose performance at the box office was fair, had $2,000,000 in advertising support while a $1,600,000 budget backed "Animal House."

Disappointments in 1978 included "Sgt. Pepper's Lonely Hearts Club Band" and "Moment By Moment," both of which failed to win approval from audiences or critics. Other major Universal films in 1978 included "The Big Fix," "The Brinks Job," "Gray Lady Down," "House Calls," "I Wanna Hold Your Hand," "Paradise Alley" and "The Greek Tycoon."

Late in 1978, Universal Pictures released "The Deer Hunter" in limited engagements to qualify it for Oscar consideration. The film won five Oscars, including Best Picture,

Milwaukee



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Those, of course, are the bare bones of any experiment. If you wanted to test the effect of fertilizer on corn yield, chances are you wouldn't put your fertilized field in Ohio and your control field in Nebraska. You'd want both fields on the same farm. And your confounding variance would be nil.

Unfortunately, advertising experiments tend to be a bit more complicated than their agricultural counterparts. It's hard, for example, to hit half the people in a city with one ad, and half with another, and keep the two groups balanced demographically.

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Target Marketing is The Milwaukee Journal's computerized method that splits our coverage area into 58 separate market cells — DEMOGRAPHICALLY. You tell us the customers you want to reach, by age, income, occupation . . . you select the profile!

And because Milwaukee is large enough to offer a demographically balanced test market and control market, you can execute a tightly controlled experiment — all within one SMSA.

The Milwaukee Journal
Milwaukee Sentinel

A major floor covering manufacturer, for example, used a split-run test of hard-sell vs. soft-sell on two demographically balanced groups.

And a packaged goods manufacturer used a 4-way split-run to see which coupon worked best — 10¢, 15¢, 20¢, or 25¢.

There are many more Target Marketing success stories. If you'd like to hear them, and find out how Milwaukee can work for you, call Wally Just at The Milwaukee Journal, (414) 224-2472.

Wally Just, General Advertising Dept.
The Milwaukee Journal, Journal Square,
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MARKETING PROFILES

and will post most of its box office earnings in 1979. The studio said in late 1978 that a $4,000,000 campaign was planned for "Deer Hunter."

▪ Had the near unanimous predictions for a "Battlestar Galactica" hit tv series come true, the "Battlestar Galactica" movie would have had a tremendous springboard. But ABC-TV canceled what has been billed as tv's most expensive series (also filmed at Universal Studios), deflating plans for merchandise tie-ins and the movie.

As it is, Universal Pictures mounted a sizable advertising campaign in 1979 to promote the movie, which consists primarily of footage from the tv series pilot. Another feature in this category during 1979 is "Buck Rogers in the 25th Century," which was originally filmed as a made-for-tv movie, but never broadcast.

Universal Television, with revenues of $348,175,000 in 1978, is billed as the "busiest" tv studio in th U. S. and possibly the world. MCA TV handles syndication of off-network programs and a new unit, MCA TV Program Enterprises, was created in 1978 to develop products with independent producers.

Virtually all advertising of Universal tv products is done by producers and broadcasters that purchase syndication rights, both of which are outside of the MCA organization.

▪ Products geared to contemporary life style tastes of mass consumers and sold through catalogs and stores brought revenues of $167,540,000 to Spencer Gifts, headquartered in Atlantic City, N. J.

Forty-seven new stores opened in 1978 brought the division's retail outlets located in shopping malls in 42 states to 343. Spencer Gifts plans to add 40 more stores in 1979.

Revenues of $131,467,000 from MCA's records and music publishing activities in 1978 were about $31,000,000 higher than the year before, but about the same as posted in banner years of 1974 and 1975. "A new regime" was installed in January, 1979, headed by Bob Siner, to better the five platinum and two gold album performance of MCA Records artists in 1978.

MCA Records more than doubled its roster of country artists with the acquisition of ABC Records in March, 1979. Barbara Mandrell, The Oak Ridge Boys, Conway Twitty, Loretta Lynn, Merle Haggard, Roy Clark and Tanya Tucker make MCA Records' complement of country artists one of the strongest in the music industry.

Other leading acts include Elton John, The Who, Poco, War, Olivia Newton-John, The Crusaders, The Dramatics and B. B. King.

▪ MCA established Infinity Records in New York City during October, 1978, as an autonomous label, separate from MCA Records in the Los Angeles area. It has one gold record to date. Another autonomous division, MCA Distributing, was also created in 1978 to distribute products of MCA's labels and other labels.

The in-house agency Lankershim Advertising of MCA Distributing administers the advertising budget, which was concentrated in spot tv during 1978.

Columbia Savings & Loan Assn., with 24 branches in Colorado, is the largest advertiser among MCA's financial holdings. Its $400,000 advertising expenditures are concentrated in spot tv.

Two other Colorado savings and loan associations are in the process of being acquired by Columbia.

MCA also owns Mid Continental Computer Services, which is involved in financial transactions.

Book publishing activities involve two MCA divisions. The G. P. Putnam's Son subsidiary handles "quality" books through Coward, McCann & Geoghegan, Richard Marek Publishers and Paragon books.

Mass market appeal books are concentrated in the B. J. Publishing group that consists of Berkley Publishing Corp. and newly acquired Jove books. Publishing divisions spent $140,000 in advertising during 1978.

MCA's recreation services division operates the Universal Studio Tour, the Universal Amphitheater, Yosemite National Park and Curry Co., and Landmark Services tours.

Attendance on the Universal Studio Tour rose 5% to 3,300,000 in 1978, making the tour of the studio lot the fourth largest theme park in the nation, according to MCA. The recreation services spent more than $100,000 in magazine and outdoor advertising.

A new venture likely to grow substantially in the future is MCA's home video system, dubbed DiscoVision. Launched in two test markets late in 1978 and early this year, DiscoVision enjoyed brisk sales in which demand reportedly exceeded supply.

MCA indicated the home video system would be marketed nationally in 1980. The DiscoVision home unit is manufactured by Magnavox through a cooperative venture.

An industrial model is made by another company, owned jointly by MCA and Pioneer Electronics Corp. of Japan. In February, 1979, General Motors Corp. agreed to purchase a minimum of 7,000 industrial units, which will occupy production of Universal Pioneer Corp. for the balance of 1979.

ADVERTISING EXPENDITURES

	1978	1977
Newspapers	$6,400,000	$2,052,312
Magazines	2,989,700	938,500
Spot tv	12,442,100	3,619,600
Network tv	7,491,000	6,703,900
Spot radio	288,200	—
Network radio	193,200	218,600
Outdoor	132,400	90,300
Total measured	29,971,000	13,623,212
Unmeasured	31,000,000	26,376,788
Estimated total	61,000,000	40,000,000

MCA INC.

MARKETING PERSONNEL

Lew R. Wasserman, chairman/ceo
Sidney J. Sheinberg, president/chief operating officer

UNIVERSAL PICTURES

MARKETING PERSONNEL

Ned Tanen, president
Robert Wilkinson, exec vp, genl ales mgr
Charles Powell, senior vp, adv, publicity, promo
Buddy Young, vp, adv, publicity, promo
Willette Klausner, vp, mktg
Mike Ridges, vp, mktg

ADVERTISING AGENCY

D'Arcy-MacManus & Masius, New York—Julian Bass, senior vp, acct super.

SPENCER GIFTS

MARKETING PERSONNEL

J. Eugene Brog, president
John L. Doyle, exec vp, director operations
George R. Zilling, vp, mktg, planning, rsch, devel

Retail Operations

Kenneth Litvack, vp, mktg
Ellen Dougherty, director, adv & sales promo

Mail Order Operations

S. Gary Stern, vp, mktg
Allan Bilofsky, director, adv services
Albert F. Coston, mkt planning coordinator
Eugene BeHage, director, space adv
Dotti J. Watts, internaitonal mktg administrator

ADVERTISING AGENCY

Fairfax Inc., New York—James Fishel, acct exec; Shirley Medici, media director

MCA RECORDS

MARKETING PERSONNEL

Bob Siner, president
Stan Layton, vp, mktg
Sam Passamano, Jr., director, mktg

INFINITY RECORDS

MARKETING PERSONNEL

Ron Alexenburg, president
Bud O'Shey, vp, genl mgr
Alan Ostroff, director,
Ira Sherman, director, product mgmt

MCA DISTRIBUTING

MARKETING PERSONNEL

Al Bergamo, president
Karen Vanek, director, adv.

Mars Inc.

	1978	1977
Sales*	$837,400,000	$790,000,000
Advertising*	60,180,000	51,000,000

*AA estimate

Mars Inc., McLean, Va., pushed its advertising expenditures in 1978 to an estimated $60,180,000, an 18% increase, making this marketer of candy, pet foods and rice products the year's 67th largest advertiser. Sales are estimated to have climbed 6% to $837,400,000.

Only Mars' corporate headquarters is in McLean, outside Washington, D.C. Located elsewhere are its major divisions: M&M/Mars, Hackettstown, N.J.; Kal Kan Foods, Los Angeles; Uncle Ben's, Houston, and Snack-master, formerly Jack's Candy, Albany, Ga.

Despite its size, Mars is privately held, one of the largest private companies in the United States. Without legal requirements for public financial reports, Mars pursues a tight-lipped policy of not divulging advertising and sales data.

▪ It's known that available estimates of Mars' advertising underestimate actual amounts by perhaps a third, or more. AA's estimates of total Mars advertising has been adjusted upward to more accurately reflect actual ad activity by the company.

Measured spending on individual brands and in particular media, estimates obtained from outside the company, have not been adjusted upward, however. The difference between AA's estimated total and the estimated total for particular media is reflected in the "unmeasured" category.

With millions in new ad dollars to spend, Mars placed the bulk of its extra marketing power squarely behind its M&M/Mars candy division, where ad spending last year soared 51% to an estimated $26,676,500 from $17,665,400. Ad spending by Mars' other three divisions was stable or dipped in 1978, by comparison.

The sharp rise in support for its major candy unit, estimated by industry observers to have annual sales of as much as $500,000,000, is proof of much sharper competition for a shrinking candy market.

Industrywide sales of candy bars priced from 15¢ to 25¢, where Mars is deeply involved, slipped to 596,100 pounds last year from 612,921 in 1977. Unit price hikes produced an increase in dollar sales, however, to $761,000,000 from $733,00,000 in 1977, according to government figures.

▪ Against softening demand, Mars is encountering more active competition from such competitors as Hershey Foods, which has only in recent years begun advertising for its candy bars. Hershey has even brought into test a product positioned against Mars' flagship M&M's candies: A peanut butter filled product named Reese's Pieces, a spin off from the established Reese's peanut buttercup.

Last year, Mars sent ad spending for M&M's right through the roof, up 70% to an estimated $7,350,600 from 1977's estimated $4,334,200. Nearly all of the increase went into tv: Network buys were up 57% to an estimated $4,479,300, and spot buys climbed 53% to an estimated $2,064,300. But magazines prospered from the big M&M's push, too. Magazine buys for M&M's were up fivefold to $807,000.

Other long-time Mars brands also got much more ad backing in 1978. Milky Way bars, the second most heavily advertised brand behind M&M's last year, posted an even more breathtaking budget jump: Up 128% to an estimated $5,223,100.

Unlike M&M's, spending on network tv for Milky Way was stable, at around the $2,000,000 mark, but spot tv buying, barely visible in the estimates for 1977 finished 1978 at almost $3,200,000.

Savings are a snap at the Kmart Minolta sale
$262
$224

K mart Corp., in its attempt to emphasize quality in its lines, features name-brand products in its advertising.

Ad support behind Snickers jumped 67% to $3,880,500 last year from an estimated $2,322,500. Once again, the new ingredient was spot tv, absent in 1977 but about $1,700,000 last year. Ad spending on Three Musketeers was up 33% to an estimated $3,039,900 due also to higher spot tv use.

▪ On the down side, support for Starburst Fruit Chews was off 15%, to about $3,000,000 in 1978, while the ad budget for Forever Yours bars slid 45% to about $1,250,000. Still in test markets last year were two candy items seen by some as a preliminary step to entering the cookie product category: Twix, supported by an estimated $433,000 in spot tv last year, went national this spring; and Summit, which had a tripled ad budget of $769,000, all in spot tv, in 1978.

A continuing uncertainty last year and this concerns what action the Federal Trade Commission may take against candy advertising in children's tv programing. An initial proposal written by the FTC staff suggested an outright ban on tv ads addressed to children that promote products potentially harmful to health, including dental health.

A final decision is not likely before 1980. Less drastic steps, such as dental health disclosures, are possible.

Long a powerhouse pet food marketer in Europe, Mars positioned itself for a run for the money in the growing U.S. dry dog food market last year with the national roll cut of Mealtime brand by its Kal Kan Foods unit. The Mealtime drive soaked up half of Kal Kan's estimated ad spending in 1978, $7,756,000 of $13,271,000.

The division this year is moving out of California test markets and into ten western states with Crave brand dry cat food. Ad spending on Crave slid to $644,600 last year, off 22% from 1977 when it was first introduced into California.

Mealtime finished 1978 ranked ninth nationally in dry dog food sales, according to analyst John C. Maxwell (AA, June 18). The category leader was Ralston Purina's Dog Chow.

▪ Kal Kan canned dog food, No. 2 in that category behind Liggett Group's Alpo last year, had its ad support trimmed to an estimated $3,234,900 from $3,723,600 in 1977. Network tv spending was up, to about $3,200,000, but spot tv was slashed to $200,000. Since 1976, ad spending on Alpo canned dog food is off 37%. Spot tv took the brunt of the cuts.

Kal Kan canned cat food moved up a notch in 1978, to third from fourth in national estimated sales, edging out a Ralston Purina brand, Purina Variety Menu, according to pet food analyst Mr. Maxwell. The category leader is still Heinz' 9 Lives. Spot tv support was cut in 1978, but offset by an estimated $1,500,000 in network tv. Total ad spending for the brand was estimated at $1,522,000, off 21% from 1977.

Kal Kan added D'Arcy-MacManus & Masius, St. Louis, to its agency list last year. The D'Arcy St. Louis office, long associated with Ralston Purina brands, was assigned MPS Chunks canned dog food, transferred from Honig-Cooper & Harrington, Los Angeles, and Thorofed canned dog food, transferred from Ted Bates & Co., New York.

Both Thorofed and MPS Chunks had little ad support last year, according to estimates, but MPS Chunks is reported to be available in ten western states with two new flavors added this year: "Country cuts" and "extra hearty."

▪ The Honig shop retains Mealtime and Crave; Bates keeps Kal Kan canned dog and cat foods plus Whel-Pup, a seldom advertised puppy food. D'Arcy, New York, has a number of Mars candy brands and, along with Bates, is one of Mars' worldwide agencies.

Among rice marketers, Uncle Ben's saw its ad spending drop last year, to $2,641,000, off 10.3%, according to estimates. That comes after an 11.8% ad spending decline in 1977.

The division has two new products in test, however. SunCrisps, a frozen french fry made from rice ("the tastiest fries under the sun," say introductory ads) entered Cleveland, Denver, St. Louis and Minneapolis in April of this year.

The division also has introduced Uncle Ben's International Style flavored rices: British Style for beef, Greek Style Rice Pilaf, French Style rice for chicken and Indian Style curried rice. Its roster of national brands includes Converted Rice, Quick Rice, Long Grain, & Wild Rice, Fast Cooking Long Grain & Wild Rice, Brown Rice, Stuff n' Such Stuffing Mix and flavored rices.

▪ Ad spending at Snack-master, Mars' smaller candy division, was down to an estimated $2,278,200 from about $3,200,000 in 1977. Most of that, $1,484,000, went to support the Marathon candy bar, off 38% from 1977.

Other brands are Lockets, a medicated cough drop with real honey center (imported from Britain); Bounty coconut bar, made in Holland; Pacer's Punch Chews, imported from England; Skittles Fruit Chews, also an English product, and Munch peanut bars.

ADVERTISING EXPENDITURES

	1978	1977
Newspapers	$939,400	$2,452,100
Magazines	3,236,500	2,201,900
Spot tv	18,102,900	18,129,700
Network tv	23,454,700	15,912,700
Spot radio	467,800	317,600
Network radio	—	163,600
Outdoor	93,800	—
Total measured	46,295,100	39,177,00
Unmeasured	13,888,000	11,823,000
Total	60,183,100	51,000,000

M&M/MARS

Marketing Headquarters, Hackettstown, N.J.
MARKETING PERSONNEL

Howard L. Walker, president
Alun Jones, senior vp-mktg

SNACK-MASTER

Albany, Ga.

Trevor Hodgson, vp-mktg

UNCLE BEN'S INC.

Houston

Sam Dewar, vp-sales & mktg
Thomas Armstrong, vp-new business devel
Richard Guha, mktg services director
Robert Tyner, intl sales & mktg director

KAL KAN FOODS

Los Angeles

Ed Conn, vp-mktg

ADVERTISING AGENCIES

Ted Bates & Co., New York—M&M's, Forever Yours, Snickers, Starburst, Three Musketeers and Mars Almond candy bars—John Howard, exec vp-client services; John Fitzgerald, mgmt rep; Kal Kan canned dog and cat food, Whel-Pup canned puppy food—Tom DeVito, mgmt rep; Roy E. Tilles, account dir.

D'Arcy, MacManus & Masius, New York—Milky Way candy bars, new products and Snack-master division brands—Joel Spiegel, mgmt rep.

D'Arcy, MacManus & Masius, St. Louis—MPS Chunks canned dog food, Thorofed canned dog food—Jack Bruemmer, mgmt rep; Bob Baust, acct super.

Honig-Cooper & Harrington, Los Angeles—Mealtime dry dog food, Crave dry cat food—Craig Campbell, mgmt super; Robb High, acct super.

J. Walter Thompson Co., Chicago—Uncle Ben's rice products—Brian Squires, mgmt super.

Mingo Jones Guilmenot, New York—Uncle Ben's Converted Rice—Ron Owens, acct super.

CSI Advertising, New York—Uncle Ben's Converted Rice—Orlando Davilla, acct exec.

Mattel Inc.

	1978	1977
Sales	$493,563,000	$436,645,000
Earnings ...	30,061,000	28,837,000
Advertising	37,900,000	35,500,000

Mattel Inc., Hawthorne, Cal., the 83rd largest national advertiser, increased its advertising by an estimated 7% last year to $37,900,000.

In a year of diversification aimed at lessening its dependence on the seasonal and at times volatile toy business, Mattel increased sales by 13% to $493,563,000.

Toy sales by the world's largest toy maker were $399,835,000, an increase of 14% over the previous year.

Mattel's entertainment division also posted significant sales gains. Net entertainment sales were $49,524,000, compared with $43,493,000 in 1977, with Ringling Bros. and Barnum & Bailey Circus contributing substantially increased revenues from its traveling units and network tv specials, and Ringling Bros. and Barnum & Bailey Circus Florida theme park recording a 35% increase in attendance and an operating profit for the first time since it opened in 1974.

- The major diversification move was acquisition of Western Publishing Co., Racine, Wis., the nation's largest publisher of children's books under the Golden and Whitman labels and also a maker of puzzles, games, and hobby and craft products. Its sales last year were $275,000,000.

Mattel also acquired Holiday on Ice, Shipstads & Johnson Ice Follies and Concept 2000, which markets a line of radios, calculators and electronic musical toys for children featuring the Sesame Street, Disney, Peanuts and Raggedy Ann licensed characters.

This last acquisition was aimed at both broadening the Toy Products Group's preschool line and extending Mattel's electronic toys line.

Mattel established a new electronics division during 1978 and prepared for a major entry into the programable videogames and home computer market this year.

Mattel will offer a line of these products under a new brand name, Intellivision. The new electronics division has an advertising budget this year of about $8,000,000.

- The new electronics division was the object of agency competition between Ogilvy & Mather's Los Angeles office, which handles all other Mattel advertising, and several other major agencies. Ogilvy came out the victor in a final review that matched it against Botsford Ketchum, San Francisco.

The company described itself as "cautiously optimistic" about toy sales this year and listed several toy product introductions as having strong sales potential.

These included a new Spinout 360 Caster Wheeler with casters for rear wheels and a low center of gravity for stability, and two electronic musical instruments, the Bee Gees Rhythm Machine and the Magical Musical Thing.

Mattel's Barbie doll, the largest selling toy brand in history, was prepared for her 21st birthday this year with the introduction of an "A"-frame style Barbie doll Dream House three feet high and more than four feet long. Mattel's toy execs are also enthusiastic about a Kissing Barbie that has been added to the World of Barbie line.

- In the large doll category, Mattel introduced Baby Grows Up, described as "two dolls in one" that "grows" from a baby to a little girl with simulated feeding from a bottle.

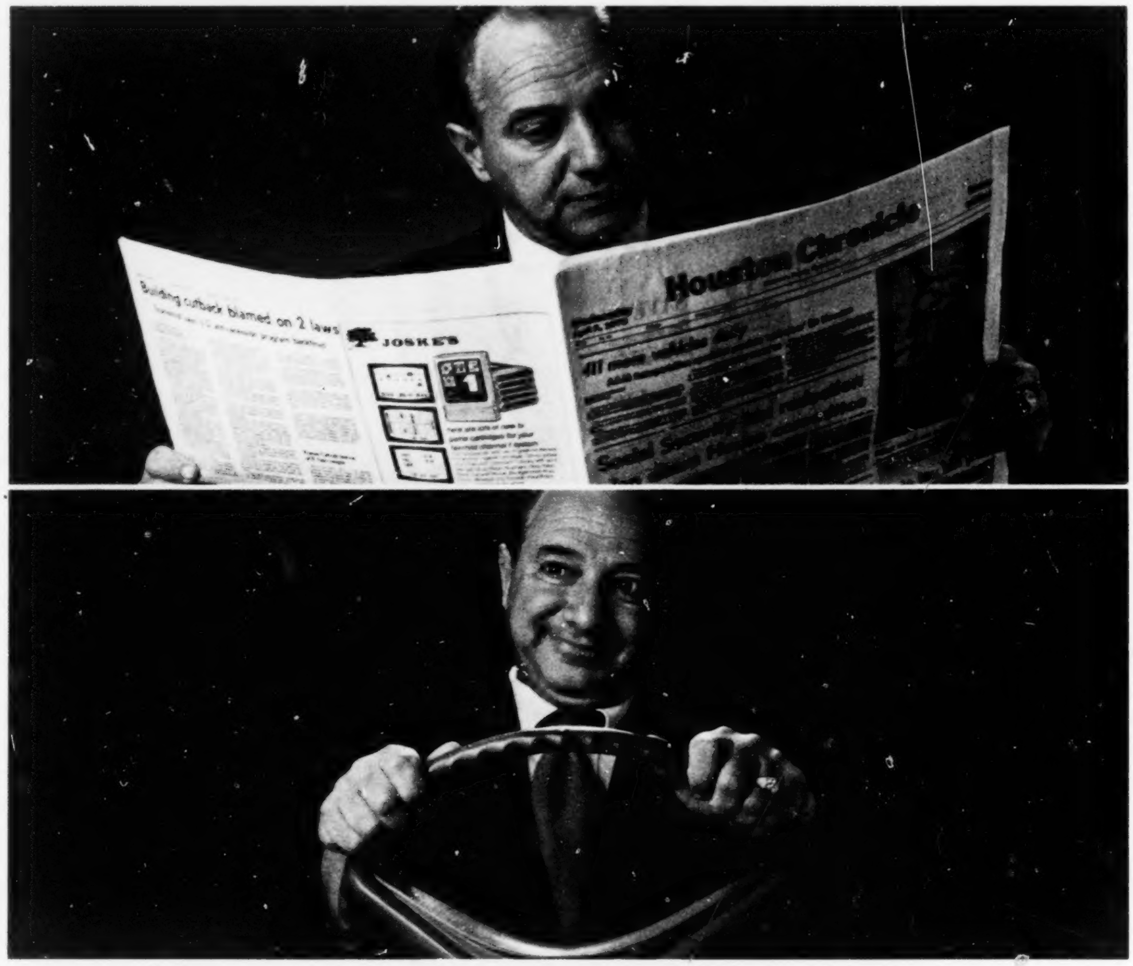
Also added in this category was Baby Magic Tender Love, which children can manipulate to perform tricks. Added to the Tuff Stuff toy line was a Tuff Stuff Workshop for creative play.

Citing increased demand for radio-controlled racers, Mattel has introduced a Drive Command Porsche 935 and a Lancia Statos with steering wheel control transmitters.

Missing from the list of products discussed by Mattel execs in their report to shareholders this year was the Mattel line of toys based on characters and space vehicles from ABC-TV's "Battlestar Galactica" series.

In one of the few mentions of the line since its introduction, Mattel president Samuel Meason told analysts in January that he expects vehicles and planes, including the "Galactica" line, to decline somewhat this year. The "Galactica" toys were redesigned after the death of a child who swallowed a rocket pellet from one of the toys.

Mr. Meason also told analysts he expects Mattel's miscellaneous category to jump to 20% of total


Houston Chronicle
Building cutback blamed on 2 laws
JOSKE'S

Because we move papers faster, you move cars faster.

In Houston, The Chronicle gives you the leadership you're looking for. In circulation, in readership and, consequently, in advertising linage.

As a comparison of the latest ABC Audit Report shows, The Chronicle leads the other Houston newspaper by more than 24,755 copies daily, by nearly 58,707 on Sunday!

That's why The Chronicle walks off with the lion's share of the advertising linage in Houston. Every day of the week.

Nearly 57% of the total newspaper linage ends up in The Chronicle, including 54% of all automotive advertising.

If you're selling in Houston, The Chronicle is the only newspaper you need. Only The Chronicle can give you 62% penetration of all daily newspaper households in Houston. Because The Chronicle gives Houstonians what they want. A newspaper that's timed to arrive when there's time to read a newspaper, weekday evenings, weekend mornings.

Houston Chronicle

Dollar for dollar, you get a lot more out of The Chronicle.

Represented nationally by Sawyer Ferguson Walker
Sources: Circulation comparisons computed from ABC Publishers' Statements, Sept. 30, 1978, by The Houston Chronicle.
Other data from Belden Continuing Market Study, 1977 and Media Records, 1978.

adsC

revenues this year, paced by substantial gains by hand-held electronics games, and that Mattel aims to keep its share of 10% of the total toy market.

Early this year, Mattel announced it will team with Jerrold Electronics to market videogame and computer software through cable tv rental in five test markets this fall.

■ Cable subscribers will purchase Mattel's $500 Intellivision game/-computer through cable salesmen, then hook into a library of game and computer programs by changing channels and pushing buttons.

ADVERTISING EXPENDITURES

	1978	1977
Newspapers	$———	$186,900
Magazines	1,222,600	1,194,300
Spot tv	18,353,300	21,485,000
Network tv	11,336,300	11,017,100
Outdoor	216,600	128,500
Total measured ..	31,129,600	34,011,800
Unmeasured	6,870,400	1,488,200
Estimated total ..	37,900,000	35,500,000

MARKETING PERSONNEL

Mattel Toys

Raymond P. Wagner, president, Mattel Toys
Edwin W. Hamowy, president Mattel Toys Intl
Thomas Kalinske, senior vp-mktg
Shelly Morick, senior vp-sales & distribution

Mattel Electronics

Edward Krakauer, senior vp, Mattel Toys and genl mgr, Mattel Electronics
Jeff Rochlis, vp, Mattel Toys and president, Mattel Electronics

ADVERTISING AGENCY

Ogilvy & Mather, Los Angeles—Bourne Morris, senior vp-mng director; Robert Steward, senior vp-mgmt., Mattel Intl; Thomas Heinz, vp-mgmt super, Mattel; Thad Brown, Robert Moehl, Steve Blin, acct supers, Mattel Electronics; Charles Sharp, vp-mgmt super, Robert Sandleman, acct super; Susan Bowles, Michael Howard, Lucille Tajeri, Susan Smith, acct execs.

McDonald's Corp.

	1978	1977
Sales	$4,575,000,000	$3,738,000,000
Earnings ...	162,669,000	136,696,000
Advertising	136,803,000	122,157,600

McDonald's Corp., Oak Brook, Ill., the 23rd largest national advertiser, boosted its ad expenditures by 12% in 1978, and increased its share of the fast-food market to 19.5%.

The company published an advertising figure of $180,000,000 for 1978, but this sum includes local spending which is not included in ADVERTISING AGE calculations.

Systemwide sales reached $4,575,000,000 last year, up 22% over the 1977 total of $3,738,000,000. Earnings rose to $162,669,000, up 19% from the 1977 figure of $136,696,000. Sales outside the U.S. totaled $726,994,000, more than eight times 1973 sales of $87,203,000. Net income as a percentage of corporate revenues was 9.7%

■ The company opened 514 restaurants last year to bring the worldwide total to 5,185 units, with 171 restaurants (45 in international markets) under construction as the year ended. Of this total, 4,465 are located in the U.S. and 720 in 24 other countries. Franchised outlets number 3,573, and 1,406 are company owned.

In 1978, McDonald's opened its first outlet in Belgium and its 5,000th restaurant worldwide in Fujisawa City, Japan, in October.

Sales volume for McDonald's restaurants opened 13 months or more averaged $942,000, an increase of 9.5% over 1977. In 1977, the increase over the previous year was 8.7%.

Published reports indicate that in those months, sales were up only 5% from the previous year, despite an 11% price increase that went into effect last year.

McDonald's management has said that they expect sales in stores opened 13 months or more to average $1,000,000 in 1979.

During 1978, McDonald's opened restaurants in the chic Michigan Ave. shopping district in Chicago, in Atlanta's Omni International hotel/convention/-shopping/recreation center and in Houston's Galleria Mall.

McDonald's number of U.S. "drive-thru" restaurants increased in this, the third year of the concept, to 1,834.

Advertising, through the year, stressed the following themes: Quarter Pounder People; promotions for breakfast and sundaes; "Families of America," with a "free family reunion" promotion; "Big Mac keeps you comin' back"; "Keep your eyes on your fries," and "There's more in the middle of an Egg McMuffin than an egg in the middle of a muffin."

In a presentation to the franchisees across the country, exec vp-marketing Paul Schrage said that the company's share of all eating out dollars was 5.45%, while the share of fast-food market was 19.5%. This compares to an 18.5% share in 1977. In the last quarter, he said the share increased to 20%.

■ Breakfast, which in 1977 became an official part of the McDonald's menu, made up 15% of sales in 1978. Also last year, hot fudge, hot caramel and strawberry sundaes were extended into all of the North American restaurants. On May 7, 1978, McDonald's sponsored Kid's Day on which each of the 7,000,000 children who visited the restaurants received a free sample-size sundae.

The marketing department at McDonald's includes 40 ad managers and assistants located in regional offices. In addition to national agencies, 80 other shops implement local marketing programs, created and directed at the national level.

Virtually all restaurants voluntarily contribute a percentage of sales to OPNAD, the Operators' National Advertising Fund, which is used primarily to purchase network tv time. The corporation pays the production costs of these commercials.

■ Marketing efforts outside North America almost tripled over 1977 expenditures. The 1978 advertising total abroad was $35,000,000, up from $13,000,000 in 1977. McDonald's uses tv in countries where it is available. In other markets, a combination of radio, outdoor, newspapers, magazines, cinema and direct mail is used.

In May, 1979, the company launched advertising with a new theme—"Nobody can do it like McDonald's can." The campaign has a new jingle and focuses on a new strategy termed "seize restaurant superiority."

The McDonald's Mini Mac restaurant is no longer being tested, but now is officially operating in some smaller markets. The Mini Macs—abbreviated versions of regular McDonald's—have limited seating and menu (no breakfast or sundaes) and drive-through windows.

New products currently in test include the McFeast, a chopped beef sandwich with lettuce and tomato; McChicken, deep fried chicken patty on a hamburger roll, and Onion Nuggets.

ADVERTISING EXPENDITURES

	1978	1977
Magazines	$468,200	$328,300
Spot tv	66,319,600	58,334,900
Network tv	48,547,300	37,353,600
Spot radio	732,500	847,000
Outdoor	1,949,100	1,703,600
Total measured ..	118,016,700	98,567,400
Unmeasured	26,407,000	23,580,000
Estimated total ..	136,803,000	122,157,600

MARKETING PERSONNEL

Paul D. Schrage, exec vp-mktg
Raymond S. Caruso, vp, director of mktg
Roy T. Bergold Jr., asst vp, director of adv and promo
Richard G. Starmann, asst vp, director of field mktg
Stanley Nicpon, director, mktg devel
David B. Green, director, adult adv and promo
Charles Rubner, director, children's adv and promo
Robert Lins, creative director
Dick Johnson, director, mktg rsch

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Norman Axelrad, vp, director of public affairs

ADVERTISING AGENCIES

Needham, Harper & Steers, Chicago—Norval Stephens, mgmt rep; Michael Zaremba, acct director; E. James Charlesworth, field acct director; Harold L. McVeigh, asst field acct director; Phillip M. Morrow, field media acct super; Patrick Martin, acct super, adult; Jim Carasoni, acct super, new products; Brian Goodall, acct super, children; Tom Hartje, acct super, intl; Bill Welter, acct super, community mktg.

Burrell Advertising, Chicago—black consumer mktg.

Conill Advertising, New York—Spanish consumer mktg.

Golin Communications, Chicago—public relations.

Abelson-Frankel, Chicago—sales promotion.

Simon Marketing, Los Angeles—sales promo consultant.

Miles Laboratories

	1978	1977
Sales	$536,983,000	$479,129,000
Earnings....	18,060,000	16,419,000
Advertising .	62,258,000	46,500,000

Miles Laboratories, Elkhart, Ind., the 63rd largest national advertiser, boosted ad spending last year to $62,258,000, a 33% increase over 1977 U.S. ad expenditures.

The spending hike includes a jump in magazine spending to more than $4,000,000 from just under $1,000,000 the year before. Most of the magazine dollars went into ads for the company's Alka-Seltzer and Morningstar Farms meat substitute line.

Miles, officially a wholly owned subsidiary of Bayer AG Leverkusen, West Germany, since February, 1979, saw its worldwide net sales climb 12% last year as earnings jumped 10%. Outside the U.S. Miles had '78 consolidated sales of $172,647,000, a 17% rise, and a figure that equaled 32% of corporate sales. The company's research expenses rose 6% last year to $27,528,000.

Miles markets home medicines and vitamins nationally under the Alka-Seltzer, Alka-Seltzer Plus, Alka-2, One-A-Day, Chocks, Flintstones, Bactine and Miles Nervine brand names. Other consumer products are S.O.S cleaning product, Morningstar Farms and Worthington textured vegetable protein food products.

■ Outside the consumer arena, Miles markets professional pharmaceuticals, diagnostics, dermatologicals, medical instruments, laboratory supplies, industrial chemicals, enzymes and food ingredients.

Miles sells its products through four operating units: Consumer products group, industrial products group, professional products group and Dome division (prescription pharmaceuticals).

The consumer products unit encompasses a consumer products division—home medications and multivitamins—and a grocery products division—household and food products. In 1978, the unit had its best growth in several years, according to Miles' annual report.

Sales rose almost 9% to $246,000,000. Even with that increase, the company notes, however, that consumer products sales accounted for only 46% of total sales, down from 66% a decade ago. This follows Miles' continuing plan to diversify.

■ The industrial products group accounted for 21% of corporate sales last year with sales of $112,000,000, a gain of 17% over its '77 performance. Early last year, Miles reorganized the group into three divisions: Citro-Tech, Marschall dairy ingredients and enzyme products.

A new ventures department was created to explore new business opportunities for the industrial group. This had led to the formation of a new flavor department.

The professional products group had sales of $179,000,000 last year, nearly 14% above '77 sales. The group contributed 33% of sales to Miles' total. The group includes Ames division, Lab-Tek division, research products division and Life Science Instruments.

Dome division, which was included in '78 sales figures of the professional unit, was set up as a separate unit in anticipation of the addition of Bayer AG pharmaceuticals in the U.S. The division's U.S. sales force was doubled to 160; supporting marketing services have been added, Miles said. Among the division's over-the-counter products is Sungard lotion which screens out ultraviolet rays as it permits tanning.

In January, '78, Dome introduced Candex lotion and cream for skin infections with medical journal and direct mail support.

While Miles is no longer a one-product company, its Alka-Seltzer effervescent antacid line continues to be the top contributor to company sales. Last year, the product accounted for 17% of total Miles sales, compared with 23% in 1974.

■ It is estimated that Alka-Seltzer's share of the $95,000,000 effervescent antacid market is about 80%; Warner-Lambert's Bromo-Seltzer is put at about 10% and Brioschi, a powder product that is not distributed nationally, has about 5% on a national basis.

Late last year, Brioschi launched a comparative tv campaign, playing off the Alka-Seltzer ad theme with a line that asked, "What good is the plop, plop when all you need is the fizz, fizz?"

Alka-Seltzer, meanwhile, spread its "plop, plop, fizz, fizz" message last year with nearly $17,000,000 in measured media support; tv got the lion's share with $9,700,000 going to network and $3,757,000 in spot. More than $1,000,000 was put into outdoor and more than $1,300,000 went to magazines. Sammy Davis Jr. was a major spokesman for '78 ads.

Miles also used a women-oriented execution for Alka-Seltzer that portrayed women in jobs from welder to astronaut and with a tag line that called Alka-Seltzer "one small step for womankind."

■ Alka-Seltzer signed as a big contributor and supplier to the U.S. Olympic Committee for the '79 Pan American Games in Puerto Rico, and both Summer and Winter Olympics in '80. Spots for Alka-Seltzer are scheduled for NBC-TV's coverage of the Moscow summer games, and the company is authorized to use the official Olympics symbol and the title of "official sponsor" in ads and promotion.

The company says in its annual

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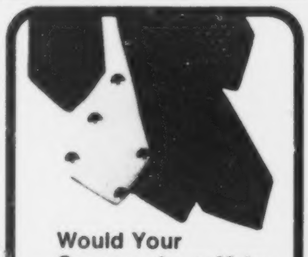

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report that it is "anticipating that international sales of Miles consumer products, and particularly Alka-Seltzer, will be boosted by our participation as a sponsor" of the Pan American Games and the Moscow Olympics. Alka-Seltzer, which is marketed in over 100 countries, showed greatest overseas strength last year in Latin America, the company said.

Alka-Seltzer Gold, a no-aspirin companion added in 1974, continues to be marketed with minimal ad support (measured media listings show $1,000 in '78 spot tv backing) but has not proven to be a key item for Miles.

- Alka-Seltzer Plus cold medicine, on the other hand, was one of the consumer products unit's big percentage gainers last year, Miles says. The company attributes growth to big cold seasons and a new formula containing "increased antihistamines and decongestants."

The brand is estimated to hold around 8% of the market. Ad support last year was bolstered to $4,276,100, almost exclusively in tv. In '77, Miles put less than $2,000,000 behind the brand.

Ad backing last year for Alka-2 chewable antacid fell significantly to about $282,000 from over $2,000,000 in '77.

The newest Miles vitamin entry, with added minerals, reflects growing emphasis on nutrition.

The market has seen an influx of high-potency vitamins of late and heightened activity by established high-potency vitamin makers.

- Two established brands in that category, Theragran from Squibb and Myadec from Parke-Davis, are turning to consumer ad support to meet challenges from Lederle Laboratories' Centrum and J. B. Williams' Mega, both of which moved on the market with big ad plans.

It is estimated that this segment of the vitamin market is about $50,000,000 through drug outlets. The entire vitamin market is put by some sources at upwards of $500,000,000.

Miles' One-A-Day line is believed to hold about 18% of the multivitamin area.

Special Buffered Aspirin

Television support for Miles Laboratories' Alka-Seltzer amounted to more than $13,000,000 in 1978.

The other big consumer products unit sales gainer last year was the children's chewable vitamin line, Miles says. This included Flintstones and Chocks-Bugs Bunny varieties, which the company says, provided growth momentum for a category that has been declining in recent years with the U.S. population trends.

Flintstones vitamins continues to get heavy tv support, as other competitors dropped out of the medium, Miles reports. Ad messages for Flintstones, which is believed to hold a share in the mid to high 20s, have noted that U.S. research studies reveal most children do not get recommended daily allowances of certain vitamins and minerals and that this can be prevented with multivitamin supplements to the diet.

- Last year, Miles put $3,713,700 into tv for Flintstones vitamins; the lion's share was in network. In 1977, Flintstones got about $2,000,000 in tv backing. The Chocks-Bugs Bunny line gets no tv support.

Miles' adult vitamin lines—One-a-Day, One-A-Day plus iron and One-A-Day plus minerals, remained "steady" in sales, Miles said. The company, which was a pioneer in the vitamin field, continued to back its brands with heavy ad support. Over $9,500,000 went into tv for the brands last year, and $250,000-plus promoted a sweepstakes in magazines. Spending for One-A-Day in '77 was $7,500,000.

Bactine skin wound cleanser remains "the largest-selling advertised brand" in its category in the U.S. Miles says sales of both liquid and aerosol Bactine "increased" in '79. In January of this year, the aerosol variety was changed to nonfluorocarbon propellent.

Behind the ad theme, "Helps the hurt start healing," Bactine was promoted with about $1,300,000 in tv, up slightly from '77 spending levels.

- In May of last year, Vic Galef moved from marketing director of Wyler Foods, Northbrook, Ill., to take the new Miles post of group product manager for nutritional and hygiene products (vitamins and Bactine).

The main product in Miles' grocery products unit—S.O.S steel wool soap pads, continued as the largest seller in U.S. and Canada. Miles reports '78 sales in the U.S. "were up modestly" and noted that increased ad support was planned for this year. In 1978, S.O.S pads received over $2,500,000, all in tv. The product is just beginning to be introduced into some overseas markets. It is being sold door-to-door in Japan.

New products were added to Miles' foods lines last year and ad support for the Morningstar Farms line of cholesterol-free, textured vegetable protein meat substitutes was $2,376,000 in magazines and spot tv, compared with $1,300,000 in '77.

Leanies, frankfurter-like, and Grillers, hamburger-like, joined the Morningstar Farms line with introduction into western states.

- The original products—frozen links, patties, slices and strips—were reintroduced after reformulation last year. Miles says an "active research program is under way to improve the taste and texture" of all the products.

Morningstar Farms sales were "down moderately" last year while Worthington Foods, aimed at people who decline meats for religious reasons, posted "modest sales growth."

Miles voluntarily withdrew its Nervine sedative line from the market this year after government lab findings identified the commonly used ingredient methapyrilene as a possible cancer-causing agent in rats. Miles is continuing with plans to reformulate Nervine, which receives no media support.

In addition to measured media, Miles uses heavy p.o.p., medical and technical journal support, couponing, direct mail and dealer films for its proprietaries and vitamins, plus solicited sampling for new proprietaries.

ADVERTISING EXPENDITURES

	1978	1977
Newspapers	$ 120,200	$ 93,400
Magazines	4,000,900	945,000
Farm Publications	1,607,100	——
Spot tv	8,508,300	6,091,900
Network tv	27,979,600	24,373,900
Spot radio	399,200	82,000
Network radio	532,400	584,100
Outdoor	1,311,900	820,000
Total measured	44,459,600	32,990,500
Unmeasured	17,798,400	13,509,500
Estimated total	62,258,000	46,500,000

CONSUMER PRODUCTS GROUP

G. E. Davy, corp exec vp

Consumer Products Division

MARKETING PERSONNEL

J. F. Peil, vp-mktg, U.S. nutritional and medicinal products
M. B. Streicker, vp-mktg services
M. F. Neidorff, vp-intl mktg
S. M. Reim, director, proprietary medicine mktg
R. L. Novak, natl sales mgr

ADVERTISING AGENCIES

Wells, Rich, Greene, New York—Alka-Seltzer, Alka-Seltzer Plus, Alka-2—Kenneth Olshan, mgmt super, Walter Holden, acct super

J. Walter Thompson Co., New York—One-A-Day vitamin products—Merrill Snyder, mgmt super; Joe Delgado, acct super

Tatham-Laird & Kudner, Chicago—Bactine, Nervine, Chocks, Chocks-Bugs Bunny and Flintstones vitamins—Timothy Collins, mgmt super

Clifford A. Botway Inc., New York—network tv and radio buying—Clifford A. Botway, chairman; Edward Kobza, president

Lavey/Wolff/Swift, New York—new products

Boger, Martin, Fairchild & Co., Elkhart, Ind.—overseas military and trade advertising

International agencies: Leo Burnett, Chicago—intl adv for Consumer Products division in U.K., Italy, Mexico, Venezuela, Puerto Rico, Brazil, Colombia, Spain—John J. Kinsella, president, intl operations, Biggs Communication Group Ltd.—U.K., MD-4 Smoking Withdrawal System, EDIP—France, Alka-Seltzer, MD-4 smoking withdrawal system, T.B.W.A., Germany, Alka-Seltzer, Slessina Bates—Germany, Actron, Ronalds-Reynolds—Canada, George Patterson Pty.—Australia, Lintas, Ltd.—Nigeria, Grey, Phillips, Bunton, Mundel & Blake—South Africa.

Grocery Products Division

MARKETING PERSONNEL

J. W. Grant, president
H. G. Fitts, vp-household products operations
F. E. Gustafson, vp-mktg, food products
R. R. Rowe, natl sales mgr

Worthington Foods

MARKETING PERSONNEL

A. R. Buller, exec vp
W. K. Case, general sales mgr
F. D. Poston, mgr, mkt devel

ADVERTISING AGENCIES

Doyle Dane Bernbach, New York—S.O.S soap pads—A. Kopelman, group vp; D. Maddox, mgmt super; A. Davis, acct super.

Tatham-Laird & Kudner, Chicago—Morningstar Farms products—N. O'Meara, mgmt super

Seiber & McIntyre, Chicago—medical adv

Hameroff & Associates, Columbus, O.—Worthington Foods.

INDUSTRIAL PRODUCTS GROUP

MARKETING PERSONNEL

R. B. Kocher, corp senior vp
D. J. Spence, vp-planning, new ventures
D. O. Maylath, mgr, mktg services
M. E. Freed, supv, adv/pr
R. J. Reynolds, mgr, flavor mktg

Citro-Tech Division

MARKETING PERSONNEL

R. J. McGrath, president
W. W. Bissell, director of mktg, food ingredients
H. C. Stalter, director of mktg, indt products
F. V. Coglianese, mgr, sales and commercial development, indt mktg dept
J. F. Johnston, vp-intl
J. C. Bakos, dir, citrate mktg-intl

Enzyme Products Division

MARKETING PERSONNEL

N. W. Meyer, president
A. A. Blaze, director of mktg, enzymes
N. D. Hupp, director of intl mktg, enzymes
R. M. Halcrow, director, Siebel operations (brewing ingredients)

Marschall Dairy Ingredients Division

MARKETING PERSONNEL

M. W. Shepard, president
V. G. Rowley, director, mktg dairy ingredients
F. N. Robison, director, intl mktg, dairy ingredients

ADVERTISING AGENCY

Stephan & Brady, Madison, Wis.—Roman Hiebing, president; Greg Brady, vp, acct super; Pamela Hickey, acct super; George Whitely, acct super

PROFESSIONAL PRODUCTS GROUP

R. P. Schlegel, corp senior vp
J. A. Murphy, vp, group staff

Ames Division

MARKETING PERSONNEL

R. P. Schlegel, president
R. H. Simon, exec vp
J. A. Best, vp mktg, home testing
J. T. Mulgrew, director, intl mktg
L. W. Cappel, director, sales, U.S. & Caribbean
H. L. Drye, director, mktg, U.S.
P. E. Doherty, director, mktg services
J. O. Cook, mgr, adv services
R. I. Dawson, area mktg director, Europe & Africa
A. Boy, area mktg director, Latin America
S. Kanda, area mktg director, Japan
A. Sabato, area mktg director, Far East

ADVERTISING AGENCY

Lavey/Wolff/Swift, New York—Ron Furedi, acct exec

Lab-Tek Division

MARKETING PERSONNEL

C. F. Neilson, president
R. F. Myers, vp, mktg
J. W. Williams, natl sales mgr
S. Johnson, super, mktg services

ADVERTISING AGENCY

Arnold, Hoff Inc., Chicago—Fred Pampoe, acct exec

Research Products Division

MARKETING PERSONNEL

D. A. Stauffer, president
J. V. Thomas, director, mktg
L. R. Hubbard, director mktg rsch, packaged products
P. Bromfield, area mktg dir, Europe, Africa

ADVERTISING AGENCY

Lavey/Wolff/Swift, New York—Ron Furedi, acct exec

Life Science Instruments

MARKETING PERSONNEL

A. H. Clemens, vp
J. M. Shade, systems mktg mgr

DOME DIVISION

C. V. Owens Jr., corp exec vp

MARKETING PERSONNEL

J. A. Paolo, president
W. Recknagel, vp, mktg
W. N. Sallee, vp, professional affairs
J. B. Bunce, vp, European devel (Stoke Court)
R. Yvars, director of mktg, U.S.
P. N. Goddard, mktg director, Europe and Asia/Africa (Stoke Court)
D. Reynolds, mktg mgr, Canada (Toronto)
H. H. Gomez, mktg director—Latin America

ADVERTISING AGENCY

Lavey/Wolff/Swift, New York—J. Noel, acct exec

Mobil Corp.

	1978	1977
Sales	$37,331,000,000	$34,443,000,000
Earnings	1,126,000,000	999,000,000*
Advertising	163,043,300	142,772,470

***Restated by company**

Mobil Corp., New York, the 15th largest national advertiser, increased its ad spending in 1978 by 14%, from $142,772,470 to an estimated $163,043,300.

Net earnings for the company increased almost 13% in the year to $1.13 billion, on sales which increased 8% to $37.33 billion. Montgomery Ward, in its second full year under Mobil ownership contributed $5.01 billion to Mobil's total revenues, up 10.5% over 1977. Net income for the retailing and catalog subsidiary climbed 12%, to $105,000,000.

Mobil's energy operations worldwide continued to account for the lion's share—84%—of the company's earnings, up from 80% in 1977. Mobil chemical operations added $86,000,000—about the same as a year earlier—and accounted for 7.6% of the parent's earnings.

Container Corp., the paperboard packaging concern purchased by Mobil in 1976, contributed only $5,000,000 or 8.5% to Mobil's earnings, down $40,000,000 from 1977. The sharp reduction, the company said, was due to provisions made for antitrust litigation settlements related to the unit's folding carton and corrugated container operations in years prior to Mobil's acquisition.

While oil and natural gas exploration in previous years began to pay off last year—especially in the Gulf of Mexico, the North Sea and Indonesia—the company's worldwide crude oil and natural gas liquids production fell to its lowest point in the past five years, 2,117,000 bbls. per day. While Mobil owns a 7% interest in the Iranian oil consortium, the cutoff of oil exports from that country had little effect on 1978 results.

- Mobil said it improved its competitive posture in the U.S. market with the introduction of its Super Unleaded east of the Rocky Mountains late in 1978. Though the entry of the premium no-lead product follows a similar entry by Amoco Oil (Standard Oil of Indiana), demand for Mobil's product "substantially exceeded expectations," according to the company.

Ad spending for Super Unleaded totaled $3,759,000—primarily in network and spot tv. (Shortages of the product early this year resulted in the company pulling all national advertising.)

In engine lubricants, Mobil 1 continued to enjoy a leading position in the fuel-efficient category, which is expected to grow rapidly this year. The company spent $3,933,000 for Mobil 1 in 1978, up slightly from year-earlier spending of $3,867,000.

- In the chemical division, Mobil almost doubled its measured spending for Hefty plastic trash can liners, from $3,858,000 to $7,155,000.

Otherwise, the company continued its often-controversial public affairs ad program on the pages of the country's most influential newspapers.

Mobil caused a flap last August when it attacked ABC-TV's "20/20" coverage of natural gas deregulation, calling it a "shocking spectacle" and "another chapter in an apparent anti-business vendetta." Spending for the program totaled $1,200,000.

Other public affairs spending, including an "Observations" column running in various publications, cost the company $2,500,000.

Mobil also continued its "Mobil Showcase" series of syndicated tv programs, initiated in 1977 with "When Havoc Struck" and "Between the Wars"; the 1979 production was "Edward the King." The company also sponsors "Masterpiece Theatre" on PBS, "Masterpiece Radio Theatre on NPR and two classical music programs for WQXR radio in New York.

- Montgomery Ward, an operating unit under Mobil's Marcor subsidiary, continued to pare away unprofitable or marginal stores in 1978. But while the number of retail stores dropped from 427 to 411 and catalog stores decreased from 298 to 284, the company announced an expansion program over the next four years that will bring in 101 new stores and produce a 31% increase in retail selling space.

Catalogs, which brought in 21.8% of Ward's sales, were bolstered in 1978 with increased emphasis on fashions. The company's spending for catalogs increased 10%, from an estimated $83,000,000 to $91,300,000.

Otherwise, Ward's continued its almost exclusive use of spot tv in 1978, spending $27,389,000 in the medium compared with $24,700,000 in 1977. In addition, Ward's spent an estimated $115,000,000 in local newspaper advertising and about $33,000,000 in direct mail (not included in national ad spending estimates).

In 1979, Mobil Corp. agreed to buy General Crude Oil Co., an exploration and development subsidiary of International Paper Co. for about $800,000,000. And last fall, Mobil bought W.F. Hall Printing Co., which prints the Montgomery Ward catalog, among others, for $50,500,000.

MARKETING PROFILES

ADVERTISING EXPENDITURES

	1978	1977
Newspapers	$4,657,800	$5,820,600
Magazines	3,439,600	4,624,300
Farm publications	1,811,000	1,176,000
Spot tv	33,294,300	27,834,900
Network tv	10,946,000	7,334,900
Spot radio	3,408,000	1,667,000
Network radio	253,000	168,000
Outdoor	54,500	75,600
Total measured	57,864,300	47,500,700
Unmeasured	105,179,000	95,271,770
Estimated total	163,043,300	142,772,470

U.S. MARKETING AND REFINING DIVISION

H. F. Hoffman, vp, genl mgr, mktg
R. L. Abbott, genl mgr, resale mktg
H. H. Hokamp, genl mgr, commercial mktg
K. C. Esty, genl mgr, adv & Merch
J. P. Landy, adv mgr

ADVERTISING AGENCIES

Doyle Dane Bernbach, New York—Mobil consumer and public affairs adv—Alan O. Pando, group senior vp; Michael Bray, acct super; Pat Hennebry, Ken Kaess, acct execs; Barbara Best, asst acct exec.

Creamer Inc., New York—Mobil commercial adv—F. J. Dixon, acct super. Chicago—Mobil farm adv—Loren Henry, acct super.

Keenan & McLaughlin, New York—specialized retail adv—Hugh Schick, acct super.

MOBIL CHEMICAL

Plastics Division

Consumer Products Department

John Connors, mktg/sales gen mgr
K. R. Makowka, mgr, mktg services

ADVERTISING AGENCY

Ted Bates, New York—consumer products, Hefty, Guestware products—Don Ashley, senior vp.

Design Products Department

Thomas Everett, mgr, mkt planning & services

ADVERTISING AGENCY

Wittleder Co., Chicago—Ken Wittleder, acct super.

Commercial Films Department

W. B. Hopkins, product mgr

ADVERTISING AGENCY

Wittleder Co., Chicago—Don Gromberg, acct super.

Packaging Department

Robert Sax, mgr, graphics communications

ADVERTISING AGENCIES

Winterkorn, Hammond & Lillis, Rochester, N.Y.—Dan McCarthy, acct exec.

The Food Group, New York—Bill Schulkin, acct exec.

Phosphorus Division

R.C. Long, mgr, mktg programs

ADVERTISING AGENCY

The Martin Agency, Richmond—Dale Brown, acct exec.

CONTAINER CORP. OF AMERICA

MARKETING PERSONNEL

John Massey, director, communications
Robert Loth, mgr, mktg communications
M. Dutton Morehouse, mgr, corp communications

ADVERTISING AGENCY

CPM Inc., Chicago—Norman Goldring, president, acct super.

MONTGOMERY WARD & CO.

MARKETING PERSONNEL

R.M. Harrell, senior vp, retail mktg & sales mgr.
A.H. Lemke; natl retail sales promo mgr & adv mgr
Eugene Schaefer, retail promo business mgr

ADVERTISING AGENCIES

Lee King & Partners, Chicago—John Tarini, mgmt super; Grace Fortune, media group super.

Media Bureau International, Chicago—Richard Pickett, president; Norma Wren, vp.

Philip Morris Inc.

	1978	1977
Sales	$6,632,463,000	$5,201,977,000
Earnings	408,581,000	334,920,000
Advertising*	236,851,000	184,000,000

*Estimated by AA

Philip Morris Inc., the 6th largest national advertiser, increased its advertising almost 29% to an estimated $236,851,000 in 1978, a year in which its cigaret and brewing operations continued to pace the company's record sales and earnings growth.

Consolidated sales rose 27.5% to $6.6 billion in 1978. Earnings were $408,581,000, a 22% gain over 1977. For the first quarter of 1979, sales were $1.90 billion, up 36.8% over the 1978 quarter, while earnings increased 25.6% to $109,915,000.

Consolidated operating revenues from tobacco products accounted for 64% of operating revenues and 78% of consolidated operating profit in 1978.

▪ Miller Brewing Co.'s contributions to consolidated revenues and operating income were 28% and 16%, respectively. For the fifth straight year, Miller continued to pace the industry. Miller's 29.1% increase in barrel sales in 1978 strengthened the brewer's hold on second place in the industry behind Anheuser-Busch, St. Louis.

The company's U.S. and international cigaret sales increased to 369 billion units, or 8.8% of the world market total of 4.2 trillion units in 1978. Philip Morris U.S.A., the company's largest operating unit, boosted its domestic cigaret output to a record 168 billion units, or 27.8% of the U.S. market, whose volume totaled 605 billion units in 1978, according to the Maxwell Report.

PM acquired Seven-Up Co., St. Louis, early last year via a tender offer which saw PM pay $48 per share for all 10,700,000 outstanding shares of the nation's No. 3 soft drink company. The $515,000,000 purchase price made it one of the largest cash acquisitions on record.

Seven-Up Co. increased its operating revenues and operating income 19.5% and 0.3%, respectively, in 1978.

▪ Seven-Up Co. dumped its agency of 36 years, J.Walter Thompson Co., Chicago, in early 1978, apparently rethinking its position in the $12 billion soft drink industry. In the following three months, Seven-Up introduced Quirst, a bottled lemonade, and committed a development investment of $20,000,000 which saw 7UP introduced in Cairo.

Following a brief hold out by stockholders, PM took over Seven-Up in late May, which affected the lineup of agencies eager to secure the $15,000,000 Seven-Up account.

N W Ayer ABH, New York, a dark horse among bidding agencies, was selected as the agency for 7UP and Sugar Free 7UP following a showdown with Leo Burnett, Chicago, which was given new product business or about $5,000,000 in ad dollars.

In late 1978, Seven-Up announced that its ad budget would jump from $20,000,000 to $48,000,000. As part of the hike in ad billings, Seven-Up changed the name of its Sugar Free 7UP to Diet 7UP.

▪ Philip Morris U.S.A. remained the fastest growing cigaret marketer in terms of unit sales growth on an absolute basis.

The U.S. market (including export totals), according to the Maxwell Report, was divided up as follows in 1978: R.J. Reynolds, 32.9%; Philip Morris, 27.8%; Brown & Williamson Tobacco, 15.2%; American Brands, 11.7%; Lorillard, 9.1%; and Liggett Group 3.3%.

Lorillard and PM were the only companies showing any share growth among the six companies last year. A share point in the cigaret industry last year translated to about $87,000,000 at the manufacturer's level.

Although Marlboro is still the premier brand in the PM cigaret family, the largest selling brand in the U.S. and the world was upstaged by the continued success of Merit, which is threatening to knock R.J.Reynolds' Vantage smokes out of the leading position in the low-tar segment. Lorillard's Golden Lights is the other chief competitor in the rapidly expanding market.

▪ The recent introductions of a myriad of low-tar regular and menthol brands by all manufacturers has not cooled off Merit, whose unit sales climbed 24% to 16.97% billion units in 1978. The continued growth of Merit is partially attributed to the addition of Merit 100s regular and menthol to the line.

The America's turning 7up Sweepstakes.
Win $50,000 plus...
Save 15¢

Philip Morris acquired Seven-Up Co. early last year. Seven-Up's America's Turning 7UP campaign via its new agency, N W Ayer, is running on tv, radio and in print.

Domestic unit sales of PM brands are as follows: Marlboro, 101.0 billion (up 4.2%); Benson & Hedges 100s, 27.6 billion (up 5.4%); Merit, 17.7 (up 24%); Virginia Slims, 9.75 billion (up 2.4%); Parliament, 8.03 billion (down 5%), and Saratoga 120mm cigarets, 2.15 billion (down 0.9%).

PM U.S.A. invested the following amounts in measured media for its brands in 1978: Marlboro, $28,710,100; Benson & Hedges 100s and Benson & Hedges 100s lights, $18,809,500; Merit, $23,298,100; Virginia Slims, $10,250,800, and Saratoga, $2,223,400.

In an effort to gain a further hold on the growing low-tar market, PM introduced Basic 6mg tar cigarets into test markets in Arizona and Missouri. Billed as the cigaret with "double-aged tobacco," Basic was scratched from the PM cigaret roster late last year following a poor performance in test.

Industry sources suggest that a revamped version of the Basic brand may break later this year.

▪ All of the six major cigaret companies continued to battle for supremacy in the low-tar market. Accordingly, PM introduced Virginia Slims Lights 100s into Indianapolis, Denver, Jacksonville, Fla., and Portland, Me., this summer.

The 9mg tar line extension of the nation's No. 1 selling women's cigaret is being billed as "The low-tar cigaret, slim cigaret made just for women."

PM is known to be working on an ultra-low cigaret, the introduction of which might put pressure on Lorillard, a company that has had two ultra-low entries, Triumph and Kent III, in the past year. Like other cigaret companies, however, PM is reported to be having problems producing an ultra-low entry that delivers the taste PM prides itself on offering in its brands.

According to Philip Morris' annual report, world cigaret (excluding the U.S.) sales increased 2.7% to 3.64 trillion units in 1978.

▪ Philip Morris International, which sells more than 160 brands of cigarets in over 170 countries and territories, increased its share 5.5% last year compared with 5.2% in 1977. Marlboro accounts for about one-third of PMI's volume.

In June last year, Liggett Group, parent of Liggett & Myers Tobacco Co., sold its international cigaret business for approximately $108,000,000 to PMI. PMI acquired Liggett's international trademarks and rights to the following brands: Lark, L&M, Chesterfield, Eve and Decade.

Miller Brewing Co., Milwaukee, continued its winning ways. Following the 1977 ouster of Jos. Schlitz Brewing Co., Milwaukee, from second place in the beer industry, Miller increased its operating revenues 38.2% to $1.83 billion in 1978. Miller's 29.1% increase in barrel shipments to 31,274,000 gave it an 18.9% share of the 65,600,000 bbl. domestic market.

According to the parent company's annual report, Miller High Life, Miller's largest selling, premium-priced brand, continued to be "the fastest growing premium brand in the U.S." Lite, the nation's leading low-calorie beer, continued to maintain its "dominant share" of that segment.

Lowenbrau, Miller's super-premium entry, gave Miller what industry sources say is a strong position in this segment.

Miller Brewing and Anheuser-Busch, perennial archrivals, engaged in more horn-locking early this year in a legal right which saw Miller accuse A-B of misleading consumers into believing that its beers are natural products through use of the word "natural" in both its Natural Light and Chelsea advertisements.

The "natural" argument follows a 1978 marketing donnybrook in which A-B accused Miller of falsely implying that its domestically brewed Lowenbrau was still imported. The Federal Trade Commission refused to enter the case, but suggested that A-B make its case to consumers in its own advertising. The Lowenbrau file is still open, according to the FTC.

Miller High Life ad support, principally in network and spot tv, totaled $24,390,000, compared to $14,595,000 in 1978. Lite's support totaled $23,332,200, virtually all in tv.

After a year and a half in test, Miller's extra light beer entry, Player's, was discontinued in its test markets—Durham/Raleigh, N.C., Little Rock, Ark., Lincoln, Neb., Nashville, Sacramento, Cal., and Tucson—early this year.

ADVERTISING EXPENDITURES

	1978	1977
Newspapers	$52,013,700	$53,123,300
Magazines	53,306,800	48,232,800
Spot tv	16,384,900	10,375,900
Network tv	67,054,600	31,756,100
Spot radio	5,118,900	2,345,000
Network radio	200	—
Outdoor	24,472,800	22,488,500
Total measured	218,351,900	168,321,600
Unmeasured	18,500,000	15,679,000
Estimated total	236,851,000	184,000,000

TOBACCO PRODUCTS DIVISION

MARKETING PERSONNEL

James Morgan, exec vp, mktg
James L. Thompson, vp, media
Robert A. Fitzmaurice, vp, director, brand mgmt
Jon N. Zoler, director, mktg rsch
Thomas R. Keim, asst director, brand mgmt
Robert F. Tracey, director, promo programs
Ellen Merlo, director, merch materials
Vincent Buccellato, brand mgr, Marlboro
Herbert Foster, asst brand mgr, Marlboro
Richard Stirlen, mgr, Benson & Hedges
Howard Goldfrach, asst brand mgr, Benson & Hedges
William K. Cutler, brand mgr, Merit
Robert P. Roper, brand mgr, Virginia Slims
Lawrence E. Wilson, brand mgr, Parliaments Lights
Claude Beck, mgr, media
Vincent Weiner, mgr, special promo & production

Sales

Robert H. Cremin, vp-sales
J.P. Jeb Lee, vp-mktg services
Hawes Coleman, director, field sales
J.J. Gillis, director, natl accts & manpower devel
E.D. Blandford, mgr, natl field sales
Nathan Gold, director, regional sales, New York
George J. Powell, director, regional sales, Philadelphia
C. Thomas Littleton, director, regional sales, Atlanta
D.E. Brandenburg, director, regional sales, Chicago
Larry N. Glennie, director, regional sales, Dallas
Ray H. Phillips, director, regional sales, Denver
Marty R. Maitino, director, regional sales, California

ADVERTISING AGENCIES

Leo Burnett Co., Chicago—Bill Engelbrecht, vp-mgmt director; Pete Volz, vp-acct super, Marlboro; John Benson, acct super; Peter Metz, acct super, Merit, Parliament Lights; Paul Driggs, acct exec super, Virginia Slims, Saratoga; Skip Long, acct exec, Marlboro; Neil Naroff, acct exec, Parliament Lights; Alan Berger, acct exec, Merit.

Wells, Rich, Greene, New York—Alan Breward, senior vp-acct group head; Doug Longmire, acct super; Stan Karp, acct exec, Benson & Hedges.

MILLER BREWING CO.

Milwaukee

MARKETING PERSONNEL

William A. Saupe, vp-brand mgmt
Lauren S. Williams, exec vp-mktg
David Smith, group product director
William S. Catlin, group product director
John Garner, brand mgr, Miller High Life
William Barrett, brand mgr, Miller Lite
Douglas Rogers, brand mgr, Lowenbrau
Leonard Goldstein, vp-sales

ADVERTISING AGENCIES

McCann-Erickson, New York—G. Robert Holmen, exec vp; Jeffrey Palmer, acct exec, Miller High Life, Clipper; Randy Lindel, mgmt super, Lite & Lowenbrau.

Mingo, Jones & Guilmenot, New York—Frank Mingo, president; Caroline Jones, creative director; Richard L. Guilmenot III, acct super.

Marschalk Co., New York—new product assignment—Tony Wainwright, exec vp; Chet Kane, senior vp-mgmt director; Andy Langer, exec vp-co-creative director; Steve O'Leary, vp-acct super; Frank Filtsch, acct exec.

THE SEVEN-UP CO.

St. Louis

MARKETING PERSONNEL

Albert Bissmeyer, senior vp-corp mktg
David Haffner, director, mkt devel-package goods
Charles Schmid, vp-director, sales
Gary Greenshield, director, mktg information & rsch
Jim Perabo, director, mktg services
Michael Gretz, director, new products devel
Tony Rebello, director, food service products
Robert Britton, franchise director

ADVERTISING AGENCIES

N W Ayer ABH International, New York—Dom Rossi, super; Steve Bretschneider, acct super.

Leo Burnett Co., Chicago—Hal Adams Jr., senior vp-plans board chairman; John Peterson, senior vp-mgmt director; Robert Heller, acct exec.

PHILIP MORRIS INTERNATIONAL

MARKETING PERSONNEL

John Guthrie, director, mktg services
Edward Gray, director, mktg rsch

ADVERTISING AGENCY

Leo Burnett Co.—Chicago—John Benson, acct super.

PHILIP MORRIS INDUSTRIAL

MARKETING PERSONNEL

William D. McCoy, president/ceo, chief operating officer
Robert J. Moore, director, communications

ADVERTISING AGENCY

Graphics One Associates, Stanford, Conn.—Jack Bousian, acct exec.

MortonNorwich

	1978	1977
Sales	$656,733,000	$609,303,000
Earnings	36,938,000	31,683,000
Advertising	36,182,000	36,102,000

MortonNorwich, Chicago, the 86th largest national advertiser, reports U.S. ad expenditures of $36,182,000 in 1978. This is an increase over the $36,102,000 spent the previous year, but because U.S. advertising was cut 5% in 1977, the total still lags more than $2,000,000 behind 1976 expenditures of $38,200,000.

Advertising outside the U.S. in 1978 rose 17% to $2,376,000 from $2,026,000 in 1977. Total advertising worldwide was $38,558,000, which is a $430,000 increase over 1977.

Sales of $656,733,000 in fiscal 1978, ended June 30, represented a 13% increase over $609,303,000 sales in fiscal 1977. A 17% hike in income, to $36,938,000 during fiscal 1978, represents a $5,255,000 increase over fiscal 1977.

The $553,052,000 sales recorded

MARKETING PROFILES

for the first nine months of fiscal 1979, ended March 31, indicates a 12% increase in sales over the first nine months of fiscal 1978. Income rose 25% to $39,188,000 during the first nine months of fiscal 1979.

■ Morton Salt, the only company that markets salt on a national scale, holds more of the market than all competitors combined. The company also reported that Morton Salt Substitute maintained its market share and Morton Lite Salt showed continued growth. Morton water conditioning salt products boosted their market share.

During the year, key salt brands were supported by three major grocery products promotions: Salt sculpture, keepsake collection labels and all-brands sweepstakes. All three promotions were supported by advertising, which included space in women's service, shelter and regional publications, as well as craft publications for the salt sculpture promotion. Ad expenditures in measured media during 1978 totaled $778,000 for salt products.

Mainly emphasized during the holidays, the salt sculpture promotion was a continuation of the "Dough-It-Yourself" promotion. It included a new expanded instruction booklet offered for $1.50 or four 26-oz. size labels and 50¢.

Suggested by consumer interest, the keepsake collection label promotion featured 25,000,000 packages with labels from the 1914, 1921, 1933 and 1941 container designs. All four were displayed on grocery shelves and consumers were encouraged to collect a full set.

■ The all-brands sweepstakes promotion was formulated to boost market shares for "flanker" products, including Morton salt and pepper shakers, Morton Lite Salt, Morton Salt Substitute and Morton Nature's Seasons. Another all-brands sweepstakes is planned for this year.

Three national consumer promotions, supported by newspaper ads in selected markets, were used to help increase market share for the water conditioning products.

In February, 1978, MortonNorwich and Rhone-Poulenc S.A. of France signed a 10-year reciprocal cooperation agreement giving each other rights to manufacture and sell in the U.S. and France, respectively, pharmaceutical products developed by the other.

The French company already held 600,000 MN shares and, under a stock purchase agreement also signed in February, 1978, another 800,000 authorized but unissued shares of common stock were sold to Rhone-Poulenc for $24,800,000.

The stock agreement limits R-P, which now holds 10.5% of total outstanding shares, to purchases equalling no more than 20.5% of voting securities of the company during a 10-year period ending February, 1988. With 10.5%, R-P already is MortonNorwich's largest shareholder.

■ Morton Quality Products unit, which processes and sells about 20 product lines of portion-packed condiment servings to institutional users and food service suppliers, was sold last year for $3,500,000. MortonNorwich also sold its Brazilian salt interests for $7,000,000. In December, 1977, the company's acquisition of its subsidiary, the Canadian Salt Co. Ltd., was completed.

MortonNorwich also purchased Shell Chemical's No-Pest Strip insecticide for $12,000,000. No-Pest Strip, with sales of about $12,000,000 a year, reportedly is the dominant product in the solid insecticide market. In total measured media last year, Shell Chemical spent $2,314,100 on advertising for the No-Pest Strip. Most of that money, almost $1,590,000, went for network tv.

Eaton-Merz division last year introduced Encare contraceptive vaginal suppository, which is believed to be one of the largest selling otc contraceptives. Touted in b&w spreads as "The most talked about contraceptive since the pill," it broke a major campaign in consumer magazines in late 1978, spending $295,000 in December alone. It also received substantial support in medical journals.

Texize household products division reported total sales of $136,000,000 in 1978. Compared to the previous year, this represents a 5% increase, which was accompanied by a 15% increase in pre-tax profits. The division's largest selling brand name, Spray 'n Wash, gained market share and the nonaerosol patented trigger spray pack and refill, introduced in 1977, continued to show consumer acceptance gains.

■ Fantastik held its No. 1 position in the spray cleaner segment of the household cleaner market while Glass*Plus moved to a stronger No. 2 position in the glass cleaner market. A 24% increase in sales was reported for Glass*Plus last year.

Texize's Pine Power pine oil disinfectant, a familiar product in southeast and southwest regions of the U.S., was introduced this year on the West Coast, in Chicago and other markets. It showed a 41% sales increase in 1978. Several new products, including Yes heavy-duty liquid laundry detergent with a softener additive, went into regional test in March, 1979.

Measured media expenditures were increased this year for Texize's Glass*Plus and Fantastik brands while a little less was spent on advertising for Spray 'n Wash and Grease relief.

Of the $7,644,900 spent on advertising Spray 'n Wash, $6,830,900 went for network tv commercials. Almost $6,000,000 of the $6,474,500 worth of advertising for Glass*Plus was spent on network and spot tv.

Fantastik spray cleaner received $4,138,000 worth of advertising, over $3,170,000 of which went into network television. For Grease relief, $1,498,900 was spent on advertising, with $1,146,300 on network tv. All of the $1,121,500 worth of advertising for Pine Power went into spot tv.

Big measured media backing also was given to Pepto-Bismol liquid and Norforms feminine deodorant suppositories, both of which are Norwich-Eaton Pharmaceutical brands. Pepto-Bismol liquid, with $6,514,300 worth of advertising, put $6,125,700 into network tv. Norforms received $1,084,800 in measured media, with $697,800 in network television and $387,000 in consumer magazines.

ADVERTISING EXPENDITURES*

	1978
Newspapers	$52,000
Magazines	3,628,000
Spot tv	3,847,000
Network tv	23,053,000
Spot radio	178,000
Network radio	1,712,000
Outdoor	7,000
Total measured	32,477,000
Unmeasured	3,705,000
Total	36,182,000

*Company figures

ADVERTISING EXPENDITURES**

	1978	1977
Newspapers	$1,265,800	$52,000
Magazines	2,734,600	3,769,500
Spot tv	5,253,300	4,079,100
Network tv	23,447,800	24,535,800
Spot radio	264,100	79,000
Network radio	1,869,000	795,160
Outdoor	1,400	6,600
Total measured	34,836,000	33,281,900
Unmeasured	1,346,000	2,820,100
Estimated	36,182,000	36,102,000

*From AA's customary sources

MORTONNORWICH

NORWICH-EATON PHARMACEUTICALS

MARKETING PERSONNEL

R. G. Boulton, president
F. M. Ault, professional & trade relations

MAGNAVISION
...THE WORLD ON A SILVER PLATTER

North American Phillips' Magnavox products received more than $7,000,000 in measured media spending, including print ad support for its Magnavision

CONSUMER PRODUCTS GROUP

MARKETING PERSONNEL

Ian T. W. Tosh, vp, gen mgr
James D. Hartsfield, sales director
James G. Clegg, field sales mgr
D. M. Howard, Robert O. Watson, S. A. Werner, J. Zweig, product mgrs.
D. R. Callahan, asst product mgr
David Parsons, new products mgr

ADVERTISING AGENCIES

Benton & Bowles, New York—Pepto-Bismol, Encare, Unguentine, NP-27, Jeneen—J. Boyd, mgmt super; K. Umansky, acct super.

James Neal Harvey Advertising, New York—Norforms, Chloraseptic—M. Byrne, vp-mgmt rep.

PROFESSIONAL PRODUCTS GROUP

MARKETING PERSONNEL

D. R. Lee, vp, gen mgr
J. P. Shea, sales director
John Sylvester, field sales mgr
J. Terrell, new products planning mgr
R. Hillman, mktg mgr
L. R. Pitzer, T. R. Franck, senior product mgrs
F. S. Wilson, W. R. Burns, product mgrs
R. J. Lauenstein, director of professional services

ADVERTISING AGENCIES

Lavey/Wolff/Swift, New York—ethical pharmaceutical products—Doug Brown, acct super.

Shaller-Rubin Associates, New York—ethical pharmaceutical products—Mel Rubin, chairman; Jennifer DeLellis, acct exec.

NORWICH INTERNATIONAL MARKETING PERSONNEL

W. D. Davies Jr., president
D. L. Heine, vp-commercial devel
R. L. Jackson, new products mgr
M. D. Koopman, adv mgr

ADVERTISING AGENCIES

Lavey/Wolff/Swift, New York—ethical drugs—H. Townsend, acct super.

Van Brunt & Co., New York—consumer products—R. B. Barker, acct super.

TEXIZE

MARKETING PERSONNEL

J. F. Mayer, president
W. D. West, vp-mktg
G. E. Mercer, dir of mktg
D. D. Smith, dir of new business devel
W. B. Miller, dir of mktg research

ADVERTISING AGENCIES

Henderson Advertising, Greenville, S.C.—R. W. Callahan Jr., vp-mgmt super.

Liller Neal Weltin, Atlanta—R. Hemsley, senior vp.

McCaffrey & McCall, New York—M. R. Bowen, senior vp.

MORTON SALT

MARKETING PERSONNEL

J. M. Kolbas, president
C. F. Abel, vp, sales & mktg
R. L. Pierobon, vp, industrial/chemical sales & mktg
C. Gardner, vp, planning and mktg services
D. J. Baloun, mktg director
J. M. O'Connor, sales director
D. F. Bowey, consumer mktg director
M. A. Eikleberry, industrial/chemical mktg director
D. B. Nilson, highway mktg director
R. W. McDonald, communications director
L. T. Kozon-Mattes, mktg rsch director
J. E. Flurry, mktg services mgr
J. Spink, genl mgr, scientific products
G. C. Anderson, L. A. Koller, P. Kothe, J. M. Page, J. R. Pfeil, D. M. Strietelmeier, product mgrs

ADVERTISING AGENCIES

Needham, Harper & Steers, Chicago—R. P. Laven, vp-senior acct director; A. W. Mitchell, G. T. Mrkvicka, acct execs.

Medicus Communications, New York—R. Hanbury, acct dir.

MORTON CHEMICAL

MARKETING PERSONNEL

R. C. Hyndman, president
W. E. Micheel, group vp-packaging products, chemical specialties, industrial adhesives
R. B. Covalt, group vp-dyestuffs-petro and industrial dyes, petroleum & industrial commodity chemicals, brine chemicals
R. B. Kron, vp-div services, administration, strategic planning, new products devel
A. Seiling, genl mgr-thermoset moulding compounds
D. R. Woelffer, sales mgr-thermoset moulding compounds
T. E. Nowakowski, mgr-dyestuffs
W. M. Hall, product sales mgr-dyestuffs
R. Berry, product sales mgr-industrial dyes
J. J. Fuerholzer, mgr-industrial adhesives
R. T. Zamis, sales mgr-industrial adhesives
T. R. Moorer, mgr-commodity & brine chemicals
B. M. Garner, mgr-chemical specialties
P. L. Weyna, director-new product devel
K. S. Treviranus, mgr. organic specialties

ADVERTISING AGENCY

Sander-Allen Advertising, Chicago—D. D. Smith, mgr-new business devel; C. A. Tornabene Jr., product devel mgr; W. E. Jenkins, associate product devel mgr.

Nabisco Inc.

Sales§	$2,197,300,000	$2,073,278,000
Earnings§	101,553,000	78,016,000
Advertising*	90,900,000	88,300,000**

§Worldwide
*AA estimate **Revised

Nabisco Inc., East Hanover, N.J., the 43rd largest national advertiser last year increased its U.S. advertising and promotional spending to $90,900,000 in 1978, up about 3% over the previous year.

Although it does not include certain of the unmeasured spending criteria ADVERTISING AGE uses in its estimates, Nabisco reported a worldwide media ad spending figure of $95,568,000 last year, an 8.3% increase over 1977. The company also reported that its advertising-to-sales ratio worldwide increased to a level of 4.4%.

Nabisco had record results in 1978, with sales up 6% to $2.2 billion and net earnings surpassing the $100,000,000 mark for the first time, totaling $101,553,000. This was a 30% increase over year-earlier figures.

■ Network television was Nabisco's single largest advertising expenditure for the year. The company spent 73% of its total measured ad budget on network tv in 1978, compared to 65% of the total budget in 1977. (However, the 1978 dollar amount was 11.5% less, due to over-all cuts in measured media spending.)

About 60% of Nabisco's total sales volume is derived from sales of cookies and crackers from its biscuit division, the largest part of the company's U.S. food operations, which also include the special products, confectionery and food services divisions as well as Freezer Queen Foods.

Over-all, the U.S. food operations achieved record sales of $1,412,100,000 in 1978, a 7.8% increase.

In the face of a cookie market that was hurt by rising costs for chocolate and other ingredients, Nabisco credited its frequent promotions and increased cookie advertising with effectively offsetting the negative impact of higher prices.

The company launched a new advertising campaign—"Nabisco—America's Cookie Jar"—in the spring of 1978 to stimulate the market, and plans to use it again in 1979.

■ The cracker market continued to grow and Nabisco had its most successful snack cracker introductions in 1978 for Chippers and Dixies Drumsticks brands. The company also began national distribution of a new snack food line packaged in foil bags, in a move aimed at penetrating the potato and corn chip section of supermarkets. This included brands that were previously boxed, like Mister Salty pretzels and Diggers, Korkers, Chipsters and Flings snack products. Nacho Tortilla Chipas were also added.

The biscuit division invested about $19,363,600 in measured media in 1978, down slightly from 1977 spending despite the bigger outlays the company made for crackers and cookies.

Among the categories leading advertised brands in the biscuit division were Nabisco crackers, $6,849,300; Nabisco cookies, $4,821,700; Triscuits, $3,085,200; Premium Saltines, $1,954,300, and Ritz crackers, $1,798,700.

■ Other leading measured media spenders within the U.S. food operations were in the special products division. They included Milk Bone dog biscuits, $3,673,900; Nabisco Shredded Wheat, $3,317,300; Cream of Wheat cereal, $2,227,200; Team Flakes cereal, $1,505,500; Nabisco Tuna Twist Salad Mixes, $1,265,700, and Flavor Snack dog biscuits, $1,062,300.

Nabisco says it has developed a sophisticated testing system to measure sales accurately by testing a very small sample of the total market. Products from the U.S. food operations that were test marketed in 1978 included Morning Power hot cereal, via Ted Bates & Co. agency, and Brown Edge sandwich cookies, Peanut Brittle cookies, Apple Crisp cookies, and Wheatsworth Stone Ground wheat crackers, all via William Esty Co.

■ Compared with its money-making biscuit division, Nabisco spent significantly more to advertise its pharmaceutical and toiletry products, which had a combined flat year in sales and earnings.

Of 20 individual products Nabisco spent more than $1,000,000 to advertise last year, nine came from the toiletries and pharmaceutical operations. This included the brand Nabisco spends the most to advertise, the Geritol line of iron and vitamin supplements.

Nabisco spent a total of $15,809,500 in measured media advertising for Geritol products last year, including the new Geritol Mega Vitamins.

■ It also put $5,517,600 behind the Rose Milk line of skin care products, the brand Nabisco blamed for the decline in sales and earnings of its toiletry products from 1977 levels. Increased competition hurt Rose Milk sales and earnings, but the company said it will continue to aggressively merchandise the brand.

Other brands in the pharmaceutical and toiletry division that Nabisco spent more than $1,000,000 to advertise included P.V.M. high protein powder (a diet aid), Sominex sleeping pills, FemIron tablets, Aqua Velva aftershave, Vivarin stimulant tablets and Serutan laxatives. Toiletries and pharmaceuticals are sold primarily through Nabisco's J. B. Williams Co. Inc. division.

■ New toiletry and pharmaceutical products introduced during 1978 included Aqua Cologne, a men's fragrance, kicked off with a $1,000,000 ad blitz in May, and the Acu-Test in-home pregnancy test, believed to have been the first such product to be advertised on television. Parkson Advertising, a J. B.

Williams house agency, handled both.

ADVERTISING EXPENDITURES

	1978	1977
Newspapers	$ 2,951,400	$ 2,879,200
Magazines	5,462,600	4,372,600
Spot tv	11,947,200	12,080,500
Network tv	56,506,100	63,024,600
Spot radio	450,100	357,000
Network radio	67,200	000
Outdoor	2,900	30,800
Total measured	77,387,500	82,744,700
Unmeasured	13,512,500	5,555,300
Estimated total	90,900,000	88,300,000

NABISCO INC.

MARKETING PERSONNEL

W. L. Abbott, vp. communications
Lou Rubinacci, mgr. media services

BISCUIT DIVISION

MARKETING PERSONNEL

J. Maxwell Enock, director, mktg. biscuit div
John DiBlasio, group brand mgr. cookies
William Stuart, group brand mgr. crackers
Dan Bonardi, adv mgr
Mel Perlmutter, director-mktg. snack foods

ADVERTISING AGENCIES

William Esty Co., New York—crackers, cookies and snacks—Jeff Greene, mgmt super; John Hughes, acct super; Stever Aubrey, mgmt super, snack foods.

Parkson Advertising, New York—crackers—James Bernegger, director, client services

SPECIAL PRODUCTS DIVISION

MARKETING PERSONNEL

Sam Haines, vp. mktg
Ruth Brodsky, group brand mgr. hot cereals, Dromedary products
Steve Wilkerson, group brand mgr. ready-to-eat cereals
George Erfurt, group brand mgr. pet foods
Bob Bartz, director, mktg. protein foods

ADVERTISING AGENCIES

Ted Bates & Co., New York—ready-to-eat and hot cereals, Dromedary products—Gary Boyle, mgmt rep; Norman Allen, acct director; Arnold Schwartz, acct super.

William Esty Co., New York—pet foods, protein foods—Stever Aubrey, senior vp; John Scott, acct super.

CONFECTIONERY DIVISION

MARKETING PERSONNEL

Ned Bjornson, exec vp

ADVERTISING AGENCY

Arnold & Co., Boston—Larry Green, acct super.

FOOD SERVICES DIVISION

MARKETING PERSONNEL

Jack Mitchell, vp. mktg
Don Winters, group mktg mgr. food service products
Andy Brain, group mktg mgr. vending & resale products

ADVERTISING AGENCY

The Food Group, New York—Don Axelrod, president

FREEZER QUEEN FOODS

MARKETING PERSONNEL

Burt Grossman, vp. mktg services
J. M. Kenney, director, new products

ADVERTISING AGENCY

DiIorio/Wergeles, New York—Don Wergeles, acct super

J. B. WILLIAMS CO.

MARKETING PERSONNEL

Morton Novick, exec vp. mktg & sales
Michael Santacroce, vp. director of sales
Dean Heitler, vp. toiletries mktg
Theodore Styne, vp. pharmaceutical mktg

ADVERTISING AGENCY

Parkson Advertising, New York—Geritol, Sominex, Serutan, Zarumin, Aqua Velva, AV Silicone, Rose Milk, 'Lectric Shave, Williams shave creams, Conti shampoos, Kreml hair preparations, Nikoban, Redwood, FemIron, Vivarin, Ace combs, 5-Day deodorants, Mon Triomphe and Williams advertising in Canada, Mega vitamins, Acu-Test, P.V.M.—Albert Kestnbaum, chairman; Philip Agisim, president.

ASSOCIATED PRODUCTS

MARKETING PERSONNEL

Sidney Merrians, president, Everlon Fabrics Corp.
Noel Levine, president, Hygiene Industries

Nestle Enterprises

	1978	1977
Sales	$1,306,000,000	$1,250,000,000
Advertising	77,919,300	71,300,000
Estimated by AA		

Nestle Enterprises, White Plains, N.Y., owned by Nestle, S.A., Vevey, Switzerland, is the 52nd largest national advertiser in the U.S. Nestle spent an estimated $77,919,300 in advertising in 1978, an increase of 8.6% over its 1977 expenditures.

Those ad totals include spending by The Nestle Co., White Plains, N.Y.; Libby, McNeill & Libby, Chicago, and The Stouffer Corp., Solon, Ohio. Nestle, Libby and Stouffer are wholly owned subsidiaries of Nestle Enterprises. Nestle Co. accounts for the major portion of the ad budget.

U.S. sales for all products made and marketed by Nestle Co. rose from about $1.25 billion in 1977 to an estimated $1.30 billion last year. The parent company's worldwide sales rose about 10% to about $11 billion in 1978. Net income, registered at about $350,000,000 in 1977, increased to approximately $420 million last year.

- The FIDCO and Food Specialties division introduced and expanded a line of cheese flavors under the Spectra label. Among the flavors included are two types of cheddar, Romano and Parmesan. Spectra chicken-type flavor sold industrially for use in various food applications, was also introduced.

Additionally, FIDCO makes hydrolized plant proteins, Rogers Cheese, Maggi products, FIDBITS, Flavo-Bits and Nestle Vee-Kreme.

Among the brand names included in the division's specialty food area are Crosse & Blackwell soups and sauces, Keiller imported marmalades and confectionary products, Maggi bouillons and seasonings and Kavli Norwegian crisp bread.

Nestle's measured media expenditures on its cheese brands fell to $721,000 in 1978 from $1 million the previous year. Broken down, the company spent $441,000 to promote Wispride cheese spreads, $38,700 to push Price's dips and $241,300 for Price's sandwich and snack spreads.

- As coffee prices reached a peak in 1977 and early 1978, consumption dropped. Then, in 1978, as prices started to fall, consumption increased and soluble coffee throughout this period increased its share of the total market.

Sunrise instant coffee mellowed with chicory, expanded into approximately 50% of the U.S. and was backed by nearly $10,000,000 in measured media spending, the most for any Nestle product last year.

Taster's Choice freeze-dried coffee continued to be a dominant factor in the freeze-dried category, outselling its nearest competitor by better than two-to-one. Nescafe instant coffee continued to promote its "world's largest selling" theme with continued high value coupons, consumers' premiums and network television.

Nestle's measured media spending in 1978 for its Taster's Choice freeze-dried and decaffeinated coffees amounted to $7,415,400, mostly in network television. Measured media spending for Nescafe instant and decaffeinated coffees came to $3,874,500, some $700,000 less than 1977 expenditures.

- In 1978, Nestle introduced single-serving packets of its Taster's Choice freeze-dried decaffeinated coffee.

The chocolate division continued to promote its "real chocolate" theme for its semi-sweet morsels, cookie mix and chocolate bars, despite escalating cocoa prices and generally flat sales of packaged candy products, according to wholesalers.

Go-Ahead crunchy peanut butter bar in milk chocolate was expanded to additional areas of the United States, marketed in about 20% of the country. Brownie mix and Blondie mix were introduced in test markets in Indianapolis and Milwaukee. Each of these products promotes the real chocolate theme. The Brownie mix is the only chocolate brownie mix with real chocolate, not just chocolate flavoring.

Nestle cookie mix introduced a reformulated product and repackaged the line from a pouch to a box. These changes substantially improved the brand's market position. The four flavors are chocolate chip, developed from Nestle's original Toll House recipe, sugar, peanut butter and a new flavor, oatmeal raisin.

During the year, the company spent over $3,500,000 in measured media dollars to promote its cookie mixes.

In 1978, Nestle spent $6,481,800 on the chocolate morsels; $2,370,000 on the $100,000 candy bar; $4,881,200 on Nestle's Quik; $3,074,400 to promote the Nestle's Crunch bar; $1,452,700 on its Cocoa mix, and $1,651,800 on the Nestle's Choco Lite candy bar.

As tea mixes continued to grow, so did Nestle's Nestea mixes which include Nestea iced tea mix, Nestea low-calorie iced tea mix and Nestea Light iced tea mix.

Nestea Light, a product introduced in 1977 to help meet consumer needs regarding dietary maintenance and consumer concern about saccharin, was expanded nationally.

Nestea brands were supported in 1978 with $4,857,200 in measured media spending, the lion's share going for network tv advertising of Nestea Instant tea.

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MARKETING PROFILES

Plans were made to go national on Nestle's two tea mix flavors, "lively orange" and "minty lime."

In 1978, the company also moved into test with Down Home lemonade flavored drink mix.

■ Souptime instant soup has become a successful entry into the instant soup market. In 1978, Souptime had over 30% of the $90,000,000 market. There are nine varieties in the line.

Nestle spent $4,791,000 in measured media last year to promote its instant Souptime soup, mostly in network tv. Souptime accounts for approximately one-third of the $100,000,000 instant soup market, according to Nestle.

Nestle LunchTime, a three-minute casserole for one, was expanded to major markets in the East and West last year. There are five flavors in the line. The product is packaged in a serving bowl and is made by adding boiling water.

■ Measured media spending for Libby, McNeill & Libby reached over $6,000,000 in 1978, more than half for Libby's canned fruits. Well over $3,000,000 was invested in network television and more than $1,000,000 for spot tv. Magazine spending reached the $1,000,000 mark while newspapers received only $192,000 in media ad money for Libby last year.

Stouffer Foods spent $8,717,400 in measured media advertising last year. Stouffer Frozen Entrees received $3,513,700 and Stouffer Frozen Pizza garnered $2,520,200. More than $7,000,000 went to spot television.

ADVERTISING EXPENDITURES

	1978	1977
Newspapers	$ 5,297,800	$10,461,000
Magazines	4,400,500	2,103,300
Spot tv	30,116,800	21,714,100
Network tv	36,866,100	35,684,700
Spot radio	584,200	810,000
Outdoor	133,800	35,400
Total measured	77,399,200	70,808,500
Unmeasured	520,100	491,500
Estimated total	77,919,300	71,300,000

NESTLE CO.

MARKETING PERSONNEL

P.D. Forsch, vp, mktg services
W.D. Yeager, mgr, adv/sales promo dept
S.H. Merry, adv mgr
I.S. Torbert, adv mgr
J.C. Smith, merch mgr
J.H. Burlick, sales promo mgr
R.J. Lauria, adv production mgr
H.J. Jendras, mkt rsch mgr
A.N. Dries, director, home economics/consumer services

CHOCOLATE DIVISION

W.I. Savel, vp-genl mgr
W.D. Bell, mgr, div planning
E.S. Roache, mktg mgr, bars/cookie mix
F.J. Arthofer, mktg mgr, grocery products
C.E. Krueger, group product mgr, bar products
V. Williams, group product mgr, Morsels, Choco bake
J.T. Caso, group product mgr, Quik, Hot Cocoa mix
A.J. Limata, product mgr, Morsels
N. Fitton, product mgr, Quik
R.P. Wennerholt, product mgr, Hot Cocoa mix
D.W. Frost, product mgr, Choco'Lite and $100,000 bars
C.A. Kallet, product mgr, regular bars
J.V. McConnell, product mgr, cookie mix
B.R. Bartlett, mgr, test mkt products
T.W. Fuchs, product mgr, distributor specialists/syndicate acct

COFFEE DIVISION

S.W. Phillips, vp, genl mgr
J.E. Thompson, mgr, planning & devel
J.T. Dono, mkt mgr, Taster's Choice
D.A. Groner, mkt mgr, Sunrise
T.R. McInerney, mkt mgr, Nescafe, Decaf
D.R. Bechtel, product mgr, Nescafe
M.W. Alcorn, product mgr, Sunrise
T.D. Pitcher, product mgr, Taster's Choice
J.C. Williams, product mgr, Decaf

TEA/CULINARY DIVISION

W.I. McGirr, vp, genl mgr
T.J. Tanski, mkt mgr, tea products
V.M. Federico, product mgr, Nestea 100%, Spec Tea Products
M.A. Mulholland, product mgr, Nestea lemon, Nestea Light
K.B. Murphy, mkt mgr, culinary products
S. Sennas, product mgr, Souptime
C.L. Davis, mkt mgr, instant meals
R.A. Hiera, product mgr, Special Projects
R.G. Schult, product mgr, Nestea Low Calorie, Nestea mix, flavors

WATER DIVISION

J.E. Cunningham, genl mgr
J.J. Kohles, mkt/sales mgr, Deer Park bottled water

CHEESE DIVISION

W.I. Savel, vp, genl mgr
M.C. Cronin, genl mgr
B.F. Weston, mkt mgr
C.R. Reynolds, group product mgr, new products
L.A. Maurino, product mgr, imported cheese products
K.S. Turner, product mgr, Wispride cheese
A.H. Lin, product mgr, Price's foods

FIDCO & FOOD SPECIALTIES DIVISION

H.B. Rogers, vp, genl mgr
V.K. Wipf, genl mgr, FIDCO
M.M. Bozzi, mkt mgr, cheese, yeasts, Vee-Kreme FIDCO
C.F. Chowenhill, mkt mgr, specialty foods
R.J. Huss, mkt mgr, Hydrolysates FIDCO
R.F. Mutter, group product mgr, Crosse & Blackwell, Maggi
B.D. Milan, product mgr, Crosse & Blackwell, Maggi
N.D. Santaniello, product mgr, imported specialties
B.J. Maloney, group mgr, government/contract sales
E.O. Elliott, mgr, government/contract sales
D.J. Donnelly, mgr, fund raising
L.J. Smith, mkt mgr, fund raising

FOOD SERVICE PRODUCTS DIVISION

L.D. Ledin, vp, genl mgr
C.M. Smith, mkt mgr
S.D. Augustus, product mgr, vending beverages
B.L. Gustaitis, product mgr, Taster's Choice, Everyday
J.J. Gagliardi, product mgr, Nestea Iced Tea mix, Hot Cocoa mix, Keen
J.F. Klett, product mgr, post & canned beverages

ADVERTISING AGENCIES

Leo Burnett Co., Chicago—Nescafe regular & decaffeinated, Taster's Choice regular & decaffeinated, Nestea instant tea products, Nestea canned iced tea, Morsels, Quik, bar goods, Nestle cheeses, Crosse & Blackwell products—W.S. Smith, mgmt director; E. MacDonald, acct super, coffee; Bill Summershield, acct super; J. McGowan, acct super, confectionery, cheese & specialty foods; M. Allen, tea & corporate new products

Case & McGrath, New York—Nestle cookie mixes, Decaf, Deer Park water—P. McGrath, president; D. Gilbert, super

N.W. Ayer ABH International, New York—Sunrise, Hot Cocoa mix, Souptime, new products—S. Mattison, mgmt super

Nestle Enterprises used Vincent Price and his wife to tout the company's instant Souptime soup.

Nissan Motor Corp. in U.S.A.

	1978	1977
Sales†	$10,437,488,000	$10,164,674,000
Earnings†	296,000,000	365,000,000
Advertising‡	61,492,200	57,000,000

†Worldwide; fiscal years ended March 31, 1979 and 1978; figures for 1977 restated to reflect current values of U.S. dollars and Japanese yen.

‡U.S. only, estimated by AA

Nissan Motor Corp. in U.S.A., Carson, Cal. (a subsidiary of Nissan Motor Co. Ltd., Tokyo), was the 65th largest national advertiser in 1978, with an ad expenditure estimated at $61,492,200, up about 8% from 1977.

In the fiscal year ended March 31, the parent company, Nissan Motor Co. Ltd., reported 1978-79 worldwide sales of more than $10.4 billion, up 2.7% from the $10.1 billion reported a year ago.

Net earnings for the year were down from year earlier figures, from $365,000,000 to $296,000,000, with the Japanese producer of Datsun cars and trucks manufacturing a total of 2,357,137 units (1.1% below fiscal 1977), 1,195,417 vehicles for domestic use and 1,161,720 for export to the U.S. and other overseas markets.

■ Nissan Motor Corp. in U.S.A., the distributor of Datsun cars and trucks, experienced an 11.4% drop in sales in calendar 1978, from 488,217 cars and trucks in 1977 to 432,700 units last year.

Management of the U.S. subsidiary attributes the reduced volume, following a record sales year in 1977, to a series of price increases caused by depreciation of the dollar.

But because of higher gasoline prices, which give Datsun's gas-thrifty economy cars an edge in today's market, and a major restyling of the Datsun line, Nissan sales executives are expecting an equally sharp rebound this year. They point to record sales set in each of the first six months of 1979 as evidence of a turnabout and better things to come.

Nissan's market share in 1978 amounted to 16.8% of import registrations in the U.S. The company ranks fourth in worldwide production behind General Motors, Ford and Toyota.

■ Datsun's 1979 model year saw continuance of its creative umbrella "We are driven," designed by agency William Esty Co. to distinguish Datsun from all other small cars and to establish Nissan as a manufacturer dedicated to quality workmanship and value.

Esty's promotional material for Datsun works the formerly unused Nissan logo into the Datsun commercial presentations, giving a higher profile to the corporate name of the parent. Several corporate ads placed by the parent company carried the line, "We are Nissan—the strength behind Datsun's growth."

Although "We are driven" continues as the primary theme on tv, radio and magazines, early 1979 saw the selective use of the "Datsun Saves" line of years past, reflecting expectations of the gasoline price hikes that were to come.

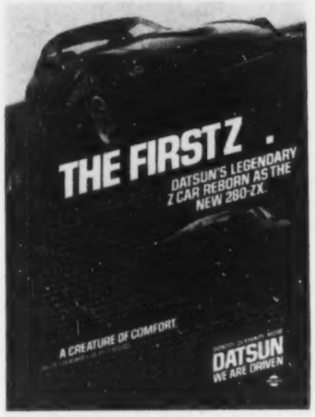
Datsun's 1979 ad campaign began with the announcement of a totally new economy 210 series consisting of hatchback, sedan and wagon as well as news of the all new Datsun 280-ZX.

The new Datsun 280-ZX' subtle refinements to the already classic "Z car" styling and its engineering innovations prompted *Motor Car* magazine to name it the "Import Car of the Year."

■ Along with these major new products, Datsun introduced a new high performance/luxury two-door sport coupe to complete the 810 series. It also continued to provide strong ad support to its successful line-up of small pickup trucks with emphasis on the King Cab model.

Close on the heels of this activity came the introduction of the all-new front-wheel-drive Datsun 310, the replacement for the F-10 series. Datsun ads position the 310 as an economical, well-appointed, fun-to-drive car with all the attributes of front-wheel-drive performance.

Going into 1979, Datsun's media plan called for the use of ABC-TV's "Monday Night Football" as the primary launch vehicle for its 1979 model introduction. Datsun's introduction of its new 310 was spearheaded by tv sponsorship of the hit motion picture "Rocky."



The Datsun 280-ZX, a refined version of the classic Z car, was named "Import Car of the Year" by *Motor Car* magazine.

The length of these tv properties permitted insertion of 60-second spots promoting full-line "Datsun Quality" and others set to the theme of "210 Economy and 280-ZX Awesome." Supporting these were 30-second "lifts" as well as separate 30-second spots for individual models within the car lines. The Datsun 310 was introduced with three separate 30-second spots.

■ Spot tv and radio selectivity continued to be refined with a gradual increase in sports franchises. But network tv accounted for the biggest gain in the 1978 ad budget, from $16,543,500 in 1977 to $19,310,900 last year. Network radio, unused the previous year, represented an expenditure of $111,200 in 1978.

Datsun's commitment to the college market, with its distribution of over 1,000,000 student Travel Guides to over 180 colleges, took an added dimension with the presentation of the Datsun Focus Film Competition Awards. The awards were made to college level students involved in the art of film making.

ADVERTISING EXPENDITURES

	1978	1977
Newspapers	$4,365,900	$6,328,000
Magazines	6,350,200	7,664,700
Spot tv	13,840,600	12,836,700
Network tv	19,310,900	16,543,500
Spot radio	7,834,000	5,780,000
Network radio	111,200	—
Outdoor	179,400	201,300
Total measured	52,292,200	49,354,200
Unmeasured	9,200,000	8,645,800
Estimated total	61,492,200	57,000,000

MARKETING PERSONNEL

R.B. Kent, vp-mktg services
J.M. Opre, adv director
W. Schuh, sales promo merch mgr
J.C. McDonnell, natl pr mgr
R.L. Kimzey, adv programs mgr
C. Briggs, media planning mgr
D. Finley, dealer adv mgr

ADVERTISING AGENCY

William Esty Co., New York—all Datsun vehicles—George Beech, mgmt super

North American Philips Corp.

	1978	1977
Sales	$2,184,011,000	$1,916,761,000
Earnings	68,034,000	61,241,000*
Advertising	42,100,000	44,000,000

*Restated

North American Philips Corp., New York, the nation's 79th largest advertiser, trimmed its advertising 4% to an estimated $42,100,000 in 1978.

Sales increased by $267,250,000 or 14%, and earnings by $6,793,000 or 11% from 1977.

Consumer electronics products, principally sold under the Magnavox name, gained by $55,624,000 to $379,191,000; electrical consumer products, consisting of Norelco personal care products, home appliances and lighting products were up by $54,162,000 to $359,918,000; sales of additional consumer products and services, including brush products, furniture and musical instruments rose by $21,694,000 to $276,456,000.

Also on the rise were electrical and electronic components, professional equipment, and chemical and pharmaceutical products.

■ Magnavox products' measured spending totalled $7,488,800, up $312,000; more than $5,000,000 backed color tv sets. Multiproduct advertising accounted for $617,400 in spot and network tv.

The color tv-radio-phonograph combo unit was allocated $743,100 for tv time. Magnavox invested $536,500 in measured spending for its videotape systems, primarily in spot tv, with $148,500 going into magazines.

Competitive pressures from South Korea and Taiwan imports depressed color tv profit margins in 1978. A trade agreement with Japan alleviated the import problem from that nation. An agreement completed early this year with South Korea and Taiwan limits the number of imports from those countries through June, 1980, when the Japanese pact also expires.

The Philips/MCA optical videodisc player entered the Atlanta market in mid-December and Seattle in May. An optical, laser beam system using LP-type grooveless records, the disc is expected to be national in 1980. MCA's Disco-Vision has a catalog of scores of movies for the disc, from Universal's "Jaws" to Paramount's "Saturday Night Fever."

■ Within the volatile home videogame business Magnavox introduced the Odyssey^2 computer videogame system, featuring a 49-position alpha numeric keyboard which users can use for beginning computer programing, as well in a wide variety of electronic games.

Magnavox held an estimated 17.5% share of the home videogame market. The company invested $259,300 in measured spending to advertise Odyssey, all in spot tv.

Two new videocassette recorders were introduced last year: A leader model with a fixed timer for start and stop at preselected times and a high-end programable Touch-Tune model permitting the user to preset the vcr for unattended recording of desired tv programs up to seven days in advance, including four separate channel changes. A new low-cost video sound camera joined the vcr accessory line.

Eight new console stereo units were introduced and the entire modular stereo line was restyled by Magnavox, which experienced a slight decline in console stereo market share. Magnavox supported its stereo consoles with $268,500, all in magazines.

Two new portable and table model radios were introduced, as were clock radios and radio cassette players, a new turntable series, Project 7, and a new line of U.S.-manufactured audio receivers.

■ Norelco cord and rechargable Silver Rotary Razors, introduced in late 1977, remained the best sellers in that category. Sales and market share for the Norelco razor line again reached record levels, with the cord adjustable Rotary Razor again the leading brand.

Norelco invested $8,032,700 in measured spending alone to advertise its electric and cordless shavers, including $7,098,800 in network tv. An additional $122,200 was invested in magazines for the cordless shavers only.

The Norelco Curly Q mist styling wand continued as the leading seller in the market. A smaller Gotcha Gun hair dryer and a compact Curly Q with retractable curling iron and dual voltage are due this year. Norelco invested $399,600 to advertise its hand-held dryers, all in spot tv.

A strong p.o.p. campaign for Norelco coffee makers contributed to its sales increase. Express, a one-to-four-cup unit that also makes espresso, was added to the product line in 1978. Norelco put $1,157,000 in advertising behind its coffee makers, using spot and net tv.

- A $5 rebate program for Norleco's Toaster Range helped boost its sales and market share last year when Norelco invested $737,700 in Toaster Range tv advertising.

Meanwhile, sales of Norelco's mini fast-food appliances were hurt by a lessening of consumer demand in 1978. Dial-a-Blade, a new six-position slicing disk accessory for the Norelco food processor was well received.

A total of $131,400 was invested in magazines for the Burger Cooker and $252,700 in spot tv for the Lickety Split ice cream maker.

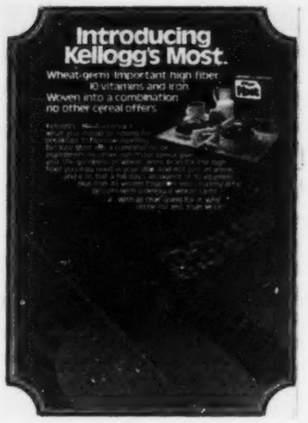
The distribution network for Norelco microwave ovens, broadened in 1978, is being further expanded in 1979. Measured spending totalled $115,000 in magazines for that line.

Norelco's Home Patrol security system, introduced last fall, was not marketed significantly until the first half of 1979. The $259.95 basic system ties together a network of wireless sensors attached to windows, doors and other points of entry. Additional sensors range from $30 to $58 each. Only $63,000, all in magazines, was invested in 1978 advertising for the system.

- A new GS600SR Genie garage door opener system in a carry-out package with do-it-yourself instructions was introduced this year. A total of $4,099,200 supported Genie last year, nearly all in spot tv.

New Norelco lighting products included an 18-watt Mini-Sox low pressure sodium lamp and 70 and 100-watt high pressure sodium lamps. Sales grew for the energy-saving Econo-Miser fluorescents. A $300,000-plus packaging and merchandising display program featured a promotional tie-in with Olympic star Bruce Jenner and the Special Olympics.

Sales of professional equipment gained 12% to $409,200,000. Earnings gains in the medical systems and government and industrial electronic equipment areas were more than offset by a provision for loss on the 1978 discontinuation of the company's data systems operations. Measured spending for Norelco dictating and transcribing equipment totalled $232,100, all in magazines.


Introducing Kellogg's Most.
Wheat-germ. Important high fiber. 10 vitamins and iron.
Woven into a combination no other cereal offers.

Kellogg's Most high-fiber cereal was its 1978 success story. The wheat cereal moved into national distribution in early 1979 after successful test marketing.

ADVERTISING EXPENDITURES

	1978	1977
Newspapers	$1,740,200	$1,605,300
Magazines	2,638,300	2,047,500
Farm publications	135,700	137,300*
Spot tv	10,890,200	11,942,100
Network tv	11,297,700	11,946,100
Spot radio	327,400	150,000
Network radio	—	233,200
Outdoor	1,000	6,900
Total measured	27,020,500	28,068,400
Unmeasured	15,179,500	15,931,600
Estimated total	42,100,000	44,000,000

***Listed under Thompson-Hayward Chemical Co.**

CORPORATE MARKETING PERSONNEL

J. Richard Gonzalez, adv director
Albert Ruttner, pr director

CONSUMER PRODUCTS DIVISION

MARKETING PERSONNEL

Richard Q. Kress, president
John Grey, vp
Robert Parson, director of sales
Robert Moes, mgr/personal care group
Robert Liguori, mgr/microwave oven group
Patrick Campbell, mgr-appliance group

ADVERTISING AGENCY

McCaffrey & McCall, New York—institutional, electric razors, home appliances, personal care products—Robert V. Graham, mgmt super; Jack Bloom, acct super; Harrell Lott, acct super.

MAGNAVOX CONSUMER ELECTRONICS DIVISION

MARKETING PERSONNEL

Kenneth C. Meinken Jr., president
Kenneth Ingram, senior vp, mktg & sales
Rita Hunter, adv director
Robert Jones, director, pr

ADVERTISING AGENCY

William Esty Co., New York—Don Rice, senior vp, acct services; Robert Crothers, acct exec.

Norton Simon Inc.

	1978	1977
Sales*	$2,428,797,000	$1,807,736,000
Earnings	115,814,000	101,773,000
Advertising	144,591,000	127,115,000

***Fiscal 1978 vs. Fiscal 1977**

Norton Simon Inc., New York, the 19th largest national advertiser, increased its advertising an estimated 14% in 1978 to $144,591,000.

NSI's revenues and net income again reached all-time highs, led by strong gains at Avis and Hunt-Wesson. Revenues for the first nine months of fiscal 1979 increased 14% to $2,007,115,000, while net income advanced to $90,140,000.

In NSI's food and food service operations, Hunt-Wesson achieved new sales and operating profits highs as a result of growth in its convenience food, food service operations and profit gains in its edible oil business. The gains came despite heavy competition faced by Hunt's tomato products.

- During the year, NSI further strengthened its corporate marketing organization with the addition of a new team of marketing directors at corporate headquarters headed by Randall W. Hackett, vp-marketing, who joined the company from ITT's Continental Baking division.

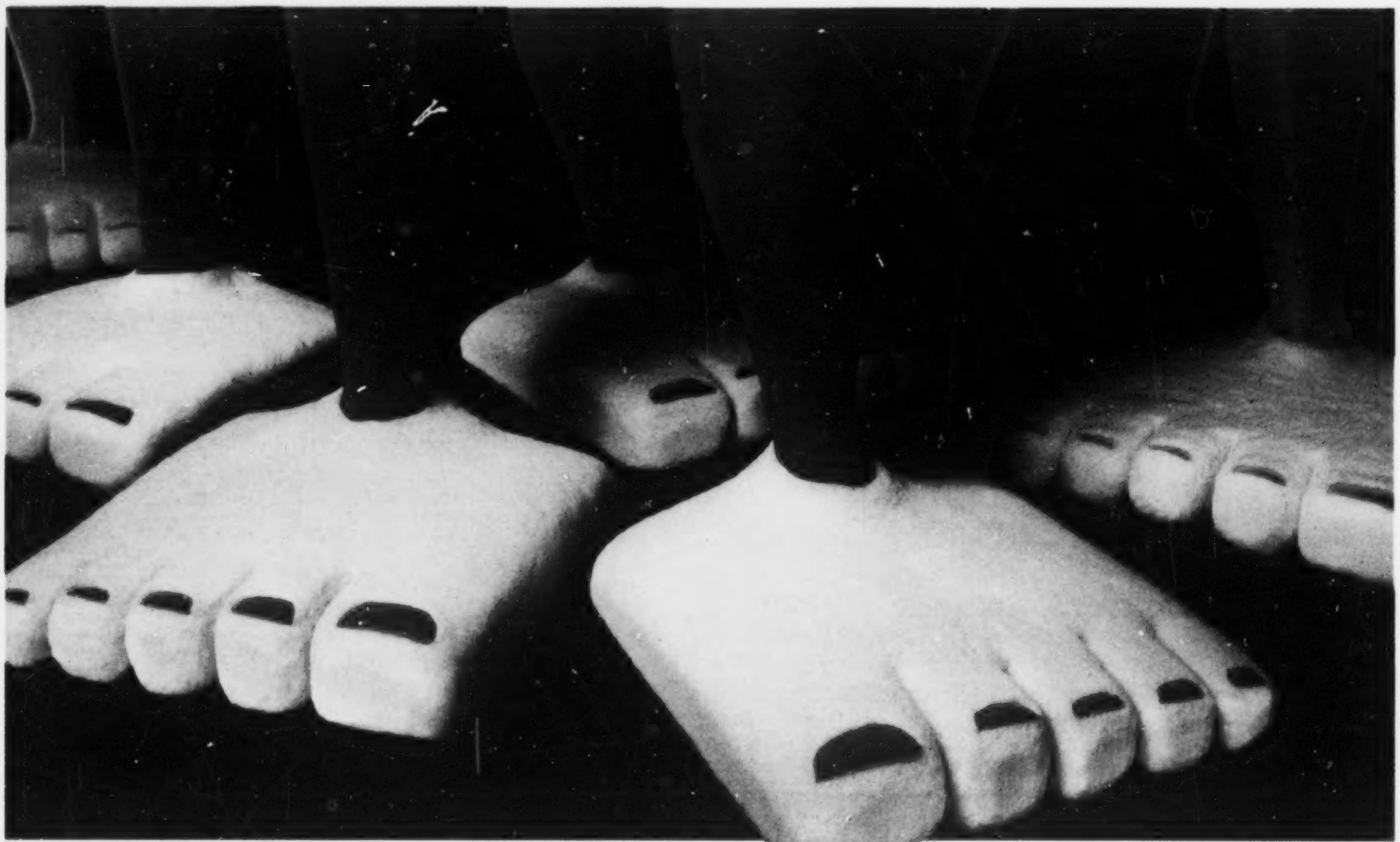
Marketing directors have been assigned to each segment of NSI's business—food and packaging, transportation and leisure, cosmetics and fashion, and beverages.

Advertising costs for Hunt-Wesson exceeded $36,000,000 in fiscal 1978, a $2,000,000 increase over the previous year's budget.

Hunt's Manwich Sandwich Sauce, Orville Redenbacher's Gourmet Popping Corn, and Wesson Oil were among the most heavily advertised Hunt-Wesson products, with measured media expenditures of $3,928,000; $4,697,300, and $4,615,100, respectively.

Hunt-Wesson spent $957,900 testing a 100% sunflower oil called Sunlite last year. Targeted to the health conscious shopper, the oil was tested originally in Denver and Seattle and will be in full national distribution by early 1980.

- A particularly successful campaign launched during 1979 was a promotion backed by tv and print called "Free for all." It reached 80% of U.S. households and offered



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consumers one free Hunt's tomato product with the purchase of three others.

Additionally, "Red Strategy" was developed to advertise and promote Hunt's tomato product line, using Tony Randall as spokesman.

▪ Benefiting from continued airline traffic growth, Avis, acquired in July, 1977, posted record revenues and earnings for the first nine months of fiscal 1979.

The U.S. Rent-A Car, Europe, Africa and Middle East divisions turned in especially strong performances. Growth in these markets was stimulated by both the high level of business overseas and a combined ad budget of $5,282,300.

Avis maintained its position as a leading company in the rent-a-car industry worldwide. Advertising expenses for the entire Avis network were approximately $20,000,000.

Avis' worldwide advertising and promotion relationship with General Motors, which became effective Sept. 1, 1978, has helped strengthen the company's market position. According to a company study, Avis was the only one of the three major companies to maintain its market share in the face of increased competition and heavy price discounting.

Despite the gas shortage this year, Avis reported that business was booming and that rentals were up during the fuel pinch. Industry sources said that the full tank of gas that comes with the car has become an important lure both to travelers and local drivers. During the shortage, Avis distributed brochures on fuel savings tips to help customers obtain the best possible gas mileage.

During the year, the company launched a campaign for its leasing segment in an effort to increase its share of a market that is not currently dominated by any leasing operation. The $1,000,000 campaign featured the theme, "We try harder in more ways than one." The truck rental and truck and car leasing segments are a growing portion of the company's operations.

Avis also moved off in a new marketing direction to capture a major share of the fast-growing leisure car rental market, while still seeking to improve market share among business travelers. In the campaign, Avis introduced "Supersaver" packages; a holiday rate, a weekend rate and a seven-day "see America" rate.

▪ Max Factor's measured advertising expenditures increased for the second consecutive year. Creams and lotions spent $518,300 in spot tv and magazines; lipstick, $185,300 in magazines and spot tv; Erace, $62,700 in magazines; eye makeup, $33,600 in spot tv; Geminesse creams and lotions, $59,000 in magazines; mascara, $235,400 in spot tv; multiproduct advertising, $15,700 in magazines, and nail polish, $33,800 in magazines and spot tv.

Measured advertising support dropped significantly for UltraLucent nail polish, lipstick and makeup with ad dollars for the line totaling $63,600, or 11% of the previous year's budget. Ad dollars subtracted from the UltraLucent support were undoubtedly added to the Maxi cosmetics campaign, initially launched in 1977. More than $935,000 backed the Maxi line in magazines. Network and spot tv shared the remaining $3,379,000 in eye and lip makeup billings.

Continuing support for the Maxi cosmetics line and basic makeup and fragrances categories, and the introduction of new or newly packaged fragrances and makeup lines accounted for the increase in advertising expenditures.

Last year Factor started national distribution of Whipped Creme cosmetics supported by a campaign that appeared in women's magazines nationwide. The line includes moisturizer, moist makeup, blusher and eye shadow.

Robert J. Kamerschen, who joined Norton Simon as a senior vp in January with extensive experience in sales, marketing and operations gained from prior posts as president of Chanel Inc. and Christian Dior Perfumes USA and vice president of marketing for Revlon, was named president and chief executive officer of Max Factor. He succeeded Dale Ratliff, former Revlon sales executive, who died suddenly in April.

▪ Somerset Importers sales and earnings moved up for the first nine months of fiscal 1979, due primarily to gains in volume and market share for Johnnie Walker Red and Black Label scotches and Tanqueray Gin.

The Black Label scotch was backed by a $2,314,900 print and outdoor budget plus a $304,000 magazine sweepstakes. The Red Label scotch was backed by a $3,670,600 print and outdoor budget plus a $412,700 newspaper and magazine contest. The $1,330,800 gin advertising was divided among magazines, newspapers and outdoor.

During fiscal 1979, Tanqueray Gin retail sales passed the annualized rate of 1,000,000 cases, joining 35 other domestic and imported spirits with annual retail sales of more than 1,000,000 cases.

Somerset Wine Co. appointed Avrett, Free & Fischer, New York, to handle new products, though most of the company's existing products are unadvertised.

▪ Canada Dry ginger ale and premium mixers maintained their leadership in the U.S. backed by $1,132,500 in magazines and $9,700 in outdoor. Canada Dry continued its support of Barrelhead Root Beer and Orange Spot, which were introduced into new markets in 1978.

Advertising and sales promotion spending increased for Canada Dry for the third consecutive year. In measured media, beverages divided $6,549,100 among spot tv, magazines, network tv and outdoor.

During 1979, Canada Dry launched its "2/3 of your drink" campaign in tv and print for all of its mixers. The campaign was responsible for about 66% of Canada Dry's ad spending and highlights the importance of the mixer to the taste of a drink.

Canada Dry also launched a campaign for its ginger ale urging consumers to "say goodbye to sweet soft drinks and hello to Canada Dry ginger ale." The new ad effort replaced its "Not too sweet," advertising campaign.

▪ As part of the $552,500 it spent in magazines in 1978, Canada Dry club soda aimed its ad efforts at Perrier sparkling water. The ads cited greater preference for the American water among several connoisseurs and used the headline "Au revoir Perrier" to needle the foreign marketer.

Diet beverages allocated $51,600 for spot tv advertising; tonic water, $580,000 for magazines; while regular and diet beverages spent $186,000 on spot tv.

Canada Dry introduced Wallaby Squash, a lightly carbonated lemon-flavored beverage in Kansas City this fiscal year. In bottles and cans, the entry has gotten $245,300 in tv, newspaper and coupon support.

Overseas, Canada Dry invested heavily in the Egyptian market, which attracted a myriad of soft drink marketers last year. The move was an effort to secure part of the 50,000,000 case-per-year Egyptian business.

Despite continued softness in the home sewing market, NSI's McCall Pattern Co. spent over

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MARKETING PROFILES

$1,500,000 in measured media for its sewing patterns. Cheryl Ladd and Jaclyn Smith patterns were added to the successful line of Marlo Thomas and Halston patterns.

Halston Enterprises maintained its fashion leadership in made-to-order and ready-to-wear lines, and continued its expansion in licensed designs for men's and women's apparel, bed linens, towels, sunglasses, luggage, carpets and women's handbags. A new division, Halston Sportswear, introduced its first line to the trade earlier this year for sale this fall.

ADVERTISING EXPENDITURES

	1978	1977
Newspapers	$4,707,600	$5,758,300
Magazines	16,339,100	14,872,700
Spot tv	14,400,300	12,506,400
Network tv	18,241,700	29,440,700
Spot radio	524,500	922,000
Network radio	12,200	196,700
Outdoor	2,285,000	2,370,800
Total measured	56,510,400	66,067,600
Unmeasured	88,080,600	60,074,400
Estimated total	144,591,000	127,115,000

NORTON SIMON INC.

MARKETING PERSONNEL

Randall W. Hackett, vp-mktg
Joseph W. Daly, director media
Peter S.P. Dimsey, mktg director, food & packaging
Albert W. Dold, mktg director, transportation & leisure
H.F. Kurz, director, cosmetics & fashion
John McMennamin, director, mkt rsch & new products
Arthur Ostrove, mktg director, beverages

AVIS INC.

MARKETING PERSONNEL

John Manton, corp vp, mktg
Gerald Swartz, mktg services mgr
Edwin Lamont, director, mktg, U.S. rent-a-car
George Mead, vp, adv, U.S. rent-a-car
William Proud, director, mktg, U.S. truck
Lawrence Mazur, director, mktg, U.S. car leasing
William Dix, director, mktg, Europe, Africa, Middle East
George Favacho, mktg mgr, Asia, Pacific

ADVERTISING AGENCIES

David Oksner & Mitchneck, New York—car leasing, used car sales, corp adv. Mitchell Siegal, vp, mgmt super; Tom Butters, acct super; Rick Cusato, acct exec.

Doyle Dane Bernbach, New York—rent-a-car—Allen O. Pando, group senior vp; Lawrence J. Iannuzzelli, senior vp, mgmt super; William F. Mattes, acct super; Richard Van Winkle, acct exec.

MAX FACTOR & CO.

MARKETING PERSONNEL

Maurice Weiss, exec vp, mktg/U.S. division
Jane Lewis, senior vp, creative services
Bob Bauman, vp, mktg, fragrances
Jerry Crosby, vp, mktg, Max Factor fragrances
Carol Corbett, vp, creative director
Stewart Brown, adv director
Gerald Kern, exec vp, U.S. sales

ADVERTISING AGENCY

Wells, Rich, Greene, New York—Max Factor & Co.—Gene Taylor, senior vp, acct group head.

SOMERSET IMPORTERS LTD.

MARKETING PERSONNEL

Stuart L. Sax, senior vp, mktg
Vincent S. Machi, vp, mktg services
Ernest Feldman, vp, group mktg director
Roger Slone, vp, group mktg director
Richard F. Vreeland, vp, group mktg director
Richard J. Wonsik, vp, group mktg director
Marilyn C. Jerome, brand mgr
James F. Mullahy, brand mgr
Frank A. Muller, Anthony Palmisano, Robert P. Saunders, Albert J. Wagner, brand mgrs
Allen M. Friedman, director, creative services
Margaret E. Barrington, mgr, trade & pr
Pat Cartolano, mgr, mktg admin

SOMERSET WINE CO.

MARKETING PERSONNEL

Terrence D. Clancy, president
William J. Deutsch, vp, natl sales mgr
Joel S. Silber, director, planning

ADVERTISING AGENCIES

Smith/Greenland, New York—Johnnie Walker Red Label scotch, Johnnie Walker Black Label 12-year-old scotch, John Begg Blue Cap and John Begg Gold Cap 12-year-old scotch, Tanqueray gin, Mandarine Napoleon liqueur, Hine cognacs. Murray Platte, exec vp, mgmt super; Henry Wenthen, vp, acct super.

McDonald & Little, Atlanta—Old Fitzgerald, Cabin Still, W.L. Weller, Rebel Yell bourbons, Canada Dry bourbon, Canada Dry gin, Canada Dry vodka, Aalborg akavit, Johnnie Walker Swing scotch, Crawford's scotch. Oliver Kiss, mgmt super; R. Maddock, acct super.

Avrett, Free & Fischer, New York—San Martin premium California wines, Alexis Lichine French wines. Keith Fischer, mgmt super; Peter N. Murray, acct exec.

HUNT-WESSON FOODS

MARKETING PERSONNEL

Albert J. Crosson, exec vp
William J. Kissell, vp, consumer mktg
James F. Frawley, director of mktg, convenience foods
E. Richard Sieminski, mktg director, tomato products
James M. Myers, mktg director, oil products
Marc Feidelson, director, adv services
Joseph E. Potocki, director, merch sales
Robert H. Knies, mgr, graphic services
William Barnes, director, mktg rsch
G. Sterling Brady, mgr, sales forecast planning
William E. Luna, vp, genl sales mgr
David Hopwood, vp, foodservice sales & mktg
Dale D. Hardner, director, mktg devel

ADVERTISING AGENCIES

Botsford Ketchum, San Francisco—Hunt Wesson Snack Pack, Manwich, Orville Redenbacher's Gourmet Popping Corn, Big John's Beans 'n Fixins, Hunt's ketchup, Hunt's tomato paste, Hunt's tomato sauce, Prima Salsa spaghetti sauce, other tomato products. Robert Kroyer, Richard Edler, mgmt supers.

BBDO, New York—Wesson Oil, Sunlite, Snow-drift shortening, Pfeiffer Foods. Richard Bonnette, mgmt super.

Foote, Cone & Belding/Honig, Los Angeles—Reddi-Whip, Wesson Buttery Flavored Oil. Flagg Taylor, acct super.

CANADA DRY CORP.

MARKETING PERSONNEL

Arthur E. Wilen, president, U.S. operations
Francis I. Mullin, vp, mktg
Edwin J. Ochmanek, vp, natl sales
John G. Clarke, mktg mgr, new products

CANADA DRY—CANADA

MARKETING PERSONNEL

John Bull, president
R.M. Brown, adv mgr
R.L. Segal, mktg director
N. Prefontain, product mgr, flavors
D. Neylan, product mgr, mixers

CANADA DRY INTERNATIONAL

MARKETING PERSONNEL

R.Q. Armstrong, president

ADVERTISING AGENCIES

Grey Advertising, New York—Canada Dry. Stewart Hegleman, mgmt rep. Thomas Kirmayer, mgmt super.

Foster Advertising, Toronto—Canada Dry Canada—Blair Campbell, acct exec.

Grey Advertising, Montreal—Canada Dry Canada. Lise Fortin, acct exec.

John Straiton & Partners, Toronto—C-Plus, Wink, Sport Cola. Ed Martin, acct group

HALSTON ENTERPRISES

MARKETING PERSONNEL

Michael Lichtenstein, managing director
Michael Pellegrino, mktg director

McCALL PATTERN CO.

MARKETING PERSONNEL

Robert L. Hermann, vp, sales & merch
Robert Gossett, vp, genl sales mgr
Joseph Nearby, vp, mktg

ADVERTISING AGENCY

Rosenfeld, Sirowitz & Lawson, New York—Peter Hine, exec vp, group head; Susanne McMillan, acct super; Ellen Parry, acct exec; Joyce Feirstein, asst acct exec.

Noxell Corp.

	1978	1977
Sales	$156,408,000	$137,628,000
Earnings	10,491,000	9,396,000
Advertising*	34,902,400	33,255,500

*AA estimate

Noxell Corp., Baltimore, the 90th largest national advertiser, is estimated by ADVERTISING AGE to have increased its advertising expenditure by only about 5% to $34,902,400 in 1978.

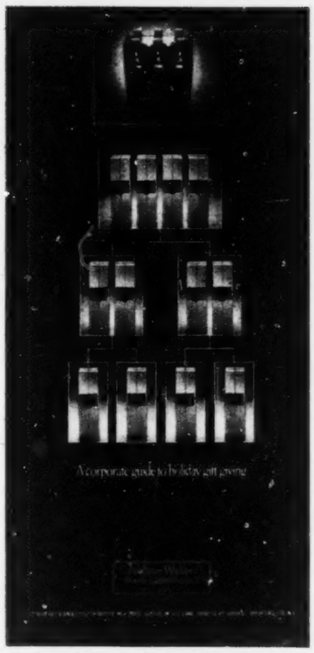
The marketer of facial makeup and skin cremes, as well as some household products, said sales climbed 13.6% to $156,408,000 while earnings increased 11.7%.

The company said that sales in its cosmetics division were strong and that every Cover Girl product increased its share of market figures. New makeup products included Cover Girl Professional mascara and Color-Matics eye shadow.

In the nail enamel category, which the Cover Girl line entered for the first time in 1977, spending was up sharply to $4,099,500 for NailSlicks, from $890,600 the previous year. In 1977, all ad dollars went into magazines, but in 1978 more than $3,000,000 was spent on net tv. The company said it doubled its introductory sell-in in 1978.

- Cover Girl makeup continued its dominance in liquid facial makeup, though ad spending was cut more than $2,000,000 to $7,457,300 in 1978. Cover Girl Moisture Wear, for women over 25, got $509,700, all in magazines.

Noxzema skin cream is said by the company to be "the most widely used product in the face cream and lotion category." Prices were increased again this year, but advertising held steady at $5,369,500 in measured media. Kathryn Crosby was introduced as spokeswoman for the brand in advertising to emphasize the importance of the mature woman as a customer.



Norton Simon Inc.'s Somerset Importers witnessed sales and earnings gains with the help of volume increases for Johnnie Walker Black Label.

After a year in test markets, Noxzema Antiseptic Skin Cleanser was launched nationally in the fall of 1978. It is a softening, but astringent, product geared to teens. Spending, all in magazines, from the fall to the end of 1978 was $193,000. "Tough on oil, but easy on your skin," is the ad theme.

Noxell's Lestoil is the No. 1 household cleaner in its marketing area, which covers most of the country east of the Mississippi. Advertising spending held steady at $1,616,500. A line extension of Lestoil was introduced nationally last year— Lestoil Deodorizing Rug Cleaner, which is geared to the pet-owning consumer. Spending was all in spot tv at the rate of $431,200.

- RainTree, a moisturizer in cream, lotion and concentrated formulas, continued its sampling efforts in its attempt to increase its share in a competitive area. Measured media spending was down almost $2,000,000 to $3,933,200, primarily going toward net tv.

In the eye makeup category, Noxell said 1978 was its best year since the introduction of the line in 1971. Cover Girl mascara added the new Professional entry with a "curl brush" to its product mix.

Mascaras got $4,553,500 in measured media spending, while other eye makeup was supported by $1,015,800 split between net tv and magazines. Another new product in this area was the Color-Matic cream-on eye shadow.

Noxzema medicated shaving cream dropped to the No. 3 slot in the market, as it was edged out by S.C. Johnson & Son's Edge. Noxell, in a move to counter Edge, introduced a new Anti-Friction cream-gel shave. It is described as a "gel that comes out foaming."

The company launched this product with a sexy spokeswoman known as Auntie Friction portrayed by Caroline Munro.

The campaign was discontinued in early 1979 due to ineffectiveness, the company said, but Auntie Friction also came in for some criticism from the National Federation for Decency. The shaving creams got $1,398,800 in spending in 1978, down slightly from the previous year.

ADVERTISING EXPENDITURES

	1978	1977
Magazines	$6,113,400	$6,555,700
Spot tv	3,591,400	3,821,300
Network tv	23,437,600	21,732,800
Spot radio	902,400	288,000
Newspapers	—	2,500
Total measured	34,044,800	32,400,300
Unmeasured	897,964	855,204
Estimated total	34,902,444	32,255,504

MARKETING PERSONNEL

George L. Bunting Jr., president
Marvin L. Hathaway, exec vp-domestic
R.G. Duke, vp-toiletry/household products mktg
F.J. Harrison, vp, cosmetics products mktg
R.H. Yeager, P.M. Troup, group product mgrs
E.H. Levering, vp-sales
D.J. Gallow, director of mkt rsch

ADVERTISING AGENCIES

SSC&B, New York—Noxzema skin cream, Cover Girl products, RainTree moisturizer, new products—T. Kirk Parrish, Elwood Gair, exec vps; Paul LaStayo, F. Stone Roberts, senior vps, John van der Kieft, Frank LaRonca, vps; Anastasia Vournas, acct. super; Dorothy Scourby, Emmy Lou Kelly, Cynthia Hurley, acct execs.

William Esty Co., New York—Noxzema shave cream (regular, menthol, lime and Wild Forest) new products—Richard van den Bosch, mgmt super; Steve Moynahan, acct super.

Foote Cone & Belding, New York—Lestoil, new products—James Guthrie, group mgmt super; David Kreps, mgmt super; Barbara Hill, acct exec; Maria Malone, acct coordinator.

Case & McGrath, New York—new products—Pat McGrath, president, acct mgmt, Gene Case, partner, creative director.

Scali, McCabe, Sloves, New York—new products, chili—Richard Roth, senior vp, mgmt super; Stuart A. Epstein, vp, acct super.

J.C. Penney Co.

	1978	1977
Sales	$10,845,000,000	$9,369,000,000
Earnings	276,000,000	290,000,000
Advertising*	125,000,000	100,000,000

*AA estimate

J.C. Penney Co., New York, the 27th largest U.S. advertiser, hiked its national advertising 25% from $100,000,000 to an estimated $125,000,000 in 1978.

The total includes an estimated $90,000,000 for catalogs, but does not include Penney's retail advertising for individual stores in local newspapers, estimated at $185,000,000.

Penney's over-all advertising spending worldwide in '78 came to $285,000,000, up about 27% from $224,000,000 in 1977. The worldwide figures do not include local newspaper spending.

Sales in 1978 rose 15.8%. Volume of $10.8 billion broke last year's record of $9.4 billion, but increased operating expenses pushed earnings down 4.8% to $276,000,000. Excluding sales of domestic supermarkets and five Italian stores, which were discontinued in 1977, sales increased 17.8% in 1978. In November, the chain set a monthly sales record of $1.01 billion.

- The chief contributors to the sales increase were full-line stores and catalog sales. Sales of full-line stores in 1978 were $6.6 billion, or 60.5% of total company sales. Soft-line stores generated $2.5 billion, 23.2% of company sales. Both full and soft-line units suffered profit margin erosion in 1978 as a result of increased operating expenses and higher markdowns.

Catalog sales rose 20% to $1.2 billion, surpassing last year's record of $1 billion. Of this amount, $970,000,000 came from sales through catalog centers in stores, while mail order and outlet store sales of $230,000,000 made up the remainder.

Color that looks wet, even when it's dry!
Cover Girl
NAIL SLICKS.
Color that strengthens

Noxell Corp. boosted spending for NailSlicks nail enamel, part of the Cover Girl line, by more than four times from '77 to 78.

Sales of Penney's Belgian operations rose 22% to $768,000,000 in 1978 from $625,000,000 in 1977. Belgian profits for 1978, in local currency and after the effect of currency translations, improved over 1977.

The Treasury Stores registered losses for the fifth consecutive year, despite a 24.6% increase in sales over 1977.

- Drug store sales climbed to $348,000,000, up 16.7% from $298,000,000 in 1977. Penney opened 42 new drug stores and closed six in 1978.

Combined net income for the insurance operations continued to set records, advancing to $22,000,000 from $15,000,000 in 1977. Improved underwriting experience in both casualty and life insurance are credited with the increase. The number of individual policyholders exceeded 1,000,000 by the end of 1978.

The three Treasury Stores in the Chicago area were slated for sale. Two were scheduled to close at the end of March, 1979. Three stores are thought to be too few to compete effectively in the large Chicago market area.

In 1978, Penney opened 28 full-line and 33 soft-line stores. Two stores were opened in Belgium and 42 drug stores were added to the domestic chain. In-store insurance centers were opened in 13 stores, bringing the total number of centers to 33. The first catalog distribution center to serve the West Coast opened in Reno, Nev., early in 1979.

- Expansion plans for 1979 include 37 full and 26 soft-line J.C. Penney stores, 36 drug stores and three stores in Belgium. Catalog sales centers are slated for 245 stores in California, Hawaii, Oregon and Washington. A sixth distribution center, located in Manchester, Conn., is under construction.

J.C. Penney main merchandise categories are women's apparel and accessories, men's wear, children's wear, leisure and automotive equipment, home furnishings and home improvement.

Since 1974, Penney's has been changing its marketing strategy from a private label, price-conscious general merchandiser to a more moderately priced, higher fashion department store. Special efforts have been made to appeal to the store's established clientele—80% of whom are female, rather than to attract a new type of customers.

Name brands and moderate price contemporary fashions have been added to attract the growing numbers of working women and to appeal to those women who buy menswear, children's wear and household goods at Penney's, but shop for their own clothing elsewhere.

- The Women's Fashion Program, which is geared to local trends and tastes, is now in 200 stores in 27 markets. An additional 200 stores are expected to join the program in 1979.

Last year marked the integration of the "This Is J.C. Penney" theme into all Penney advertising. The catch-all phrase reinforces the new fashion-conscious, contemporary image of the store. National campaigns, predominantly in network tv, continued to concentrate on value and price, as well as style.

Approximately 20% of Penney's 1978 ad budget went to fashion-oriented items. The Fox Shirt and Plain Pockets jeans continued to be featured in national television campaigns directed to young men.

National print campaigns backed Olympic shoes, Penney's line of sports footwear; stereo components; microwave ovens, and dishwashers. J.C. Penney, Celanese and Toni Silkwave shared the spotlight in a *Glamour* summer apparel ad, carrying "the Soft Life"

If Super Dennis can't wreck Super Denims, neither will your kids.

J. C. Penney continued its campaigns for Plain Pockets jeans, which are directed to young man.

as its theme line. *Co-Ed* readers were invited to a beauty makeover at J.C. Penney via a full-page color ad, supported by additional ads placed by participating cosmetics companies.

- Men's sportswear continued to be the single most heavily advertised product area, with $10,521,500 spent in measured media in 1978, almost double the 1977 figure of $6,392,400. The battery was again the most heavily advertised single product, backed by $7,025,100 in measured media.

Of Penney's $54,644,200 in measured media, $29,674,300, or about 53% of the entire measured budget, went to network tv. The allocations: $7,863,200 for men's sportswear, $5,776,700 for batteries, $2,900,800 for women's apparel, $3,330,700 for home entertainment and $272,000 for family shoes. An additional $2,031,900 was spent on spot tv advertising for miscellaneous items.

ADVERTISING EXPENDITURES

	1978	1977
Magazines	$3,932,300	$2,257,500
Spot tv	19,223,500	15,549,200
Network tv	29,674,300	18,940,500
Spot radio	740,700	—
Network radio	1,671,600	351,100
Outdoor	142,500	198,300
Total measured ..	55,384,900	37,296,600
Unmeasured	69,615,100	62,703,400
Estimated total ..	125,000,000	100,000,000

MARKETING PERSONNEL

Howard Evans, vp-director, corp mktg
William Johnson, vp-director pr
John Lucas, mgr, adv
James Boynton, mgr, media planning
Warren Parker, mgr, display
Thomas Fox, mgr, mktg devel
Dean Clopton, mgr, packaging & display
Robert Allen, mgr, display presentation
Tom Jewell, mgr, visual merch

ADVERTISING AGENCIES

McCaffrey & McCall, New York—natl adv—William J. Vieser, senior vp, mgmt super; Peter Seymour, acct exec; John Foristel, vp-acct super.

Wells, Rich, Greene, New York—J.C. Penney Financial Services—Bill Clement, acct exec; Marty Mitchell, asst group head.

PepsiCo Inc.

	1978	1977
Sales	$4,300,006,000	$3,649,291,000
Earnings ...	225,769,000	196,741,000
Advertising*	156,000,000	124,000,000

***Estimated by AA**

PepsiCo Inc., Purchase, N.Y., the 16th largest national advertiser, increased U.S. advertising about 26% in 1978 to an estimated $156,000,000.

PepsiCo's earnings rose 15% in 1978, to $225,769,000 from $196,741,000 in 1977. Sales for 1978 were $4.3 billion, topping the $4 billion mark for the first time and up 18% from $3.65 billion in 1977.

Pepsi-Cola, the country's second most popular cola and climbing, is the heart of this company's operations, which also include snack foods, sporting goods, food services and transportation.

With franchises added in Brunei, Liberia and Somalia, Pepsi-Cola is now available in 142 nations and territories outside the U.S. PepsiCo will be expanding its Pepsi-Cola plants in the Soviet Union from five to 10 as the result of an exchange agreement tied to increased sales of Russian Stolichnaya vodka in the U.S. Pepsi is the U.S. distributor of the vodka.

- Pepsi-Cola, which has an 18% share of the U.S. soft-drink market, compared with its archrival Coca-Cola's 25%, boosted its 1978 measured media spending for its cola to more than $33,000,000 from $24,410,000 in 1977. The bulk of this outlay was in network and spot television.

Other media spending was linked to tie-ins in an attempt to lure the youth market by promoting the show "Beatlemania," the movie "Grease" and a tv special starring Fleetwood Mac.

Under slight pressure from the National Advertising Division of the Council of Better Business Bureaus, Pepsi-Cola again agreed to revise its Pepsi "challenge" advertising. The revised ads were to state that "more people prefer Pepsi over Coca-Cola" instead of implying that those who preferred Pepsi were inveterate Coke drinkers newly swayed to the delights of Pepsi. The commercials have sparked some heated discussions on comparative advertising.

The Pepsi challenge spot is running in about 22% of the country.

- New to the corporate family of soft drinks in 1978, which also includes Diet Pepsi, Mountain Dew, Teem, Pepsi Light and On-Tap, was Aspen, an apple-flavored, low in carbonation soft drink. Aspen is designed to challenge lemon/lime as the leading noncola flavor.

The tv commercials for Aspen, which were created by Ogilvy & Mather, feature actor Patrick Wayne and former Miss USA Debbie Shelton with the theme "The new soft drink with just a snap of apple." Aspen was supported with $1,000,000 in media placement when it was test marketed in Los Angeles in mid-1978. A record $2,000,000 marketing campaign was behind Aspen when it was launched in Philadelphia earlier this year.

The Aspen introduction in Philadelphia was coordinated by J.M. Korn & Son, the Philadelphia-based advertising agency for local Pepsi bottlers.

While the company's "Have a Pepsi day" campaign went into its third year in 1978, there were agency changes for some of its other soft drinks. Pepsi rewarded its main agency, BBDO, with another piece of business, Pepsi Light, and added J. Walter Thompson Co. to the roster to handle Aspen, Teem and On-Tap.

Pepsi Light and Teem were previously at Scali, McCabe, Sloves, while Aspen and On-Tap were at Ogilvy & Mather. The brands were moved after Ogilvy took on the $14,000,000 Royal Crown assignment.

Billings on Pepsi Light are estimated at $4,000,000 as the company prepares to reintroduce the brand without sugar this year. Since its debut four years ago, the brand has been a reduced calorie but not a sugar-free entry. All of the brands assigned to JWT are either in test or in limited distribution.

As for BBDO, Pepsi wanted to reward the agency for what it called an excellent job without overloading the shop. BBDO already handles Pepsi, Diet Pepsi and Mountain Dew. Copy strategy for all the brands was to remain the same but new executions were to be created.

Pepsi was believed to be upset about having to remove Teem from Scali, McCabe since the brand, although still in limited distribution, has become the fastest growing soft drink in the U.S., according to Pepsi figures presented to bottlers at a convention in September 1978. The brand is promoted as "for the worst thirst." Scali had the brand

EYES WEST
...BIG APPLE

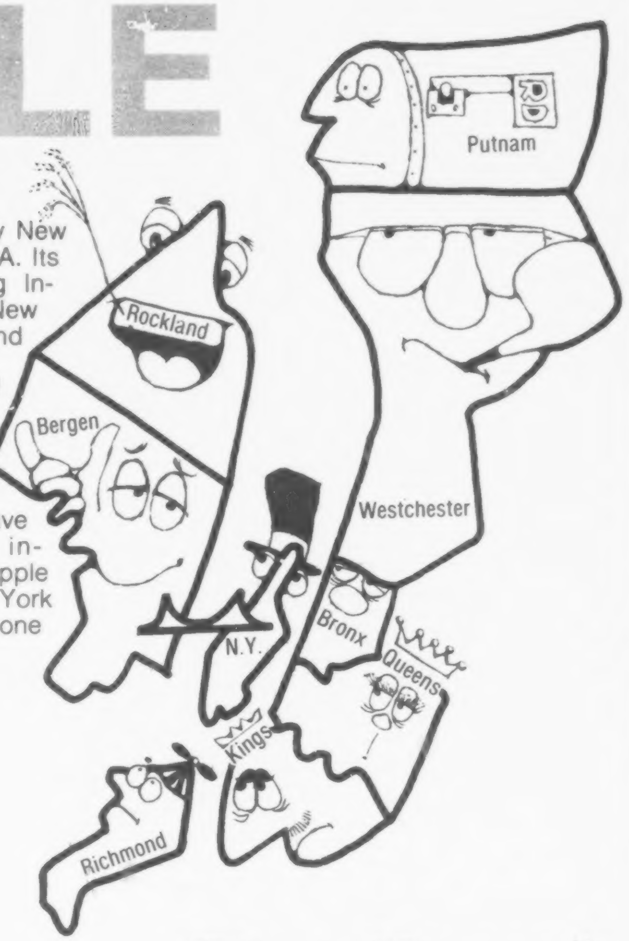
Keep your eyes on Bergen, the only New Jersey county in the New York SMSA. Its median household Effective Buying Income (EBI) is highest in the entire New York SMSA, and tops Nassau and Fairfield too!
Of course, The Record is the apple of Bergen's eye! It has more circulation in Bergen County — daily or Sunday — than all the New York City and Newark newspapers combined. And The Record's upscale readers have the highest median household income of readers of any major big apple newspaper — including The New York Times! For more information, phone (201) 646-4214.

New Jersey's Largest Evening Newspaper

The Record

National Representatives: Sawyer-Ferguson-Walker Co.

Sources: *S&MM 1979 Survey of Buying Power
ABC Audits, 1978
Simmons 1977 Study of the New York ADI



PASSAIC
ROCKLAND
BERGEN

since September, 1976.

PepsiCo's second most important category is snack foods marketed by Frito-Lay, which PepsiCo acquired in 1975.

Frito-Lay had record sales of more than $1 billion in 1978 and it was also the most successful year in Frito-Lay's history in terms of both volume and income.

Distribution of the new Fantastix snack was expanded, with introduction of the product into Chicago and Indiana in November, 1978. The company cautioned, however, that the expansion did not represent the start of a national rollout. Fantastix, a crunchy, french fry shaped snack, was backed by $428,100 in measured media spending, all of it in network and spot tv.

Doritos tortilla chips was the company's most heavily advertised snack product with $10,642,300 in media spending. Lays potato chips, the market leader, had an ad budget of $465,100.

■ In June 1978, PepsiCo widened its participation in the growing food service industry with the acquisition of Taco Bell, a major chain of Mexican food restaurants in the U.S. With the Pizza Hut merger in November 1977, PepsiCo now has a strong position in two of the fastest growing sectors of the food service industry.

The Pizza Hut system added 488 new restaurants in 1978, for a total of 3,710. Plans call for adding 400 more this year. Company-operated units rose by 297 to 1,958. Ad spending for Pizza Hut in 1978 rose to $13,517,600 from $9,060,000 in 1977. Despite the increase in advertising and the addition of new units, Pizza Hut's operating profit fell to $64,100,000 in 1978 from $73,600,000 in 1977.

PepsiCo attributed the earnings decline to "stiff competition and customer resistance to price increases." The company's Taco Bell restaurants were supported by $4,292,700 in ad spending. Taco Bell's current ad theme, "The Fresh Food Place," capitalizes on its use of fresh food products to prepare each menu item as ordered.

There is a possibility, though, that PepsiCo's acquisition of Taco Bell could backfire on the company's main product, Pepsi-Cola. According to reports circulating among fast-food people in California, the Coca-Cola sales force in the West is pointing out to Pizza Hut and Taco Bell competitors that if they serve Pepsi they're helping PepsiCo.

■ The Wilson Sporting Goods Co. subsidiary suffered another decline in earnings in 1978 with a loss of $7,500,000. Profits in 1977 were $16,400,000, down from $26,500,000 in 1976. Again in 1978, the company attributed the earnings decline to "the continued imbalance of supply and demand in the industry."

Golf sales were particularly soft in 1978, although the company's golf clubs were supported by $1,195,600 in ad spending, the most for any Wilson product. The company contended, though, that "Wilson's strong name and position . . . indicate a potential for favorable results when the sporting goods business does improve."

On the transportation front, which includes NorthAmerican Van Lines and Lee Way Motor Freight, profits increased 14% to $29,300,000 in 1978 from $25,600,000 in 1977. NorthAmerican Van Lines was able to respond to an increase in housing starts, appliance sales and office and home relocations, the company said.

They taste as good
as they crunch.

PepsiCo's Frito-Lay snack foods unit is its second most important category. Doritos chips is its most heavily advertised product, receiving over $10,000,000 last year.

ADVERTISING EXPENDITURES

	1978	1977
Newspapers	$1,738,800	$1,683,200
Magazines	1,725,500	1,510,600
Spot tv	46,588,300	40,305,100
Network tv	45,263,800	35,141,100
Spot radio	6,506,000	4,433,000
Outdoor	463,200	694,000
Total measured	102,285,600	83,767,000
Unmeasured	53,714,400	40,233,000
Estimated total	156,000,000	124,000,000

PEPSI-COLA CO.

MARKETING PERSONNEL

John Sculley, president
Ted Glover, senior vp, operations
Alan M. Pottasch, senior vp
Robert Sander, senior vp, field operations
Chris Hallenbeck, vp, mktg
Norman Sylvester, vp, adv

PEPSICO INTERNATIONAL

MARKETING PERSONNEL

Peter K. Warren, chairman
Robert H. Beebe, president
Alan Pottasch, senior vp
Richard Ahern, president, UBI
Cole McCombs, vp, mktg, UBI
John Corbani, vp, mktg services

PEPSICO FOODS INTERNATIONAL

MARKETING PERSONNEL

John Kickham, president
George Blake, vp, mktg

PEPSI-COLA BOTTLING GROUP

MARKETING PERSONNEL

Darrell L. Agee, president
John Pingel, vp, sales & mktg
David Mauer, vp, mktg

PEPSICO TRANSPORTATION

MARKETING PERSONNEL

Kenneth L. Maxfield, president, North American Van Lines
Jeremy Bernstein, vp, sales, PepsiCo Building Systems

WILSON SPORTING GOODS

MARKETING PERSONNEL

Richard J. Caley, president
Malcolm Candlish, senior vp mktg
Gus Lachenaver, senior vp, sales

FRITO-LAY

MARKETING PERSONNEL

D. Wayne Calloway, president
William Korn, senior vp
James Sappington, vp, sales
Roger Enrico, vp, mktg
John Cranor, vp, business devel
Brad Todd, director, mktg services
Bill R. Jones, adv mgr

PIZZA HUT

MARKETING PERSONNEL

Frank Carney, presdient
Graham Butler, group vp
Don McCullough, senior vp, mktg
Al DiMarco, vp, adv
Benton Silloway, vp, mktg

TACO BELL

MARKETING PERSONNEL

Robert L. McKay, president
David Stone, vp, mktg
Joyce Hackbarth, director, adv

ADVERTISING AGENCIES

BBDO, New York—Pepsi-Cola, Diet Pepsi-Cola, Pepsi Light, Mountain Dew—Jack F. Kraushar, mgmt super.

Foote, Cone & Belding, New York—Fritos—Bruce Guidotti, mgmt super. Chicago—Pizza Hut—Bruce Mason, senior vp, group mgmt super; Mitch Engel, acct super.

Young & Rubicam, New York—Cheetos, Ruffles, Lay's, Munchos—Bill Green, mgmt super.

Tracy-Locke, Dallas—Doritos, Prontos, Fritos dip mixes, Tostitos—Howard David, mgmt super.

J. Walter Thompson Co., New York—Aspen, On Tap root beer, Teem—Bob Zimmern, mgmt super.

Grey Advertising, Los Angeles—Taco Bell—George Winston, acct super; Andy Arkin, Chris Shea, acct execs.

Pfizer Inc.

	1978	1977
Sales	$1,042,100,000	$945,700,000
Operating income	133,400,000	114,200,000
Advertising	38,424,300	37,500,000
U.S. figures		

Pfizer Inc., New York, the 80th largest national advertiser, inched its domestic advertising expenditures up 2% to an estimated $38,424,000 in 1978.

■ Pfizer achieved record sales and earnings in 1978. Worldwide sales climbed 16% to $2,362,100,000 as earnings rose 18% to $206,300,000. In the first half of 1979, Pfizer registered worldwide sales of $1,381,300,000 and earnings of $147,700,000, both up 15% over the same period of 1978.

Pfizer segments its operations into five categories, the largest of which, health care products, contributed 50% of Pfizer's over-all sales last year while accounting for 73% of operating profits.

Most segments reported strong volume gains: Health care, up 18%; materials science, up 16%; agricultural, up 21%; speciality chemicals, up 14%, and consumer products, up 3%.

■ The consumer division, which receives the bulk of Pfizer's measured media spending, markets Coty fragrances, and through its Leeming/Pacquin division, Ben-Gay analgesics, Visine eye drops, Desitin baby care products and House in Bloom plant care products.

U.S. sales were level with last year, while abroad the increase was 8%. Worldwide sales in 1978 were $233,900,000, 10% of total Pfizer volume. Operating profits fell 6% to $13,000,000. The decline is attributed to costs associated with a restructuring of a number of Coty International businesses from direct organizations to distributorships.

With the exception of House in Bloom products, the three other large volume Leeming/Pacquin products strengthened their market positions.

Media spending for House in Bloom products was $1,308,000, up from $1,000,000. Desitin medicated lotion received $1,628,000, also up from last year. Ben Analgesique Ointment received $4,312,000 of the nearly $5,000,000 spent on the four-product Ben-Gay line, and devoted its portion primarily to television. Similarly, Visine eye drops alloted its $5,000,000 to television, with heavy money to network.

■ Leeming/Pacquin brought out two new products in 1978: Rheaban, an antidiarrheal, and Nytilax, a nighttime laxative. Both products are sold over-the-counter. Nytilax was boosted with $341,000 in ad spending, all in magazines, while Rheaban received $375,000.

McCaffrey & McCall, New York, handled these two introductions, as well as the rest of the Leeming/Pacquin line.

Sales in Coty's major product category—women's fragrances—increased in 1978, with Smitty and Wild Musk recording sales gains of over 20%. Coty products are sold primarily through major drug chains and the large mass-merchandisers.

According to Leading National Advertisers, Coty's measured media spending was around $9,000,000. Major Coty ad budgets: Emerade perfume, $2,056,700; Nuance perfume, $1,879,300; Masumi perfume, $924,600; Smitty perfume, $1,893,300, and Coty make-up, $364,200.

Coty's new prestige fragrance, Complice de Francoise Coty perfume, available only in department stores, is now sold nationally. In 1978, it was promoted with $133,000 in media spending. The agency for the Coty division is Martin Landey, Arlow Advertising, New York.

■ Pfizer put an estimated $15,500,000 into unmeasured media last year, primarily for the health care division. This segment posted 1978 worldwide sales of $1,192,000,000, up 18% from 1977, and an operating profit of $276,500,000, up 16%.

Promotional efforts of Pfizer's health care products assume various forms, foremost among which is the detail sales force which acquaints doctors and pharmacists with Pfizer's product line.

Another increasingly important form of promotion is various educational programs intended to be a part of the continuing programs physicians are required to complete in order to renew their licenses. Monographs, symposia, and films are examples.

In recent years, Pfizer has sponsored monographs on Minipress, an antihypertensive, and Vibramycin, their highly successful, broad spectrum antibiotic.

Early last year, Pfizer underwrote the cost of a "Course on Clinical Depression," a broadcast that appeared on more than 80 commercial tv stations in 35 states. The course was promoted to general practitioners, and appeared from 6:30 to 8 A.M., depending upon the market.

Such educational programs may consume as much as 20% of promotional budgets for drugs, a substantial increase from the near past.

■ Pfizer reports that sales of cardiovascular medicines increased 57% to $58,000,000. This increase was fueled by Minipress, their antihypertensive that lowers blood pressure without many of the uncomfortable side effects of earlier agents.

Minipress has been introduced in 34 countries, including nine in 1978, among which were West Germany and Austria. In many of these countries it is the fastest growing anithypertensive agent. Over the next two years, Minipress will be introduced to Belgium, Italy, France, Spain and Japan.

Sales of Vibramycin, Pfizer's major antibiotic product, increased by 25%, as the product continues to be the best selling oral antibiotic in international markets.

Pfizer will gradually be introducing into world markets the first product in a new family of anti-arthritis drugs, to be marketed under the trade name of Feldene.

Pfizer, along with other drug companies, faces a marketing challenge with the advent of the Maximum Allowable Cost and substitution programs that seek to make price the only competitive factor for drug products once they become available from several sources. Pfizer argues that this program allows new producers to borrow on knowledge procured through the developer's research, and serves to discourage the gathering of further information on the drug once it has come into circulation.

■ Pfizer increased its research and development budget by 15% to $113,100,000 in 1978, and plans to spend upwards of $130,000,000 in 1979. The largest portion is directed to a search for new prescription drugs; money was also earmarked for research into the animal health area.

In July, 1978, Pfizer officially opened the chemical division's new Technical Service Center in Groton, Conn., to funnel discoveries in the research labs into the marketplace, and to develop new commercial applications for existing products.

Pfizer acquired Shiley Inc., Irvine, Cal., a manufacturer of artificial heart valves and other health care products, in March, 1979.

Pfizer's Roland M. Hendrickson, president of the agricultural division, was named "marketing man of the year" in May, 1978, by the National Agri-Marketing Association, for his doubling of sales, to more than $100,000,000, in less than five years.

Pfizer Laboratories' Vibramycin tied for first place in the first annual *Medical World News* 1978 Triangle Award competition for the best two-page four-color ad. Klemtner Advertising, New York, handles the account.

ADVERTISING EXPENDITURES

	1978	1977
Newspapers	$85,700	$85,500
Magazines	7,546,300	6,923,700
Farm publications	1,247,200	1,245,800
Spot tv	2,341,800	1,161,400
Network tv	11,641,600	13,086,600
Spot radio	60,400	298,000
Network radio	—	15,400
Outdoor	1,300	14,700
Total measured	22,924,300	22,831,100
Unmeasured	15,500,000	14,669,000
Estimated total	38,424,300	37,500,000

AGRICULTURAL DIVISION

MARKETING PERSONNEL

R.M. Hendrickson, president

Animal Health Operations

W.P. Crawford, vp-genl mgr
C.G. Risoldi, director, mktg
E.T. Hughes, director, sales
A. Honsch, mgr, mktg services

Genetics Operations

T.M. Reese, vp-genl mgr
J.R. Crabtree, director, operations
K.P. Everson, director, operations services
D.M. Perusse, mgr, field sales
D. Spect, mgr, mkt planning
R.M. Chambers, mgr, training & sales devel
J.W. Shafer, pr mgr
D.M. Plummer, adv promo mgr

ADVERTISING AGENCY

Brewer Advertising, Kansas City: Animal Health Operations: Fred Sandren, acct super. Genetics Operations: John Pepper, acct super; Bill Smith, acct exec.

H&N INC.

MARKETING PERSONNEL

B. Walkinshaw, vp-genl mgr
O.C. King, director, mktg
P.E. Smith, mgr, mkt planning

LEEMING/PACQUIN DIVISION

MARKETING PERSONNEL

B.B. Scott, president
J.F. Anderson, vp-mktg
T.F. Coughlin, vp-sales

ADVERSTISING AGENCIES

McCaffrey & McCall, New York—Ben Gay, Hai Karate, Desitin, Pacquin, Thermodent, Desitin Skin Care, Dabaways, Rheaban, Nytilax—Burtis Flounders, mgmt super; George Hadley, acct super; D. Green, acct super.

Ted Bates & Co., New York—Visine, Visalens, House in Bloom—Malcolm McConnell, mgmt super; Roy Lancaster, acct exec.

COTY DIVISION

MARKETING PERSONNEL

D.J. Flannery, president
J. Wendt, vp-mktg

ADVERTISING AGENCY

Martin Landey, Arlow Advertising, New York. Fragrances—Elias Getz, acct super. Cosmetics—Robert Berger, acct super.

CHEMICALS DIVISION

MARKETING PERSONNEL

C.W. Smith, president
J.E. McVeigh, vp-mktg & sales
A.F. Leyden Jr., director, sales
J.R. Post, sales mgr-West
W.D. Benfer, sales mgr-East
F.P. Chapman, director, mktg
V. DeGennaro, director, adv & promo
C.N. Mastin, director, mktg services

ADVERTISING AGENCY

D'Arcy-MacManus & Masius, New York—F.P. Harvey, senior vp-mgmt super; Charles Rose, vp-acct super; D.E. Bray, acct exec.

PFIZER PHARMACEUTICALS & DIAGNOSTIC PRODUCTS

MARKETING PERSONNEL

S.G. Gilgore, president
J.T. Curti, vp-medical director
L.J. Schecter, dir, mktg rsch/planning

Roerig Division

W.C. Steere, vp & director-operations
L. Larkin, vp-sales
D. Booth, vp-mktg

ADVERTISING AGENCIES

Robert A. Becker Inc., New York—Geopen, Geocillin, Atarax—James Stroup, acct super.

Dorritie & Lyons, New York—Marax—Al Nickel, acct exec.

Sudler & Hennessey, New York—Antivert, Navane, Antiminth, Emete-Con, Sustaire—Martin McNamara, acct super.

Pfizer Diagnostics Division

J.V. Kehoe, vp & genl mgr
S.U. Fass, vp-mktg & sales

ADVERTISING AGENCY

Klemtner Advertising, New York—Gavin Scotti, acct exec.

Pfizer Laboratories

R. Neimeth, vp & director operations
R.J. DiDomenico, vp-sales
P. Tombros, vp-mktg

ADVERTISING AGENCIES

Klemtner Advertising, New York—Vibramycin, Terramycin, Oral Vistaril, other ethical drugs—Morgan Cline, acct super.

Sudler & Hennessey, New York—Diabinese, Vistaril, other ethical drugs—Neil Leiner, vp.

Carrafiello-Diehl, New York—Glucotrol, Sinequan—Tony Bennett, vp.

Dorritie & Lyons, New York—Minipress, Minizide, Renese—John Dorritie, president.

Pfipharmecs Division

J.P. Matheu, vp
R.W. Tucker, sales director
P.F. Knight, mktg mgr

ADVERTISING AGENCIES

Klemtner Advertising, New York—all prescription products, ointments, Rid—Paul de Jesse, acct super.

Purchase Point Inc., New York—Coryban-D, nutritionals, Bonine-D.

PFIZER MEDICAL SYSTEMS

R.G. Richmond, vp sales & mktg
G.W. Dension, mktg director
J.P. Rohal, sales director
B.A. Humpert, managing director, intl operations

ADVERTISING AGENCY

VanSant Dugdale & Co., Baltimore—Buck Cooke, acct exec.

MINERALS, PIGMENTS & METALS DIVISION

MARKETING PERSONNEL

J.P. Bartels, president
W. Nazarewicz, vp-sales & mktg
P.A. Guercio, vp-material science specialties
W.M. Stephson, mktg director
W.L. Hockersmith, sales director
H.F. Stolte, mktg services mgr

ADVERTISING AGENCY

Newmark, Posner & Mitchell, New York—Richard Walker, acct exec.

HOWMEDICA INC.

MARKETING PERSONNEL

T.W. Eckels, president
T.E. White, senior vp

ADVERTISING AGENCY

Techni-Graphics Inc.—Hugh Phares, president.

QUIGLEY CO.

MARKETING PERSONNEL

J.P. Bartels, chairman
D.R. Thacker, president
L.J. Dreyling, vp-technical
E.W. Garvin Jr., vp-sales
R.M. Galloway, mktg mgr-director of sales & mktg

ADFORCE INC.

MARKETING PERSONNEL

Robert Geller, president
John McAvity, vp-broadcast
Martin Gennusa, vp-media

Pillsbury Co.

	1978	1977
Sales†	$2,165,983,000	$1,704,904,000
Earnings†	83,471,000	71,334,000
Advertising*	104,000,000	85,800,000

†Fiscal years ended May 31, 1978, and 1977
***Estimated by AA**

Pillsbury Co., Minneapolis, the 38th largest national advertiser, hiked its advertising spending in 1978 to an estimated $104,000,000, up 21% over the $85,800,000 of the previous year. Almost half of the total ad spending went toward the company's Burger King fast-food hamburger chain.

Sales and earnings also were up considerably from 1977 levels. Sales totaled $2.17 billion, up from the 1977 figure of $1.7 billion. Earnings increased from $71,334,000 in 1977 to $83,471,000 in 1978.

One of Pillsbury's most important moves of the year—and perhaps of the decade—was to acquire Green Giant Co. late in 1978. Pillsbury paid $148,000,000 in cash and stock to acquire the company, which markets canned and frozen vegetables, entrees and side dishes.

Thomas Wyman, the Green Giant Co. president credited with turning the company around in recent years, accepted a post with Pillsbury as vice-chairman. He will supervise all of Pillsbury's consumer products operations.

- Pillsbury has made other efforts to diversify, including acquisition of Speas Co. and American Beauty Macaroni Co. in mid-1978.

Speas, which markets apple juice, cider and vinegar primarily in Midwestern markets, is moving its line national since the Pillsbury acquisition. Before Pillsbury bought it, Speas held about a 15% market share in those areas in which it was distributed.

The performance of Pillsbury's grocery products was not as encouraging as the activities in other businesses. The grocery products, which include baking mixes, pancake mixes, flour and frostings, yielded lower profits than the previous year. Loss from Hungry Jack pancake mix helped pull down profits as the product dropped four points in market share to 21%.

Pillsbury Plus cake mixes, which feature a pudding-base, did well in 1978 despite competition from other manufacturers with similar pudding-base mixes.

No-Bakes, a convenience pie mix that requires no baking, maintained its No. 1 status in the relatively unexplored no-bake pie field with a 42% market share.

- Pillsbury BEST consumer flour remained in its No. 2 spot behind General Mill's Gold Medal flour. BEST had a 19% market share of the $330,000,000 consumer flour market. Pillsbury's line of refrigerated doughs and biscuits continued to hold its No. 1 position in that market.

Refrigerated cookie dough received the highest measured ad spending in the grocery products division with a 1978 total of $3,332,900. Ad spending for refrigerated pastries was $2,007,000 and refrigerated roll dough received $2,267,700.

The performance of Burger King Restaurants, the nation's No. 2 hamburger chain, paced the Pillsbury resturant group. Burger King's sales, along with sales from Steak and Ale Restaurants and Poppin Fresh Pies, accounted for 36% of the company's 1978 sales. A record 297 Burger King Restaurants opened in 1978.

Although Burger King's sales didn't meet expectations in some quarters during the past two years, the addition of the Magical Burger King has apparently helped revive sales. Pillsbury plans to open a record 385 new restaurants this year.

Ad spending for the Burger King chain increased 26% in 1978 and is expected to stabilize or rise slightly in 1979. Pillsbury has also launched a program for its 2,153 franchises. Operation Grand Slam is intended to "upgrade operations and increase sales per store."

It involves introducing improved products and upgrading the appearance and service of each restaurant. In another marketing advance, Burger King is currently rolling national with a steak sandwich.

In the frozen foods-operation, Pillsbury's Totino's and Fox Deluxe pizzas grew in sales and market share. The two have about a 21% market share in the $500,000,000 industry, although the company said distribution for the two brands covers only about two-thirds of the nation.

The 1978
Ad Dollar Summary

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- Expenditures for more than 24,000 brands—listed in alphabetical order with parent company identification and media used.

PLUS

- The top 1000 companies with Ad Dollars listed by media.
- The top 10 brands in each of 243 product categories with category total.

A complete summary of Ad Dollars from the PIB Service, BAR Broadcast Services, LNA Outdoor. The official industry figures prepared for MPA, TVB, RAB, OAAA used by every major advertiser and their advertising agencies.

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MARKETING PROFILES

Two Pillsbury products rolled national during 1978. Wheat Nuts, a wheat germ and soybean oil snack, went into national distribution in August in an effort to crack the $350,000,000 salted nut market.

Hungry Jack Pan Shakes, a complete refrigerated pancake mix packaged in small milk carton-like containers, also rolled national.

ADVERTISING EXPENDITURES

	1978	1977
Newspapers	$1,799,900	$2,727,300
Magazines	4,574,900	3,920,200
Spot tv	24,913,400	15,501,800
Network tv	47,124,200	39,881,300
Spot radio	1,049,100	536,000
Network radio	—	—
Outdoor	498,800	300,500
Total measured ..	79,960,300	62,867,800
Unmeasured	24,039,700	22,932,200
Estimated total ..	104,000,000	85,800,000

CONSUMER PRODUCTS GROUP

MARKETING PERSONNEL

Thomas Wyman, vice-chairman
John M. Stafford, exec vp, Green Giant
Edgar P. Mertz, group vp (refrigerated foods, grocery products, American Beauty Macaroni Co., Speas Co.)
George Masko vp (frozen foods, Wilton Enterprises)
Raymond V. Kimrey, sales vp
Malcolm A. McNiven, vp, mktg services
William Edgley, director, media services
Donald A. Osell, vp, vegetable products, Green Giant
William M. McGrath, vp, prepared foods, Green Giant

GROCERY PRODUCTS

Allen A. McCusker, vp
William Walker, mgr, basic foods
Dan Locke, mgr, desserts
John Darcy, mgr, snack & diet products

SPEAS CO.

Michael D. Wood, vp

WILTON ENTERPRISES

Vincent Naccarato, president

REFRIGERATED FOODS & AMERICAN BEAUTY

Thomas R. McBurney, vp
Larry Youngblood, business unit mgr, American Beauty
Pete Mihajlor, director of mktg, refrigerated foods

FROZEN FOODS

Kent Larson, vp, sales & mktg

ADVERTISING AGENCIES

Leo Burnett Co., Chicago—Green Giant products, refrigerated foods, frostings, Lite cake/frosting mixes, Funny Face drink mixes, Bake-Off® contest—John Powers, mgmt director.

Batten, Barton, Durstine & Osborn, New York—Pillsbury Plus cake mixes, Hungry Jack potato products, Figurines diet meals, artificial sweeteners, instant breakfast—Jerry Lee, mgmt super.

James Jordan Inc., New York—Bundt and Streusel Swirl cake mixes.

W.B. Doner & Co., Southfield, Michigan—Appleasy dessert mixes, American Beauty Macaroni Products, Speas Co.—William Case, mgmt super.

Paragon Cos., Minneapolis—Totino's frozen pizza.

Botsford Ketchum, San Francisco—family flour.

RESTAURANT GROUP

Donald Smith, president, Burger King
E. Christian Schoenleb, group vp, Burger King
Louis Neeb, president, Steak and Ale
Don Ryan, president, Poppin Fresh Pie Shops
John Schubert, mktg director, Poppin Fresh Pie Shops

ADVERTISING AGENCIES

J. Walter Thompson Co., New York—Burger King, Chicago—Poppin Fresh Pie Shops—Ronald Sherman, acct super.

Leo Burnett Co., Chicago—Steak and Ale—John Powers, mgmt director.

AGRI-PRODUCTS GROUP

Richard Coonrod, exec vp

ADVERTISING AGENCY

Glenn, Kolesar & Hartwell, Minneapolis—bakery flour, mixes and equipment, food service.

Polaroid Corp.

	1978	1977
Sales	$1,376,590,000	$1,061,945,000
Earnings ...	118,416,000	92,284,000
Advertising	52,752,500	38,864,000

Polaroid Corp., Cambridge, Mass., the 71st largest advertiser, increased U.S. advertising to $52,752,500 in 1978, up 36% from $38,864,000 in 1977.

Consolidated worldwide income rose 30% to $1,376,590,000 in 1978 from $1,061,945,000 in 1977. Earnings increased 28% to $118,416,000. Sales of the OneStep instant cameras and record sales of SX-70 film were again responsible for the sales gain, the company said.

Sales in the U.S. increased 27% to $817,400,000 in 1978. The company reported a 24% increase in nonmanufacturing expenses due primarily to higher marketing expenses. About 98% of Polaroid's U.S. sales were in photo products, with the remainder in sunglasses.

More than 9,000,000 Polaroid Land cameras were sold in 1978, by far the largest yearly total in the company's history. Instant film sales exceeded 200,000,000 packs, also a record, according to the company. Polaroid is believed to have some 65% of the instant camera market with two of every three instant cameras sold in the U.S. in 1978 being Polaroid. According to the Wolfman Report, the U.S. photographic market is estimated at $10,672,000,000.

- Polaroid factories produced 3,000,000 more cameras than in 1977 and worldwide shipments of SX-70 instant camera film increased 75% in 1978.

Retail sales of instant cameras increased 22% over 1977, according to an independent retail auditing service. Instant cameras now account for 41% of all amateur still camera sales in U.S., compared with less than 25% in 1975.

Polaroid's 1978 measured media spending was $40,752,500, up from $28,835,500 in 1977. Polaroid cameras received $2,412,500. The OneStep camera got an additional $15,772,900. Measured media spending for cameras plus film totaled $2,645,600, while film alone received $239,300.

OneStep became the best-selling camera in Polaroid's history in 1977 and continued as No. 1 in 1978. The fixed focus camera, which uses SX-70 film, is positioned against Kodak's Handle.

- Polavision, an instant movie system including hand-held camera, compact table-top player which plays back color images in seconds and 2½-minute Phototape cassettes, was given the biggest launch of any product in Polaroid's history when it rolled national last year.

During April, 1978, some $5,000,000 was spent via tv spots featuring actor Tony Roberts as spokesman with print ad support. Altschiller, Reitzfeld & Jackson received a creative assignment for Polavision. Danny Kaye later became spokesperson for the line.

However, the system reportedly did not sell as well as expected, with 100,000 units built and only 50,000 sold. Problems cited were low consumer recognition, high cassette cost and technological gains in videotape and video disc equipment.

SX-70 Sonar OneStep and Pronto Sonar OneStep went on sale in the U.S. last August. Inaudible sound waves are emitted from the camera and bounce off the subject, the echo returning to camera to focus the lens in fraction of a second. Actress Liv Ullmann became the first tv spokesperson for it.

Actor James Garner, who was named AA's Star Presenter of the Year (AA, July 30), starred in tv spots for the Pronto! and now OneStep camera line with Mariette Hartley.

- Polaroid also began its first network tv support this year for SX-70 instant film packs, which produce clearly developed pictures within one minute instead of four. A new experimental stereophonic sound system for Polavision was unveiled in April.

Still pending is a suit Polaroid filed charging Kodak with infringing 10 of its U.S. patents for instant cameras and film. The suit seeks injunctive relief and treble damages plus costs and other relief.

Kodak has joined issue, seeking a declaratory judgment that some Polaroid patents are invalid and not infringed, and that each of the company's patents relating to instant photography is unenforceable.

Over a million bacteria bombard his teeth with cavity-causing acid every day. Can you rely on just any toothpaste?
Colgate helps stop cavities before they start.
Colgate

Colgate-Palmolive spent $15,000,000 in measured media to maintain its No. 2 slot in the dentifrice market.

A suit that Polaroid filed against Berkey Photo, charging patent infringement and the countersuit from Berkey charging that Polaroid attempted to monopolize self-developing photographic products was settled out of court. Berkey agreed to stop selling and manufacturing The Wizard which used SX-70 film and Polaroid dropped its suit.

Polaroid co-sponsored Perry Como's "Easter by the Sea" special in 1978 as well as the CBS movie "First You Cry" and "Kennedy Center Honors: A Celebration of Performing Arts."

ADVERTISING EXPENDITURES

	1978	1977
Newspapers	$2,572,000	$1,881,300
Magazines	6,319,300	7,705,700
Spot tv	3,721,300	527,600
Network tv	28,139,900	18,701,900
Spot radio	———	17,000
Outdoor	———	2,000
Total measured ..	40,752,500	28,835,500
Unmeasured	12,000,000	10,044,500
Estimated total ..	52,752,500	38,864,000

MARKETING PERSONNEL

James Andrews, director, consumer adv
Laurie Beeson, adv mgr (consumer)
Harry Falber, adv mgr (consumer)
Richard Giacchetti, asst to director, consumer adv
Lynne Hoinash, intl adv mgr-business & professional products
Lynn Keyser, asst intl adv mgr
Kathleen Malone, adv mgr-Latin America
Robert Neville, intl sales promo mgr
Michael Parker, director-intl adv
Adrian Van Dorpe, adv mgr (industrial)
Theodore N. Voss, vp-adv
Peter Wensburg, senior vp, mktg

ADVERTISING AGENCY

Doyle Dane Bernbach, New York—Gregory Argand, acct super; Warner Ballard, asst acct exec; Kathie Beatty, regional mgr-Latin/South America-acct exec; Maura Buckley, acct exec; Joseph R. Daly, chairman & ceo; Barbara Ehrlich, acct exec; John Fenyo, vp/mgmt super; Burt Fradin, business & professional mgr vp; Bob Gerdes, acct super; Barbara Leideker, acct exec; Pierre Lordonnois, regional mgr-Europe-vp; Iain Macfarlane, group senior vp-intl; James V. McConnell Jr., group senior vp; Brad Moses, acct super; Jacques Pauker, mgr-Europe-business & professional; Walter F. Regel, acct exec; Terry Schaefer, regional mgr-Asia/Pacific-vp; Marcle Speller, mgr-Europe-amateur; Joan Wolf, creative liaison mgr-acct super-intl.

Procter & Gamble Co.

	1978	1977
Sales+	$9,329,306,000	$8,099,687,000
Earnings+ .	577,331,000	511,668,000
Advertising*	554,000,000	460,000,000

+Fiscal year ended June 30, 1979, and 1978
*AA estimate for calendar year

Procter & Gamble Co., Cincinnati, the perennial No. 1 national advertiser, is estimated by AA to have increased its 1978 advertising and sales promotion investment by just over 20%, to a record $554,000,000—the first time a company has spent over half a billion dollars on national advertising.

The increase reflects P&G's heavy commitment to new products; six new items achieved national distribution during '78 or early '79, and nine were put in expanded or test markets. Several of these brands represent first time category entry for the company. The 15 items cited do not include formulation changes on established brands, which sometimes receive major introductory support.

In the fiscal year ended June 30, 1979, record net sales hit $9.33 billion. Earnings increased for the 26th consecutive year, to $577,331,000.

- As the nation's largest advertiser, the company also is the top spender in both network and spot tv. Last year, P&G increased tv expenditures to $421,020,200—over 90% of its measured media expenditures—according to Leading National Advertisers. Tv spending in 1977 was $350,000,000.

Other media statistics: P&G's magazine spending went up over $12,000,000; newspaper spending increased almost $3,000,000.

P&G is probably the largest user of sampling, couponing, price-off, on-pack and other promotions. Its unmeasured media total includes estimated expenditures for these activities, and rose to almost $90,000,000 last year, an 8% jump. Also included is business press spending; P&G is the No. 1 advertiser in food service industry publications, for example.

But it is on television that P&G—known as the king of soap operas—reigns supreme. The company, through its P&G Productions unit, owns, produces and sponsors five durable soapers, considered ideal vehicles for its household cleaning, food and personal care products. They are: "Search for Tomorrow," "As the World Turns," "Guiding Light," "Edge of Night" and "Another World."

- The company has been turning its programing attentions to prime time fare, as the trend toward more working women and working mothers continues. Obviously buoyed by the success of the "Jesus of Nazareth" tv special, which it fully sponsored, the company agreed to sponsor and co-produce (with the Italian partners responsible for "Jesus") "The Adventures of Marco Polo," to be a tv miniseries.

The company also began plans for production on "The Days of Peter and Paul," which reportedly will be released abroad to theaters following its U.S. tv airing.

During the past year, a number of tv movies and specials were solely sponsored by P&G, many of them produced or co-produced by the soap maker. More are in the works.

Early this year, P&G made a dramatic return to prime time series production, with the news that it would underwrite a weekly series starring Shirley Jones. In short order, the show—called "Shirley"—won a spot in NBC-TV's fall lineup. Reports are that P&G has another possible dramatic series in the proposal stage.

- Other company tv ventures attracted attention during the past year. P&G has been experimenting with odd-form commercials, such as 45/45 spots in a 90-second slot or 45/15 in a 60-second slot, on its own daytime shows for some time. But broadcasters became alarmed when the 45-second form surfaced in other spots.

In some cases, the company asked the local station to cut in on a 60-second network slot with a P&G 45, filling out the time by inserting a 15-second public service announcement.

NBC-TV put out the word to its affiliates putting a stop to that practice, and shortly afterward P&G said its test of 45/15 had ended. But the company appears to have convinced stations that 45/45 units were not a "stalking horse" for 15-second spots, and many stations across the country are now accepting that 90-second buy.

- P&G is the innovator in segmenting a market and building new brands within it. While some company brands compete with one another, P&G mostly strives to push each into leadership in its own particular segment.

The company has 52 established consumer products (excluding expanding brands) receiving major advertising support, plus hundreds of institutional products, most of which also get heavy ad and promotion backing within their specialized fields.

Last year, according to the figures compiled by Leading National Advertisers, P&G spent about $74,630,200 for 10 laundry detergents plus Biz detergent booster. For its four dishwashing detergents, it spent $42,361,200, and $37,582,400 was put into media advertising for six bar soaps.

Other broad categories and total measured spending: Household cleaning products, $26,448,500; paper products, $54,319,100; food products (including coffee), $93,958,600, and personal care products, $95,522,100.

- The food products area stands out, because that nearly $94,000,000 is up from about $59,000,000 last year. The primary reason: Folger's coffee (all forms) received $31,351,800 in media support in '78, up from $12,800,000 the year before. (The figures exclude High Point, P&G's decaffeinated coffee line in test markets.)

Excluding the Folger's brand, Crest toothpaste still holds the top spot in P&G's brand stable, with ad support last year of $23,055,700. Crest's spending was down to $19,300,000 the year before, after having been around $23,000,000 in 1976.

Next highest was Pampers disposable diapers, with $18,636,000, followed by Downy fabric softener at $17,519,100. Tide received $16,475,400 and Cheer, $14,974,000.

Other brands with over $10,000,000 in advertising were: Bounce fabric softener, $13,324,300; Bounty towels, $11,293,100; Cascade, $10,349,300; Era detergent, $10,475,900; Ivory Liquid, $13,575,300; Pringle's potato chips, $12,982,700; Scope mouthwash, $11,332,300; Folger's regular, $11,820,400, and Folger's Flaked, $13,098,800.

Combining the spending on the various forms of Sure antiperspirant, Secret antiperspirant and Duncan Hines cake mixes gives each more than $10,000,000 as well.

Duncan Hines cake mixes received $15,772,000, a figure that includes the new Pudding Recipe line. Both Sure and Secret (sprays, roll-ons and sticks) were supported with just over $12,000,000 each.

- In addition to its consumer products, P&G markets an extensive line of items for commercial and industrial use, which primarily are related to its consumer lines through technology and research. These include fat and oil derivatives, edible oils, chemical specialties and cellulose pulps, as well as industrial soaps, detergents and waxes.

P&G also has begun marketing both pharmaceuticals and paper products to the health care field. Its prescription drug products are Osteoscan, an injected drug used to facilitate radiological diagnosis of bone disease; Didronel, a tablet for symptoms of Paget's disease of the bone, and Topicycline, a topical antibiotic for the treatment of acne. Other products are expected from the technology associated with these drugs.

Its paper products are in the fast-growing medical disposables market. Boundary, a line of surgical drapes and gowns, is now available in much of the country, excluding the Northeast. This nonwoven fabric is expected to find its way into other new products also. Attends is a disposable brief for incontinent patients, now in test market. Attends also is being tested for direct marketing to the consumer.

A number of other developments are in the works in the health care area. The company has been exploring various forms of contraceptives, and is far along on a cholesterol control drug called sucrose polyester. It is said to effectively eliminate the portion of cholesterol that purportedly contributes to heart disease, as well as having dietary uses relative to weight control. New drug approvals, however, have not been issued in these areas as yet.

■ Of P&G's established paper products, only Charmin and Pampers are available nationally, although Bounty paper towels has slowly but surely made its way into 97% of the country. White Cloud toilet tissue also has expanded, to about 86% of the nation; Puffs facial tissues is in about 50%.

Charmin holds an estimated 22% share of the $1.2 billion bath tissue business; White Cloud has over an 8% share. Scott Paper Co., with several brands, has 20%; American Can's Northern tissue has about 7%.

About 4% of Scott's total share belongs to Cottonelle, a new brand being slowly expanded into broad distribution. Cottonelle is said to have done well in its established (initial) Midwest markets, with over a 13% share. But P&G has another entry in the wings (test markets)—Certain, which is coated with a cleansing lotion.

In the disposable diaper business, the company appears to be strengthening its leadership role. Pampers, which created the market, has dropped from its peak share, but holds a strong 63%. Johnson's has begun to slip since achieving national distribution about a year ago.

As Johnson's and Pampers have declined with the entrance of new brands (Kimberly-Clark's Kleenex Super Dry and Huggies), P&G has started market expansion of its Luvs panty-style diapers.

■ Luvs, a premium-priced product, had tested in Columbus, O., and St. Louis for over two years, and this year was introduced in the major New York/Philadelphia metro region. This summer it was expanded into Boston. Luvs is battling Huggies (also elastic legs) in those areas.

Its growing share—now 3%—is helping maintain P&G's traditional share of the market. Pampers and Luvs combined are approaching a 70% share. Reports are that, in Luvs' established markets, the combined share is about 75% to 80%.

Procter also started major market expansion of Rely tampons in 1978. The company's first entry in the feminine hygiene market, Rely is now sold in the entire western portion of the U.S., and is expected to be national by early next year.

In 1978, measured media spending was about $3,000,000, but the figure represents marketing in only a handful of cities. Major territory expansion did not come until 1979. In addition to media (including a significant radio campaign), P&G is spending big for sampling and couponing on Rely.

■ Although Rely's share of the $300,000,000 tampon market is not sigificant as yet on a national basis, sources say it is "averaging" around 20% in its established markets.

Nationally, Tampax leads with about 45%, Playtex is second with between 35% and 40%, Kotex holds about 10% and Johnson & Johnson's o.b. has just under 10%. J&J also is testing a new tampon called Assure, and P&G has filed a trademark infringement suit over the name.

The company has been active in shoring up its laundry detergent business. P&G, with a 50%-plus share of the $1.6 billion market, has pumped new life into several of its top brands.

The No. 1 heavy-duty detergent, Tide, was relaunched late last year as Extra-Action Tide. The product was reformulated with P&G's recently discovered builder, aluminosilicate. Market tests have been going on in Texas for several years; but in the tests, no mention was made of the formula change (except for ingredient listing).

The new builder works especially well on particulate soils, the most common washday soil—thus the ad theme, "Get the best detergent on American soil." The new formula also works best in conjunction with phosphates, however, so the new Tide is not available in areas where phosphates are banned.

■ Behind Tide's 25% share is P&G's Cheer, with about 9% of the market. The product is in a close race with Lever Bros.' Wisk, so it too was given a boost via formula change. The company last year introduced a new "wrinkle-reducing" attribute for Cheer, and put about $15,000,000 in ad spending behind the brand.

In the $350,000,000 liquid segment, Wisk's 9% share leads and P&G follows with Era, at about 4.5%. It will face new competition as Colgate and MortonNorwich's Texize each expand into new markets with combination liquid detergent/fabric softener brands. P&G's Bold powder is being expanded as a combination detergent/fabric softener under the name Bold 3. It is not yet national, but is in significantly greater distribution (70% of U.S.) than either Texize's Yes or Colgate's Carefree.

In regular fabric softeners, P&G continues to lead with an estimated 54% share. That is a combination of No. 1 Downy, at 33%, and No. 2 Bounce, at about 21%. The company leads in automatic dishwashing detergents, with about 47% for its Cascade; in liquid dishwashing detergents, it leads with Dawn, Joy and Ivory Liquid. Dawn leads with 16%.

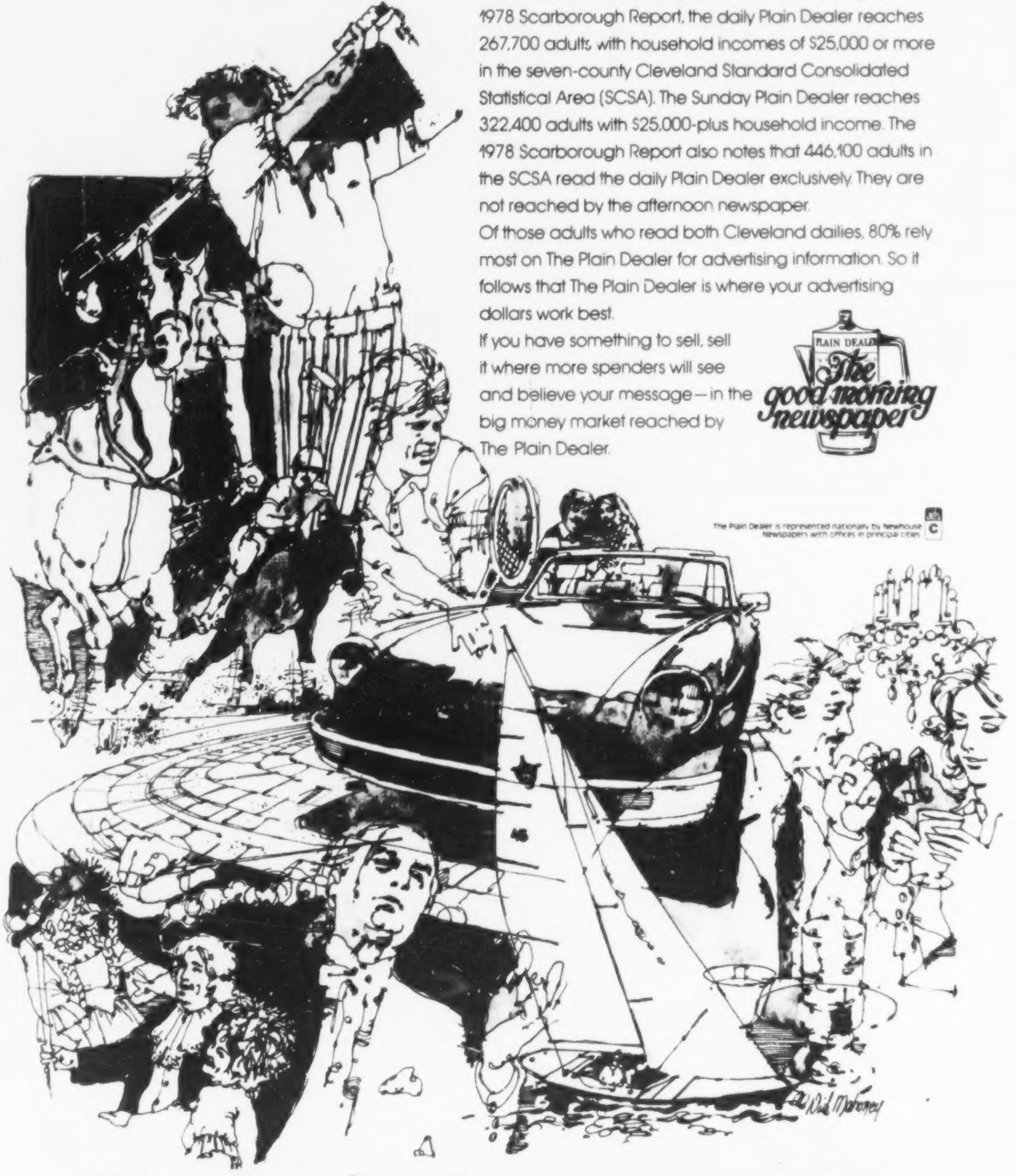
■ In bar soaps, P&G this year is celebrating the 100th anniversary of Ivory, which has led the market for 99 of its 100 years, the company says. For the remainder of 1979, Ivory advertising will feature that history and "thank" consumers for keeping the brand floating on top. A consumer promotion is being conducted as well.

A more recent success story in that $600,000,000 market is Coast deodorant soap, which has grabbed the No. 4 spot behind Ivory, Armour's Dial and P&G's Zest.

P&G is believed to be holding onto its No. 1 position in the antiperspirant/deodorant market. Sure holds about 13%, sources report, with Secret at about 11%. Each has both spray and roll-on forms, with new stick versions now in test markets. The recent growth of Secret represents a significant turnaround, since it was losing share about three years ago.

■ The company has not been as successful of late in the $300,000,000-plus mouthwash market, or the $600,000,000 shampoo market.

In mouthwashes, P&G's Scope declined slightly to a 23% share, largely due to introduction of Warner-Lambert's Listermint and Lever's Signal. The newest entry, Signal, has been the biggest winner, and is said to have attained the No. 3 slot, with about 11%.



You have to make it to spend it. And according to the 1978 Scarborough Report, the daily Plain Dealer reaches 267,700 adults with household incomes of $25,000 or more in the seven-county Cleveland Standard Consolidated Statistical Area (SCSA). The Sunday Plain Dealer reaches 322,400 adults with $25,000-plus household income. The 1978 Scarborough Report also notes that 446,100 adults in the SCSA read the daily Plain Dealer exclusively. They are not reached by the afternoon newspaper.

Of those adults who read both Cleveland dailies, 80% rely most on The Plain Dealer for advertising information. So it follows that The Plain Dealer is where your advertising dollars work best.

If you have something to sell, sell it where more spenders will see and believe your message—in the big money market reached by The Plain Dealer.

The good morning newspaper

The Plain Dealer is represented nationally by Newhouse Newspapers with offices in principal cities.

The Plain Dealer reaches people who reach for the good life in everything they do.

MARKETING PROFILES

In shampoos, both Head & Shoulders (the market leader) and Prell have suffered slight share slippage in the growing category. Several new entries have taken some of the business—S. C. Johnson's Agree and Gillette's Ultra Max—but a few established brands have shown good growth (Revlon's Flex and Helene Curtis' Suave).

To correct the situation, P&G went into two markets this year with new Pert shampoo, said to have a conditioning action. In its Wisconsin and Kentucky areas, Pert is aimed at the frequent shampooer, touting "gentle cleaning," pleasant fragrance and "light conditioning." Also, Head & Shoulders has been successfully positioned as a "gentle" shampoo, and a new version—with "new conditioning formula"—is in St. Louis test.

▪ In toothpaste, Crest continues to pace the field with about a 35% share; only Colgate comes close with 20%. P&G's other brand, Gleem, is being used as a defensive brand, and early this year got a new campaign stressing its breath freshening characteristic.

The effort apparently is designed to blunt the impact of Beecham's rollout of Aqua-fresh, which uses a similar breath freshening/cavity fighting pitch. Another reason for the campaign change is Colgate's new "clean mouth" effort.

Early this year, Procter achieved national distribution on Wondra, its new entry in the $200,000,000 hand and body lotion category. The product, called a "skin conditioning lotion," is doing battle with Chesebrough-Pond's Vaseline Intensive Care lotion.

A new version of VIC, carrying the benefits promised by Wondra, was rolled out in the late summer of 1978, and P&G apparently waited for that introductory program to subside before launching Wondra national. Wondra's national push started about March.

▪ Another major launch during 1978 was the rollout of Puritan cooking oil. Puritan, a low cholesterol entry made mostly from sunflower oil, achieved a share of from 15% to 20% in test marketing. The company's Crisco oil is currently No. 2 in the $725,000,000 business, behind Hunt-Wesson's Wesson oil. Wesson is now in the process of introducing its own sunflower-based oil, called Sunlite.

Among its other food products, P&G successfully launched a Duncan Hines Pudding Recipe line that significantly bolstered its leading position in the $300,000,000-plus category. Regular Duncan Hines cake mixes had lost some share previously because of Pillsbury's successful Pillsbury Plus line.

But, while General Mills revamped its entire line as a counter to that threat, P&G stuck with its regular line and launched Pudding Recipe as a flanker.

The strategy worked, sources report; Duncan Hines increased its share to about 38%, as General Mills' Betty Crocker SuperMoist dropped to about 30% (from 35%) and Pillsbury held at 20%.

▪ P&G also is testing two new dessert items. Duncan Hines cookie mixes are in several markets, and an entirely new product concept is in Dallas and Denver tests. Called Coldsnap, it is described as a freezer dessert maker, and a package is said to make "endless ice-creamy-tasting" frozen desserts.

Pringle's potato chips were reformulated as an "all-natural" product in mid-1978, and a third flavor was added to the repackaged line. The restaged Pringle's was then assigned to Wells, Ricn, Greene, from Tatham-Laird & Kudner.

The big story in the foods area for P&G, however, has been the national expansion of Folger's coffee. Early in 1978, P&G moved Folger's vacuum-packed coffee (long time leader in much of the U.S.) into the Northeast, the stronghold of General Foods' Maxwell House.

It expanded the newer Folger's Flaked entry at the same time, and almost automatically took the No. 1 spot in the $4 billion-plus national market (Folger's had trailed Maxwell House by only about three share points before the expansion).

Folger's over-all share is said to have reached 27% by the end of 1978, a record high. Maxwell House was put at about 23%. Both companies, however, have promised to spend heavily in the coffee battle. As noted, P&G's media expenditures for Folger's hit $31,351,800 in 1978, up from $12,800,000 the year before.

The company recently extended its Folger's instant into the Northeast corridor, and continues to test High Point decaffeinated coffee (not included in the above ad figures). High Point is expected to roll out later this year or in 1980.

In November, 1978, P&G named Charles C. Carroll, vp-advertising, as vp-toilet goods division. Robert V. Goldstein, project manager, experimental products, was named general ad manager, assuming Mr. Carroll's previous responsibilities.

ADVERTISING EXPENDITURES

	1978	1977
Newspapers	$8,559,400	$5,830,400
Magazines	33,754,300	21,442,300
Spot tv	159,304,900	114,625,700
Network tv	261,715,300	235,251,300
Spot radio	919,800	408,000
Outdoor	39,100	—
Total measured ..	464,292,800	377,557,700
Unmeasured	89,707,200	82,442,300
Estimated total ...	554,000,000	460,000,000

MARKETING PERSONNEL

Sales

W. E. Forbis, vp, sales
W. P. Nock, sales mgr, coffee div
F. W. Caswell, sales mgr, toilet goods div
E. C. Conway, sales mgr, bar soap & household cleaning products div
G. G. Feil, sales mgr, packaged soap & detergent div
L. A. Pritchett, sales mgr, paper products div
R. S. Gurin, sales mgr, food products div

Advertising

R. V. Goldstein, genl adv mgr
P. A. Field, adv mgr, coffee div
R. G. Bryan, adv mgr, food products div
M. Jozoff, adv mgr, packaged soap & detergent div
W. B. Connell, adv mgr, bar soap & household cleaning products div
R. T. Blanchard, adv mgr, toilet goods div
C. A. Lieffe, adv mgr, paper products div
J. D. Henry, mgr, mkt rsch dept
S. H. Pruett, div mgr, genl adv dept
J. A. Wishard, div mgr, genl adv dept

ADVERTISING AGENCIES

Benton & Bowles, New York—Bounce, Charmin, Crest, Dawn, Ivory Snow, Pampers, Rely, Scope, Wondra, Zest, Attends.

Leo Burnet Co., Chicago—Cheer, Era, Camay, Lava, Lilt, Secret, Gleem.

Compton Advertising, New York—Tide, Cascade, Crisco, Top Job, Comet, Ivory bar and liquid, High Point coffee, Duncan Hines cake mixes, Pert shampoo.

Cunningham & Walsh, New York—Folger's instant, flaked and vacuum-pack coffee, Certain cleansing bathroom tissue.

Dancer Fitzgerald Sample, New York—Bounty, White Cloud, Oxydol, Dreft, Luvs.

Doyle Dane Bernbach, New York—Coast deodorant soap, Gain detergent, Puritan oil.

Grey Advertising, New York—Downy fabric softener, Joy dishwashing liquid, Bold/Bold 3 detergents, Jif peanut butter, Puffs facial tissues, Duz detergent, Duncan Hines Moist & Easy cake mix, Duncan Hines cookie mix.

Tatham-Laird & Kudner, Chicago—Biz, Head & Shoulders, Mr. Clean.

Wells, Rich, Greene, New York—Pringle's, Safeguard, Sure, Liquid Prell, Prell Concentrate, Coldsnap.

Young & Rubicam, New York—Dash, Spic & Span, Procter & Gamble Productions.

Quaker Oats Co.

	1978	1977
Sales†	$1,685,600,000	$1,551,348,000
Earnings†...	73,600,000	67,574,000
Advertising*	69,312,000	60,800,000

† Fiscal year ended June 30, 1978
* AA estimate for calendar year 1978

Quaker Oats Co., the nation's 57th largest advertiser, is estimated to have increased its advertising about 14% to $69,312,000 in 1978.

Save 40¢ with Crest's Multiple Choice.
A 9-oz or 7-oz Crest
B 5-oz Crest
C 3-oz Crest
D 1.5-oz Crest
Crest
HOW THE OFFER WORKS: Simply make one choice from A, B, C, or D. Then take this 40¢ coupon to your store and buy the required number of tubes. With any choice you get Crest's unbeatable cavity-fighting protection. And you save 40¢.
STORE COUPON
SAVE 40¢
ON TWO (2) 9 OZ., OR TWO (2) 7 OZ., OR THREE (3) 5 OZ., OR FOUR (4) 3 OZ., OR FIVE (5) 1.5 OZ.
40¢
MINT OR REGULAR
Crest
PROCTER & GAMBLE

Procter & Gamble's Crest received $23,055,700 in ad spending last year, just above its 1976 level.

The company's sales increased to $1.7 billion during its fiscal 1978, up 9% from the previous year. Net income increased 9% to $73,600,000. For the first nine months of Quaker's fiscal '79, sales were $1.5 billion, compared with $1.3 billion last year. Net income was $60,500,000, compared with $52,800,000 last year. (Net sales and income for the fiscal year 1979, ending June 30, will be released in late August.)

Quaker's diversified product line includes Quaker hot and ready-to-eat cereals, baking mixes and corn products; Aunt Jemima corn products, mixes, syrup and frozen foods; Celeste frozen pizza; Wolf Brand chili products; Burry cookies and crackers; Ken-L Ration dog foods; Puss 'n Boots cat foods; Fisher-Price toys; Needlecraft yarns and art needlework supplies, and a line of specialty furan chemicals.

Additionally, the company owns and operates Magic Pan Creperies and other specialty restaurants, and markets a wide range of human and pet foods internationally.

▪ For the fiscal year '78, approximately 44% of total sales were in U.S. grocery products, 24% in international grocery products, 16% in toys and crafts, 9% in institutional foods and restaurants, and 7% in chemicals.

During the last 12 months, several of Quaker's major brands continued market leadership in their respective categories. Quaker regular and instant oatmeals lead the hot cereal business with over a 50% share.

Most of the ad support goes for instant oatmeals, which received $3,200,000 in media spending last year. But regular Quaker Oats got a new ad campaign this past winter, an effort to reposition the line as more than a hot cereal. About $630,000 was spent in print ads, which positioned the product as a natural wholegrain ingredient and offered a free cookbook.

▪ In other breakfast products, Quaker pancake mixes lead that category with close to a 50% share, down somewhat from the year before because of the introduction of General Foods' Log Cabin pancake mix. Quaker instant grits continue to lead in its area, a market largely confined to the southern U.S.

In frozen breakfast products, Aunt Jemima frozen french toast and frozen pancake batter are No. 1 in small categories; Aunt Jemima frozen waffles is No. 2 in that category, behind Kellogg's Eggo brand.

Most heavily advertised of the above was the frozen pancake batter, with just over $600,000 in media exposure.

In the $2 billion ready-to-eat cereal market, Quaker continued as the No. 4 marketer, with just under a 9% share. Its top-selling line—presweetened Cap'n Crunch—lost some ground last year, but Life cereal continued its upward movement. A flavor extension, Cinnamon Life, was rolled national late in 1978. Both Life and Cap'n Crunch received about $5,400,000 in media advertising during the year.

▪ Puffed Wheat and Puffed Rice were virtually unadvertised, but Quaker is now introducing nationally a new entry called Corn Bran. Described as having "the benefit of bran . . . the great taste of corn," the product is expected to get significant media spending.

In its initial West Coast markets, over $500,000 in spot tv was used in the first three months of 1979. Quaker 100% Natural also got increased advertising last year—over $1,300,000 was put behind a campaign featuring Jim Fixx, author and runner. The brand was not advertised in 1977.

Another area getting increased attention at Quaker is the $600,000,000 frozen pizza business. The company's Celeste brand holds about a 12% share of market, approximately fourth behind leader Totino's (Pillsbury), then Jeno's and Tony's.

Quaker boosted spending for the line, with over $3,000,000 in '78, up from $1,800,000 the year before. The thick-crust Sicilian style pizzas were rolled national following regional tests, and recently a Chicago style pizza-in-the-pan line moved into test markets.

▪ Quaker's four-item line of cookie mixes are said to hold the No. 2 spot in that $70,000,000 market, behind General Mills' Big Batch. Ad spending dropped sharply last year, to $485,700 from over $2,000,000 in '77.

Announcing the Quaker 100% Run
Lincoln Park (South Edge), Sunday, October 29, 9:00 A.M.
Run 10,000 meters with Jim Fixx, author of The Complete Book of Running.
ENTRY FORM

One Quaker Oats Co. promotion capitalized on the jogging craze and featured Dr. James Fixx, who wrote a popular book on the sport.

Marketing priority at the company continues to be pet foods, where Ken-L Ration Tender Chunks has been a significant success in the $1 billion dry dog food segment. Last fall, the company launched a beef and liver flavor flanker and a new advertising campaign featuring actor James Whitmore. Media spending was about $10,000,000 in 1978, but an equal amount reportedly was spent on promotion. Tender Chunks reportedly now holds over 10% of the dry dog food market.

In the $300,000,000 semi-moist category, Ken-L Ration burgers have declined in sales, but held a slight lead in market share over General Foods' Top Choice, which has been growing rapidly. GF's Gainesburgers have dropped to No. 3. The burger line was supported by about $1,500,000 in advertising last year, with Ken-L Ration Special Cuts receiving close to $1,000,000.

▪ Quaker's second largest advertiser behind Ken-L Ration is Fisher-Price toys. The division's sales for fiscal '78 were $230,300,000, up 18% from the year before, and ad spending increased to almost $8,000,000, up from about $6,500,000 in '77.

Fisher-Price introduced more than 40 new toys at the Toy Fair in New York early this year. Prominent among them were the Muppets' Miss Piggy doll, the Fisher-Price phonograph, Woodsey's Log House and the Hook and Ladder fire truck. The division's Talk-To-Me Player and Books was the hit of the previous selling season, and calendar year 1978 production was sold out by June of '78.

On the international front, Quaker acquired a majority interest in Chiari and Forti, an Italian food company, in March, 1979. Quaker now owns an 83% interest in the company, which markets edible oils, cake mixes and oven products.

Several key personnel changes were made, with Elizabeth D. Harrington joining the company as vp-advertising (and president of in-house agency, AdCom). She had been a vp of J. Walter Thompson Co., and succeeds Mitchell A. Seltzer, who left Quaker to pursue a career in tv programing.

Mead Montgomery joined Quaker as exec vp-restaurants and specialty retailing, and James J. Durkin was named president of the restaurants division, succeeding Frederick Montgomery.

Quaker's major restaurant chain is Magic Pan Creperies, but the unit has two newer operations—Proud Popover, a specialty restaurant with a Colonial American menu, and Engine House Pizza Co., a family restaurant with a firehouse decor.

ADVERTISING EXPENDITURES

	1978	1977
Newspapers	$2,919,800	$3,458,000
Magazines	9,981,500	8,870,400
Spot tv	13,855,300	16,977,300
Network tv	20,080,800	18,057,800
Spot radio	302,700	853,000
Outdoor	40,200	4,000
Total measured ..	47,180,300	48,220,500
Unmeasured	22,131,700	12,579,500
Estimated	69,312,000	60,800,000

MARKETING PERSONNEL

U.S. Grocery Products Group

William D. Smithburg, exec vp
Henry T. Chandler, vp—sales and distribution
Elizabeth D. Harrington, vp—adv; president—AdCom
Max M. Lomont, vp—package design
Lois I. Ross, vp—consumer services
Dudley M. Ruch, vp—mktg rsch

Foods Division

Jack M. Young, president
Douglas W. Mills, vp—product mgmt
Susan E. Beck, Philip A. Marineau, Nancy S. Pitz, J. Scott Talgo, product group mgrs

Frozen Foods Division

David M. Chamberlain, president
Terry L. Fraser, director—new areas
Cynthia M. Vacin, product group mgr

Pet Foods Division

Richard H. Glantz, president
Hedric E. (Pete) Rhodes, vp—product mgmt
James B. Kauffman, director—product mgmt

Christopher A.M. Penrose, Richard H. Sterling, product group mgrs

Wolf Brand Chili Products

U.B. Shockley, president
R.D. Stoothoff, mktg director

Burry Division

Alan R. Ryan, president
D.J. (Bud) Rhea, vp—sales and mktg
Walter S. Angielski, director—mktg, grocery & dairy products
J.R.M. Borie, director—mktg, Girl Scout products
Paul C. Glick, director—mktg, food service division

International Grocery Products Group

Frank J. Morgan, exec vp
Richard K. Clark, vp—mktg

Toys, Crafts & Chemicals Group

Paul E. Price, exec vp

Fisher-Price Toys Division

Henry H. Coords, president
Franklyn S. Barry Jr., exec vp
James R. Tindall, vp—sales and mktg
James W. Cudney, director—adv
David B. Fisher, director—mktg
Terry J. Thompson, director—public relations

Needlecraft Division

James M. Stuart, president
John A. Ball, director—mktg
Henri R. Goudsmit, director—product devel
Samuel B. Slade, vp-genl mgr, Herrschners

Chemicals Division

R. Bruce Sampsell, president
William J. McKillip, vp—rsch & mktg

Restaurants and Specialty Retailing Group

Mead Montgomery, exec vp

Restaurants Division

James J. Durkin, president
Donna L. Smith, vp—mktg
Peter L. Stewart, mktg mgr
Patricia M. Foley, public relations mgr
Tom McKeon, genl mgr, Engine House Pizza

ADVERTISING AGENCIES

AdCom, Chicago—Cap'n Crunch, King Vitaman, regular and instant oatmeal, Quisp, unprocessed bran, cookie mixes, Celeste pizza—Joan G. Stark, vp—media director

Allen & Dorwood, San Francisco—Magic Pan and Proud Popover—John Galbraith, vp

Batten, Barton, Durstine & Osborn, New York—Corn Bran, Life cereal, puffed cereals, shredded wheat, Puss 'n Boots cat foods—Charles Decker, vp—mgmt super

BBDM Advertising, Chicago—industrial cereals—Lee Wolf, acct super

Campbell-Mithun, Chicago—food service products—James Degen, mgmt super

Chalek & Dreyer, New York—Burry grocery and dairy products—Harvey Dreyer, president; James F. Comerford, exec vp

Gerber Advertising Agency, Portland, Ore—Engine House Pizza—John Nichols, acct super

Glenn, Bozell & Jacobs, Dallas—100% Natural cereal; Quaker and Aunt Jemima corn products, barley, flour; Flako baking mixes—Larry Stern, vp-mgmt super

Ladd/Wells/Presba Advertising, Chicago—chemicals—Richard M. Bueschel, senior vp

Sumner & Berry Advertising, Dallas—Wolf Brand products—Robert E. Berry, partner

J. Walter Thompson Co., Chicago and New York—Aunt Jemima breakfast products and mixes; Ken-L Ration dog foods—Lloyd Stein, vp—mgmt super

Waring & LaRosa, New York—Fisher-Price toys—Saul Waring, exec vp

RCA Corp.

	1978	1977
Sales	$6,644,500,000	$5,923,400,000
Earnings	278,400,000	247,000,000
Advertising	140,000,000	124,000,000

RCA Corp., New York, ranked 21st among the nation's advertisers in 1978, a year which saw RCA deliver its best annual performance since its founding 60 years ago.

RCA's domestic advertising expenditures rose 13% to an estimated $140,000,000 in a year that saw the company's global sales climb 12% to more than $6.6 billion, and earnings rise 13% to $278,400,000.

First half RCA earnings climbed $14,500,000 or 11% to $147,700,000, as sales rose 19% to $3.69 billion, fueled by gains in five of its seven business segments. The two units adversely affecting RCA's results were National Broadcasting Co. and RCA Records.

■ A "substantial" RCA loss and "accelerating expenditures" related to preparing for the videodisc's introduction ate into earnings gains made by strong color tv set sales, RCA indicated. As for NBC, "strong advertiser demand for time" could not offset "heavy" program costs, chiefly in prime time tv.

Six of RCA's seven functional business segments advanced in both sales and profits; the broadcasting segment (NBC) showed a profit decline of 20%, the result of "competitive problems" and the cost of attempting to overcome them.

The chief measure aimed at increasing the network's audience share was the hiring of former CBS and ABC "program whiz" Fred Silverman, who took office as president-ceo in June, 1978. Sales in the broadcast segment, however, gained by 11%.

■ Both domestic and overseas operations showed strong sales and profits. U.S. revenues were up 13% to $5.8 billion, yielding a slight increase in before-tax profits to $402,700,000. RCA's foreign sales increased 2% to $1.23 billion as profits rose to $110,600,000, a 57% increase.

RCA is structured into seven broad operational segments: Consumer electronic products and services, commercial electronic products and services, broadcasting, vehicle rental and related services, communications, government business and other products and services.

Incorporated under these various segments are RCA's operating divisions and subsidiaries, principally Banquet Foods Corp., Coronet Industries, National Broadcasting Co., Hertz Corp., Random House, RCA Direct Marketing, RCA Distributing Corp., RCA American Communications, RCA Global Communications, RCA Sales Corp., RCA Service Co., RCA Records, RCA solid state division and RCA picture tube division.

Foreign subsidiaries include RCA Ltd. in both Canada and the United Kingdom, and Oriel Foods, a British food company.

■ The RCA consumer electronic products and services segment manufactures, markets and services RCA television products, phonograph records and tapes and other entertainment for home and auto use.

Revenues for this unit jumped 15% as earnings rose 4%. A new ChannelLock color tuning system was introduced, eliminating the need for fine tuning. A profit decline in tv products, attributed to inflationary costs, was partly offset by the success of the SelectaVision home videocassette recorder, which established its U.S. market leadership with more than a 25% share.

The SelectaVision brand name also will appear on RCA's long delayed home videodisc players, now expected on the market some time during 1980. Herb Schlosser, the former National Broadcasting Co. president who is an RCA exec vp, is supervising the disc programing efforts; about 200 titles are planned initially, mostly movies.

RCA tv products moved from a modular chassis design to a single board concept, aimed at cutting costs and improving reliability while using fewer parts.

RCA Records posted a fourth consecutive year of new highs in sales and earnings, as sales of country music records rose 34% and classical records sales soared by 43%. Sixteen RCA albums and four singles went gold or platinum during 1978 as division president Robert Summer aimed to make RCA a more aggressive pop music label.

RCA commercial electronic products and services, showing a 23% increase in earnings on a sales gain of 10%, produces color television picture tubes, industrial tubes, solid-state and electro-optic devices, commercial broadcasting and communications systems and other electronic components for industry and business.

Color picture tubes set a new sales record, with gains resulting from strong domestic demand as well as the rising sales of RCA's Canadian, Mexican and Brazilian products, and RCA maintained its position as the U.S. market leader.

Solid state sales attained record levels although profits dipped as

The Bulletin circulates 257,261 more newspapers in the 14-County City & Retail Trading Zones than The Inquirer Monday through Sunday

If you're an advertiser and your customers live in the Greater Philadelphia area, then take a good hard look at the map above.

Because in this area, Monday through Sunday, your potential customers will get their hands on 257,261 more Bulletins than Inquirers.

Surprised? You shouldn't be.

Because last year retail and national advertisers, like yourself, placed 1,878,917 more lines of advertising in The Bulletin than in The Inquirer.

This leadership — plus our circulation dominance — make selling very simple.

It pays to put your money where your market is.

And in Greater Philadelphia The Bulletin is the market. Phone: (215) 662-7474

The Bulletin

Morning. Evening. Weekend. Sunday.

Putting your money where your market is.

Sources: ABC Fas-Fax 6 mos. ending 3/31/79
Computation by The Bulletin Research Department

Member, Million Market Newspapers, Inc.

the result of production problems in integrated circuits.

RCA broadcast activities increased 11% in revenues, not nearly enough to offset the 20% drop in profits. Nine new mid-season series were selected from perhaps 60 series pilots in the winter following Mr. Silverman's arrival, as all the new-for-fall '77 series were scrapped.

From his June '78 arrival through summer '79, Mr. Silverman has canceled 18 series and has passed over several other spring-summer '79 tryouts in preparing the fall schedule.

NBC-TV continued to lag behind front-running ABC and runner-up CBS in the prime time Nielsen ratings battle (and was having difficulties in other dayparts too), despite such '78 programing highlights as the "Holocaust" miniseries.

A record World Series audience of 135,000,000, however, did keep NBC in second place for much of the early part of the 1978-79 season.

The first concrete response to Mr. Silverman's call for sponsors to get back into supplying prime time series, and not just specials and tv movies, came from Procter & Gamble, whose "Shirley" starring Shirley Jones is due in September.

▪ Revenues from the five NBC owned and operated stations reached record levels, helped by an all-time high in local billings; earnings were the highest since 1969. These stations, located in New York, Chicago, Cleveland, Washington and Los Angeles, sponsored a "Health Fair" in 1978 with 140,000 people receiving free health screenings.

NBC Radio, reorganized in September, posted its highest sales in 23 years, as the four am and the four fm stations gained.

NBC plans to acquire three addition am and three more fm outlets in the top 20 radio markets. NBC began testing a new youth-appeal fm network earlier this year.

RCA vehicle renting and related services consists mainly of the Hertz Corp. and its various activities. Market leader Hertz recorded its seventh consecutive year of profit highs with an increase of 17% and 12% in sales. Among its 4,000 car rental outlets, 1,400 are at airports. During '78, Hertz signed marketing agreements with Ramada Inns, Best Western, Amtrak and American Express in Hawaii.

▪ The RCA communications segment consists of RCA Global Communications and RCA American Communications. RCA Alaskan Communications was sold in 1978 to the Pacific Power & Light Co. for $200,000,000 in cash plus any 1979 increase in the company's net worth.

Sales of this segment were up 12% and earnings jumped 31% following a 5% drop in 1977, as its Satcom I and II satellites were increasingly in demand by network and non-network broadcasters.

Among RCA's other products and services are those subsidiaries engaged in food, carpet and book publishing. These include Banquet Foods, Coronet Industries, Random House (including Alfred A. Knopf, Ballantine Books, Pantheon, Vintage, Modern Library and various educational divisions) and Oriel Foods of the United Kingdom.

In measured spending, the biggest gainer was network radio, up 80%. Magazines increased 38%, newspapers 34%, outdoor 31% and network tv was up 29%. Spot radio expenditures were down by 50% and spot tv showed a 10% decline.

▪ RCA color tv sets once again claimed the heaviest advertising support with measured media spending of nearly $11,000,000, down about $1,000,000. Of this total, $7,800,000 was spent in network tv.

The Kodak Ektralite 10 camera has a convenient built-in electronic flash to catch all the action.

Eastman Kodak continues to use actor Michael Landon to make the pitch for its various lines of cameras.

Advertising for Hertz was up 28% to $10,200,000, the largest chunk—$9,500,000—going for car rental activities. Over half of this total, $5,100,000 supported O. J. Simpson's dashes through airports on network tv; another $3,300,000 supported these commercials on spot tv.

Mr. Simpson will continue as the Hertz spokesman through 1980 at least. The Hertz rental car account moved to Scali, McCabe, Sloves from Ted Bates & Co. in February. Hertz' new advertising theme, "Where Winners Rent," broke in newspapers and on network tv during March.

NBC spent over $11,000,000, mostly to promote the tv network and its programing, a 43% increase over 1977. Most of this total went into magazines.

RCA Music Service spent $5,600,000 in magazines. Another $1,800,000, mostly in spot tv, backed RCA Records, which also is a hefty p.o.p. spender. More than $4,000,000 was spent for RCA's SelectaVision system in network tv, up from the $1,500,000 invested during 1977.

ADVERTISING EXPENDITURES

	1978	1977
Newspapers	$ 19,143,500	$ 14,343,400
Magazines	22,370,400	16,747,300
Spot tv	9,758,400	11,133,800
Network tv	20,809,600	16,142,100
Spot radio	209,700	498,000
Network radio	119,800	66,600
Outdoor	426,000	326,800
Total measured	72,837,400	59,258,000
Unmeasured	67,162,600	64,742,000
Estimated total	140,000,000	124,000,000

CORPORATE MARKETING STAFF

K. W. Bilby, exec vp-corp affairs
Lester Bernstein, vp-corp communications
L. M. Berberien, staff vp-mktg
Marilyn Watts, staff vp-mktg services
D. L. Alligood, director-corp adv
George Montaigne, director-adv & media services
Tom Lobe, director-mktg planning

ADVERTISING AGENCIES

Ted Bates & Co., New York—RCA corporate adv—Lee Hines, mgmt super.

Uniworld Group, New York—RCA community affairs—Byron Lewis, president, Tillman de Graphenreed, acct exec.

CONSUMER ELECTRONICS DIVISION

Arnold T. Valencia, exec vp-mktg operations
J. K. DeVoe, vp-adv & merch services
W. S. Beres, natl adv mgr
R. D. Levin, retail adv mgr
R. E. Eddy, vp-warranty programs & training

ADVERTISING AGENCY

Leo Burnett Co., Chicago—Dennis Dunlap.

RCA SERVICE CO.

E. A. Malm II, director—consumer products mktg
R. Ziselman, mktg services mgr

ADVERTISING AGENCIES

Al Paul Lefton Co., New York and Philadelphia—J. W. North, mgt super; Herb Rosen, acct super; George Tibbets, acct exec.

Richard Bandler Co., New York—William Young, vp.

DISTRIBUTOR & SPECIAL PRODUCTS DIVISION

P. R. Slaninka, div vp-mktg & consumer products mgmt
H. L. Craton, director-sales
A. D. Ricketti, mgr, mktg services

ADVERTISING AGENCY

Al Paul Lefton Co., Philadelphia—Ken Haverstick, acct exec.

RCA RECORDS

Jack Chudnoff, vp-creative services
Barbara Sisilli, adv media mgr

ADVERTISING AGENCY

Grey Advertising, New York—Len Fogge, acct exec.

RCA MUSIC SERVICE

R. Starmer, div vp-music service
Stratis Simon, adv & promo mgr

ADVERTISING AGENCY

Tatham-Laird & Kudner, New York—Robert Cherins, managing partner; Ralph Cohen, acct super; Deborah Newkerk, acct exec.

COMMERCIAL COMMUNICATIONS SYSTEMS DIVISION

Neil Vander Dussen, div vp-genl mgr
Miles Moon, creative services mgr
James Gimbel, mktg director-broadcast systems
C. H. Roberts, domestic mktg mgr-avionics systems
A. Tone, intl mktg mgr-avionics systems
W. K. Shaw, domestic sales mgr-mobile communications systems
R. Hamblett, intl sales mgr-mobile communications systems
Don Reinert, mktg mgr-cablevision systems

ADVERTISING AGENCIES

Lewis & Gilman, Philadelphia—broadcast and mobile communications—R. P. Van Brott, acct super.

Graham & Sparkman, Torrance, Cal.—avionics systems—Clifford Graham, mgmt super.

RCA PICTURE TUBE DIVISION

R. B. Means, div vp-U.S., Canada & Far East mktg
R. F. Dunn, mgr-mktg rsch, news & info

SOLID STATE DIVISION

W. B. Dennen, director-public affairs
D. W. Ludlum, mgr-adv & sales promo, solid state
R. A. Santilli, div vp—integrated circuits
E. M. Troy, div vp-solid state power
Dr. R. E. Simon, div vp-electro optics & devices
J. F. Chattin, mgr-adv & sales promo, electro optics & devices

ADVERTISING AGENCY

Ries, Cappiello, Colwell, New York—John Carden, acct exec.

RCA GLOBAL COMMUNICATIONS

R. J. Angliss, exec vp-services & mktg
M. L. Finkelstein, vp-mktg
Ed Yeaker, mgr-adv

ADVERTISING AGENCY

Rumrill-Hoyt, New York—Terry O'Connor, acct exec.

RCA AMERICAN COMMUNICATIONS

John Williamson, director-public affairs
R. L. Graff, administrator-news & public affairs

ADVERTISING AGENCY

Hammond & Farrell, New York—Jeff Kaumeyer, vp.

GOVERNMENT SYSTEMS DIVISION

Dr. James Vollmer, div vp-genl mgr
G. D. Prestwich, div vp-mktg
N. F. Pensiero, director-mktg services
W. F. Tait, vp-field mktg
P. F. Martin, director, mktg & advanced planning-astroelectronics
F. H. Stelter Jr., mktg director-govt communication systems
J. E. Murname, mktg director-automated systems
R. P. Cheetham, mktg director-missile & surface radar

ADVERTISING AGENCY

Al Paul Lefton Co., Philadelphia—Richard Rossi, acct exec.

BANQUET FOODS CORP.

R. W. Bedecker, exec vp-mktg
B. G. Babcock, vp-mktg services
E. B. Powell, director-adv

ADVERTISING AGENCY

Case & McGrath, New York—Donald Gilbert, vp.

CORONET INDUSTRIES

V. J. Vigliano, mgr-adv, promo & pr

HERTZ CORP.

Hal Bingaman, vp-product mktg
George MacMahon, mktg director-truck div
Stefan Bothe, mktg director-car leasing div
William Henneberry, mktg director-rent-a-car div

ADVERTISING AGENCIES

Scali, McCabe, Sloves, New York—car div—Murray Gaylord, acct exec.

Ogilvy & Mather, New York—car & truck leasing div—John Kelly, mgmt super.

NATIONAL BROADCASTING CO.

M. Weinblatt, president-NBC Entertainment
W. Watts Biggers, vp-adv & creative services
Richard Kahn, vp-on-air promo
Mike Mohamad, vp-print & design
Frank Pintauro, vp-adv operations
R. Blackmore, vp-sales
R. W. Golden, vp-mktg

ADVERTISING AGENCY

McCann-Erickson, New York—R. Ravitz, senior vp & mgmt rep; Steve Seiter, vp & acct super; Les Greenwald, acct exec; J. Schoenfeld, media director; R. Gallagher, associate media director; I. St. Amand, media planner.

RANDOM HOUSE

Dan Del Col, adv director

ADVERTISING AGENCY

Sussman & Sugar, New York—Mel Fauer, acct exec.

RCA LTD. (CANADA)

J. K. DeVoe, vp-adv & mktg services
L. Small, mgr-Canadian adv

ADVERTISING AGENCY

Leo Burnett Co., Toronto—Peter Stuart.

Ralston Purina Co.

	1978	1977
Sales	$4,058,400,000	$3,760,000,000
Earnings	154,600,000	142,700,000
Advertising	91,000,000	80,673,900

Ralston Purina Co., St. Louis, the 43rd largest national advertiser, boosted its ad spending by about 13% in 1978 to an estimated $91,000,000, more than restoring the cutback in 1977 when advertising dropped to $80,673,900 from $87,780,000 the previous year.

Sales in fiscal 1978, ending Sept. 30, topped $4 billion for the first time, up 8%. Earnings also set a company record of $154,600,000, an increase of 8%.

Ralston Purina attributed the increased sales and earnings primarily to excellent performance in the agricultural feeds and products area—particularly feed operations outside the U.S. The cereal and pet food operations also showed improvement.

In pet foods, Purina continued to increase its sales and earnings and maintained its over-all dominance with a market share estimated at 31.6% by industry analyst John C. Maxwell. Purina is particularly strong in dry pet foods, with four of the top five brands in both dry dog food and dry cat food.

▪ Purina puts about 60% of its measured ad budget behind its pet foods, largely in network and spot tv. Among the heaviest advertised brands in 1978 were Purina Dog Chow ($9,161,000); Cat Chow ($8,099,200); Puppy Chow ($6,239,400); Meow Mix ($5,957,700); Chuck Wagon dog food ($5,846,700), and Dog Meal ($4,509,100).

Purina increased measured ad spending for Chuck Wagon dog food, but the No. 3 product in the marketplace continued to slip in sales. Ad spending on Chuck Wagon in 1978 totaled $5,846,700, up more than $2,000,000 over 1977. Market share, however, slipped from 9.8% to 8.5%, estimates industry analyst Mr. Maxwell, while dollar sales also slid.

TOGETHER IN CRUNCHEWY CHUCK WAGON DOG FOOD.
CHUCK WAGON

Ralston Purina Co. increased ad spending for Chuck Wagon during 1978 by more than $2,000,000.

Dog Chow and Puppy Chow continued to maintain a firm hold on the Nos. 1 and 2 spots in dry dog food, with dollar sales increases, but some erosion in market share.

Over-all, Purina lost about 1.1% of the pet food market, due primarily to pressure from competing products. Purina, however, also has a number of new products, which either went national in late 1978 or are on the verge of doing so this year.

▪ In an effort to counter inroads made by Quaker Oats' soft-dry dog food Tender Chunks, Purina rolled national in October with its own Moist & Chunky, backed by $1,800,000 in measured advertising its first two months. Ad support for the first year was projected at $10,000,000 to $14,000,000.

Purina is expanding out of test market with Bonz, a dog biscuit snack shaped like a cross-section of bone, which received nearly $600,000 in measured media support in 1978. Nabisco's Milk Bone biscuits still dominate that segment of the market with about 60%.

The company also added new entries to the dry cat food market, introducing Cat Chow Country Blend nationally in September. Purina also went national with Good Mews dry cat food, with an ad budget reported in excess of the $14,500,000 used to launch Fit & Trim dry dog food—which at the time was said to be the company's heaviest support for a new product introduction.

Purina's Cat Chow is in a strong No. 1 position in the dry cat food market, with a 1978 share estimated at 32% by Mr. Maxwell (down slightly from 1977). The company also holds the No. 3 spot with Meow Mix (market share estimated at 19%) and its Special Dinners are No. 4 (market share estimated at 10.7%). The company recently introduced a new Meow Mix flavor.

▪ In ready-to-eat cereals, Purina continued its inroads into the bran cereal market as HoneyBran went into test market in November, and is now rolling out. It joins Bran Chex, which, along with the other Chex cereal flavors, has an estimated 3.7% of the market share.

Ralston's children's cereal, Cookie Crisp, enjoyed good success in its first two years, moving from an 0.8% market share in 1977 to a 1.5% market share in 1978, which brought it into the top ten among children's cereals. The Chex cereals were backed by $9,181,800 in measured ad spending, while Cookie Crisp got $6,145,500.

The company's Country Stand fresh mushrooms grew in popularity after a successful 1977 national introduction. The company reports pound sales up 40% over 1977 and ad spending went from $8,100 to $134,000—all in magazines.

Despite the soaring sales, Purina said mushroom earnings were "short of planned expectations," citing severe winter weather as the cause of higher costs and reduced output in certain locations. A sixth harvesting facility was added during the winter.

▪ Results in the company's Chicken of the Sea tuna business faltered slightly for a second straight year "because of intense industry price competition and high costs," according to Purina Chairman R. Hal Dean. Chicken of the Sea received $3,586,900 in measured media spending.

Jack-in-the-Box Restaurants, run by the company's Foodmaker Inc. subsidiary, moved into battle with McDonald's for a share of the fast-food breakfast market. Early this year, Jack-in-the-Box introduced three breakfast entrees and offered a money-back guarantee if the customer wasn't satisfied with the breakfast. The restaurant chain also opened its 1,000th Jack-in-the-

Box during the summer of 1978. Ad support totaled $3,736,100 in 1978.

Purina's St. Louis Blues hockey club struggled through a losing season. But the company said it plans to improve marketing tactics for both the team and its Checkerdome arena.

ADVERTISING EXPENDITURES

	1978	1977
Newspapers	$ 2,217,700	$ 2,772,000
Magazines	9,300,600	10,132,400
Farm publications .	592,200	622,000
Spot tv	14,752,500	11,529,900
Network tv	57,073,900	50,136,400
Spot radio	3,959,000	2,438,000
Network radio	307,500	61,200
Outdoor	31,200	783,800
Total measured ..	88,234,600	78,475,900
Unmeasured	2,765,400	2,198,000
Estimated total ..	91,000,000	80,673,900

CONSUMER PRODUCTS

MARKETING PERSONNEL

W. P. Stiritz, vp, director
W. M. Claggett, div vp, director—adv/mktg services
W. H. Lacey, div vp, director-mktg
J. P. Mulcahy, director, product mgmt
B. E. Gensame, director, product mgmt
J. H. Morris, director, product mgmt
D. B. Smart, director, Food Enterprises Division
R. D. Masson, director, Chemical Specialties

ADVERTISING AGENCIES

Avrett, Free & Fisher, New York—Purina Variety Menu, Kitten Chow, Cat Chow, Good Mews—Ron Thomas, mgmt super.

Checkerboard Advertising Co., St. Louis house agency—professional marketing services, Ry Krisp, new products.

Della Femina, Travisano & Partners, New York/Los Angeles—Meow Mix, Purina High Protein Dog Meal, new products—R. Clowes, New York; J. Travis, Los Angeles, mgmt reps.

Gardner Advertising Co., St. Louis—Chuck Wagon, Puppy Chuck Wagon, Puppy Chow, Fit & Trim, Bonz, new products—Donald Weakley, director, acct mgmt.

Mandabach & Simms, New York—Checkerboard Foodservice—Ron W. Plummer, vp, director.

MCA Graham, New York—new products—William Dunlap, managing director.

McDonald & Little, Atlanta—Cookie Crisp, Lovin' Spoonfuls, new products—Richard D. Thomson, mgmt super.

N.W. Ayer ABH, New York—Honey Bran, new products—Dominick Rossi, mgmt super.

Don Tennant Co., Chicago—Whisker Lickins, new products—Thomas J. Prchal, mgmt super.

Wells, Rich, Greene, New York/Los Angeles—Tender Vittles, Purina Dog Chow, Chex, Bran Chex, Jack-in-the-Box restaurants, Moist & Chunky, Butcher's Blend, new products—Thomas Derderian (human foods), David Bulleit (pet foods), New York; D. Michel, Jr., Los Angeles, mgmt supers.

Tatham-Laird & Kudner, Chicago—Special Dinners, new products—William Bienemann, managing partner; E. Reynold Petray, mgmt super.

CHOW DIVISION

E. L. McMillan, director, mktg

ADVERTISING AGENCIES

Vangard Communications (division of Gardner Advertising), St. Louis—Walt Lloyd, mgmt rep.

Kenrick Advertising, St. Louis—health industries—Gene Duncan, mgmt rep.

Checkerboard Advertising Co., St. Louis—Omolene.

VAN CAMP SEAFOOD

MARKETING PERSONNEL

R. C. Atchison, president
P. W. Rose, vp, mktg
A. Cashman, director, product mgmt

ADVERTISING AGENCY

N.W Ayer ABH, New York—Chicken of the Sea tuna, new products—Ed Grossman, mgmt super.

RALSTON PURINA INTERNATIONAL

MARKETING PERSONNEL

T. H. Mullenix, corp vp, director
C. D. Fales, div vp—director, agriproducts mktg
V. L. E. Stisser, div vp-managing director, Asia/Pacific div
A. W. Donnelly, div managing director, Europe
R. N. Morrow, div vp-managing director, Mexico
J. E. Langley, div vp, Mexico
L. A. Van Houten, div vp-managing director, South and Central America

ADVERTISING AGENCY

RPI Agri-Products Marketing Services—L. F. Clay, mgr

PROTEIN/DAIRY FOOD SYSTEMS/-RALTECH SCIENTIFIC SERVICES

J. J. Anton, div. vp and dir of marketing

ADVERTISING AGENCY

Bryan Donald Advertising, Kansas City—Don Funk, mgmt rep

MARICULTURE

R. M. Moeller, managing director, mariculture operations

PRODUCE PRODUCTS

B. Harrington, director

ADVERTISING AGENCY

Vinyard & Lee & Williams, St. Louis—Country Stand fresh mushrooms and products—Dick Vinyard, mgmt vp.

DECO PLANTS

MARKETING PERSONNEL

P. S. Forman, director of mktg

RESTAURANT GROUP FOODMAKER INC.

MARKETING PERSONNEL

J. W. Goodall, president, ceo, Foodmaker
T. W. Doan, vp, Continental Restaurant Systems
F. J. Cornwell, vp, Jack in the Box
J. J. Bischoff, mktg director, Jack in the Box
R. Williams, director, Continental Restaurant Systems mktg

ADVERTISING AGENCY

Wells, Rich, Greene, Los Angeles—Jack in the Box, Continental Restaurant Systems—D. Michel Jr., mgmt rep

KEYSTONE RESORT

MARKETING PERSONNEL

R. A. Maynard, president
J. D. Jones, vp, mktg

ADVERTISING AGENCIES

Checkerboard Advertising Co., St. Louis.

Heckler Associates, Seattle—Charles Fredericks, acct exec

ST. LOUIS HOCKEY BLUES

MARKETING PERSONNEL

E. Francis, director
J. Jones, mktg director

ADVERTISING AGENCIES

Checkerboard Advertising Co., St. Louis.

Martin/Williams Advertising, Minneapolis—Pat Fallon, mgmt super

Revlon Inc.

	1978	1977
Sales	$1,451,669,000	$1,143,324,000
Earnings....	129,233,000	97,794,000
Advertising*	92,000,000	80,000,000

*Estimated by AA

Revlon Inc., New York, the 40th largest national advertiser, increased its ad spending 15% to $92,000,000 in 1978 as sales and earnings again reached record levels, climbing 27% and 32.5% respectively over 1977's figures.

In its annual report, Revlon put advertising worldwide at $137,725,000 or 9.5% of sales, against $105,774,000 or 9.3% of sales, the year earlier. These figures include costs for brochures, research and maintenance of the ad department not included by AA.

Factors cited as contributing to sales and earnings gains during 1978 include new product introductions, improved marketing and sales organization and integration of previously acquired operations such as Armour, Lewis-Howe Co. and Roux Laboratories.

Approximately 65% or $944,898,000 of Revlon's volume came from beauty products sales both here and abroad, while 35% or $506,771,000 was generated by health products and services both domestically and internationally.

▪ In 1978, the U.S., Canada and Puerto Rico contributed $1.021 billion to total revenues; Europe, the Middle East and Africa, $259,311,000, and other areas of the world, $170,949,000. Beauty products contributed 64% of operating profit worldwide, while health products and services accounted for the remaining 36%.

Revlon's cosmetics and fragrance sales exceeded those of any other U.S. cosmetics and fragrance company selling through retail outlets. Additionally the beauty segment is credited with growth almost double that of the market's during 1978, giving Revlon an 18.5% share of the domestic cosmetics market and a close to 5% share internationally.

Beauty products introduced domestically in 1978 include Formula 2 Face makeup, Moon Drops Moisture Release Sports Stick, Revlon Colorfast Eyeshadow, Super Lustrous Creme-on Shadow & Super Lustrous Creme-on Blush, New Flex Light Conditioner, Flex antidandruff shampoo and corrective conditioner as well as line extensions under the Charlie name (blush, lip tint and oil free makeup) and Mitchum antiperspirant stick and nonaerosol pump spray.

The 1978 Ad Dollar Summary

Year-End Issue Only $75.00

- The only complete listing of all brands active in six major media: consumer magazines, national newspaper supplements, network and spot television, network radio, outdoor.
- Expenditures for more than 24,000 brands—listed in alphabetical order with parent company identification and media used.

PLUS

- The top 1000 companies with Ad Dollars listed by media.
- The top 10 brands in each of 243 product categories with category total.

A complete summary of Ad Dollars from the PIB Service, BAR Broadcast Services, LNA Outdoor. The official industry figures prepared for MPA, TVB, RAB, OAAA used by every major advertiser and their advertising agencies.

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MARKETING PROFILES

Internally Revlon divides its beauty business into three groups, within which each consumer segment is served by a cosmetics "house" with products, packaging and marketing designed to match its characteristics.

Thus there are the popular priced houses of classic Revlon, Moon Drops, Natural Wonder and Charlie within Group I and the high fashion houses of Princess Marcella Borghese, Ultima II and Etherea Fine Fragrances within Group III.

Group II is composed of toiletries, hair care and coloring items and antiperspirants. During 1978, each group was assigned its own marketing and sales organization and president for more effective administration.

In early 1979, Revlon completed its acquisition of the Henry-Colomer Group, a European manufacturer of professional beauty care products, for $38,000,000. The acquisition marks Revlon's second purchase of an international cosmetics company in the last two years. Previously it bought Bozzano, based in Brazil.

Back in the U.S., Revlon extended distribution of its Sensor Perm, introduced in 1976, to 10,000 salons from 7,000 in 1977. Sensor Perm is part of the company's Professional Products division which supplies salons with regular and special formulations of Revlon products along with hair styling equipment.

Other Revlon efforts undertaken in the hair care area during 1978 included the reformulation of Group II's Colorsilk hair coloring, which was launched as a non-ammoniated formula early in '79 putting it head to head with Clairol's Clairesse, and the introduction of New Sensor Body Perm and Guys and Dolls Perm from the Professional Products division.

During 1979, it was also learned that Revlon is preparing to introduce a new home permanent called Instant Styling Perm through its personal products group.

■ In the ethnic hair care market, Revlon Realistic is said to have captured the lead position as supplier of relaxer solutions in the U.S.

Also it was learned that in the shampoo/conditioner market, Group II's Flex with balsam conditioner captured a 27% market share with sales rising almost 70% to an estimated $30,000,000 (factory). Although share estimates were not available for Flex shampoo, the brand's performance was termed strong by industry sources making Revlon the No. 3 marketer of shampoos behind only Procter & Gamble and Bristol-Myers. Trade sources noted conversely that the Flex anti-dandruff entry had not been turning well.

Other beauty products and fragrances also increased market share. Revlon's treatment products rose from an 11.7% share to well over 13% while fragrances posted an estimated 18.3% share. Revlon's Charlie and Jontue fragrances remained the No. 1 and 2 national brands, respectively. However, while Jontue sales continued to rise, Charlies were reported off by about 10%.

■ During the first half of 1979, it was also disclosed that Revlon plans to introduce a Norell 2 fragrance in the U.S. this fall while in Paris there are plans to launch Ivoire, a new scent from the house of Balmain.

A repackaged item from the cosmetics segment is a facial scrub bar under the Natural Wonder brand name which during 1978 was repositioned toward a slightly older customer.

The most heavily advertised Revlon cosmetics, treatments, fragrances and hair care products, according to measured media figures from Leading National Advertisers Inc., included the Flex hair care line which received $8,389,500; Charlie Perfume, $4,502,000; Jontue, $3,670,400; Natural Wonder cosmetics, $2,397,100; Formula 2 treatment and makeup, $3,275,000; and Milk Plus 6 creams, lotions, shampoo/conditioner, $2,541,200.

Among these, Flex registered the most dramatic increase in measured media expenditures, jumping from $4,535,900 in 1977. Network and spot tv were again the primary vehicles.

Norman, Craig & Kummel, which last handled Revlon Inc. assignments in 1968 started off 1978 with a Revlon reunion—the Milk Plus 6 line of moisturizers and cleansers. These were previously handled by Holland & Callaway which was dropped from the Revlon agency roster in 1978

■ From Revlon's health care group, the Ice Band Cold Compress for first aid treatment was launched nationally in July, 1978. A part of Norcliff Thayer, the company's proprietary products unit, the brand's spending for print and promotion was estimated at $1,000,000.

Oxy 10, an anti-acne preparation from Norcliff Thayer spent its first full year on the market in 1978, surpassing the substantial volume of Oxy 5 and Oxy Scrub. The Oxy line is reportedly the second largest such product group in the anti-acne market.

Norcliff Thayer also took steps in 1978 to introduce Tums to the worldwide markets. Elsewhere in the health care group, USV International and Armour International were joined together abroad to create International Pharmaceuticals.

ADVERTISING EXPENDITURES

	1978	1977
Newspapers	$1,214,800	$1,078,600
Magazines	9,580,700	8,411,700
Spot tv	13,259,800	12,464,100
Network tv	23,124,700	18,093,500
Spot radio	733,400	399,000
Network radio	945,700	591,700
Outdoor	55,800	2,100
Total measured	48,914,900	41,040,700
Unmeasured	43,085,100	38,959,300
Estimated total	92,000,000	80,000,000

REVLON INC.

New York

MARKETING PERSONNEL

Sanford Buchsbaum, sr vp-adv workdwide, Martin Stevens, vp-creative services, Susanne Kirtland, vp-creative director, George Feld, vp-adv services, Anthony Cozzolino, media/budget director, John Maisano, president, Group I. Harvey Schwartz, president Group II, Lawrence Wechsler, president Group III

ADVERTISING AGENCIES

Grey Advertising, New York—all classic Revlon and Natural Wonder products, Flex, Jontue, Colorsilk, Eterna 27. Blair Plowman, mgmt super

50th Floor Workshop, Revlon's in-house agency—Revlon lipstick and nail enamel, Charlie, Chaz, Ultima II, Ciara, Cerissa, Etherea, Norell, Princess Marcella Borghese, Bill Blass. George Feld, vp. adv services, Rita Grisman, creative director

Marschalk Co., New York—Mitchum. Chet Kane, mgmt super

Leo Burnett Co., Chicago—Moon Drops, Formula 2. Hank Feeley, mgmt director

Norman, Craig & Kummel, New York—Milk Plus 6. Jeff Clapp, mgmt super

REVLON HEALTH CARE GROUP

Tuckahoe, N.Y.

MARKETING PERSONNEL

Duane Miller, vp

USV LABORATORIES—DOMESTIC

Tuckahoe, N.Y.

MARKETING PERSONNEL

Robert E. Ivy, president/genl mgr

ADVERTISING AGENCIES

Klemtner Advertising, New York—Hygroton, Regroton, Doriden, Cerespan, MVI, Azolid-A, Aquasol A, Nitrospan. Martin Meaney, acct exec

Wesson & Warhaftig, New York—Arlidin. Steve Spittel, acct exec

Maxon Davis Inc., New York—Pertofane special projects. Akin Toffey, acct exec

NORCLIFF THAYER

Tuckahoe, N.Y.

MARKETING PERSONNEL

Charles A. Pergola, president
Michael S. Lesser, exec vp/genl mgr
Jerome P. Alpin, mktg group mgr
Larry White, mktg group mgr
Linda L. Lovelace, new products director
Robin Mills, vp-brand management

ADVERTISING AGENCIES

Case & McGrath, New York—Oxy 5, Oxy 10, Oxy Scrub, A-200, new products. Don Gilbert, vp; Steve Bayer, acct super

Compton Advertising, New York—dental adhesives, Zonite, Alboiene, Pretty Feet & Hands, Co-Salt. David Basch, vp; John Daghlian, acct super; Betsy Rogers, acct exec

Marschalk Co., New York—Esoterica, Liquiprin, Nature's Remedy, new products. Barry Linsky, sr vp; Peter Detels, vp-acct super, David Watson, acct exec

Leo Burnett Co., Chicago—Tums, new products. Dan Reid, vp-acct super; Alan Yurman, sr vp-mgmt director

MOON DROPS MASQUES
REVLON

Revlon's Moon Drops Masque was advertised in 4-color spread magazine ads. Moon Drops introduced Moisture Release Sports Stick in 1978.

ARMOUR PHARMACEUTICAL

Phoenix, Ariz.

MARKETING PERSONNEL

Robert Lazor, vp-mktg & selling

ADVERTISING AGENCIES

Baxter, Giorian & Mazzi, Los Angeles—Tussars, Biochemicals. Norman Rosenquist, acct exec

Stewart Williams, Stamford, Conn.—Nicobid, Calcimar, Dialume, Biozyme, burn products. Ed Lindner, acct exec

BARNES-HIND PHARMACEUTICALS

Sunnyvale, Cal.

MARKETING PERSONNEL

Kevin Ryan, president

ADVERTISING AGENCY

Vicem Associates, San Francisco—Wetting Solution, Titan, Comfort Drops, One Solution, Gel/Clean, Degest 2, Cylsodrast, Komed, Komex, Barseb Ther-Spray, Neo Tears, Soft Therm, Soft Mate. Tom Spooner, sr vp-acct exec

NATIONAL HEALTH LABORATORIES

La Jolla, Cal.

MARKETING PERSONNEL

Robert E. Draper, president

ADVERTISING AGENCY

All advertising is handled in-house

MELOY LABORATORIES

Springfield, Va.

MARKETING PERSONNEL

Don Lewis, president
William Watson, vp

ADVERTISING AGENCY

All advertising is handled in-house

R.J. Reynolds Industries

	1978	1977
Sales†	$6,622,100,000	$6,363,100,000
Earnings†	441,900,000	423,500,000
Advertising*	182,596,300	164,686,100

†Worldwide *U.S. only, AA estimate

R.J. Reynolds Industries, Winston-Salem, N.C., the 12th largest national advertiser, spent an estimated $182,596,300 on advertising in 1978, close to an 11% increase over 1977.

Worldwide company sales in 1978 rose 4%, to $6,622,100,000, while earnings increased 4.3%, to $441,900,000. Domestic and international tobacco sales, which accounted for 68% of corporate sales, rose 6.7% and 15%, respectively, during the year.

Shipping revenues, meanwhile, increased 15.4%, and RJR Foods saw its sales rise 4.6%. Energy revenues, on the other hand, declined 28.1%, but that was attributed primarily to the nationalization of the company's holdings in Kuwait.

R.J. Reynolds Tobacco Co., the nation's largest tobacco manufacturer, claimed 32.9% of all domestic cigaret sales, compared with a share of 33.1% in 1977. Four of the top 10 selling brands are RJR Tobacco products.

Winston, the company's top brand and No. 2 in the nation (Philip Morris Inc.'s Marlboro is No. 1), saw its market share slip slightly, from 14.7% in 1977 to 14% in 1978. The Winston Lights line, aided by the 1977 introduction of Winston Lights 100s, grew over 40% to secure a 2.8% market share as the best selling nonmenthol low-tar brand.

Measured media ad spending for the Winston brand totaled $29,272,200 in 1978, with $14,952,700 going to magazines, $5,639,800 to newspaper supplements and $8,729,700 to outdoor.

The Salem brand maintained its No. 4 position and 9% market share during the year. The line as a whole grew 35%, from a share of 2.4% to 3.5%. The Salem Lights 85s saw its share go from 1.5% in 1977 to 1.9% in 1978, while Salem Light 100s went from 0.9% to 1.2% over the same period.

Spending for the brand amounted to $25,430,300 in 1978, with $13,627,200 going to magazines, $7,518,600 to newspaper supplements and $4,284,500 to outdoor.

■ Significant news came in the Camel brand when Camel Lights, introduced into national distribution early last year, earned a 0.7% share for that first year. Camel Long Lights soon followed with an introduction early this year.

At the same time, in an effort to capture a larger share of the declining nonfilter market—estimated at 10% of the entire market—RJR began testing a new ad campaign for Camel nonfilters last year. The cigarets, which accounted for 2.7% of the market in 1978, were unadvertised for all practical purposes in recent years.

Measured media for the brand, No. 8 nationally, totaled $23,478,600 in 1978, with $12,154,400 going to magazines, $4,530,100 to newspaper supplements and $6,794,100 to outdoor.

In the low-tar category, the Vantage brand continued to move upward, with market share rising from 2.9% to 3.1%, making it No. 9 nationally. Vantage Longs, introduced in 1977, held a 0.6% share after having had a sales increase of 19.3%.

To bolster the brand's sales possibly even more, RJR in May introduced Vantage Ultra Lights into test markets in Boston, Indianapolis, Fort Wayne and Worcester, Mass.

Measured media spending for the brand totaled $15,643,000 in 1978, with $8,651,400 going to magazines, $4,143,300 to newspaper supplements and $2,848,300 to outdoor.

Real, the brand that proved to be a disappointment for RJR in 1977, saw its sales increase by 3.2%. Supported by a huge ad blitz when it was introduced in 1977, Real today holds a 0.4% market share, despite changes in ad approaches designed to bring the cigaret up to the 1.5% share expected the first year.

Real continued to see a heavy spending program with $16,935,900 going into measured media in 1978, compared with $14,569,000 the year before. A total of $8,696,200 was spent in magazines, $2,583,300 in newspaper supplements and $5,656,400 in outdoor.

Doral's sales continued to decline, 16%, in 1978. The brand, which has been unadvertised, witnessed the national introduction of Doral II during the year.

In the ultra low-tar category, Now went through an "image change," with its tar content rising from 1mg to 2mg. Instead of playing a numbers game with American Tobacco's Carlton, Now began to position itself as a choice of the affluent man and woman.

Measured media spending for the brand, which maintained a 0.5% share, amounted to $7,811,500, with virtually all of it going into magazines.

More, the 120mm cigaret wrapped in brown paper, had a 4.6% increase in sales in 1978, giving a 1% market share. Spending totaled $10,474,700 in 1978, with $5,385,900 going to magazines, $1,953,400 to newspaper supplements and $3,135,400 to outdoor.

RJR Foods, with its Chun King brand, is No. 1 in canned Chinese food and near the top in frozen Chinese food. Its Patio line is No. 1 in frozen Mexican foods. Hawaiian Punch is a significant factor in the canned drink field.

One of the most significant developments for the company during the year was its merger with Del Monte Corp., which puts RJR Foods in a leading position in fruits and vegetables and canning, both in the U.S. and in foreign markets.

In the deal, RJR paid $619,000,000 for Del Monte, which reportedly had revenues of $1.6 billion in 1977. Del Monte's ad spending was small by RJR standards. Measured media expenditures in 1978 totaled $3,085,300, with most spent in magazines or network television. RJR Foods, on the other hand, spent $15,602,900 in 1978, most of it for Hawaiian Punch.

ADVERTISING EXPENDITURES

	1978	1977
Newspapers	$61,093,400	$59,044,700
Magazines	71,517,200	59,588,900
Spot tv	7,113,300	4,842,800
Network tv	7,947,000	5,148,400
Spot radio	221,500	89,000
Outdoor	31,987,500	33,552,300
Total measured	179,879,900	162,236,100
Unmeasured	2,716,400	2,450,000
Estimated total	182,596,300	164,686,100

R.J. REYNOLDS TOBACCO CO.

MARKETING PERSONNEL

R.E. Anderson, exec vp-mktg
T.E. Sandefur Jr., vp-adv & brand mgmt
N. Glover, director, brand mgmt
Mike McAllister, C.W. Fitzgerald Jr., Sally Mackinnon, group brand mgrs
Marty Orlowsky, director of media
J.F. Hind, vp-planning
Carlos A. Martin, director, new brands
C.C. Standen, director, mktg services
J. Stuart, director, mktg rsch

ADVERTISING AGENCIES

William Esty Co., New York—Salem, Camel—Paul R. Dooling, president, acct director; Laurence M. Wassong, acct group head; John E. Neal, William D. Ponzer, vps, mgmt supers. Jeff Hill, art director, creative co-director; Patrick Fanell., Chet Stover, creative directors; Emil Dispenza, vp, art director

Dancer Fitzgerald Sample, New York—Winston, Winchester cigars—Thomas E. Bohan, exec vp, mgmt director; Edward W. Boyer, senior vp, mgmt super; Gerald P. Darringer, Nancy H. Burghart, J. Michael Leahy, vps, acct supers; Dana N. Blackmar III, exec vp, creative director; John T. Lucci, exec print art director, tv producer

Leber Katz Partners, New York—Vantage, More, Now—Stanley H. Katz, senior mgmt; Jerome L. Davidow, senior mgmt super; Walter A. Carey Jr., mgmt super; Jack Silverman, Bernard Zlotnick, Max Sapan, creative directors

Tatham-Laird & Kudner, Chicago—smoking and chewing tobacco, special projects—Charles Standen, Jerry Birn, managing partners; Tim Collins, mgmt super; Tom Mc-

Donald, Kirk Borland, acct supers; Dave Fairman, exec creative director; Bob Bassindale, Joel Goldsmith, creative directors.

BBDO, New York—Doral—Jerry Lee, vp, mgmt super; Phil Slott, creative director.

Ogilvy & Mather, New York—Real—Graham Phillips, exec vp, mgmt super; C. Michael Newbrand, vp, mgmt super; David Scott, exec vp, creative head.

RJR FOODS

MARKETING PERSONNEL

R.A. Mier, vp-mktg
W.C. Graham, director-brand operations, prepared foods
C.S. Weiss, director-brand operations, new products
D.F. Chmiel, director-brand operations, beverages
J.C. Bieda, director-mktg rsch

ADVERTISING AGENCIES

BBDO, New York—Hawaiian Punch—T. Newline, vp, mgmt super; W. Kelly, acct super; C. Good, J. Vaughan, acct execs.

Advertising to Women, New York—Chun King, Patio, new products—John Ernst, chairman; Lois Ernst, president.

Lee King & Partners, Chicago—Milk Mate—Jerry Reshkin, exec vp; Gary Waldron, vp & acct super.

Richardson-Merrell

	1978	1977
Sales†	**$944,961,000**	**$836,004,000**
Earnings† ..	**66,179,000**	**57,180,000**
Advertising*	**105,000,000**	**90,000,000****

†Fiscal years ended June 30, 1978, and June 30, 1977.
***AA estimate **Restated**

Richardson-Merrell, Wilton, Conn., the 37th largest U.S. advertiser, raised advertising and promotion about 17% to an estimated $105,000,000 in 1978.

Worldwide ad spending rose 21% to $179,279,000, according to the company.

Manufacturer and marketer of proprietary medicines, toiletries, ethical pharmaceuticals, animal health products, chemicals, and furniture refinishing and care products. Richardson-Merrell boosted sales 13% to $944,961,000 in the fiscal year ended June 30, 1978. Net earnings increased 15.7% to $66,179,000.

▪ The Vicks consumer products divisions reported a sales increase of 19.3%. Oil of Olay, of the toiletry products division, continued to show sales growth, though the rate was down somewhat from the previous two years.

In the health care division, sales of cold products rose substantially in response to a high cold/flu incidence. The products held or gained consumer share unit in every category.

For the first time in a number of years, cough drops—reacting favorably to strong ad support—held market share.

Clearasil continued to lead the teen skin care category, despite strong competitive challenges, but Lavoris sales buckled in the face of heavy competition.

New products introduced nationally last fall include Topex, an acne cleaning lotion; Complete, a denture cleanser and toothpaste combination, and Night of Olay, a nighttime skin cream.

▪ Good results were reported by Merrell-National Laboratories, the domestic ethical pharmaceutical division which markets a line of prescription pharmaceutical specialty products in several categories, including antidepressant, antispasmodic, anti-obesity, and antinauseant.

Merrell also markets otc products, including Cepacol mouthwash and throat lozenges, and Cepastat sore throat spray and throat lozenges. Two new drugs are now under review by the U.S. regulatory authorities.

New compounds for cardiovascular and central nervous system disorders and abnormal cell growth control are under clinical evaluation in the U.S. and abroad. In addition, the first prescription laxative, Chromulac, is about to be launched.

The recently acquired Formby's Refinishing Products continued to post profits.

In fiscal 1978, Richardson-Merrell sold two of its divisions: Tulox-Lumelite-Bradley to a group of private investors, and Jensen-Salsbery Laboratories to Burroughs Wellcome Co. In January, 1978, the biological vaccine operation at Swiftwater, Pa., was donated to The Salk Institute for Biological Studies.

Richardson-Merrell's U.S. measured media total—almost all of it spent by the Vicks division—was up about 17% to $56,086,400, a $8,058,700 increase over 1977.

Spending in network and spot tv rose 18%. Network and spot radio received $3,168,000, an increase of about 60%. Magazines got $2,597,500, a decline of 20%, and $241,100 went to newspapers.

Almost half of the measured media total was in support of Vicks cold products, with the largest expenditures directed at NyQuil Nighttime colds medicine. Of the $7,069,400 budget allotted to this brand, $5,046,800 went to network tv.

Vicks Sinex Long-Lasting nasal spray was backed by $3,216,100 in measured media, almost exclusively for network tv. Vicks Formula 44 cough syrup and 44-D cough syrup, in newly designed packages, got $3,054,000 and $2,037,200 respectively, almost all for network tv.

▪ Oil of Olay continued to receive the company's heaviest advertising support with a total measured media budget of $18,074,100, $14,621,800 in network tv. Oil of Olay's 1978 budget in measured media was down from 1977's outlay of $20,000,000.

Oil of Olay's 1978 campaigns were aimed at a younger audience, but sales continued to be strongest among women over 30. Richardson-Merrell succeeded in winning suits against five companies producing similar skin lotions.

Clearasil, which continued to dominate the acne remedy category, received less ad support than last year. Clearasil medication got $633,800 in measured media support; Clearasil medicated cleanser, $1,110,900, and Clearasil Acne Lotion, launched in July of 1977, $2,138,700.

New products promoted in various test markets and during national rollouts by R-M in 1978 include Night of Olay, a skin cream which received $136,000 in spot tv support; 60/40/20, an oil control facial cleanser; Topex acne medication, and Complete, a denture cleanser-toothpaste which received the heaviest backing of all the new products—$3,299,800. Complete, supported by print, tv and in-pack sampling captured 75% of the denture cleanser category in test.

Vicks Daycare was shifted from Benton & Bowles to Case & McGrath. Other agency changes were Complete denture cleanser from Benton & Bowles to Young & Rubicam and health care division-military market from Wilson, Haight & Welch to James E. Wagner Corp., Hartford, Conn.

ADVERTISING EXPENDITURES

	1978	1977
Newspapers	**$107,600**	**$198,300**
Magazines	**2,597,500**	**3,654,200**
Spot tv	**10,367,100**	**7,981,000**
Network tv	**39,712,700**	**34,275,500**
Spot radio	**2,783,200**	**1,536,000**
Network radio	**384,800**	**382,700**
Total measured ..	**56,086,400**	**48,027,700**
Unmeasured	**48,913,600**	**41,972,300****
Estimated total ..	**105,000,000**	**90,000,000****

****Restated**

VICKS HEALTH CARE DIVISION

MARKETING PERSONNEL

W.J. Bergman, president/genl mgr
T.W. Peterson, vp-mktg
S.W. Bryan, mktg director
J.B. Cappio, mktg director
W.S. McGranahan, vp-mktg services

ADVERTISING AGENCIES

Benton & Bowles, New York—John Ferries, senior vp, group super; Richard Hopple, senior vp, mgmt super.

THE 2-BILLION DOLLAR FAMILY.

It's alive and well and living in the Greater Miami Latin Market.

DIARIO LAS AMERICAS

DIARIO LAS AMERICAS

That's right! It's a Latin family. And it's an affluent family. As a matter of fact, it's worth $2-billion each and every year.

$2.2-billion, to be exact*. For that is the aggregate annual income of the more than half-million Spanish-speaking people making up the Greater Miami Latin Market.

Being affluent, this 2-billion dollar family spends a lot of money. On food. On entertainment. On travel. On cars. On clothes. On the home. On the whole family.

And it's a large family, averaging 3.4 members per household*.

But for you--the advertising decision-maker--the most important aspect of this 2-billion dollar family is that it speaks and reads in Spanish. Not only does it speak and read it, but it lives, breathes and thinks in Spanish. Therefore, it makes its buying decisions in Spanish.

And the place this Latin family goes to every day to get help in making those buying decisions is DIARIO LAS AMERICAS. The #1 Spanish-language daily newspaper. Particularly oriented to the Latin family.

Make sure you get your fair share of this 2-billion dollar family. Reach it by advertising in DIARIO LAS AMERICAS.

*Source: "Dade Latin Market 1978"
Strategy Research Corporation

DIARIO LAS AMERICAS

DIARIO LAS AMERICAS
The Spanish-language daily newspaper
Founded July 4, 1953

26 YEARS OF CONTINUOUS DAILY PUBLICATION

For additional information call: (305) 633-3341
Or write: Advertising Department, DIARIO LAS AMERICAS
2900 N.W. 39th Street, Miami, Florida 33142

BBDO, New York—Allen Rosenshine, senior vp; Norm Bierman, mgmt super.

Case & McGrath, New York—Leon Kreger, acct super.

VICKS TOILETRY PRODUCTS DIVISION

MARKETING PERSONNEL

J. D. Auty, president, genl mgr
C. Nash, exec vp
D. V. Sheehan, vp, mktg

ADVERTISING AGENCIES

Benton & Bowles, New York—John Ferries, senior vp, group super; Ken Hite, senior vp, mgmt super.

Della Femina, Travisano & Partners, New York—Arnie Wechter, senior vp; Paula McCorkle, mgmt super.

Young & Rubicam, New York—Robert Gleckler, senior vp; mgmt super.

MERRELL-NATIONAL LABORATORIES DIVISION

MARKETING PERSONNEL

D. B. Sharrock, exec vp
W. J. Godfrey, vp-sales
K. R. Monroe Jr., vp-medical promo & planning
P. L. Wilson, vp-otc promo & planning
F. R. Gace, director, adv

ADVERTISING AGENCIES

Benton & Bowles Medicus Communications, New York—prescription products—Nick Maiali, vp, client services; Edward Smith, acct exec.

Shaller-Rubin Associates, New York—otc products—Paul Goldsmith, acct super; John Donati, acct exec.

J. T. BAKER CHEMICAL CO.

MARKETING PERSONNEL

N. P. Klaas, exec vp
P. E. Brunswick, mktg director—laboratories
B. M. Rein, mktg director-bulk
J. L. Zapf, director, mktg admin

ADVERTISING AGENCIES

Naimark & Barba, New York—George Naimark, president; David Barba, vp.

Rosston, Kremer & Slawter, New York—Paul D. Slawter, vp.

FORMBY'S INC.

MARKETING PERSONNEL

R. A. Ahrens, vp, genl mgr
J. D. Mitchell, vp, sales

ADVERTISING AGENCY

Epstein, Raboy Advertising, New York—Jerry Martin, mgmt super.

VICK INTERNATIONAL Europe/Africa

MARKETING PERSONNEL

G. B. McClure, president, genl mgr
J. R. Markley, exec vp, mktg director
J. W. Coyne, group director, cough & cold products
R. May, group director, Clearasil
J. W. Blades, group director, toiletries
D. O. Shultz, group director, baby products, oral hygiene

VICK INTERNATIONAL Latin America/Far East

MARKETING PERSONNEL

T. M. McGuire, president, genl mgr
P. M. McKinley, vp, asst genl mgr
R. A. Isabel, director-mktg, personal care products
R. A. Olson, director-mktg, personal health products
W. A. Crowther, director-mktg, communications
W. P. Strenkert, director-mktg rsch

Oil of Olay continued to receive the most ad support—$18,000,000—among products in Richardson-Merrell's stable of products.

A. H. Robins Co.

	1978	1977
Sales	$357,070,000	$306,713,000
Earnings ...	29,916,000	26,801,000
Advertising .	32,886,000	31,552,000*

*Restated

A. H. Robins Co., Richmond, Va., maker of pharmaceutical, health care and consumer products, was the 95th largest national advertiser in 1978, spending $32,886,000. The company said it spent $36,886,000 in worldwide advertising in 1978.

The company's sales grew 16% in 1978, to $357,070,000, while earnings were up 12% to $29,916,000.

Health care products accounted for 69% of the company's worldwide sales, with the remainder contributed by sales of consumer products. Principal consumer products in the U.S. include Sergeant's pet care products, the Quencher line of cosmetics and Chap Stick lip balm. Robins also markets the Caron line of fragrances, out of Paris.

About 40% of the company's measured media investment (almost entirely in spot tv) went to back the Quencher line, although the $11,000,000 total was down considerably from 1977's $14,000,000. Nearly $7,000,000 backed Lip Quencher lipstick and about $3,500,000 was put behind Skin Quencher hand and body lotion.

- In the fall of 1978, the company introduced eight Countryborn colors as replacement shades in the Lip Quencher line, which continues to be the largest selling brand of lipstick in drug and food stores. In test is Quencher Nail Glaze, an nail enamel in 18 shades, which received $16,000 on spot tv in 1978.

Chap Stick products received about $4,000,000 in measured media. A new orange-flavored Chap Stick was introduced in October, 1978, and in June, 1978, Robins introduced Lip Treat, a flavored lip gloss directed toward the youth market. Available in six flavors, Lip Treats were backed by $550,000 in measured media the first six months.

The company backed its Sergeant's pet care products with more than $5,500,000 in measured media, of which $4,500,000 was put behind pet collars. Sergeant's products compete in a highly competitive market, dominated by Hartz Mountain Corp., which has more than 50% of all branded product sales.

Early in 1979, Sergeant's introduced a new fast-acting flea and tick collar in Canada for puppies, dogs and cats. It, for the first time, combines vaporizing and dusting action. U.S. registration is pending.

- Health care products are the company's most important area. Principal pharmaceutical products are drugs for coughs and colds, antispasmodic drugs for gastrointestinal disorders and skeletal muscle relaxants. The company distributes its health care products throughout the U.S., as well as in Canada, Latin America, Europe, the Far and Middle East and Africa.

Robins' Robitussin family of cough syrups is No. 1 among cough preparations sold in pharmacies. Last year marked the first full year of marketing four Robitussin formulations directly to retailers. (Two formulations are still marketed on an ethical basis, as they contain codeine.) The four formulations sold directly captured the No. 2 position among cough medicines available through food outlets.

As part of the direct marketing program, Robins initiated a program of heavy consumer advertising for these products, putting about $4,600,000 into measured media for Robitussin in 1978. The company plans an expanded program of both print and tv promotion in 1979, continuing the "Ask your docotor or pharmacist" message.

The company continues to emphasize more traditional forms of promotion for its pharmaceutical products—advertising in medical and pharmaceutical journals and detailing by sales representatives. These expenditures do not show up in measured media figures, and are estimated to account for the bulk of Robins' nearly $10,000,000 in unmeasured ad spending.

Robins ranks 22nd in the over-all health care market, and 19th among those companies marketing ethical pharmaceuticals. In addition, a 1978 research study showed that the company is No. 5 among U.S. pharmaceutical manufacturers in new prescriptions written. It had 11 products among the top 200 most widely prescribed products in the U.S. in 1978.

- In February, 1979, Robins received final approval from the Food & Drug Administration for marketing an injectable form of Reglan, a drug that increases upper gastrointestinal motility. The company is still awaiting approval for Tenathan, a new antihypertensive drug.

Robins began marketing Allbee vitamins with vitamin C and Z-Bec vitamins directly to retailers in March, 1979. Dimetane antihistamine tablets and elixer, formerly available only through prescription, were relabeled for over-the-counter use and offered to retailers at the same time.

ADVERTISING EXPENDITURES

	1978	1977
Newspapers	$ —	$237,400
Magazines	2,225,400	3,738,300
Spot tv	24,937,800	21,880,600
Outdoor	1,000	—
Total measured ..	27,164,200	25,856,300
Unmeasured	5,721,800	5,695,700
Estimated total ..	32,886,000	31,552,000*

*Restated

MARKETING PERSONNEL

Corporate

E. Claiborne Robins, chairman
E. Claiborne Robins Jr., president
George E. Thomas, exec vp
John L. Burke, vp, sales mgr
Dale R. Taylor, vp, mktg
Frank W. Mann, Jr., adv director
Frank W. Gilbert, mktg rsch director
John D. Taylor, pr director

VioBin Corp.

W. E. Melby, president

Parfums Caron

Henry Alexander Bertrand, president
A. Stuart Powell, vp, genl mgr, Caron Corp.

Chap Stick Co.

Daniel E. French, president
David B. Wallace, vp, mktg
Frank C. Britt, director, promo mktg
Randy Wheeler, mkt devel mgr

Miller-Morton Co.

DeWitt F. Helm Jr., president
Jack E. Francis, vp, genl mgr
E. Gordon Johns, brand mgr, h&ba
L. Bradford Armstrong, brand mgr, pet care products remedies
Russell Brundige, brand mgr, pet care products/accessories
Sally Wood, group mgr, cosmetics

ADVERTISING AGENCIES

Symon, Thomas & Hilliard, New York—pet care products, creative only—James W. Thomas, mgmt super.

Vos & White, New York—Blair div, Anna Elizabeth Wade & Kenneth div.

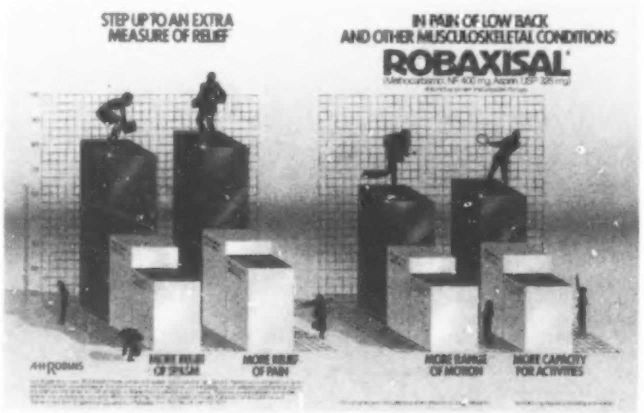
Arnold Hinton & Hoff, Schaumburg, Ill.—VioBin Corp.

Mil-Mor Advertising (in-house)—Sergeant's pet care products, Chap Stick lip balm, Lip Quencher, Face Quencher, Skin Quencher, media in all products—James K. Willis, vp-genl mgr; Michael Maxwell, media director.

Woltz & Associates, Richmond—various corporate & product assignments.

David Popofsky Advertising, New York—various corporate and product assignments.

James Jordan Inc., New York—health & beauty aids, cosmetics, creative only—James Jordan; Phil Voss Jr.


STEP UP TO AN EXTRA MEASURE OF RELIEF
IN PAIN OF LOW BACK AND OTHER MUSCULOSKELETAL CONDITIONS
ROBAXISAL
AH ROBINS
MORE RELIEF OF SPASM
MORE RELIEF OF PAIN
MORE RANGE OF MOTION
MORE CAPACITY FOR ACTIVITIES

One of A. H. Robins' most important areas is its health care products. Robaxisal advertised in trade magazines.

Schering-Plough Corp.

	1978	1977
Sales	$1,082,493,000	$940,859,000
Earnings ...	193,629,000	166,652,000
Advertising*	68,000,000	63,000,000

*Estimated by AA

Schering-Plough Corp., Kenilworth, N.J., the 59th largest national advertiser, increased its national advertising investment to an estimated $68,000,000 in 1978, up about 8% over 1977.

Sales topped $1 billion for the first time, and the company also chalked up record earnings of $193,629,000.

Ethical pharmaceuticals continued as the mainstay of the company, contributing $690,000,000 in sales revenues; consumer products added $292,000,000, and home products $67,000,000.

Despite the importance of ethical pharmaceuticals to the company's balance sheet, the consumer products division easily gets the bulk of Schering-Plough's advertising expenditures.

- By far the company's most heavily advertised product line is Maybelline cosmetics, which garnered more than 40% of the measured ad investment in 1978 ($22,635,700 of $52,000,000). Most heavily advertised within this line were Mabelline mascara ($6,635,000); Maybelline eye makeup ($5,600,000); Maybelline lipstick ($2,955,000); and Fresh & Lovely Lipstick ($2,600,000).

Among the new products contributing to a significant sales gain for the line were Maybelline eye and lip Styler Pencils.

Introduced in 1978 were Maybelline Kissing Sticks, flavored, fruit-scented lip glosses aimed at the teen market. A $70,000 "scratch 'n sniff" campaign in magazines introduced the line to young readers.

Maybelline Nail color completed its first year of national distribution, backed by $2,550,000 in advertising. A tv commercial depicted a table tennis ball, coated with Maybelline nail color, being struck repeatedly without scratching or chipping.

The Coppertone line of sun care preparations strengthened its market position, backed by more than $3,000,000 in ad spending. Among the line's newer products are Super Shade, which offers maximum protection from the ultraviolet rays of the sun, and SunGer, promoted to active outdoor people.

- A disappointment to the company, however, is the Di-Gel antacid line which still has not met sales expectations—Schering-Plough is aiming for a 10% market share.

As part of the effort to increase market penetration, Schering-Plough is testing a new roll package for Di-Gel in several U.S. cities. In pilot studies are an enlarged Di-Gel tablet and a creamier formulation. Di-Gel was backed by nearly $5,000,000 in advertising in 1978.

Correctol and Feen-a-Mint boosted the company into a leading position in the proprietary laxatives market in 1978. Together the two lines received more than $3,000,000 in measured ad backing.

Duration nasal spray and nose drops, backed by $5,000,000 in advertising, were supplemented with a new menthol formulation.

Aggressive marketing programs, an expanding sales force and new and improved products were cited as major contributing factors to the more than 15% sales gain in prescription and over-the-counter products.

- The discovery and development of new pharmaceutical products continues to be of prime importance to the company. To this end, the company has an extensive research program, to the tune of some $65,000,000 spent on research and development in 1978.

Nearly 30% of the company's 1978 ethical pharmaceutical sales came from products introduced since 1970. Schering-Plough's research ability is rated among the best, and the company has been unusually successful in converting prescription drugs to over-the-counter status.

Unmeasured forms of promotion are important in the ethical pharmaceutical area. Schering-Plough allocates more than a fifth of its total ad budget to unmeasured media, including business and professional publications, point of sale, premiums, direct mail and so forth.

Schering-Plough's Garamycin antibiotic is considered the tops in its field and ranks among the top five drugs over-all in sales, with annual sales estimated at $240,000,000.

Although the Garamycin patent runs out in 1980, the company has on deck Netromycin, an injectable antibiotic. Lab tests indicate that it is highly effective against organisms resistant to other antibiotics and with a greater safety margin than other aminoglycosides, including Garamycin.

- In 1978, the company introduced a cream form of its Gyne-Lotrimin, a drug that treats vaginal infections. Lotrimin itself became the most widely prescribed topical product for the treatment of fungal skin diseases.

Also in the dermatological area, Valisone, a topical anti-inflammatory steroid, continued as the market leader in 1978, while Diprosone, a companion product, also grew in sales. The Fulvicin line of antifungals increased in market share.

In September, the company introduced Afrinol, a long-acting decongestant, into the U.S., while Drixoral, a long-acting antihistamine-decongestant became the leading oral decongestant tablet prescription product in the U.S. last year.

In the over-the-counter area, which also posted substantial sales increases for Schering-Plough, a mentholated form of Afrin decongestant nasal spray was introduced.

- Home products, marketed through the DAP division, grew 9% in 1978, aided by the introduction of several new products. Total measured ad spending for DAP and Derusto products totaled just over $1,000,000.

New product introductions included a line of colored acrylic latex caulk, available in six hues. The division also introduced a latex cement patching compound.

In 1979, the division plans to introduce a latex wood filler, interior wiping stains for wood, Pacer panel and dry wall adhesive, and several furniture care products.

The company's fm radio stations reported substantial gains in listening audience and advertising revenues. At the end of 1978, sale of Boston stations WACQ (am) and WTTK (fm) to GCC Communications was approved by the Federal Communications Commission.

■ The company also had an active year on the acquisition front. In November, Schering-Plough purchased Emko Co., St. Louis, manufacturer of contraceptive foams and personal hygiene products. Its contraceptive products were backed by about $400,000 in measured media in 1978.

Also, in April, 1979, Scholl Inc. (spending $4,330,000 in advertising in 1978) was merged into Schering-Plough. Later that month, the company acquired Burns Biotec, the animal health unit of Chromally American Corp. which markets vaccines and pharmaceuticals to veterinarians.

ADVERTISING EXPENDITURES

	1978	1977
Newspapers	$ 281,800	$ 1,291,400
Magazines	9,523,100	9,222,700
Farm publications	264,400	193,300
Spot tv	8,146,700	6,631,200
Network tv	28,488,300	26,176,400
Spot radio	1,316,100	754,000
Network radio	2,953,200	2,723,700
Outdoor	1,683,000	1,625,500
Total measured	52,656,600	48,618,200
Unmeasured	15,343,400	14,381,800
Estimated total	68,000,000	63,000,000

PLOUGH ADVERTISING

(LAKE-SPIRO-SHURMAN ADVERTISING AGENCY)

H. K. McIntyre, president
Arron Spiro Jr., exec vp
Gene Camerik, vp, spot broadcast
Ted Kingsford, vp-mktg services
Ken West, mgr, calendar
William W. Apperson, director, graphic services
Leita Thompson, mgr, broadcast operations
Mildred Ross, mgr, print production
Lynn Sanders, vp, print media

PLOUGH PRODUCTS

MARKETING PERSONNEL

Harry B. Solmson III, vp, genl mgr
Russ Elliott, vp, adv
Richard Briscoe, vp, mktg/planning
Frank Craig, vp, mktg-summer products
Pat McGhee, Don Anderson, Jerry Simmons, mktg directors
Bill Stratton, Frank Suddoth, Jim Roudebush, Nancy Mingo, Roger Corby, group product mgrs
June Davidson, Ernest Hilliard, JoAnne Livingston, Joe Edmondson, Ron Kroto, Mike Cortwright, product mgrs

Sales

Don Ramier, vp, sales
Will Case, vp, director of field sales
Dave Wells, vp, sales admin
Bob Baldridge, vp, distribution analysis
Norm Kercher, vp, mktg services
Jim McIntyre, vp, natl accts director
Charles Naff, vp, central area
Paul Mazzola, vp, north central area
Mike Swider, vp, northeastern area
Ken Benderman, vp, southeastern area
George Todd, vp, western area

MAYBELLINE COSMETICS

MARKETING PERSONNEL

David Brittain, vp, genl mgr
Terry Augenbraun, vp, mktg-eyes & nails
Gary Mulloy, director, mktg-face
Roz Daiboch, director, product devel-eyes

Sales

Hank Pellegrin, vp, sales
A. J. Hughes, vp, chain variety
Robert Taber, vp, direct sales
John Byers, vp, regional mgr-central
Jim Burton, vp, regional mgr-southern
Rick Rogers, vp, regional mgr-eastern
Heard Murphy, vp, regional mgr-western

DAP INC.

MARKETING PERSONNEL

Paul Davis, president
Richard Momsen, exec vp
John Harper, vp/adv & pr

ADVERTISING AGENCIES

Lake-Spiro-Shurman, Memphis—all Plough and Maybelline media placement in the U.S.

Griswold-Eshleman, Cincinnati—DAP home products div—Norman E. Van Zant, acct super.

Warwick Welch & Miller, New York—DiGel, St. Joseph products, Feen-a-Mint, Duration, Sardo, Artra, Sulfer-8 line, Black & White line, Coppertone products, QT products, Correctol laxative, Mexsana medicated powder, Aspergum, Sudden Tan bronzing foam and lotion—Ken Price, mgmt super; W. Manley, Tom Fucigna, Kyle Felt, acct supers; Donn Dolan, acct exec.

Ted Bates & Co., New York—Maybelline eye cosmetics and nail enamel.

The Marschalk Co., New York—Maybelline facial cosmetics.

Foote, Cone & Belding, New York—Solarcaine, Aftate, Tropical Blend and others.

Chapman, Troast & Warwick, Sacramento, Cal.—Sun Ger.

SCHERING LABORATORIES SCHERING DIVISION

MARKETING PERSONNEL

Robert H[illegible]son, vp, genl mgr
H. Steven Schneider, vp, mktg
G. F. T. Grimaldi, vp, sales
Mitchell Chadrjian, staff vp, industry & govt activities
Dr. J. Baldini, director, professional services
Robert Rauf, director, adv/sales promo
James Mongiardo, director, otc products
Harvey Weintraub, direct, Rx products
Arnold Burstein, director, mktg services
Daniel Tousman, director, business devel

ADVERTISING AGENCIES

Medicus Communications, subsidiary of Benton & Bowles, New York—prescription products & professional promo of otc products—Lawrence J. Lesser, president; Jay Cohen, senior vp, client services; Raleigh Hanbury, vp; Jerry Mars, Paul Schneider, acct execs.

Wesson & Warhaftig, New York—prescription products—Howard Wesson, president, ceo; Donald P. O'Neill, senior vp, director of client services; Robert Beckman, acct super; Steve Spittel, acct exec.

Ketchum, MacLeod & Grove, New York—trade promo, all otc products—Hank Wasiak, president; Walter Kaprielian, exec vp, genl mgr; Paul Abrams, senior vp, acct mgr; Mike Jablons, acct super.

Jos. Schlitz Brewing Co.

	1978	1977
Sales	$1,083,272,000	$1,134,079,000
Earnings	11,961,000	19,765,000
Advertising	58,213,000	55,080,000

Jos. Schlitz Brewing Co., Milwaukee, the nation's 68th largest advertiser, increased its advertising budget by 5% in 1978, to a total of $58,213,000.

The slight increase in media support came in what added up to be another rough year for Schlitz in terms of sales, earnings and barrelage. Sales fell 4.5% to $1.08 billion while earnings declined 40%, to $11,961,000 from $19,765,000.

Schlitz's barrelage was 19,580,000 bbls., an 11.5% drop from the 22,130,000 bbls. sold in '77. Now No. 3 in the beer industry rankings, Schlitz had an estimated 11.8% share of the market in '78, trailing behind No. 2 Miller Brewing with its 18.8% piece of the pie. Anheuser-Busch remained No. 1.

■ Although the figures add up to a less than brilliant horizon, Schlitz clouds have been clearing and the company has been hard at it making its way on the road to recovery.

In the first quarter of 1979, sales were $243,000,000, compared with the $231,000,000 rung up a year prior. However, volume declined 6% to 4,200,000 bbls. and, according to the company, wholesaler sales persisted well below company expectations.

The past year was the first full year for the revamped Schlitz marketing machine under the command of Allin Proudfoot, exec vp-marketing. And with all the screws, bolts and wheels in place, the brewery sped along, introducing new products, reformulating and repacking vintage brews, and breaking new campaigns for all the brands in Schlitz's stable.

Schlitz markets four national brands: Schlitz, Old Milwaukee, Schlitz Light and Schlitz Malt Liquor.

■ The brewery's biggest seller is Schlitz—as in "beer makes it good, Schlitz makes it great"—the brand's new ad slogan. Via agency J. Walter Thompson Co., the company upped its spending for Schlitz to $22,812,900 from the $16,346,000 it spent in '77.

The spot tv expenditure, however, dropped to $1,252,700. Magazine buys fell substantially, to $28,100 from $700,000. Schlitz spent $12,700 for outdoor ads.

Old Milwaukee received $3,639,100 in ad spending—all for network tv. The brand got $5,924,800 in media support the year before. In '78, Old Milwaukee lost its old agency of Cunningham & Walsh and picked up a new shop, BBDO, and a new campaign featuring famous locations related to Milwaukee.

Schlitz Light was reformulated in '78 into a "natural light pilsner" brew and was repackaged in a tapered bottle with jazzier graphics.

With Della Famina, Travisano & Partners doing the creative, "macho man" James Coburn was bumped for a bevy of stars (*i.e.*, George Burns, Jack Klugman, Zsa Zsa Gabor and Carol Wayne) touting Schlitz Light as the brew "where less adds up to more."

Ad spending for the reduced-calories beer in the six media measured declined to $8,027,200 from the $12,545,500 spent in '77. More than $7,360,000 went into network tv.

■ Rounding out the quartet of national brews, Schlitz Malt liquor hiked its measured ad spending to $5,825,700 from $3,177,000 in 1977. The brand, under the creative direction of Benton & Bowles, picked up a new campaign theme-line: "Maybe the best-tasting beer in America isn't a beer. Taste a Bull."

Schlitz also has come up with a superpremium entry, called Erlanger and touted as "an uncommonly good beer. The absolute finest we brew." The top-of-the-line entry is in test in Denver, Hartford, Phoenix, Providence and San Diego. J. Walter Thompson Co., Chicago, is handling.

Schlitz has also added Ramlosa, the mineral water said to be drunk by the King of Sweden and the Queen of Denmark.

The product was originally assigned to Benton & Bowles, New York, but pleading a conflict with another client, General Foods, B&B resigned and Della Femina picked up the bubbling waters.

■ While the men in marketing were working on putting new life in old brews and introducing new brands, the corporate lawyers were feverishly clearing up Schlitz' quagmire of legal hassles.

The 747-count indictment handed down by a federal grand jury, charging Schlitz with violations of the Federal Alcohol Administration Act, was dismissed after Schlitz agreed to a $750,000 administrative settlement. The company also pleaded *nolo contendere* to two misdemeanors and paid an $11,000,000 fine.

With that resolved, smaller legal problems continued to crop up. For instance, over the past year, two defunct brewers, Peter Hand Co. and Canadian Ace Brewing, filed suits against Schlitz alleging violations of federal antitrust laws. Peter Hand asked for $15,000,000 in damages; Canadian Ace filed for $45,000,000 in trebled damages and $500,000 in certain consequential damages.

ADVERTISING EXPENDITURES

	1978	1977
Newspapers	$664,900	$1,141,500
Magazines	73,900	731,100
Spot tv	8,387,100	6,196,500
Network tv	32,235,700	33,847,100
Spot radio	3,315,000	1,955,000
Outdoor	66,500	57,680
Total measured	44,743,100	43,928,800
Unmeasured	13,469,300	11,151,200
Estimated total	58,213,000	55,080,000

Coleman.
CHARGER SP.

Charger SP

SAMPLE SPECIAL
$36.95

Just clip this ad and attach it to your letterhead along with your check.

Charge 'em up . . .
with rechargeable *sealed power.*

People go for this *better* concept in electric lanterns . . . with sealed power, just like the new generation of automotive batteries. Virtually maintenance free. Works from own battery, also charges and operates from 12V car system and 110V current. One of over 100 ideas from Coleman. And count on Coleman for support, from professional premium counselors to individual drop shipments. Let's talk about ways to brighten *your* program.

Ms. Jean Hodges
The Coleman Company, Inc.
250 North St. Francis
Wichita, KS 67201
316/261-3167

Coleman

MARKETING PROFILES

MARKETING PERSONNEL

Allin W. Proudfoot, exec vp, mktg
Robert A. Rechholtz, vp, brand mgmt
Edwin J. Werner, vp, sales
Thomas R. Errath, group brand director
John Paul Jones, Schlitz brand director
Thomas H. Schwalm, associate brand director
George W. Conway, asst brand director
Mark Stankovic, mktg asst
Gary M. Truitt, associate brand director
Michael C. Jaeger, asst brand director
Robert Conners, Schlitz Light brand director
Gary T. Naifeh, asst brand director
James R. Remitz, Old Milwaukee/Primo brand director
Charles E. Powell, associate brand director
Michael C. Meyers, mktg asst
William H. Melton, director, mktg devel
Raymond D. Shannon, Ramlosa brand director
John W. Watson, Erlanger brand director
Lee W. Kordus, mgr, brand devel
Kathryn E. Kloppenburg, asst mgr, brand devel
Thomas C. Godwin, mgr, brand devel
Barry J. Podber, director, mktg services
William J. Henke, director, merch & sales promo
William G. Moomey, director, creative services
Kurt M. Weil, mgr, media services
Joseph A. Ciszewski, mgr, package design & devel
Robert W. Joanis, director, mktg rsch
Richard M. Farmer, mgr, product rsch
Wayne R. Casper mgr, adv rsch
Randolp A. Meidl, mgr, sales analysis & operations rsch
James Carroll, mgr, new product rsch
Timothy J. Donohue, director mktg admin
Robert F. Branston, mgr, mktg budgts
Dick R. McMahon, mgr, mktg systems
Jerome H. Boknevitz, mgr, pricing
Catherine L. Schmidt, mgr, admin

ADVERTISING AGENCIES

J. Walter Thompson Co., Chicago—Schlitz—Jack Tukey, senior vp; Ben Gilmore, senior vp; Dean Proctor, vp-acct super.

Benton & Bowles, New York—Schlitz Malt Liquor—John Fenton, senior vp, mgmt super; Ron Campbell, vp, acct super.

Della Femina, Travisano & Partners, New York—Schlitz Light, Ramlosa—Steve Tart, senior vp; mgmt super; Jim Clark, acct super.

BBDO, New York—Old Milwaukee—John Dunning, vp-mgmt super; John Moreton, acct exec; Macey Jones, acct super.

Scott Paper Co.

	1978	1977
Sales	$1,724,897,000	$1,520,226,000
Earnings	93,560,000	62,110,000
Advertising	33,274,000	25,502,000

Scott Paper Co., Philadelphia, the 94th largest national advertiser, increased its advertising 30% in 1978 to $33,274,000.

It was a year that saw sales reach a new high, as earnings increased by 50%, bouncing back from the 15% decline of 1977. Scott attributed the gain in earnings to improved selling prices, sales volume and international affiliate earnings.

The packaged products division accounted for sales of $1,166,559,000, approximately two-thirds of the Scott total. This was an increase of $117,015,000 over 1977.

Major advertised brands were Viva paper towels ($6,135,300 in measured spending), ScotTowels $5,251,400, Cottonelle bathroom tissue ($3,744,400), Soft 'n' Pretty bathroom tissue ($3,387,500), Job Squad paper towels($2,311,600), ScotTissue toilet tissue ($1,167,200) and Baby Fresh Wipes ($943,300).

▪ Cottonelle distribution was extended into all northeastern markets during 1978, as Soft 'n' Pretty continued its national rollout. A portable package of Baby Fresh Wipes was introduced nationally during the year. A new version of heavy-duty Job Squad entered southern markets, making it available to 31% of the U.S. population. Get Fresh moist clothettes were being tested in Indianapolis and the Quad Cities ($127,200 in measured spending) and Footman disposable mats were tested in Fort Wayne. GraphWyp, a new wiper product for the graphic arts industry and an offspring of the successful WypALL brand, was introduced during 1978.

Actor Peter Falk was used as a Scott spokesman for paper towels in business press advertising. Mr. Falk's "Columbo" image was deemed appropriate to counter the low-price claims of rivals. The estimated $250,000 campaign was aimed at purchasing agents.

The various Scott brands have more than 40% of the $750,000,000-plus paper towel market; P&G's Bounty alone has about 22%.

The S.D. Warren printing paper division, Scott's second largest unit, had sales of $419,954,000, up 9%, while earnings soared 114%; the unit was the beneficiary of the large increase in demand for printed advertising and direct mail materials. A new grade of coated printing paper, Warrenflo Gloss, was introduced for catalogs, brochures and special interest magazines.

The Brown Jordan division posted record sales and earnings and acquired the Eagle Mfg. Co., a West Coast producer of indoor residential fixtures. Cricket, a new folding furniture design, was introduced in November and new rattan lines introduced included the Rausch collection.

The foam division's earnings improved in 1978 as sales of its polyurethane foam for the carpet cushion market rose substantially. The division's more traditional product lines, including foam for sound absorption and filtration, increased modestly.

Earnings from Scott's international affiliates hit a record $25,000,000, up 67% from 1977. Sales of Japan's Sanyo/Scott rose 18%.

Other Scott foreign affiliates include Bowater-Scott in Great Britain, Burgo-Scott in Italy, Scott Paper Philippines, Thai Scott, Taiwan Scott and affiliates in Belgium, France, Spain, Australia, Mexico, Brazil, Colombia, Costa Rica and Canada.

Morgan V. Hunter, former president of R.J. Reynolds Tobacco, assumed the Scott presidency in May, replacing board chairman C.D. Dickey Jr.

ADVERTISING EXPENDITURES

	1978	1977
Newspapers	$2,583,600	$1,561,400
Magazines	684,500	458,700
Spot tv	17,845,300	13,527,300
Network tv	4,785,800	4,391,900
Spot radio	429,200	295,000
Outdoor	131,200	42,600
Total measured	26,459,600	20,276,900
Unmeasured	6,814,400	5,225,100
Estimated total	33,274,000	25,502,000

PACKAGED PRODUCTS DIVISION

MARKETING PERSONNEL

J.R. Leaman Jr., senior vp
D.T. Carey, vp-consumer mktg & devel
C.H. Bridges, div vp-consumer products sales
J.E. Calvert, div vp-commercial products sales
G.E. Wilcox, div vp-sales devel
R.H. Sterrett, div vp, sales-East
D.B. Cavellier, div vp, sales-Central
L.B. Griffith, div vp, sales-South
T.H. Redfield, div vp, sales-West

S.D. WARREN DIVISION

MARKETING PERSONNEL

C.W. Schmidt, president
R.W. McAvoy, vp-sales & mktg
J.H. Frick Jr., vp-printing & publishing div
J.W. Hefferman, vp-converting div
B.E. Barnes, vp-specialties div

FOAM DIVISION

MARKETING PERSONNEL

R.E. Welsh, div vp
R.B. Kraus, natl sales & mktg mgr
R.A. Padula, senior mktg mgr
A.K. Simpson, natl sales mgr

ADVERTISING AGENCIES

J. Walter Thompson Co., New York—ScotTowels, ScotTissues, Baby Fresh Wipes, Job Squad—J. Morrissey, group acct director; R. Rissmeyer, mgmt super.

Batten Barton, Durstine & Osborn, New York—Viva towels, Cottonelle, Soft 'n' Pretty—W.G. Weigold, mgmt super.

Ketchum, MacLeod & Grove, Pittsburgh—Scott printing and converting papers.

Humphrey Browning MacDougall, Boston—S.D. Warren Co. printing, publishing and release papers—D. Carter, acct super.

Brown, Keefe, Marine-Bowes, Los Angeles—Brown Jordan Co.—J. Keefe, acct super. Warren graphics specialties—R. Greig, acct exec.

Connecticut Catalog Service, West Hartford—Scott Graphics—R.M. O'Connor.

Aitkin-Kynett, Philadelphia—industrial foams—H.R. Blynn, vp.

Mel Richman Inc., Bala-Cynwyd, Pa.—commercial packaged paper products.

Schaefer Advertising, Valley Forge, Pa.—commercial packaged paper products.

W.B. Doner & Co., Baltimore—new product devel.

DISCOVER THE MAGNIFICENT BULL IN A CLASSIC BOTTLE.
SCHLITZ MALT LIQUOR
SCHLITZ MALT LIQUOR. DON'T SAY BEER. SAY BULL!

Schlitz Malt Liquor picked up a new theme: "Maybe the best-tasting beer in America isn't a beer. Taste a Bull."

Seagram Co. Ltd.

	1978	1977
Sales†	$2,272,584,000	$2,184,263,000
Earnings†	93,029,000	85,540,000
Advertising	120,000,000	78,000,000

†Worldwide; 1978 fiscal year ended July 31, 1978
*Estimated by AA

Joseph E. Seagram & Sons, New York, subsidiary of the Seagram Co. Ltd., Montreal, was the 32nd largest national advertiser in 1978, spending $120,000,000 on advertising, up about 54% over 1977.

While world sales for Seagram Co. Ltd. in 1978 rose 4% over the previous year, income was up 8.8%.

Operating income for the spirits and wine division increased 13% to $189,985,000 in 1978 from $167,687,000 in 1977. Oil and gas operating income showed a 1.5% loss to $55,908,000 in 1978 from $56,755,000 the previous year.

▪ There were two major moves at Seagram in 1978. The first involved a decision to markedly raise ad spending, primarily in magazines. The new money went to promote Seagram's major brands in an attempt at increasing brand awareness and halting eroding sales. Measured magazine spending jumped 155.6% to $69,160,400 in 1978 from $27,051,300 the previous year, according to Leading National Advertisers.

Seagram's second major move for the year was the purchase of Glenlivet Distillers Ltd. of Scotland. Seagram said the acquisition "nearly trebled the malt whisky distillation capacity of the company."

Glenlivet produces The Glenlivet, a 12-year-old single malt scotch; Glen Grant, a single malt scotch, and Something Special and Queen Ann, both blended scotches.

In 1978, the company also reorganized its American operation to form House of Seagram, a marketing division headed by Frank S. Berger, formerly president of Seagram Distillers Co. Mr. Berger resigned in April, 1979, saying that he wanted to work for a company he owned. He was succeeded by William M. Wilbur, previously exec vp-marketing.

According to *Business Week's* annual ranking of the nation's leading liquor brands, Seagram's 7 Crown whisky held on to its spot at the top of the list, but it had to share first place honors with Bacardi rum.

Both brands sold 6,200,000 cases, a drop of 1.6% for Seagram 7 Crown from the previous year's 6,300,000 cases.

Seagram's 7 was backed by $8,647,500 in magazines and $949,800 in newspaper supplements, according to LNA figures. An additional $2,325,700 was spent on a joint promotion between Seagram's 7 and 7UP soft drink.

Seagram's V.O. Canadian whisky, in the No. 4 position, increased sales to 3,875,000 cases in 1978, a 2.6% jump over 3,775,000 the previous year. Seagram's V.O. ad totals: $11,900,400 in magazines, $245,400 in newspaper supplements, $107,600 in outdoor and $817,700 in magazines for a special mail order promotion.

Seagram's gin moved to the No. 10 slot on *Business Week's* 1978 list from the No. 13 slot a year earlier. Seagram's gin sold 2,350,000 cases, up 14.6% from 2,050,000 in 1977. Ad spending behind the gin was $3,222,800, almost all of it in magazines. An additional $940,800 in magazines went to a joint promotion between Seagram's gin and Schweppes U.S.A. bitter lemon to promote a drink called the Wimbledon Whistle.

Kessler whisky dropped to the No. 19 position among all brands, from No. 16 in 1977. It sold 1,725,000 cases in 1978, 4.2% fewer than the 1,800,000 sold in 1977. Kessler ad spending included $982,200 in magazines and $1,025,100 in outdoor.

Additional Seagram brands on the 1978 list were: No. 25, Calvert Extra blended whisky, 1,475,000 cases, down 7.8%; No. 29, Wolfschmidt vodka, 1,175,000 cases, down 4.1%; No. 36, Chivas Regal scotch, 1,050,000 cases, up 5%; No. 38, Lord Calvert Canadian whisky, 1,000,000 cases, up 8.1%; No. 39, Crown Russe vodka, 875,000 cases, down 7.9%; No. 45, Ronrico rum, 675,000 cases, up 12.5%; sharing No. 53, Nikolai vodka, 550,000 cases, down 8.3%, and Crown Royal Canadian whisky, 550,000 cases, up 10%, and No. 63, Passport scotch, 500,000 cases, down 13%.

Backed by more than $1,000,000 in ad support were: Calvert Extra blended whisky ($2,045,900); Chivas Regal scotch ($6,012,800); Christian Brothers brandy ($1,354,900); Gold Seal wines ($1,462,700); Lord Calvert Canadian whisky ($5,179,900); Myer's Jamaican rum ($1,092,300); Passport scotch whisky ($1,740,200); Seagram's Benchmark bourbon ($2,167,200); Seagram's Crown Royal whisky ($7,238,400); Sir Robert Burnett's gin ($1,452,200); White Horse scotch whisky ($1,047,800), and Wolfschmidt vodka ($5,322,500).

▪ Supported by more than $400,000, but under $1,000,000 in ad spending were: Boodles British gin ($637,600); Christian Brothers wines ($755,700); Crown Russe vodka ($471,100); Eagle Rare bourbon ($409,100); Glenlivet scotch whisky ($808,600); Jameson Irish whisky ($631,400); Leroux cordials and liqueurs ($827,000) and Vandermint liqueur ($435,700).

Also this year, Seagram Distillers Co. introduced Famous Grouse scotch, imported from Scotland, into American markets. It is being priced below premium scotch brands, but above standard brands.

ADVERTISING EXPENDITURES

	1978	1977
Newspapers	$8,031,600	$7,027,200
Magazines	69,160,400	27,051,300
Spot tv	3,640,900	1,192,400
Network tv	3,464,100	—
Spot radio	135,500	28,000
Outdoor	5,644,500	8,563,300
Total measured	90,077,000	43,862,200
Unmeasured	29,923,000	34,137,800
Estimated total	120,000,000	78,000,000

JOS. E. SEAGRAM & SONS

MARKETING PERSONNEL

Philip E. Beekman, president

HOUSE OF SEAGRAM

MARKETING PERSONNEL

William M. Wilbur, president
Lionel W. Greer, exec vp-sales
Edward Cohen, vp-planning
Robert W. Beller, vp-mktg services
Bernard Stolbof, director-corporate media services
Andrew C. Zipprich, group media mgr
Duncan Maurer, group media mgr
Lawrence J. Weiss, vp-natl acct sales

SEAGRAM DISTILLERS CO.

MARKETING PERSONNEL

Walter M. Haimann, president
C. Richard Coffey, exec vp-sales
Joel D. Weiner, exec vp-mktg
Bernard Derringer, vp-mktg services
Victor Samaha, vp-director of administration
John E. Ruddy, vp-director of mktg
Alexander Formisano, vp-director of mktg
Vincent Partridge, natl product mgr, Seagram's 7 Crown
Thomas McInerney, natl product mgr, Seagram's V.O.
Bernadette Moran, natl product mgr, Wolfschmidt vodka
Richard McCarthy, natl product mgr, Seagram's Crown Royal
Charles A. Chapel, natl product mgr, Famous Grouse scotch
Knud Smal, natl product mgr, Benchmark bourbon
John Reese, natl product mgr, James Foxe Canadian
Jerold West, natl product mgr, Myer's rum
Andrew Harman, natl product mgr, Seagram's gin
Michael Gianakos, natl product mgr, The Glenlivet scotch
Arthur Getz, Alfred C. Lubin, natl sales promo mgrs
Connie Wiener, natl adv mgr
Charles Garver, mktg communications mgr

ADVERTISING AGENCIES

Warwick, Welsh & Miller, New York—Seagram's 7 Crown, Crown Royal, Seagram's V.O., Seagram's Extra Dry gin, Benchmark bourbon, The Glenlivet scotch, Famous Grouse scotch, Seagram's institutional adv—John F. Welsh, mgmt super; James Driscoll, senior vp-mktg & adv planning; Michael Graham, Howard Hersh, Kenneth Sammon, William Surtees, Leigh Schmalz, acct supers; Steve Vail, Leon Henson, Gary Olsen, Denise Keyes, Nancy Heberlein, Ruth Abel, acct execs.

William Esty Co., New York—Wolfschmidt vodka, Myer's rum, James Foxe Canadian—Len Faupel, senior vp-acct super; Stan Joyce, acct super; Kevin Macdougall, Peter Berry, Steve Molloy, acct execs.

CALVERT DISTILLERS CO.

MARKETING PERSONNEL

Marty H. Bart, president
Sheldon Katz, exec vp-sales
Richard Bond, vp-mkt planning
Jules Erwin, mktg communications mgr
David Newsman, Robert Monroe, vps-directors of mktg
James Spillane, asst to the president
David L. Grossman, director of mktg analysis
William Smith, natl product mgr, Calvert gin, Crown Russe vodka
Robert Schwolsky, natl mgr, Party Tyme
Jeff Gollin, natl product mgr, Passport scotch, Party Tyme products
Fred Ronai, natl product mgr, Calvert Extra
Frederick Rothstein, natl product mgr, Burnett's gin, Lord Calvert Canadian
Martin Atlas, natl product mgr, Jameson Irish whisky, Canadian Masterpiece
Rodger DeSarno, natl product mgr, White Horse scotch, Logan Deluxe scotch, Henry McKenna bourbon
Marvin Steinhardt, Harold Prigge, group sales promo mgrs

ADVERTISING AGENCIES

Doyle Dane Bernbach, New York—Calvert Extra, Lord Calvert Canadian, Calvert gin, Canadian Masterpiece, Crown Russe vodka, Passport scotch, Henry McKenna bourbon, John Jameson Irish whisky, Party Tyme products—Martin Kreston, group senior vp; Stephen Donenfeld, vp-mgmt super; Stanley Burger, Charles Rollins, vps-acct supers; John Campbell, acct super; Jefferey Ehrhardt, Jonathan Whittemore, acct execs.

William Esty Co., New York—White Horse scotch, Burnett's gin, Logan Deluxe scotch—Leonard Faupel, senior vp-mgmt super; Carlo Demetrio, vp-acct super; Patricia Oehler, acct exec.

Warwick, Welsh & Miller, New York—Kessler whisky—John F. Welsh, vice-chairman; James Driscoll, senior vp-mgmt super; Joseph Friel Jr., vp-acct super; Leo Spellman, acct exec.

Russell, Harris, Linder, New York—Hudson's Bay Canadian, Hudson's Bay scotch, Tuaca liqueur—Ed Russel, president; Sidney Shane, media director; Patricia Kelly, senior media planner & buyer.

GENERAL WINE & SPIRITS CO.

MARKETING PERSONNEL

Seymour L. Liekind, president
Gil Schy, exec vp-mktg
Gerald Friedman, exec vp-sales
Robert Vosswinkel, vp-admin
Mac Taub, vp-director of mktg
Mark Taxel, vp-director of mktg
Robert Watkins, product mgr, Chivas Regal scotch
Edward Gillen, senior product mgr, Leroux cordials, Leroux brandy
Anthony Bongiovanni, natl product mgr, Eagle Rare bourbon, Nikolai vodka
Angelo Vassalo, natl product mgr, Boodles gin
Richard Shaw, natl product mgr, Ronrico rum
Arthur L. Kayser, natl product mgr, Olmeca tequila, Harwood Canadian
Steve LaScala, Robert Dow, group sales promo mgrs
Patti Kaplan, natl adv mgr

ADVERTISING AGENCIES

Doyle Dane Bernbach, New York—Chivas Regal, Royal Salute, Ronrico rum, Lochan Ora liqueur—Martin Kreston, group senior vp; Mike Marshall, vp-mgmt super; Joe Trombino, Herb Jacobs, vp-acct supers; Ann Davies, acct exec.

William Esty Co., New York—Leroux cordials, Leroux brandy—Len Faupel, mgmt super; Carlo Demetrio, acct super; Larry Sanford, acct exec.

Just a reminder that the most important thing about Chivas Regal is what's in the bottle, not what's on it.

Seagram Co. Ltd. continued to nurture the high-class image of its Chivas Regal scotch with unusual ads.

Russell, Harris, Linder, New York—Boodles gin, Nikolai vodka, Olmeca tequila, Sabra, Cheri-Suisse, Vandermint, Pasha liqueurs—Tom Manning, acct super.

Warwick, Welsh & Miller, New York—Eagle Rare bourbon, Harwood Canadian—John F. Welsh, mgmt super; Joseph Friel Jr., acct super.

BROWNE VINTNERS CO.

MARKETING PERSONNEL

Stanley Sheppard, president
Robert O'Dowd, exec vp-sales
Michael Moore, exec vp-mktg
Jay Flynn, group product mgr, Italian and German wines
Thomas Beach, group product mgr, Spanish, French & Danish wines

ADVERTISING AGENCIES

Doyle Dane Bernbach, New York—Mumm champagnes, Barton & Guestier French wines, Nectarose French wine, Kijafa Danish wine, Julius Kayser German wines—Martin Kreston, group senior vp.

William Esty Co., New York—Ricasoli and Brolio Italian wines, Black Tower Liebfraumilch—Len Faupel, mgmt super.

CHATEAU & ESTATE WINES CO.

MARKETING PERSONNEL

Abdallah H. Simon, president
Kenneth L. Onish, exec vp-sales
Charles K. Frankel, vp-admin
Maurice Lartigan, vp-sales mgr, metro New York

ADVERTISING AGENCY

William Esty Co., New York—Chateau de La Chaize, Chateau Larose Trintaudon, Les Charmes White Burgundy, Perrier-Jouet champagnes—Leonard Faupel, mgmt super.

GOLD SEAL WINE CO.

MARKETING PERSONNEL

Paul Schlem, president
Max Braverman, vp-admin & special sales services

ADVERTISING AGENCY

William Esty Co., New York—Gold Seal and Henri Marchant champagnes and wines—Len Faupel, senior vp-mgmt super; Carlo Demetrio, acct super; Larry Sanford, acct exec.

FROMM & SICHEL

MARKETING PERSONNEL

Mel Chernev, president
Edward Schultz, exec vp-sales
Evan Hirsch, project mgr
Se Nireustein, vp-services

ADVERTISING AGENCY

Botsford Ketchum, San Francisco—Christian Brothers wines and brandies—Eugene Grealish, art super; Jackie Baker, acct exec.

PAUL MASSON VINEYARDS

MARKETING PERSONNEL

Elliott Fine, president
Edward J. Caan, exec vp-sales
Steve Kauffman, exec vp-mktg
Bern Ramey, vp-natl sales mgr, Estate wines
Jeffrey Heimbuck, group product mgr
Jon A. Fredrikson, exec vp-finance and admin
Jan Wells, vp-pr

ADVERTISING AGENCY

Doyle Dane Bernbach, Los Angeles—Paul Masson wines—Michael Candland, senior acct exec; Steve Price, acct exec.

SUMMIT SALES CO.

MARKETING PERSONNEL

Milton M. Steinberg, president
Thomas Collins, vp-admin & planning

Sears, Roebuck & Co.

	1978	1977
Sales	$17,946,000,000	$17,224,000,000
Earnings ...	922,000,000	838,000,000
Advertising ..	417,934,900	364,999,900*

*Revised

Sears, Roebuck & Co., Chicago, the 2nd largest national advertiser, increased its national spending 14% in 1978, to $417,934,900, with 60% or $254,000,000 of that spent on catalogs and direct mail. Measured media for Sears and the Allstate Group increased 10.1% to $163,934,900.

AA's estimate does not include local retail advertising in newspapers, which last year increased 4.3% to $317,000,000.

Retail advertising, the catalog investment and national media expenditures for Sears and Allstate put the company's total 1978 ad outlay at about $725,000,000, an 8% increase over the revised 1977 total.

In its first year under new chairman Edward R. Telling, the company rang up sales of $17.9 billion, a flat 4.2% increase over fiscal 1977, with net income advancing 10% to $922,000,000. The Allstate Group, which brought in an additional $4.84 billion in premiums and financial services revenues, produced 51% or $466,000,000 of its parent's profits.

- Sales from unconsolidated international operations in Canada, Latin America and Europe totaled $2.8 billion, up 12% from 1977.

Sears, whose sales approximate 1% of the gross national product, got more than 6% of the total U.S. general merchandise business and about half of the total catalog business.

Last year, Sears' merchandise sales were 90% of net sales (down from 91.3%), including catalog counter sales in stores of 10.8% (down from 11.4%) and other catalog sales of 9.5% (up from 9.1%). Industrial sales, repair services and finance charge revenues represented 10% of net sales (up from 8.7%).

The catalog operations, from which Sears continued to derive more than a fifth of its sales, includes two large general "wish books" averaging 1,500 pages (Spring-Summer, Fall-Winter), three smaller ones (Christmas, mid-winter and summer); 16 specialty catalogs featuring particular lines of merchandise, and about 15 tabloid sales catalogs.

Last year, the company sent out 17,000,000 copies of each general catalog, and between 100,000 and 500,000 copies of each specialty and sale catalog, for a total of 375,000,000 catalogs—50,000,000 more than the company put out in 1977.

- Sears and its domestic subsidiaries employed an average of 472,000 people in 1978 and sold goods through 3,727 locations.

From 1974 until last year, Sears had wandered from high fashion merchandise lines to bargain-basement sale merchandise, often simultaneously, as it tried to meet the high-end (J.C. Penney) and low-end (K mart) competition that it believed was threatening its turf. The company heavily advertised the merchandise, especially the sale-priced, resulting in steadily growing sales, but flat profits.

But, 1978 marked a turning point for the world's largest retailer as the company reformulated its long range marketing strategy in a move to firmly re-establish Sears as "a family store for middle-class, home-owning America." The "Headquarters Merchandising Plan 1979-1983," revealed in AA last December, spelled out what Sears should and should not be:

"We are not a fashion store. We are not a store for the whimsical nor the affluent. We are not a discounter, nor an avante-garde department store. We are not, by the standards of the trade press or any other group of bored observers, an exciting store.

"We are not a store that *anticipates*. We *reflect* the world of Middle America, and all of its desires and concerns and problems and faults. And we must all look on what we are, and pronounce it good! And seek to extend it. And not be swayed from it by the attraction of other markets, no matter how enticing they might be," the internal document said in its preamble.

- Long term, the plan set goals for each merchandising group and spelled out the means to accomplish these goals. Depending on the group, the plan calls for sales increases of between 71% and 95% by 1983 (over 1977 sales).

The plan also seeks to curtail dramatically run-away ad budgets by instituting an advertising-to-retail sales ratio and lowering that ratio each year. Specifically, Sears would reduce the ratio from 3.55% in 1978 to 3.29% in 1979 and then down to 3% by 1983.

According to projections for that year, Sears will spend $670,000,000 for retail sales of $22.3 billion, and $364,000,000 on catalog sales of $6.3 billion, for a total of $1.03 billion in advertising for the merchandise group.

For the short term, however, Sears began making moves in the fourth quarter to improve profits, but at the sacrifice of sales. It pulled its 10 to 24-page spreads in women's and shelter magazines that advertised Sears home furnishings—a segment that had been heavily promoted up till then. And magazines were almost devoid of Sears advertising in the first five months of 1979.

The result was sales shortfalls, but undoubtedly much more severe than had been anticipated. Through June of this year, the company has suffered 10 consecutive months of sales declines, some soaring higher than 10%. To stimulate sales—and comply with federal price guidelines—Sears cut all catalog prices 5% in this year's Spring-Summer catalog.

- However, the profit picture has brightened. In the fourth quarter, the company reported a record 31% increase in earnings, to $330,000,000, and in the first quarter of 1979, operating income from the merchandise group increased 25% to $217,601,000.

Sears, long the biggest retail advertiser, entered the national ad arena 22 years ago with small magazine expenditures. In fact, until 1967, the largest chunk of the Sears national media total was spent by Allstate, which last year accounted for about 11%, or $18,477,000 of the company's measured media expenditure—down from 12% in 1977.

Including Allstate, Sears last year increased magazine spending 35%, to $55,930,000, even though that schedule was heavily trimmed in the fourth quarter. The other measured media (except outdoor) dropped from their 1977 levels: Network tv down 11% to $71,367,500; spot tv down 4.5% to $21,091,200; network radio down 15% to $4,388,000, and spot radio down 27% to $11,000,000.

Among the most heavily backed product lines in network tv, spot tv and network radio, according to LNA figures, were automotive accessories, down 14% to $8,842,000; Open Hearth Collection, up 52% to $6,460,000; car tires, up 19% to $5,762,000; Settlers Trail Collection, up 330% to $5,643,000; paint, down 2% to $5,234,400; major appliances, down 6% to $4,719,000; men's apparel, up 8% to $4,295,700, and Renfrew Hall Collection, up 133% to $4,273,700.

- In addition, in 1978 there were 22 other product categories for which between $1,000,000 and $4,000,000 was spent in those three media by Sears.

In 1978, the company continued its war against excessive sex and violence in tv programing by pulling its commercials from several programs, including "Three's Company" and "Charlie's Angels."

And this year, the company began the "Sears Radio Theater," a series of 45-minute programs running weeknights on about 200 radio stations, most of them CBS affiliates. The investment was expected to significantly increase radio spending.

In 1978, Sears opened 31 new stores, including 14 full-line, 14 medium size and 3 hard line stores, bringing the totals to 367 full line, 373 medium size and 126 hard line stores. In addition, the company operates 14 catalog merchandise distribution warehouses, 92 retail distribution warehouses and 211 service and parts centers.

As part of its over-all strategy, Sears plans a $2 billion capital investment in new stores over the next five years. The company plans to open 106 full line, 106 medium size and 27 hard line stores, with 100 of the new stores to be built in new market areas and 139 of them replacing existing stores.

- Homart Development Co., a subsidiary, develops and operates shopping centers as either owner or a partner in joint ventures, thus putting Sears in business as a landlord.

In 1978, Homart opened two wholly owned regional shopping centers, and sold one, along with its interest in three joint ventures. The subsidiary's net income for 1978 rose 379% to $40,700,000. In the next five years, Homart plans to open 7 wholly owned and 16 point venture centers.

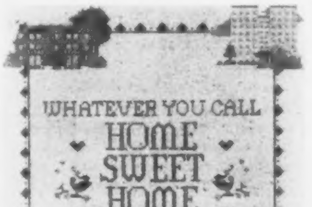
Of the company's 12,000 suppliers, Sears purchases about 24% of its merchandise from companies in which it has equity investments. Suppliers in which it has an interest of more than 20% are: DeSoto Inc. (31%), Kellwood Co. (22%), Roper Corp. (40%) and Universal-Rundle Corp (59%). Domestic suppliers account for about 94% of all merchandise purchases.

Allstate Insurance Co., world's largest stock company insurer of autos (State Farm is the largest among mutual companies), had a total ad budget of about $25,000,000 in 1978, up about 31% from 1977.

- That included direct mail, collateral, p.o.p. and advertising in the Sears catalogs in addition to measured media. Expenditures reported by Allstate were $15,400,000 in network tv and $725,000 in spot. Other spending came to $2,000,000 in magazines, $5,000 in newspapers and $775,000 in production costs.

Insurance premiums and financial services revenues for 1978 totaled $4.85 billion. However, this amount was abnormal because Allstate began converting its passenger auto insurance policies during 1978 from a 12-month term to a six-month term in most states.

On a basis comparable with 1977, insurance premiums written and financial services revenues would have come to about $5.31 billion, or a 12% increase from the $4.75 billion reported in 1977. Net income was $466,000,000, up 12% from $417,000,000.



Allstate advertising accounted for about 11% of Sears, Roebuck & Co.'s measured media total.

ADVERTISING EXPENDITURES*

	1978	1977
Magazines	$55,930,800	$41,344,700
Spot tv	21,091,200	22,072,200
Network tv	71,367,500	80,226,900
Network radio	4,388,300	5,143,400
Spot radio	11,000,000	——
Outdoor	157,000	86,900
Total measured ..	163,934,900	148,874,000
Unmeasured†.....	254,000,000	216,125,900#
Estimated total...	417,934,900	364,999,900#

*From AA's usual sources
†Includes catalog
#Revised and includes spot radio

ADVERTISING EXPENDITURES**

	1978	1977
Newspapers.......	$317,000,000	$304,000,000
Magazines	42,000,000	35,000,000
Spot tv	14,000,000	19,000,000
Network tv	50,000,000	63,000,000
Spot radio	12,000,000	15,000,000
Network radio	8,000,000	9,000,000
Catalog	250,000,000	200,000,000
Direct mail	4,000,000	2,000,000
Estimated total ..	697,000,000	647,000,000

**Reported by Sears, local plus national media, excluding Allstate.

SEARS, ROEBUCK & CO.

MARKETING PERSONNEL

Joseph T. Moran, senior exec vp, merch
John B. Kelly Jr., vp for catalog sales
Gar Ingraham, vp, retail sales
Robert O. Jones, natl catalog adv mgr
Robert G. Kissel, natl retail adv mgr

ADVERTISING AGENCIES

Ogilvy & Mather, Chicago and New York—home appliances; vacuum cleaners; Junior Bazaar (NY); home fashions; credit, corporate—Bill Whitney, senior vp, genl mgr.

Foote, Cone & Belding, New York—women's shop; hosiery; foundations; jewelry; Pants That Fit, luggage—James R. Guthrie, vp, mgmt super.

Foote, Cone & Belding, Chicago—sports center, shoes, tires & batteries, toys—Will Adams, mgmt super.

Stern Walters/Earle Ludgin, Chicago—children's store, candy, contract sales—Bob Howard, client mgr.

J. Walter Thompson Co., Chicago—Craftsman Tools; table appliances; hardware lines; paints; central air conditioning—Brian Squires, mgmt super, client services.

McCann Erickson, Chicago—Men's Store—Bob Levin, acct super.

Vince Cullers Advertising, Chicago—research & mktg assignments, A.O.R., black media, advertising in black market—Vince Cullers, acct super.

ALLSTATE INSURANCE CO.

MARKETING PERSONNEL

C. J. Rodine, vp, mktg
D. L. Bolen, asst vp, adv/merch
John W. Dear, adv director
John J. Flieder, asst vp, direct response mktg
Frank S. Polizzi, direct response mktg dir

ADVERTISING AGENCIES

Leo Burnett Co., Chicago—Allstate Insurance Co., Allstate Life Insurance Co., Allstate Enterprises—Ron Sims, acct super; Jack Woods, acct exec.

Stone & Adler, Chicago—direct response advg, all products—John Mecchella, acct super; Randi Wine, acct exec.

MARGOA Direct, Chicago—direct response advertising, third party group products—Ron Perrella, acct super; Ron Denz, acct exec.

J. Walter Thompson Co., Los Angeles—Allstate Savings & Loan Assn.

SmithKline Corp.

	1978	1977
Sales	$1,112,039,000	$780,337,000
Earnings ...	164,075,000	89,271,000
Advertising*	91,215,000	67,585,000*

*Revised figure

SmithKline Corp., Philadelphia, the nation's 42nd largest advertiser, spent $91,215,000 on advertising last year, a 35% increase over the 1977 expenditure of $67,585,000.

The ad spending jump was said to be a reflection of increased corporate sales performance and was also tied to introductory ad and promotion efforts behind the new drug, Tagamet.

Corporate sales increased 43% to $1,112,039,000, surpassing the $1 billion mark for the first time. Pretax income was up 95% to $261,275,000 and net income rose 84% to $164,075,000.

The product that made SmithKline's sales and profits rise so dramatically and made it a darling of Wall St. was Tagamet, a breakthrough drug for the treatment of ulcers and other gastrointestinal disorders, introduced in 1977.

- Ethical pharmaceutical sales were up 64% to $672,000,000; U.S. sales represented $350,000,000 of that figure and foreign sales tallied

$322,000,000. Gastrointestinal group sales including Tagamet sales were pegged at $315,000,000, up from $90,000,000 in 1977.

Stock dividends for SmithKline were raised twice in 1978, from 27½¢ to 33¢ and from 33¢ to 45¢ per share. The quarterly dividend rose again in January, 1979, to 60¢ and the board of directors recommended a two for one stock split at the company's annual meeting in April.

Another successful product for the ethical pharmaceutical division was Dyazide, an antihypertensive-diuretic. SmithKline's antihypertensive-diuretic group contributed sales of $114,000,000. In May 1979, SmithKline received approval from the Food & Drug Administration to introduce Selacryn, the first prescription drug to lower both blood pressure and serum acid levels.

Proprietary drug sales were up 25% in 1978 to $118,000,000 led by Menley & James' Contac cold product which is in its 18th year in the market. The brand, which claims the No. 1 spot with a 30% market share, received $13,257,000 in measured media spending in 1978, up 10% from the year before.

Contac shares the top of the market with Whitehall Laboratories' Dristan.

- Sales were also up for Sine-off sinus headache product and newer products A.R.M. allergy relief medicine and Contac Jr., a children's cold medication.

Combined spending for Sine-off products, which includes Extra Strength Sine-off, was $5,848,900 in 1978. A.R.M. support doubled in 1978 from $2,220,600 to $4,467,800.

In 1978, SmithKline created a Professional Products division to market nonprescription products previously sold in the U.S. by the pharmaceutical division. The products to be sold by this newly formed division include Teledrin timed release antihistamine allergy medicine; Ecotrin, a coated aspirin for arthritis that doesn't create stomach upset, and Ornex, a decongestant and nonaspirin analgesic/antipyretic.

SmithKline's animal health products enjoyed a good year in which sales rose 38% to $85,000,000.

The animal health products unit includes Norden Laboratories which makes veterinary pharmaceuticals and biologicals in the U.S., and Animal Health Products which sells feed additives, pharmaceuticals and biologicals worldwide.

The company ranks among the top 10 makers of animal health products in the world.

Norden introduced several new products, including Vanguard, a new line of canine vaccines to protect against hepatitis, distemper and other respiratory infections.

SmithKline's Avoset Food Corp., which had 1978 sales of $27,737,000, was sold in October 1978.

Combined sales of cosmetics and sun care products were $25,000,000, the same as in 1977.

Menley & James dropped its Love's cosmetics in early 1979. The group brought in only $9,000,000 in factory sales last year. It received less than $2,000,000 in measured media support.

The company will continue its fragrance business that includes Love's Baby Soft line which received $216,000 in measured media support and Love's Misty perfume which received $103,700 in 1978.

Sea & Ski sun care products sales were off last year, a decline attributed to increased national and regional competition. Sea & Ski tanning lotion and suntan products received a combined total of $378,500 in measured media backing, down from $525,888 in those categories in 1977.

Sea & Ski introduced First-Aid, an all-purpose topical anesthetic and it licensed the Sea & Ski trademark to swimsuit and sportswear makers.

SmithKline Corp.'s Norden Laboratories markets PR-Vac, a vaccina used in the treatment of hogs.

ADVERTISING EXPENDITURES

	1978	1977
Newspapers	$ 129,500	$ 285,500
Magazines	2,217,000	763,000
Farm publications	652,700	444,800
Spot tv	4,931,600	1,170,900
Network tv	16,838,100	16,487,700
Spot radio	606,400	1,532,000
Network radio	5,153,900	4,320,000
Outdoor	426,900	173,000
Total measured	30,956,100	25,177,200
Unmeasured	60,258,900	42,407,800*
Total	92,215,000	67,585,000*

*Revised figure

SMITHKLINE & FRENCH LABORATORIES
Philadelphia

MARKETING PERSONNEL

Donald van Roden, executive vp, SmithKline Corp.; president, SmithKline & French Laboratories
Alan Dalby, vp, SmithKline Corp.; vp, International Operations
Thomas M. Collins, vp, SmithKline Corp., vp and genl mgr, U.S.
Harry C. Groome III, vp, mktg, U.S.
William S. Pilling, vp, mktg admin, U.S.
Frank J. Byrne, vp, customer affairs-U.S.
Joseph Rutledge, vp, trade relations-U.S.
Robert Cook, vp, sales & distribution-U.S.
Walter Wicker, director, U.S. ad & special promo
Warren Blair, director of design-U.S.
Stuart Siddall, vp, intl mktg
John Groom, area vp—intl
Robert F. Daily, area vp—intl
Joseph M. Weaver, area vp—intl

MENLEY & JAMES LABORATORIES
Philadelphia

MARKETING PERSONNEL

Peter Godfrey, vp, SmithKline Corp.; president, Menley & James Laboratories
Samuel Rulon-Miller, exec vp-genl mgr—proprietaries
William P. Howe, vp-genl mgr, cosmetics & toiletries
Richard E. Bagley, vp, professional products
John Chappell, vp, intl operations
Christopher Young, mktg mgr
Mike Dujmusic, director, mktg—intl
Gloriadi Silvestro, director, new product devel
Melmon May, senior brand mgr
Peter C. Gonze, senior brand mgr
William R. Gast, senior brand mgr
William Gericke, brand mgr
Thomas D. Miller, brand mgr
Mark M. Larsen, asst brand mgr
John P. Noonan, vp, director of sales & customer affairs
John J. Mulvihill, mgr, government mktg
David A. Stevens, director, mktg services
Geoffrey Hawes, promo mgr, proprietaries
David Heist, mgr, trade relations
David Schmidt, design director

ADVERTISING AGENCIES

Ogilvy & Mather, New York—Contac, Contac Jr., Sine-Off, A.R.M. allergy relief medicine—David Scott, mgmt super, creative director; Myrna Grober, deputy mgmt super; George Wilson, acct super.

Jan Zwiren Agency, Chicago—Love Cosmetics—Jan Zwiren; Vince Copp.

Grey Advertising, New York—Professional Products division—Fred Milman, acct super.

SEA & SKI CORP.
Philadelphia

MARKETING PERSONNEL

Melmon May, senior brand mgr

ADVERTISING AGENCY

Scali, McCabe, Sloves, New York—Phil Cohen, acct super.

GEOMETRIC DATA
Wayne, Penn.

MARKETING PERSONNEL

Melvin Miller, president
Edward Wampold, vp, sales & mktg
Charles Kane, director of mktg
Lee Cooper, adv mgr

ADVERTISING AGENCY

Carson & Carson, New York.

SMITHKLINE CLINICAL LABORATORIES
Sunnyvale, Cal.

MARKETING PERSONNEL

Jack Bolwell, president
Francine Lundy, adv mgr

SMITHKLINE INSTRUMENTS
Sunnyvale, Cal.

MARKETING PERSONNEL

David M. Hintz, genl mgr, medical ultrasound
Thomas Jedrzejewicz, director, mktg
Debra Fry, product mgr
M. James Barrett, genl mgr, in vitro diagnostics
Joseph J. Cholko, vp-director, mktg
Susan J. Jelonek, mktg mgr, clinical chemistry
S. Wayne Kay, mktg mgr, clinical diagnostics
Sharon L. Freitas, adv mgr, medical ultrasound
Judy Reimer, adv coordinator, in vitro diagnostics

ADVERTISING AGENCIES

Humpal, Leftwich & Sinn, Palo Alto, Cal.—medical ultrasound—Jerry Humpal, president.

Bachrach Ketchum, San Francisco, Cal.—in vitro diagnostics—James L. Wilson, exec vp.

BRANSON ULTRASONICS CORP.
New Canaan, Conn.

BRANSON CLEANING EQUIPMENT CO.
Shelton, Conn.

MARKETING PERSONNEL

Robert J. Hunter, president
Robert A. Geckle, director of mktg
Thomas H. Calhoun, product mgr

ADVERTISING AGENCIES

Chandler & Marvel, Bristol, Conn.—Robert Chandler, acct exec.

Maier Advertising, Farmington, Conn.—Tim C. Gaillard, acct super.

BRANSON SONIC POWER CO.
Danbury, Conn.

MARKETING PERSONNEL

Robert J. Novello, president, genl mgr
Donald Kolb, vp, mktg
Ed Samuels, natl sales mgr
Mark Miller, adv & sales promo mgr

ADVERTISING AGENCY

Kieler-McKinley, Farmington, Conn.

KRAUTKRAMER-BRANSON
Stratford, Conn.

MARKETING PERSONNEL

Daniel E. McNulty, president, genl mgr
Richard Hull, director of mktg
George Quinn, mgr, mktg services

ADVERTISING AGENCY

Marquardt & Roche, Stamford, Conn.—Melanie Messelt, acct exec.

SMITHKLINE ANIMAL HEALTH PRODUCTS
Philadelphia

MARKETING PERSONNEL

Norman Blanchard, vp-intl operations
Alan Herosian, intl mktg planning mgr
Roger C. Crum, director, U.S. & Canada operations
Gerald Myers, natl sales mgr
Alan Witkin, mgr, mktg rsch

ADVERTISING AGENCY

Lewis & Gilman, Philadelphia—Ronald Richter, mgmt super.

NORDEN LABORATORIES
Lincoln, Neb.

MARKETING PERSONNEL

John P. Wareham, president
Daniel B. Hinnah, director, mktg
Lyle Ashelford, adv mgr

ADVERTISING AGENCY

Bozell & Jacobs, Omaha—Omer Dye, acct exec.

Squibb Corp.

	1978	1977
Sales	$1,515,882,000	$1,341,583,000
Earnings	117,255,000	112,508,000
Advertising	50,000,000	40,000,000*

*Restated

Squibb Corp., New York, the 73rd largest national advertiser, is estimated to have increased its ad spending in 1978 about 25% to $50,000,000. Squibb reported its worldwide ad expenditures equalled $75,000,000 in '78.

Net sales were over $1.5 billion, up 13% from 1977, and net income rose 4% to $117,255,000. Squibb operates four wholly owned subsidiaries: E.R. Squibb & Sons, Charles of the Ritz Group Ltd., Life Savers and Dobbs Houses.

Sales of confections reached $376,293,000 in '78, an increase of 14%. High marketing expenditures together with capital-expansion programs contributed to a decrease in divisional profits which dropped from $57,149,000 in '77 to $52,868,000 in '78.

Total ad spending by Life Savers continued to increase in '78, reaching an alltime high of $24,000,000 in support of its hard roll candy, mints, chewing gum, lollipop and bubble gum brands.

- Life Savers candy, the leading hard roll candy after 60-plus years in distribution, introduced a new ad campaign late in '78. The new campaign, themed "Coming home," builds on the previous "Part of living" advertising and uses celebrities in tv and radio spots to describe their real life memories of the product.

The introductory commercial features Henry Fonda. Total spending of $7,600,000 was placed in network tv and spot radio.

Bubble Yum maintained its position as the No. 1 bubble gum as ad spending increased by more than 50% to $6,500,000 in '78. The brand's third flavor, spearmint, was introduced in the beginning of '78 with a special ad program directed at teen agers and young adults.

BBDO resigned the Bubble Yum account in November, 1978, and subsequently announced that it had acquired Arthur Meyerhoff Associates, which handles most of the Wrigley business.

Life Savers hired Foote, Cone & Belding, New York, to handle Bubble Yum and selected new products. A new child and teen age-oriented campaign for Bubble Yum, themed "Number Yum," was developed for airing at the beginning of '79.

- Care*Free gum continued to improve its position in the sugarless gum market. By yearend '78, it was neck-and-neck with the traditional market leader, Trident.

Squibb says that by the first Nielsen food store reporting period in '79, Care*Free had overtaken Trident by registering a 43.2% unit share. Ad spending in '78 was $6,000,000, even with '77, and was split between network tv and spot radio supporting the "32% more gum" campaign aimed against Trident.

New ad campaigns scheduled in children's network tv were introduced for two younger-oriented brands, Life Savers lollipops and Fruit Stripe gum.

A new animated spokesman, Willie Whirlwind, was used to emphasize the long-lasting flavor benefits of Life Savers lollipops and to announce the new chocolate swirled flavors. Measured spending on lollipops was $2,500.

Fruit Stripe gum enjoyed a successful year in '78 due primarily to its bubble gum line extension and the use of new "Herd of flavors" ads featuring the Fruit Stripe zebra.

Beech-Nut gum received about $1,200,000 in ad support concentrated in eastern and southern high-franchise market via spot tv and radio.

- Breath Savers, a new premium-priced breath mint, began its regional rollout in October, 1978. This new entry in the growing sugarfree mint market is a blue-in-the-middle breath mint containing a long-lasting breath freshener.

Its introductory campaign demonstrates the sugarfree advantages of the new product compared to No. 1-selling Certs. Breath Savers is positioned to appeal to consumers "who want fresh breath but don't want sugar." In '78, measured media spending was $258,800 in spot tv.

Sales of the Charles of the Ritz Group fragrances and cosmetics divisions reached $183,189,000 in '78, a 25% increase over '77. Excluding the gain on the sale of the Lanvin trademark rights in January, 1978, to Lanvin S.A., Paris, profits from operations grew 24% compared to the 19% gain in '77. The company says the year's results were aided by the successful launching of two new fragrances in the U.S.: Enjoli and Yves Saint Laurent's Opium.

Enjoli was the more heavily promoted of the two, with about $3,000,000 backing its introductory campaign starting in September. Enjoli is positioned as the "eight-hour perfume for the 24-hour woman" and supported primarily on net tv and in magazines.

- Opium, introduced in the U.S. in October, spent about $113,700 in measured media in '78. But this figure doesn't come close to estimating the value of Opium's exposure in the media.

Almost from the start of its introduction in the U.S., eyebrows were raised over its advertising and marketing which some groups say capitalizes on a drug that for years was the scourge of the Chinese people.

The original Opium ad, created by Paris agency Mafia, is translated, "For those who are addicted to Yves Saint Laurent." The campaign was voted the best of 1978 by the Fragrance Foundation.

Due to pressure groups, the fragrance's advertising is undergoing a complete overhaul and the name also might be changed. In May, 1979, Opium's media buying agency, Cathy Cash Spellman, resigned. Murray Salit & Associates succeeded, and will also help create ads.

Despite its problems, Opium sales are estimated at $3,000,000 since its introduction in the U.S. and $7,000,000 during its first year in Europe.

The Yves Saint Laurent brand reached a new high in sales in '78, according to the company. Measured spending by Rive Gauche perfume was $1,794,900. Spending for YSL Cologne for Men was $96,554, all in magazines.

The Charles of the Ritz brand of cosmetics products received expanded ad support in 1978, up to just under a million from $283,800 in '77, primarily in magazines with a little spot tv. Initial response to Revenescence moist environment treatment series is extremely favorable, Squibb says.

- E.R. Squibb sales were up 8% in '78 to $723,739,000. Profits from this operation remained stable at $102,894,000 as increased spending for marketing and research and development offset sales increases.

Theragran vitamin tablets, Squibb's leading vitamin brand, received $84,000 in measured ad support, all on spot tv.

The Dobbs Houses subsidiary, the leading operator of airport restaurants in the U.S., reported sales rose to $232,661,000 in '78 from $197,285,000 in '77. No ad support was reported.

ADVERTISING EXPENDITURES

	1978	1977
Newspapers	$145,000	$138,500
Magazines	1,612,600	1,057,700
Spot tv	2,484,200	4,686,200
Network tv	24,890,500	20,689,600
Spot radio	4,114,000	2,940,000
Network radio	80,300	—
Outdoor	—	400,000
Total measured	33,326,600	29,512,400
Unmeasured	16,673,400	10,487,600
Estimated total	50,000,000	40,000,000

CHARLES OF THE RITZ GROUP

MARKETING PERSONNEL

Martin H. Schmidt, president & ceo
John Grace, senior vp, worldwide mktg devel
Brenda Harburger, vp, mktg, Enjoli and Bain de Soleil
Simone Hoffman, vp, genl mgr, Charles of the Ritz
Mark A. Laracy, senior vp, genl mgr, fragrance div
Kenneth Meeker, vp, mktg, Jean Nate
Alan J. Paston, vp, mktg services
Madleine Seals, vp, mktg, Alexandra de Markoff and Imperial Formula
Ronald Senkirk, vp, genl mgr Alexandra de Markoff and Imperial Formula
Kristina Wrba, vp, mktg, Yves Saint Laurent

ADVERTISING AGENCIES

Advertising to Women, New York—fragrance.

Kurtz & Tarlow Advertising, New York—Charles of the Ritz.

Della Femina, Travisano & Partners, New York—Alexandra de Markoff

Murray Salit & Associates, New York—Opium, YSL, Pour Homme & "Y"

LIFE SAVERS

MARKETING PERSONNEL

W. Mack Morris, president
Jerral R. Pulley, exec vp
Lawrence K. Hathaway, senior vp-mktg

ADVERTISING AGENCIES

Dancer Fitzgerald Sample, New York—Life Savers roll candy, Care*Free sugarless gum, Life Savers gum, Fruit Stripe gum, Life Savers lollipops, Breath Savers, new products—O. Burtch Drake, super.

BBDO, New York—Bubble Yum, Beech-Nut gum and new products—T. Newlin, mgmt super.

E. R. SQUIBB & SONS

MARKETING PERSONNEL

Digby W. Barrios, vp, mktg
Richard A. Druckman, vp, sales
William W. Crouse, worldwide mktg devel

ADVERTISING PERSONNEL

Vincent Trovati, adv dir
Stephen A. Savat, creative service mgr
Edith Vandenburgh, adv service mgr
Robert L. Williams, communications service mgr
Frank O. Henschel, media planning media
Richard A. Canning, scientific projects mgr
Martin Coyne, Robert Doyle, Susan Funk, adv mgrs

ADVERTISING AGENCIES

E. R. S. Advertising, Princeton, N.J. (in-house).

Fones & Mann, New York—Theragran.

Dugan & Farley, Montvale, N.J.—Velosef.

Tom Ferguson Associates, Parsippany, N.J.—Pronestyl.

Rolf Rosenthal, New York—CORGARD.

Standard Brands

	1978	1977
Sales*	$2,400,000,000	$2,124,311,000
Earnings ...	75,800,000	68,554,000
Advertising*	34,191,000	34,189,200

***Worldwide, less excise taxes**
***U.S., estimated by AA; 1977 figure restated**

Standard Brands, New York, was the 93rd largest national advertiser in 1978, spending an estimated $34,191,000 in advertising, about even with the 1977 investment of $34,189,200. The 1977 figure has been restated.

Worldwide, the company spent an estimated $51,900,000 in advertising in 1978.

The company registered worldwide sales and earnings gains for the 23rd consecutive year. Worldwide sales registered a landmark $2.4 billion, up 13% from the $2.1 billion recorded in 1977, while net income totaled $75,800,000, an 11% jump over the previous year's $68,554,000.

Domestic sales were $1.45 billion, up 5.7% from the 1977 total of $1.3 billion.

However, Standard Brands was not without its management problems as evidenced by the exodus of Reuben Gutoff last year and return of O. Lester Applegate, previously a vp with the company, as president.

- Standard Brands divides its operations into two main lines of business—consumer products and food ingredient products.

The consumer products segment is comprised mainly of the U.S. consumer products group and the beverage group. The former consists of four divisions: Standard Brands Foods, Planters, Curtiss and Pinata Foods.

The beverage group is comprised of the Fleischmann Distilling Co. division, the Julius Wile Sons & Co. division and All Brand Importers. (The Fleischmann and Julius Wile Sons companies were consolidated in 1978 into a single firm, Julius Wile Sons & Co., which is now the parent firm for all three marketing divisions.)

In the consumer products group, all categories, excluding Pinata (acquired in 1977), experienced improved sales and earnings over 1977, accounting for 80% of the company's net sales and 83% of its operating income.

The company sold S&W Fine Foods division of Imasco Corp. in 1978, after having acquired it the previous year.

- In 1978, Standard Brands food division chalked up record sales with increased earnings by both Fleischmann's and Blue Bonnet Margarines.

A new low calorie spread called Fleischmann's Light Corn Oil Spread was introduced while Fleischmann's Egg Beaters Cholesterol Free Egg Substitute was reformulated to appeal more to dieters.

Standard Brands tested its second margarine substitute, Fleischmann's Light, in various markets. At the same time, the company introduced a line of frozen Chinese foods called Royal Dragon Dimsum.

Royal gelatins and puddings experienced sales gains in 1978 in selected regional markets. A new pudding flavor called Royal Coffee Instant pudding was introduced during the last half of 1978.

Standard Brands' confectionery division continued to show substantial growth in sales and earnings, again led by industry leaders Baby Ruth and Butterfingers candy bars.

The Curtiss division was broadened by the introduction of Reggie bar in selected cities. Reggie is a new candy bar named after star N.Y. Yankee baseball outfielder Reggie Jackson. The company also introduced Sweet As You Please, an unsweetened gelatin mix.

- Saf-T-Pops, a high sugar line, was phased out during 1978, in line with the company's corporate nutrition policy. The division accounted for 12% of the company's sales.

Planters division registered record sales in 1978. Planters dry roasted peanut line was strong while record sales were attained for the dry roasted line.

A line of unsalted dry roasted nuts was introduced regionally in 1978 and will be offered nationally in 1979. The Planters line of canister-packaged snacks was expanded to include tortilla chips. Nut products accounted for 17% of Standard Brands sales.

The beverage group also ran well ahead of 1977 in sales and earnings. Fleischmann's Preferred continued to maintain its leadership position in the 90-proof blended whisky category. Canadian Ltd. and Royal Vodka sales both increased.

In 1978, Standard Brands acquired the trademark of the Ezra Brooks line of premium bourbons, including Sour Mash Bourbons. And in early 1979, Fleischmann was named the sole U.S. importer for the Metaxas line, an imported Greek specialty liqueur.

- Julius Wile Sons & Co. continued to experience volume growth in 1978 and benefited from increased consumer demand for quality imported brands. Dry Sack sherry, Benedictine, B&B liqueurs, Bollinger champagnes, Antinori Italian wines and Deinhard German wines continued strong.

The company introduced a complementary sherry brand called Cream Sack in selected markets and expanded its distribution of Souverain premium California wines nationally.

In 1978, Standard Brands acquired All Brand Importers, a leading imported beer distributor, taking advantage of the growing U.S. market in imported beer.

The acquisition added U.S. distribution rights for Foster's lager beer from Australia; Moosehead beer from Canada; Pilsner Urquell beer from Czechoslovakia; Dos Equis and Superior beers from Mexico, and Whitebread ale and Mackeson stout from England.

During 1978, the food ingredients group recorded modest gains in sales but earnings fell below previous years. The category, however, accounted for 20% of the company's total net sales.

Once again, low sugar price levels and industry over-capacity adversely affected the group's largest segment of activity, high fructose corn syrup (hfcs), resulting in only slight gains in the corn sweetener business. Still the segment remained profitable.

- Prospects for future growth appear bright as Isomerose 550 HFCS, a second generation 55% fructose product, was approved by many major soft drink manufacturers. In 1978, the company opened a new HFCS plant at Montezuma, N.Y., and expects to open a new corporate research and development center in the fall to develop new products.

Fleischmann vinegar division experienced higher sales and earnings in 1978 and maintained a leadership position in its industry. The Bakery Ingredients division began marketing "customized" margarine shortening which contains no artificial color or flavor.

The international group chalked up record sales and earnings in 1978, with strong performances in Canada and South America. Several new products were introduced in Canada by Lowney's Ltd., the company's confectionery and snack division, and new products are being developed in other areas.

- Standard Brands, in its 10K and annual reports, indicates worldwide advertising expenditures of $51,917,000, up 2.3% from $50,741,000 in 1977.

Standard Brands products received $24,253,000 backing in domestic measured media during 1978. The company's heaviest backed product, Planters nuts, received $4,788,000, while Fleischmann's margarine received $3,806,000. Spending for Planters oil went up slightly to $583,000. Total media expenditure for the entire Planters line exceeded $6,535,500.

An additional $1,549,000 was spent for Blue Bonnet margarine, while Blue Bonnet Spread Imitation margarine received $1,068,300.

The introduction of Reggie bar was backed by $805,800 in measured media spending, a figure expected to rise with increased sales. The newly acquired Pinata Mexican foods line received $1,712,500, mostly for spot television.

- Spending in 1978 for beverage operations, including Fleischmann Distillers, All Brand importers and Julius Wile Sons & Co., totaled just under $11,100,000. The company spent $1,314,300 for Dry Sack and Cream Sack, plus $1,056,800 for Benedictine, B&B and Cafe Benedictine liqueurs, and $118,300 for Pernod liqueur.

The $24,253,000 total measured media expenditure for 1978 was 15.3% lower than the previous year's $28,629,200. During the year, Standard Brands concentrated its advertising efforts in television with nearly $9,000,000 allocated to network tv and $8,500,000 for spot tv.

The two television categories combined to represent nearly 75% of the total measured media budget, up from last year's 64% allocation.

In 1978, the emphasis shifted away from radio advertising for Standard Brands, with only $502,000 spent. Measured media support reached more than $4,000,000 for magazines and $1,600,000 for newspapers.

- During 1978, Standard Brands assigned its major food products account to Wells, Rich, Greene and Doyle Dane Bernbach, both in New York, dropping Ted Bates & Co. after 40 years of service.

WRG picked up Fleischmann's margarine and spread accounts and Fleischmann's Egg Beaters, with total estimated billings placed at $7,000,000.

DDB added Smooth & Easy sauce and gravy bar, Royal gelatins and desserts, pet foods and Tender Leaf tea to its $5,000,000 Blue Bonnet margarine and spread account, for a total of about $7,000,000 in billings.

The company also assigned its Julius Wile Sons beverage division, estimated at $4,000,000 in billings, to de Garmo Inc. of New York, while Lee King & Partners of Chicago was assigned the Reggie bar account.

The Spanish Advertising Marketing Service, a division of deGarmo, was assigned Royal gelatin and puddings for Spanish-language campaigns.

In 1979, Sacks & Rosen of New York was awarded the Metaxa account while Botsford Ketchum of San Francisco was assigned Pinata Foods.

ADVERTISING EXPENDITURES

	1978	1977
Newspapers	$1,611,700	$2,470,500
Magazines	4,010,300	4,288,800
Spot tv	8,636,300	5,192,800
Network tv	8,991,200	12,872,900
Spot radio	502,400	2,329,000
Network radio	—	97,200
Outdoor	498,700	778,000
Total measured ..	24,253,600	28,029,200
Unmeasured	9,957,400	6,160,000
Estimated total ..	31,191,000	34,189,200

CONSUMER PRODUCTS GROUP

Robert Schaedler, group exec vp
Art Pearson, director, mktg services

1978 AD $ SUMMARY

See page 137

LNA

To Keep Your Ad Material
up front
WHERE IT COUNTS
Silk screen or printing if desired. Write for information
BEEMAK PLASTICS
7424 Santa Monica Blvd.
Los Angeles, Ca. 90046, (213) 876-1770
Adormenu
HOLDER
R754-3
BP801C
BP803
What more can we say, except that the chances are 100 to 1 that we have the size, shape and style display you need.
BP601W
BP370
MINI-HOLDER
NEW
CARROUSEL
BP661
BP704

MARKETING PROFILES

STANDARD BRANDS FOOD

MARKETING PERSONNEL

W. Allen Kelly, president

Grocery Products Division

David Graham, vp, mktg
Marc E. Atkinson, group product mgr, Fleischmann's products
Giovanni Pacheco, group product mgr, Royal Desserts
Charles McGovern, director, adv & merch services
Ellen R. Marram, group product mgr, Blue Bonnet products

Pinata Foods

Arthur H. Baer Jr., president
Arthur Pearson, vp, mktg
Frederick Ponder, director, mktg

ADVERTISING AGENCIES

Doyle Dane Bernbach, New York—Blue Bonnet margarine and spread, Smooth & Easy sauce and gravy maker, Royal gelatins and desserts, pet foods, Tender Leaf Tea—Jerry Brady, vp, mgmt super.

Wells, Rich, Greene, New York—Fleischmann's margarine and spread, Fleischmann's Egg Beaters—Marty Mitchell, acct group super.

J. Walter Thompson Co., New York—Fleischmann's Yeast, Standard Brands International products—Ken Robbins, acct group director.

Botsford Ketchum, San Francisco—Pinata Foods—Lynn Upshaw, mgmt super.

Landsdowne Advertising—New York—Royal Dragon Oriental Frozen Foods—Arthur Cohen, managing director.

Curtiss

Warren Burkholder, president, Standard Brands Confections
Thomas Corr, mktg vp
Gary R. Bebee, group product mgr, Butterfinger, Pearson, Droste
Beth L. Bronner, group product mgr, Baby Ruth, Jumbo Block
Charles Tate, group product mgr, Reggie, Peanut Butter Cups, Wayne

Planters

Robert B. Truckenbrod, vp, mktg
William Spencer, group product mgr, Planters new products
J. Carey Keane, director, mktg, Planters nuts
Howard Potratz, director, new products, Planters div
Fredrick Schmidt, group product mgr, dry roasted nuts
John Lox, group product mgr, oil roasted nuts

ADVERTISING AGENCIES

Benton & Bowles, New York—Planters nut products—J. Frazer, acct super.

Lee King & Partners, Chicago—Curtiss Confectionery: Baby Ruth, Butterfingers, Reggie bars—Robert Inmen, managing super; Tom Sabin, acct mgr.

BEVERAGE GROUP

Marketing Personnel

Ferdie A Falk, senior vp, group exec
Robert C. Baranaskas, senior vp
John Kucich, senior vp

Fleischmann Distilling Division

Leo Begleiter, president
Alan M. Levine, vp, director, mktg
Robert C. Schutte, vp, natl sales mgr
Mort Mazor, group product mgr, Fleischmann's Preferred, Fleischmann's gin, Fleischmann's Royal vodka, Southern Host
Howard Gintell, group product mgr, Canadien Ltd., Garnier Cordials, Di Amore liqueurs, Metaxa
Alfred D'Isernia, group product mgr, Ezra Brooks, Trigo Rum, Duval vermouth, Pancho Villa tequila
Joseph Tremont, product mgr, Ezra Brooks
Karen Lampert, group product mgr, new product devel, Fonda Blanca, Droste liqueur
Ronald R. Robinson, group product mgr, beverages

Julius Wile Sons Division

Neil L. Bianchini, president
Jerome Levy, vp, director, mktg
Richard A. Amen, vp, genl sales mgr
Cornelius H. Marx, vp, operations
Julian P. Levinson, group product mgr, Williams & Humbert sherries, Bollinger champagnes, Souverain premium California wines, Deinhard German wines, Chanson Burgundy wines, Prats Bordeaux wines, William Alsatian wines, Pernod aperitif
Dennis E. Beacham, group product mgr, Benedictine and B&B liqueurs, St. Raphael aperitif wine, Get Peppermint liqueur, Lemon Hart Jamaica rums, Delamain cognac, Antinori Italian wines

ALL BRAND IMPORTERS

Paul Lohmeyer, president
John Roux-Lough, mktg vp
Earnest Desperto, mktg vp (Skol)
Robert A. Martin, director, adv/promo

ADVERTISING AGENCIES

deGarmo, New York—Dry Sack sherry, Cream Sack sherry, Benedictine, Benedictine & Brandy, Pernod, St. Raphael, Julius Wile products, William Alsatian wines, Antinori Italian wines, Bollinger champagne, Chanson burgundies, Langlois Chateau sparkling saumur, Leacock Madeiras, Prats—Dave Mandelbaum, acct super.

Waring & LaRosa, New York—Fleischmann's Preferred blended whisky, gin, Royal Vodka, Canadien Ltd., Southern Host liqueur, Trigo White and Gold rums, Ezra Brooks bourbon, White Tavern vodka and gin, Duval French vermouths, French Kiss apertif, Amaretto di Amore, Fonda Blanca white and gold tequilas, Capercaillie and Churchill Scotch whiskies, Select and bonded bourbon whiskies—Seth David, vp, acct super.

Sacks & Rosen, Inc., New York—Skol Dutch lager beer, Garnier liqueurs, Metaxa Greek liqueur—Michael Rosen, vp, acct super.

Mathieu, Gerfen & Bresner, New York—Foster's Moosehead—Nat Norton, acct super.

Erwin Wasey Inc., Los Angeles—Souverain premium California wines—Joseph Gallagher, mgmt super.

Siesel Co., New York—Duval vermouths—Alfred Siesel, mgmt super; Daniel Siesel, acct super.

Sterling Drug

	1978	1977
Sales†	$724,595,000	$682,134,000
Earnings†† .	94,675,000	85,829,000
Advertising*	78,000,000	72,000,000

*AA Estimate
†Domestic
††World Wide

Sterling Drug, New York, the nation's 50th largest advertiser, spent an estimated $78,000,000 for U.S. advertising in 1978, up 8.3% from 1977. Worldwide ad expenditures were reported by the company at $174,461,000, up from $156,469,000 in 1977.

Sterling's worldwide sales were $1.3 billion, up 11% from $1.2 billion in 1977. Sterling markets its products in the U.S. and 125 other countries.

Effective April 1, 1978, Sterling shifted products between its Breon and Winthrop divisions to increase marketing, sales and distribution effectiveness. Breon became solely a specialty pharmaceutical house by transferring to Winthrop its over-the-counter products, Haley's M-O laxative, Campho-Phenique antiseptic, Bronkaid anti-asthmatics, Caroid and Bile Salts laxative and Astring-o-sol mouthwash.

In return, Breon received Isuprel bronchodilator, Marcaine, Carbocaine and Novocain anesthetics; Levophed and Isuprel emergency treatment injectables.

In an unrelated move, Winthrop's Talwin analgesic was assigned to Klemtner Advertising from BBDO's Frank J. Corbett Inc. unit.

■ A new consumer division was set up within Winthrop to market its nonprescription products. Winthrop continues to market prescription products also, including Demerol analgesic; Hypaque, Telepaque and Bilopaque radio diagnostic agents, and pHisoHex and SeptoDyne antiseptic skin cleansers.

Stering's prestige suffered a blow when the National PTA's action board early in 1979 cited the company as the "most offensive advertiser" for placing its tv spots on programs it called "low quality" and for not showing up on shows rated "exemplary efforts."

Glenbrook Labs' Bayer line, which shifted its more than $15,000,000 account in 1978 to SSC&B from Doyle Dane Bernbach shortly after Sterling received a rebuke from the Food & Drug Administration for running ads that the FDA said misrepresented an earlier FDA report on the safety issue between aspirins and nonaspirins, returned to a pure aspirin "100% pain reliever" theme. That was the first campaign SSC&B created for Bayer aspirin since it was assigned in February, 1978.

■ Of all major analgesics, Bayer aspirin has suffered the most, as Johnson & Johnson's McNeil Consumer Products' Tylenol nonaspirin captured the No. 1 slot in the $750,000,000 market. With a 20% share, Tylenol is ahead of American Home Products' Anacin (13%), Bayer (10%) and Bristol-Myers' Bufferin (10%).

The additional assignment of Bayer to SSC&B brings the total amount of Sterling business now in that shop to more then $35,000,000—enough to make it the company's major agency by far.

Nobody kills more rats than d-CON. Nobody...
d-CON

Year after year after year, d-CON has outsold all other rat bait combined. Last year, more d-CON® Rat Killer was sold than ever before. The reason's pure and simple: d-CON works.

Only d-CON has the exclusive toxicant Wincon.® d-CON wipes out everything from your biggest, toughest, most destructive rats right on down to pesky mice.

Try d-CON yourself and see why it outsells all other rat bait combined!

d-CON: America's #1 Rat Killer. Again.

Sterling Drug's d-CON rat killer was advertised in magazines and spokesman Muhammad Ali pitched it on television and in print ads.

The SSC&B assignment also includes Bayer children's aspirin, Bayer Timed-Release aspirin and Bayer cold tablets, but none of these entries is heavily advertised.

Although Sterling already markets a cold tablet—a very minor entry—under the Bayer name, it was seen considering another product Bayer Plus. A tv commercial was run in Davenport, Iowa, mainly to assess consumer reaction; no product could be found on retail shelves. A company representative said the product was in a very limited test.

Sterling increased its research and development budget 13% in 1978 to $42,000,000. Spending in this area is expected to rise another 20% in 1979, the company said.

In the area of doctor-recommended, over-the-counter medicines marketed by Winthrop's consumer products division, sales of Neo-Synephrine decongestants in 1978 were aided by the first full year of marketing of Neo-Synephrine II long-acting products.

Neo-Synephrine II nasal spray was bolstered by $1,681,200 in ad spending, the overwhelming bulk of it in network tv. That total was more than double 1977's ad expenditures of $828,000 for the product.

■ In 1978, Glenbrook concentrated its marketing activities to support products that appeared to have the most growth potential. There was a strengthening of sales of Phillips' Milk of Magnesia to record levels. Midol Caplets' ad backing was raised to $3,120,500 from $2,320,100 in 1977, boosting its sales from a record 1977.

Sterling's principal consumer products division, Lehn & Fink, markets household products and cosmetics, fragrances and toiletries under the Givenchy, Crepe de Chine, Dorothy Gray, Tussy and Ogilvie names. It also serves industrial and institutional customers with a variety of sanitary maintenance products.

Parfums Givenchy, a division of Lehn & Fink, assigned its estimated $750,000 to $1,000,000 account to Levine, Huntley, Schmidt, Plapler & Beaver. The fragrances include Monsieur Givenchy, Givenchy Gentleman, L'Interdit, Givenchy III and Le De. Previous agency was SSC&B.

Among the Lehn & Fink division's most popular consumer products are the Lysol disinfectant and cleaner line, for which Sterling spent more than $19,000,000 in measured media. Receiving especially heavy support were Lysol liquid deodorizing cleaner, $3,411,200; Lysol spray basin, tub and tile cleaner, $3,316,800, and Lysol spray disinfectant, $8,671,400.

ADVERTISING EXPENDITURES

	1978	1977
Newspapers	$1,352,900	$ 688,660
Magazines	7,189,200	6,270,300
Farm publications ..	263,000	194,000
Spot tv	6,289,000	8,767,000
Network tv	55,507,500	49,252,300
Spot radio	2,275,000	1,906,000
Network radio	2,754,700	2,926,800
Outdoor	61,400	123,900
Total measured ..	75,692,700	70,128,800
Unmeasured	2,307,300	1,871,200
Estimated total ..	78,000,000	72,000,000

GLENBROOK LABORATORIES DIVISION

New York

MARKETING PERSONNEL

J. Alberts, vp-director of mktg
P. Klein, vp-director of new products
F.M. Fox, vp-director of sales
G.P. Mattimore, director, mktg services
J.C. Marshall, mkt rsch director
H.C. Johnson, mgr, promo materials purchasing
G. McLennan, P.J. Moriarty, group product mgrs

Product Managers

P.H. Kalikstein, Bayer adult aspirin
K. Messer, Diaparene line
H.J. Muessen Jr., new products
A.M. Kidder, new products
K. Sims, Midol Caplets, Fletcher's Castoria, Jayne's P-W, Breacol cough syrups
M.M. Wolf, Bayer children's products, Bayer Timed-Release aspirin
W.C. Elliott, Phillips' Line, Fizrin, Dr. Lyon's, Vanquish

ADVERTISING AGENCIES

SSC&B, New York—Bayer aspirin, Bayer children's aspirin, Bayer children's cold tablets, Bayer Timed-Release aspirin, adult Bayer, new products—C. Hasser, mgmt super, Bayer children's brands and Bayer Timed-Release; W. Croke, mgmt super.

Thompson-Koch Co., New York—Midol—Richard Hartman, acct exec; Daniel Kane, media director.

Cunningham & Walsh, New York—Phillip's line, Fletcher's Castoria, new products—F. Vernon, mgmt super; J. Walter, acct super.

James Neal Harvey Inc., New York—Diaparene line, new products—M. Byrne, acct super; J. Borza, acct exec.

Dugan/Farley Communications Associates, Montvale, N.J.—Medical communications—P. Dugan, president.

The Marschalk Co.—new products.

LEHN & FINK PRODUCTS CO.

Montvale, N.J.

MARKETING PERSONNEL

Robert D. White, vp-new products and long-range planning

Cosmetics Division

Herbert Waller, pres, general mgr
Dominick La Rosa, product director
Charles Deignan, natl sales mgr

Products Givenchy Division

Louis Della Pesca, exec vp
Julia Watson, mktg director

Consumer Products Division

Walter C. Camas, pres, general mgr
Albert Cramer, vp-sales
John P. Walsh, director, adv service

Industrial Products Division

Earl K. Borman, L&F vp; div president
S. Raymond Mitchell, vp-sales
William D. Williams, product line mgr, National Labs, cleaning/maintenance products
N.H. Neal, vp, mktg mgr, Hallemite

ADVERTISING AGENCIES

SSC&B, New York—Lysol products, Beacon wax, Mop & Glo, Wet Ones—William V. Weithas, exec vp; Alan Grazio, acct super, Beacon wax, Mop & Glo, Wet Ones.

Warwick, Welsh & Miller, New York—Stri-Dex, Medi-Quik, Lysette and Noreen—Wilder Baker, mgmt super, Body All and Medi-Quik, Stri-Dex; Steve Badenhup, acct exec.

Warren, Muller, Dolobowsky, New York—Dorothy Gray, Tussy, Ogilvie—Robert Varian, acct super.

Levine, Huntley, Schmidt, Plapler & Beaver—Parfums Givenchy.

BREON LABORATORIES

New York

MARKETING PERSONNEL

William H. Marsden, vp-director, mktg
Howard Mosesson, vp-director, sales
Michael P. Trepicchio, senior product mgr
K. Ludwig, asst product mgr

ADVERTISING AGENCY

Frank J. Corbett Inc., division of BBDO, Chicago—all ethical products—F.J. Corbett, mgmt rep; John M. Alderman, acct super; John Giddings, acct exec.

WINTHROP LABORATORIES

New York

MARKETING PERSONNEL

Blaise L. McGoey, vp, sales
Karl A. Brautigam Jr., vp, mktg/sales-consumer div
Edward A. Kelley, vp, mktg/ethical
Neil Sheridan, group product mgr—consumer products

ADVERTISING AGENCIES

Lavey/Wolff/Swift, New York—NegGram, Danocrine, Demerol, pHisoHex, Hypaque, Telepaque, Bilopaque—C. Rockefeller, senior vp.

Frank J. Corbett Inc., division BBDO, Chicago—Talwin, Talwin compound—J. Miller, acct super.

Warren, Muller, Dolobowsky, New York—Neo-Synephrine, NTZ, pHisoDerm, Neo-Synephrine II, and WinGel (consumer)—Richard Tucker, acct super.

Rumrill-Hoyt, New York—Haley's M-O, Bronkaid tablets & Mist, Caroid laxative—Jack Hogan, vp.

Thompson-Koch Co., New York—Campho-Phenique—R. Hartman, acct super.

COOK-WAITE LABORATORIES

New York

MARKETING PERSONNEL

Wayne J. Byers, exec vp
Richard H. Williams, field sales mgr
James W. Lee, D.D.S., vp, div of professional services and rsch
Robert C. Kibele, vp-genl mgr, Greene Dental Products, San Fernando, Cal. (C-W subsidiary)

ADVERTISING AGENCY

Frank J. Corbett Inc., division of BBDO, Chicago—Carbocaine, Carbocaine with Neo-Cobefin, other local anesthetic solutions, Carpule aspirator syringe, Greene TransViei and DarcView X-ray film mounts, Greene filmholders, record cards—John M. Alderman, acct super.

d-CON CO.

New York

MARKETING PERSONNEL

John J. McFadden, vp, director, sales
Neil Nix, vp, director, mktg
Robert H. Storrie, adv mgr

ADVERTISING AGENCY

Thompson-Koch Co., New York—d-Con line, Rid-X septic tank conditioner, Energine line, House & Garden bug killer, Stay-Away outdoor fogger, Warpath powder spray, Double Action ant/roach killer, Ant-Prufe, Roach-Prufe, Four-Gone (automatic indoor fogger), wasp and hornet killer—E.J. Eberle, acct super.

STERWIN LABORATORIES

New York

MARKETING PERSONNEL

Jack Salyers, vp-mktg

ADVERTISING AGENCY

Sawyer Advertising, Gainesville, Ga.—poultry biologics, other animal health products.

Time Inc.

	1978	1977
Sales	$1,697,585,000	$1,249,816,000
Earnings ...	125,742,000	90,539,000
Advertising	76,348,000	45,951,000

Time Inc., New York, the 53rd largest national advertiser, increased its ad expenditures 66% to $76,348,000 in 1978, excluding the publishing of direct mail promotion or pro rata costs of advertising within its own magazines.

Measured media spending was $60,010,300 in 1978, up 34% from the $44,718,700 spent in 1977. Time attributed the increase mainly to additional magazine advertising and general promotion, added circulation promotion and the inclusion, for the first time, of a full year of Book of the Month Club advertising expense.

The largest segment of the Time Inc. ad budget went into magazines; the publisher and diversified forest products company allocated $23,391,000 for periodicals. The second largest chunk, $23,190,700, went into spot tv, duplicating Time Inc.'s ad spending patterns of the past. In 1977, the company spent $18,955,700 in magazines and $18,225,000 in spot tv.

■ Although network tv accounted for a relatively small percentage of ad dollars, it showed a dramatic percentage increase. In 1978, Time Inc. plowed $6,051,000 into network tv; a year earlier, the company spent $1,390,400 in this medium. Time Inc. also spent $5,546,000 in newspapers; $993,700 in spot radio; $815,800 in network radio, and $22,100 in outdoor.

The company's publishing operations provided 55% of revenues and 53% of pretax earnings and helped boost revenues 36% and earnings 31%.

In 1978, Time's magazines—*Time, Sports Illustrated, Fortune, People, Money* and *Life*—accounted for 34% of the company's revenues, down slightly from 37% a year ago.

Contributing the greatest share was *Time*, which for nine consecutive years has been the leading magazine in worldwide ad revenues. Last year, the company's flagship magazine raked in $260,000,000 in ad revenues. Domestically, it displaced *TV Guide* as the No. 1 magazine by attracting $199,000,000 in U.S. ad revenues.

- Saddled with rising postal and production costs, *Time* hiked its subscription price from $26 to $31 in July; in January, 1979, it raised its newsstand rate from $1 to $1.25. In February, 1979, the magazine made ad history with a 64-page Gulf + Western Industries annual report insert, the largest single ad ever to run in any medium.

The newsweekly, which held its rate base at 4,250,000, had the largest ad budget of the company's magazines. Its $12,380,000-plus was spent largely in spot tv ($10,923,500); followed by magazines ($777,000); network radio ($441,500); newspaper supplements ($212,300), and network tv ($26,000).

Sports Illustrated's ad revenues totaled $112,973,000, making 1978 the first time in the national weekly's 24-year history it broke the $100,000,000 mark. In January, 1979, *SI*'s rate base moved to 2,250,000. Last year, its subscription rate climbed to $25 from $20 and the newsstand price was raised from $1 to $1.25.

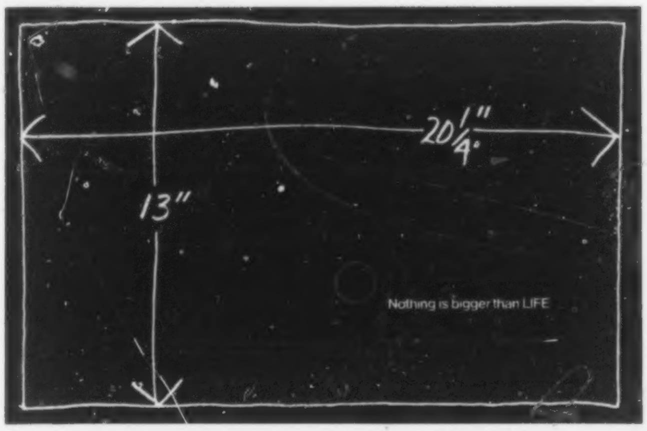
The fourth largest magazine in the U.S. in terms of ad revenue, *SI* plowed most of its $5,540,200 ad budget into spot tv ($4,367,800). The sports weekly also spent $522,700 in magazines, $418,100 in network tv; $139,200 in newspaper supplements, and $92,400 in network radio.

- *People*, which celebrated its fifth birthday last year, had ad revenues of $66,390,000, up 60% from a year earlier. Sold primarily at newsstands and check-out counters, the magazine raised its rate base to 2,300,000 in January, 1979. Last year, the weekly increased its cover price from 60¢ to 75¢.

People allocated the lion's share of its $7,107,600 ad budget to network tv, where it spent $5,270,200. The magazine also favored spot tv ($1,369,000) and also expended $281,900 in network radio; $93,600 in magazines and $92,900 in newspaper supplements.

The 47-year-old *Fortune*, which switched to an every-other-week frequency in January, 1978, upped its rate base to 660,000 in January, 1979. Ad revenues for the business magazine climbed to $41,854,000, up 43% from 1977. Last year *Fortune* parceled out $283,200 of its total $425,500 ad budget for spot tv and put the remaining $142,300 in magazines.

Money had its best year in 1978. The monthly, which raised its rate base to 800,000, pulled in $10,207,000 in ad revenues. Of its total $3,034,200 ad budget, the magazine invested $2,982,200 in spot tv. Its only other ad expenditure was $52,000 in network tv.



Time Inc.'s relaunched *Life* was supported by a $909,800 campaign that included spot and network tv, newspaper supplements and bright red magazine ads.

- The company's most dramatic magazine news was the resurrection of *Life*, a magazine which suspended publication as a weekly in 1972 and was brought back to life as a monthly devoted to photojournalism in October, 1978.

Initially the company set a rate base at 700,000, but that quickly swelled to 1,000,000 in January and is expected to go to 1,200,000 in January, 1980. At $1.50 for single copies and $18 for a year's subscription, *Life* brought in $2,499,000 in ad revenues in just three issues.

To promote itself, the reborn publication spent $909,800. Spot tv was the biggest recipient ($541,800), followed by network tv $248,700), newspaper supplements ($46,500) and magazines ($36,800).

Time-Life Books, which contributed $250,000,000 in revenues in 1978, launched three new series: An encyclopedia of collectibles, "The Seafarers" and "The Good Cook." It also publishes single titles and limited editions of photographic art.

Books spent more than any other Time Inc. division on promotion: $13,254,300, of which $10,377,600 was expended in magazines. Another $2,580,000 was put into spot tv and $296,700 was spent in newspaper supplements.

The wholly owned trade book publishing house, Little, Brown & Co., invested $1,314,900 in magazines to promote its general and children's books, legal and medical books and college textbooks. Its New York Graphic Society Ltd. spent $385,000 in magazines to publicize the art reproductions and books it publishes.

- The Book-of-the-Month Club, a wholly owned subsidiary, invested $2,715,800, all but $198,800 in magazines and the rest in newspaper supplements to promote its book club, records, graphic arts and educational programs.

Among Book of the Month Club's other operations, the Dolphin Book Club spent $27,400 in magazines; the Fortune Book Club, $157,700, also in magazines, and the now discontinued Good Health Book Club, $31,300 in magazines. There is also a Cooking and Krafts Club and Quality Paperback Service. The *SI* Book Club, operating within this division, also plowed another $146,200 into magazines.

In March, 1978, Time Inc. purchased the *Washington Star*, a 126-year-old afternoon daily newspaper in the nation's capital. Since its buy, Time has undertaken an extensive improvement of the paper and promotion effort.

In 1978, the company spent $126,400 to advertise its new newspaper. Some $112,600 went into spot tv and $13,800 into magazines. Under a separate sweepstakes promotion program, Time invested another $23,800 in magazines.

ADVERTISING EXPENDITURES

	1978	1977
Newspapers	**$5,546,000**	**$4,627,000**
Magazines	**23,391,000**	**18,955,700**
Spot tv	**23,190,709**	**18,225,000**
Spot radio	**993,700**	**391,000**
Network tv	**6,051,000**	**1,390,400**
Outdoor	**22,100**	**9,800**
Total measured ..	**60,010,300**	**44,718,700**
Unmeasured	**7,337,700**	**1,232,300**
Estimated total ..	**76,348,000**	**45,951,000**

MARKETING PERSONNEL

Time

John A. Meyers, vp & publisher
Robert D. Sweeney, promo director
Seth Bidwell, mktg director

Sports Illustrated

Kelso Sutton, vp & publisher
Harry Rubicam, adv promo director

Fortune

Edward P. Lenahan, vp & publisher
Howard Kaplan, promo director

People

Richard J. Durrell, vp & publisher
John Verdon, promo director

Money

John U. Crandell, publisher
Gilbert Kisch, promo director

Life

Charles A. Whittingham, publisher
Gilbert Lesser, promo director

CORPORATE CIRCULATION

Lawrence M. Crutcher, director
Robert P. Fisler, vp & promo director
Richard Angle Jr., *Time* circ director
Donald Elliman, *Time International* circ director
William Taylor, *Fortune* circ director
Robert McCoach, *SI* circ director
Katherine Bonniwell, *Money* circ director
Eric Thorkilsen, *People* circ director
H. MacLean Smith, *Life* circ director

Time-Life Books

John L. Canova, vp & sales director
Paul Stewart, vp & promo director

Little, Brown & Co.

William A. Guthrie, adv & promo director

Book-of-the-Month Club

Frances Keegan, vp & adv director

The Washington Star

John Heyd, mktg director
Colleen Mueller, promo & pr director

Home Box Office

J. Robert Bedell, vp-mktg

Time-Life Films

Harvey Chertok, vp-adv & promo director

American Television & Communications Corp.

Trygve E. Myhren, senior vp-mktg & programming

Temple-Eastex

Joe K. Sample, vp-mktg (Temple)
C.H. Morian, Jr., vp-mktg (Eastex)
Alan Miller, dir-public information

Inland Container Corp.

J.E. Cory, senior vp, sales/mktg
J.M. Areddy, vp-public affairs

ADVERTISING AGENCIES

Young & Rubicam, New York—*Time* (ad promo)—John McGarry, mgmt super, James Tyrell, acct exec *Time* (intl circ) Y & R do Brasil—Chas. de Silva, acct exec *Fortune* (ad promo)—Tim Fitzgerald, acct super; Fred Jackson, acct exec. *People* (ad promo)—John McGarry, mgmt super; Tim Fitzgerald, acct super, Robert Boucher, coordinator. *People* (circ promo) John McGarry, mgmt super; E. Lebar, acct super; Bill Mears, acct exec.

Ogilvy Mather/2, New York—*Sports Illustrated* (ad promo)—John Kelly, vp-acct super; Pieter Vebeck, vp-creative director; Harvey Hirch, vp-director media services.

John Emmerling Inc., New York—*Money* (ad promo)—John Emmerling, president.

Geer, Dubois, New York—*Life*—Pat Beece, vp-mgmt super; John Allen, vp-acct super; Dona Steedman, vp-acct exec.

Wunderman, Ricotta & Kline, New York—*Time* (circ promo)—R Colligan, mgmt super, S Dapper, acct super; M Ally, acct exec *Sports Illustrated* (circ promo)—R Colligan, mgmt super; John Banner, acct exec. *Fortune*—R Colligan, mgmt super, S Dapper, acct super; *Money* (circ promo)—R Colligan, mgmt super; S Dapper, acct super; M Wagner, acct exec. Book-of-the-Month Club—Judith Liebman, acct super; Vicki Black, acct exec. Time-Life Books—George Wiedermann, acct super.

The Richards Group, Dallas—*Time, Sports Illustrated, Money* (circ promo)—D. Boyett, acct super.

Ritchie Hobson & Associates, Houston—Temple-Eastex—Phil Biddison, acct super; Bill Hobson, acct exec.

Lord, Geller, Federico & Einstein, New York—Book-of-the-Month Club—Gerry Roscowe, vp-acct super; Dianne Keller, acct exec.

Goldberg, Marchesana & Associates, Washington, D.C.—*Washington Star*—Norman Goldberg, acct super.

Rapp, Collins, New York—Time-Life Books—Stanley Rapp, acct super.

Hecht, Higgins & Peterson, New York—Home Box Office—Walter Higgins, acct super.

Roy H. Roth, Co., New York—Time-Life Films—Roy Roth, president.

Bryant Studios, New York—Time-Life Films—Larry Skoura, acct super; Rudy Wurtz, acct exec.

Franklin Spier, New York—Little, Brown—Kenneth Attkatz, acct exec.

Fountain, Huie, Fish Pty. Ltd. (Australia)—Time (intl circ)—Reg Fountain, mgmt director.

Toyota Motor Sales U.S.A.

	1978	1977
Sales[†]	**$12,767,840,000**	**$11,161,313,000**
Earnings[†] ...	**567,249,000**	**569,645,000**
Advertising[‡]	**64,575,700**	**49,175,900**

[†]Worldwide; 1977 figures restated; fiscal year ended June 30
[‡]U.S. Only

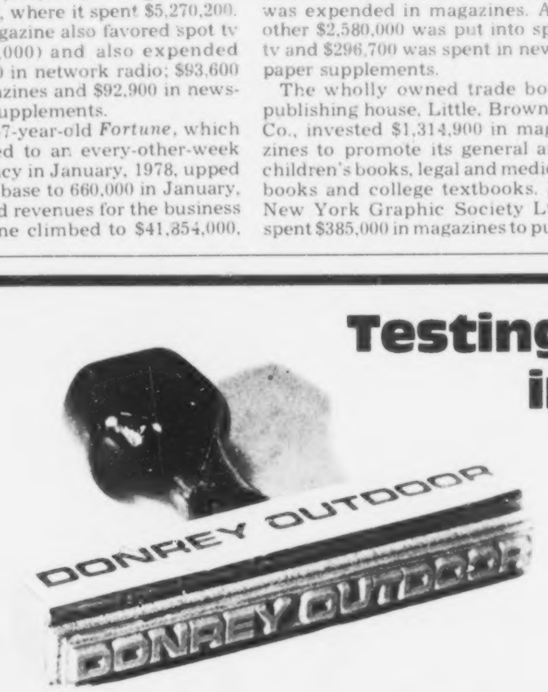
Toyota Motor Sales U.S.A., Torrance, Cal., the 61st leading national advertiser, is estimated to have increased advertising 31% in 1978 to $64,575,700, following an increase of 16% in 1977.

The company is a subsidiary of Toyota Motor Co. and Toyota Motor Sales Ltd. of Japan which reported '78 worldwide sales of $12.76 billion, up over $11.16 billion for '77; earnings, however, were down from the 1977 total of $569,645,000 to $567,249,000.

In the U.S., which accounts for 40% of the company's exports, Toyota maintained its position in '78 as the best selling import car and truck. The Japanese auto maker continued the sales pace established three years ago when Toyota overtook Nissan's Datsun import for the No. 1 spot and sold 536,682 units in '78—441,800 cars and 94,882 trucks—to put its share of the import car market at 22%.

The Corolla model again was Toyota's sales leader, but the volume of Celica sales continued to grow and now accounts for more than 31% of Toyota's total sales.

1978 AD $ SUMMARY
See page 137
LNA



Testing or just talking? Make your best impression with Donrey Outdoor.

We'll put your message on big, bright, modern structures at strategic locations in nine dynamic growth markets. Four of our markets – Albuquerque, Oklahoma City, Tulsa and Wichita – are top-rated testing markets.*

Pick Donrey and get results. We offer size, color and access to growing retail sales markets. Don't pass by a good bargain. Go with Donrey Outdoor.

*Dancer-Fitzgerald-Sample's 50 recommended test markets, 1978.

DONREY
DONREY OUTDOOR
POST OFFICE BOX 18636 • OKLAHOMA CITY, OKLAHOMA 73154 • 405-525-3551

MARKETING PROFILES

Toyota continued its racing involvement with Pro/Celebrity Races for Charity at both the Long Beach Grand Prix and the Toyota Grand Prix of the U.S. at Watkins Glen. Toyota also served as the official pace car at both races.

Spot tv, newspapers and radio were used in major northeastern markets to support the company's full sponsorship of the Toyota Grand Prix of the U.S.

The company also began sponsoring another type of racing in '78—stadium motocross events. In addition to being the official truck of Team Yamaha, Kawasaki and Suzuki, Toyota also served as a primary sponsor of the $500,000 Toyota/AMA Supercross Series for '79.

And despite being headquartered on the West Coast, Toyota maintained its sponsorship of telecasts of New York Yankee baseball games in '79. The company also sponsored a series of 13 one-hour weekly radio shows.

- During '78, the company launched its "$1,000,000 Dash for the Olympics" promotion, a contribution to the U.S. Olympic Committee to help U.S. athletes train for the Moscow Olympics in '80.

The promotion was an initial effort to build a long term franchise for Toyota's $10,000,000 sponsorship of the Moscow games. This represents a substantial boost over the company's $1,600,000 tv sponsorship of the '76 Olympics.

On the heels of the Olympics promotion came a $1,000,000 contribution from Toyota (to celebrate its 20th year in the U.S.) to be used for programs to promote close U.S.-Japanese relations.

The company stayed with its "You asked for it, you got it, Toyota," ad theme last year, using the challenge, "If you can find a better built small car than a Toyota, buy it," as a backup theme.

A redesigned half-ton truck was introduced for 1979 and, at midyear, a 4x4-pickup and a new, longer and more powerful Celica—the Supra—were added to the Toyota line. The ad effort supporting the introduction of the mid-year models was the biggest new product announcement in the company's history.

Founded in 1937, the parent Toyota Motor Co. Ltd. today encompasses 12 subsidiaries bearing the name Toyota or Toyoda (the actual family name). Besides automotive products, the company manufactures machinery tools, fork lifts, spinning and weaving machines, cotton yarns, fabrics and synthetic yarns.

ADVERTISING EXPENDITURES

	1978	1977
Newspapers	$8,367,200	$6,160,500
Magazines	8,943,100	6,058,200
Spot tv	20,195,900	13,294,800
Network tv	15,022,600	12,129,600
Spot radio	3,351,000	2,482,000
Outdoor	1,195,900	1,550,800
Total measured ..	57,075,700	41,675,900
Unmeasured	7,500,000	7,500,000
Estimated total ..	64,575,700	49,175,900

MARKETING PERSONNEL

N.D. Lean, sr vp, genl operations mgr
H.A. Bracken, natl sales mgr
A.E. Hagen, corp mktg mgr
E.B. Brogan, natl adv-pr mgr

ADVERTISING AGENCY

Dancer Fitzgerald Sample, Torrance—Stuart Upson, chairman-chief exec; Norm Lauchner, managing director; Jim Lindsey, mgmt super.

Trans World Corp.

	1978	1977
Sales	$3,695,000,000	$3,389,300,000
Earnings....	86,600,000	57,300,000
Advertising*	37,500,000	36,750,000

***Estimated by AA**

Trans World Corp., New York, the 85th largest national advertiser, increased its advertising by about 2% to $37,500,000 in 1978.

Widebody 1011
It's the only way TWA flies to California
TWA

TWA emphasized its routes to the Southeast and Southwest to help boost traffic during weak winter months.

Spending for Trans World Airlines alone totaled $36,267,695 in 1978, up from $35,642,115 the previous year. The remaining ad support went to Trans World's major subsidiaries, Canteen Corp. and Hilton International Co.

Corporate earnings reached an all-time high of $86,600,000, up 51% over 1977, while sales rose 9% to $3.69 billion.

The airline and two major subsidiaries, Canteen Corp. and Hilton International Co., were restructured during the year to become subsidiaries of a new parent company known as Trans World Corp., effective Jan. 1, 1979.

TWA's chairman and chief executive officer, L. Edwin Smart, said that the new structure should provide a strengthened basis for dealing with financial affairs and greater flexibility for over-all operations.

While the airline, along with most of the aircraft industry, experienced disappointing traffic growth and unfavorable profits in the final months of 1978, it recorded increased annual profits for the third year in a row (TWA lost $86,279,000 in 1975).

The pre-tax earnings of the airline increased 29% over 1977, to $35,100,000. Canteen Corp. overcame severe product cost inflation to record pre-tax profits of $21,700,000, a 5% decrease from 1977, but still the second best year in Canteen's history. Hilton's pretax earnings rose 37% above those of 1977 to $44,400,000, the best in its history.

Major steps were taken to expand the airline's route system. Several new routes were added and applications for others were filed. TWA placed emphasis on routes to the Southeast and Southwest where traffic patterns will help offset the airline's seasonal revenue cycle by increasing traffic during the historically weak winter months.

In addition, route and schedule adjustments were made to provide increased traffic at TWA's key midwestern airports, Kansas City and St. Louis.

Orders for new aircraft and equipment totaling $300,000,000 were placed in 1978. This includes 10 Boeing 727-200 jets for delivery in October 1980, as well as three Boeing 747SP long-range widebody jets, also for delivery in 1980. In addition, the airline has acquired options for 30 more 727s and six 747s for delivery in 1981 and 1982.

TWA also has options for 11 additional Lockheed 1011 widebody aircraft, and was scheduled to accept delivery during the spring months of 1979 of seven Boeing 727s ordered in 1977.

The new acquisitions were a partial step taken to remedy one of the problems facing the airline in the future. This is the fact that almost half of its 232-plane fleet consists of older Boeing 707s. By 1981, many of these will be too noisy to meet the government's increasingly strict noise regulations and so may have to be grounded.

The company's passenger traffic growth of 9.5% exceeded its capacity growth of 1.9%, and this contributed to an increase to 63.2% (from 57.4%) in its passenger load factor (the percentage of seats occupied by paying passengers).

- The airline introduced a "check in once and get two seats" passenger service feature aimed at keeping travelers flying TWA roundtrip. By making it possible to obtain seat selection and boarding passes for return or connecting as well as originating TWA flights, this service reduced the amount of time passengers had to spend in airport lines.

A special computer check-in system was installed to handle the procedure when the passengers first arrived at an airport to pick up the two boarding passes.

TWA dropped its controversial three-class service in December due to a lackluster reception by business travellers and budget-fare passengers. The fare package had been initiated in October. The service provided segregated seating, higher-priority check-in, beefed-up meal choice and extra service for the business traveler.

On the same day that TWA announced the discontinuation of the three-class service, the airline also unveiled two new promotional fares for the slack months of February and March. A child between the ages of two and 11 could fly free when accompanied by an adult during that period, and a full-fare passenger could bring along a companion for 50% of the existing coach fare. The airline also relaxed the length-of-stay restrictions on its Super Saver fares.

At mid-year, TWA's in-flight and ground service personnel began wearing distinctive new uniforms created for the airline by fashion designer, Ralph Lauren. The new uniforms, along with newly refurbished interiors for much of TWA's fleet of aircraft, were intended to give the airline a crisper, more professional appearance.

The airline currently is hiring and training several hundred new pilots, flight attendants, maintenance personnel, sales and reservations agents and baggage-handling employes to keep pace with the airline's growth expectations.

The new uniforms, interiors, and personnel hiring reflected a shift in TWA's promotion emphasis away from discount-fare packages and toward improved service. In early 1978, TWA began a new umbrella ad campaign with the theme, "TWA: The great airline to the great cities."

Of greater significance to the advertising industry was TWA's shift, on April 12, of its $30,000,000-plus advertising account to Ogilvy & Mather. Previously the TWA account had been handled by Wells, Rich, Greene. But WRG sacrificed it to acquire Gordon & Shortt, Dallas, and that company's account with Braniff.

ADVERTISING EXPENDITURES*

	1978	1977
Newspapers	$11,224,400	$12,515,100
Magazines	1,731,900	1,618,300
Spot tv	7,720,900	7,739,400
Spot radio	3,842,000	3,730,000
Outdoor	54,600	674,800
Total measured ..	24,304,900	26,389,600
Unmeasured	13,195,100	10,360,400
Estimated total .	37,500,000	36,750,000•

***From AA's usual sources •Restated**

ADVERTISING EXPENDITURES

	1978	1977
Newspapers	$12,622,350	$12,347,039
Magazines	2,704,789	2,645,794
Spot tv	10,518,625	10,289,199
Spot radio	3,906,918	3,821,702
Outdoor	300,532	293,977
Total measured ..	30,053,214	29,397,714
Unmeasured	6,214,481	6,244,401
Estimated total ...	36,267,695	35,642,115

****From Trans World Corp., for airline only**

TRANS WORLD AIRLINES

MARKETING PERSONNEL

D. M. Casey, senior vp, mktg
D. J. Ryan, vp, sales and services
B. J. Kennedy, vp, adv & sales

ADVERTISING AGENCY

Ogilvy & Mather, New York—domestic/international passenger services—Graham Phillips, mgmt representative; John Heston, intl mgmt super; Max Bisset, mgmt service super; Ira Berkowitz, vacation mktg super.

HILTON INTERNATIONAL CO.

MARKETING PERSONNEL

W. F. Prigge, vp-mktg
R. H. Braun, adv director
Fred Ruoff, director, corp communications
R. H. Treseder, adv mgr (London)
Peter Schulze, adv mgr (New York)

ADVERTISING AGENCY

Lord, Geller, Federico, Einstein, New York—Al DeJonge, acct exec.

CANTEEN CORP.

MARKETING PERSONNEL

P.S. Ridgeway, vp-mktg

ADVERTISING AGENCY

Martin E. Janis & Co., Chicago.

UAL Inc.

	1978	1977
Sales	$3,890,298,000	$3,267,282,000
Earnings ...	302,255,000	135,090,000
Advertising	50,624,437	30,310,200

UAL Inc., Elk Grove Township, Ill., the nation's 73rd largest national advertiser, upped its ad budget by a whopping 67% in 1978 to $50,624,437.

UAL Inc. is the parent of United Airlines, Western International Hotels and GAB Business Services. The three companies tallied up sales of $3.9 billion in 1978, a 19% increase over the previous year. Net earnings soared 124%—to $302,255,000 from $135,090,000 the year before.

United Airlines, the nation's largest airline and UAL's largest subsidiary, can take credit for a good deal of that profit record. The '78 skies were bright for United—and only turned cloudy with labor and DC-10 problems in 1979. Last year, United pulled in $284,301,000 in net earnings, a 286% surge over '77's restated earnings of $73,694,000.

- The past year saw some significant shifts in United's executive suite. President-chief executive officer, Richard J. Ferris, took over as chairman and Percy Wood became president-chief operating officer. In marketing, Howard Putnam, group vp-marketing, moved to Southwest Airlines as president and was succeeded at United by William C. Speicher.

With Mr. Ferris at the controls, the corporation complied with the exec's plea urging increased utilization of the United fleet.

With some switches in schedules, and a host of super saver offers, United's revenue passengers were up 16.5%, its revenue passenger miles up 19.5% and 129 flights were added daily. Daily departures hit 1,700, providing 20% more seats.

In the congested 1978 airline market, United held a 24% share of revenue passenger miles—an increase of 1.5% over 1977, according to the airline.

In trunk airlines' ranking, United shimmied up to the No. 3 rung—from 6th in 1977, in terms of return on investment.

- Long an advocate of airline deregulation, United saw its crusade through the Civil Aeronautics Board, Congress, on up to Jimmy Carter and his White House. With the passage of the Airline Deregulation Act of 1978, an airline can add any destination to its route unless it can be proved it is not in the public interest to do so.

So the first thing the company did was to claim—under a provision of the new deregulation law—a route between Buffalo and Orlando which was certified to another carrier but which the other carrier did not operate.

Then United received government approval on a Seattle/-Portland to Hawaii route. The airline heralded introduction of this new Pacific route with an "Aloha Fare" that offered savings of up to 70% of regular rates. The offer ran from Nov. 1 through Nov. 19.

While other airlines confused everyone with special treatment for the business traveler, United opted to offer 20% off first class fares. After the first of the year, but before the strike, the airline applied to the CAB for a 10% increase in its Super Saver discount and a 5% increase in its Freedom Fare discount. Increasing the discounts lowered the cost to passengers and they filled empty seats during the traditionally slow February and March period.

- Last year, the world's largest airline stunned the rest of the industry with a record purchase of new aircraft—to the tune of $1.6 billion. As part of that order, United bought 30 new 767's the first of which should be in the air by mid-1982.

With the buy transacted and scheduling revamped, United appeared to face clear skies at the start of 1979.

Then at the end of March, the airline was grounded with a thud when its machinists went off on strike, forcing the airline to shut down for 58 days.

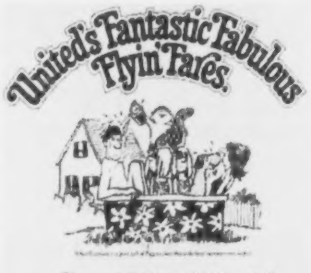
- Once back in the skies, United sent its competitors scrambling as it charged back with an offer of half-fare coupons. American reluctantly jumped on the coupon bandwagon, while the other airlines respectfully declined.

The coupons became the craze and, according to United, the ploy fulfilled the company's expectations, and planes' seats.

For the summer months, United pulled a rash of super saver fares for the whole family—and with special deals for kids, now under 18-years of age. (The cut-off age of child and adult used to be 12).

Of United's passenger advertising, $9,401,500 went into network tv, $8,378,600 into spot tv and $2,263,200 into magazines. The company spent $1,200,000 on freight advertising in magazines and newspapers.

- Western International Hotels had a record year in 1978, although net earnings slipped a bit to $14,468,000 from $16,037,000 in '77. The chain now numbers 49 hotels in 13 countries. Operating revenues were up in '78 to $330,231,000,


United's Fantastic Fabulous Flyin' Fares.
Save 30% to 50% with United's Super Saver.
Fly the friendly skies of United.
Call your Travel Agent.

During the year, UAL Inc. entered United Airlines' "Fantastic Fabulous Flying Fare" into the industry's maze of discount fares.

a 26% jump over 1977's tally of $262,510,000. The Western International chain spent $1,477,700 in the six measured media in '78.

ADVERTISING EXPENDITURES

	1978	1977
Newspapers	$13,363,700	$8,029,900
Magazines	4,391,300	2,933,200
Spot tv	8,379,100	7,109,600
Network tv	9,401,500	7,437,000
Spot radio	3,740,900	2,378,000
Outdoor	250,200	84,100
Total measured ..	39,526,700	27,971,800
Unmeasured	11,097,737	2,338,400
Estimated total...	50,624,437	30,310,200

MARKETING PERSONNEL

United Airlines

W. C. Speicher, group vp, mktg services
J. R. Zeeman, vp, passenger mktg
P. G. Golbitz, vp, mktg-eastern div
R. M. Smith, vp, mktg-central div
J. E. Goodwin, vp, mktg-western div

Western International Hotels

B. H. McKibbin, senior vp
D. R. Evans, vp
B. Newman, vp

GAB Business Services

D. W. Carroll, vp
J. J. Nigro, secretary

ADVERTISING PERSONNEL

United Airlines

F. W. Heckel, vp, adv & promo
W. F. Alenson, director, adv & promo
A. E. Sortwell, mgr, adv-eastern div
W. D. Groundwater, mgr, adv-central div
L. A. Small, mgr adv-western div
J. P. Grember, mgr, special projects
R. J. Piggot, mgr, graphic services

Western International Hotels

R. D. LaRue, director, adv & promo
Barbara Sand, mgr, adv

GAB Business Services

J. J. Nigro

ADVERTISING AGENCIES

Leo Burnett Co., Chicago—United Airlines—Dave Smith, mgmt director; Jim Thompson, acct super; Jim Dotter, John Goad, John Phillips, acct directors; Ron Gudinskas, Dick Treat, Dave Palmer, acct execs.

Cole & Weber, Seattle—Western International Hotels—Lee Bartlett, exec vp; Pete Hatt, John Cleson, vps; Sharon Lee, acct mgr.

Doremus & Co., New York—GAB Business Services.

Unilever U.S. Inc.

	1978	1977
Sales	$1,812,000,000	$1,355,072,000
Earnings....	36,000,000	35,610,000
Advertising*	145,000,000	145,000,000

*AA estimate

Unilever's U.S. subsidiary, Unilever U.S. Inc. (which includes Lever Bros., New York, and Thomas J. Lipton Inc., Englewood Cliffs, N.J., but excludes industrial subsidiaries), was the 18th largest national advertiser in 1978 with estimated ad spending of $145,000,000, the same amount it spent in '77.

Sales increased to $1.8 billion from $1.3 billion, while earnings increased to an estimated $36,000,000.

Lever Bros., had sales of $860,800,000 in 1978, a record, while operating profits registered an $11,000,000 loss. The company attributed the loss to what it termed three positive actions taken by the company during '78: A huge investment to launch Signal mouthwash nationally; the decision to close, over the next three years, the production operation at the Edgewater plant, which had become uneconomical, and the ongoing "Project Change," a broad-scale program that encompasses Lever's commitment to the improvement of its efficiency through plant modernization.

The acquisition of the National Starch Chemical Corp. by Unilever was approved by stockholders of National Starch on Aug. 15, 1978, and was completed on that date.

- The company reported that 1978 was a turnaround year for household products, Lever's largest business unit. Last year showed a considerable rise in volume, primarily due to increased sales for laundry detergents, toilet bars, Final Touch and dishwasher All.

Wisk, the nation's No. 1 heavy-duty liquid laundry detergent, sold more than 10,000,000 cases, making it the largest single brand in Lever history, as well as the top-selling soap or detergent throughout the worldwide Unilever organization. According to Leading National Advertisers, Lever spent $10,458,500 promoting Wisk, all in tv, as it did last year.

Concentrated All, Lever's second largest brand, had a good year and remains the country's No. 1 low-sudsing laundry powder, outselling P&G's Dash more than two-to-one. Lever spent $8,187,100 promoting All powder detergent in 1978, and $1,012,100 on the liquid form.

The company reported increased sales in 1978 in its toilet bar sales, primarily due to Dove, Caress and Lifebuoy. Measured advertising expenditures for these three soaps were $5,029,400, $3,172,900 and $2,341,600, respectively.

- Sales for the personal products business were reported at record levels for the fifth consecutive year, largely due to the successful national introduction of Signal mouthwash.

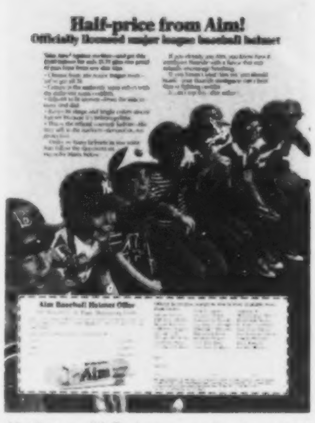
The company reports that Signal's success was achieved despite hard-hitting competitors who greatly increased their promotion levels and even copied Signal's tv advertising theme (*i.e.*, effective against strong odors like garlic and onions). Lever invested $6,862,800 in measured advertising for Signal in 1978.

In the same division, sales volume of Aim, Close-up and Pepsodent continued to grow in 1978. Measured advertising for Aim amounted to $13,742,000 in 1978 (vs. $13,470,000 in '77); for Close-up, $10,586,000 (in '77, $10,924,100) and for Pepsodent, $3,470,000 (with $4,008,000 in '77). Pepsodent toothbrushes maintained the No. 1 position in the marketplace.

- The foods business unit achieved improved sales over 1977. Volume for the Imperial margarine line increased even though Lever phased out Imperial Light-Blend. Promise margarine was restaged in its strong share areas with new packaging and advertising.

Measured advertising for the two margarine brands totaled $5,472,800 for Imperial ($6,000,000 a year ago) and $1,702,300 for Promise, (up from $850,000). Lever's other margarine, Autumn, spent $144,900 in measured advertising, down from $305,000.

Mrs. Butterworth's syrup enjoyed another record year and after a neck-and-neck race with Aunt Jemima took over the No. 2 spot in the pancake syrup market, Lever invested $2,536,300 in advertising in 1978 for Mrs. Butterworth.


Half-price from Aim!
Officially licensed major league baseball helmet
Aim Baseball Helmet Offer
Aim

Unilever U.S. Inc. used a baseball tie-in to promote its Aim toothpaste.

Lipton had sales of approximately $617,000,000 in 1978, an increase from $574,572,000 in 1977. Lipton announced the acquisition of Lawry's Foods effective July 6, 1979. Lawry's is engaged in the development, manufacture and sale of a general line of specialty food products. Its ad budget is estimated at $7,500,000.

- Lipton spent $5,455,300 promoting its tea bags in 1978 and another $2,882,700 pushing its regular, instant and ice tea mixes. The company also spent $180,700 on its Filter Blend tea, which was introduced in '77 and works in automatic coffee machines.

During 1978, Lipton test marketed Lipton flavored tea bags in five varieties—cinnamon, orange and spice, lemon and spice, mint and black rum. The flavored tea market is estimated as a $20,000,000 to $30,000,000 market that R.C. Bigelow Inc has "owned" for many years.

Lipton's campaign, which featured a five variety sampler, was created by SSC&B, and backed by $637,000 in measured media.

Lipton introduced Lipton Lemon Tree Powder mix into the $530,000,000 powdered drink market during 1978. This product is a powdered version of the canned lemonade flavored drink launched last year via local bottlers.

Lemon Tree is getting tv, newspaper supplement and couponing support, with the media budget reportedly at about $5,000,000 for this year. The account is handled by SSC&B. During 1978, the Lemon Tree advertising expenditure was $1,103,600.

The soup market is Lipton's second major area of concentration, consists of canned, dry mix and single serving dry products all vying for pretty much the same customers.

Ad spending in these categories was $3,191,800 for the dry mix products and $5,984,100 for single serving entries, which includes Lite-Lunch Instant Meal in a Mug introduced in 1977.

ADVERTISING EXPENDITURES

	1978	1977
Newspapers	$3,982,200	3,574,700
Magazines	11,322,600	7,160,800
Spot tv	39,137,400	35,926,600
Network tv	60,507,900	68,418,300
Spot radio	522,300	264,000
Outdoor	48,800	—
Total measured ..	115,521,200	115,344,400
Unmeasured	29,478,800	29,655,600
Estimated total...	145,000,000	145,000,000

LEVER BROTHERS CO.

MARKETING PERSONNEL

Richard C. Butler, media director
Michael J. Naples, mkt rsch director
Robert J. Kenney, genl sales mgr, operations and planning
Edward L. Kiefhaber, genl sales mgr, field sales

HOUSEHOLD PRODUCTS DIVISION

John R. Cookson, vp, genl mgr
Arthur C. Unger, vp, mktg
Robert P. Johnson, director, mktg
Richard A. Schreiber, director mktg
Adrian DeGroot, Peter J. Flatow, Byron D. Ford, Richard F. Gaccione, mktg mgrs
George J. Franzen Jr., director, sales planning

PERSONAL PRODUCTS DIVISION

James A. Lynch, vp, genl mgr
Gregory H. Cheskin, director mktg
David G. Knight, Carl J. Napor, Paul E. Regan, mktg mgrs
Seymour Molbegott, promo devel director
Patrick J. Peters Jr., director sales coordination

FOODS DIVISION

John S. Budd, vp, genl mgr
Whitney J. Coombs, Henry M. Picken Jr., mktg mgrs
William A. O'Brien, director, sales planning

SPECIAL MARKETS DIVISION

John J. Clark, vp
Richard H. Schaefer, merch mgr
William M. Kirkpatrick, sales mgr

INDUSTRIAL DIVISION

Conrad W. Petersen, genl mgr
James J. Reilly, sales mgr (detergents & toiletries)
Joseph P. Kysel, sales mgr (chemical & edible)
William C. Schneider, detergent products mgr
Fred Eber, edible products mgr

ADVERTISING AGENCIES

BBDO, New York—Wisk, Breeze, Lux Liquid, Phase III, Caress, Promise, Mrs. Butterworth's, Signal—Jack Thorne, Ken Rogers, Dick Bonnette, mgmt supers.

Ogilvy & Mather, New York—Final Touch, Dove Beauty bar, Aim, Imperial margarines, Lucky Whip—Cliff Angers, senior mgmt super; mgmt supers: Gary Wald (Dove); John Aymar (Final Touch, Imperial); Jack Reed (Aim).

SSC&B Inc., New York—All, Lifebuoy, Pepsodent (dentifrice, toothbrushes)—Hal Hanenson, John van de Keift, Pat Price, acct supers; Linda Riley, Edward Keating, acct execs.

J. Walter Thompson Co., New York—Drive, Rinso, Dove Liquid, Lux Beauty soap, Close-up, Denim—Ken Robbins, group acct director; Steve Bowen, Garth Hallberg, mgmt supers.

Sudler & Hennessey, New York—professional programs—Bob Brancaccio, Peter Christofer, acct execs.

National Export Advertising Service, New York—Aim, All, dishwasher All, Liquid All, Breeze, Mrs. Butterworth, Caress, Close-up, Dove Liquid, Dove bar, Drive, Final Touch, Imperial, Lifebuoy, Lux Liquid and soap, Pepsodent, Rinso, Wisk, Rexona (for overseas markets)—Horacio Alban-Mestanza, acct super; Thomas Hughes, mgmt super.

Richard-Lewis Corp., Scarsdale, N.Y.—Industrial and institutional products—R. I. Byer, mgmt super.

THOMAS J. LIPTON INC.

MARKETING PERSONNEL

Hubert M. Tibbetts, president
Derek J. Carroll, vp, mktg services
D.W. von Arx, senior vp, mktg
G.B. Boycks, vp, beverage div
Jim Benson, vp, foods div
James Reid, genl mgr, frozen foods
Norman Osborn, director, media
H.F. Anderson, director, adv
J.E. Bradley, director, mkt resch
Arthur Gonis, director, product mgmt, tea
Dave Bell, director, product mgmt, soups & meals
Rick Kundrat, director, sales promo & coordination
Blaine Hess, director, food service products
Anthony Montuori, director, product mgmt, desserts & condiments
Theodore Labiner, associate director, canned foods, pasta
Al Carlson, director, new food products
Chuck Wiggs, associate director, bottlers concentrate
Dan Morrison, director-product mgmt, new beverages

ADVERTISING AGENCIES

Young & Rubicam, New York—Lipton regular soup mixes, Lite-Lunch—James Cobb, mgmt super; John Macleod, acct super; Terence LeFebvre, Sandy Mitchell, acct execs.

Ross Roy New York/Compton—A. Sahadi & Co. division, Grocer's Choice fruit snack—Herb Warden, mgmt super.

Albert J. Rosenthal & Co., New York—food service and military divisions—Neal Waldman, exec vp, Marvin Haas, acct super.

Lee King & Partners, Chicago—Pennsylvania Dutch noodles, Knox gelatin, new products, Wish-Bone salad dressings—Jerome Reshkin, Robert Immen, mgmt supers; Joe Lapcewich, acct super, all brands; Hank Barker, acct super, Wish-Bone; Tarish Wood, acct super, Knox gelatin, Pennsylvania Dutch noodles; Joe Felbab, acct exec, Wish-Bone.

SSC&B Inc., New York—Lipton's iced tea, instant tea and regular tea, Lemon Tree mix, Bottler's Concentrate, tea new products, Make-A-Better Burger, Spatini, Cup-A-Soup—Beverage group: Ned Parket, mgmt super; Richard Bolten, acct super, instant, iced, convenience teas, Lemon Tree mix; Kevin Franz, acct exec, instant, iced, convenience teas; George Keenan, acct exec, Lemon Tree mix; Karen Tatum, acct super, regular, flavored, filter blend teas, Bottler's Concentrate, new products; Gene Controno, acct exec, Bottler's Concentrate; Beth Green, acct exec, teas, new products. Soup group: Linda McCreight, acct exec; Frank Doyle, acct super, Make-A-Better Burger, Spatini.

LAWRY'S FOODS

Los Angeles

MARKETING PERSONNEL

Dan Wynne, mktg mgr

Advertising Agency

Dailey & Associates, Los Angeles—Lawry's salts, pepper, herbs, garlic spread, spaghetti sauce mix, baconion, seasonings and gravy mixes, liquid salad dressings, salad dressing mixes, institutional products—Phil Joanou, acct exec.

NATIONAL STARCH & CHEMICAL CORP.

Bridgewater, N.J.

MARKETING PERSONNEL

Robert DeWolfe, vp, National Adhesives

ADVERTISING AGENCY

Marsteller Inc., New York—Michael Aldrich, acct super.

Union Carbide

	1978	1977
Sales*	$7,869,700,000	$7,036,100,000
Earnings* ..	394,300,000	385,100,000
Advertising†	51,103,764	46,100,000

*Worldwide †U.S. Only

Union Carbide Corp., New York, the 72nd largest national advertiser, increased its advertising 10.9% to $51,103,764 in 1978, in a year when Eveready batteries were responsible for substantial gains in sales of

1978 AD $ SUMMARY
See page 137
LNA

LAS VEGAS
REVIEW-JOURNAL
HIGHEST CIRCULATION OF ANY NEWSPAPER IN NEVADA
73,746 Daily
80,456 Sunday
SUNBELT BUYING POWER
34th Retail Sales Per Household
$13,100 per Las Vegas household ... there are approximately 150,000 households.
39th Consumer Spendable Income Per Household
CSI per household is $20,833 ... and, 41.1% of Las Vegas households have earnings of $25,000 or more.
87th Total Retail Sales
$2.9 billion in 1978 ... a 17% increase over the previous year.
100th Population
450,361 today and growing at the rate of about 10% per year. Las Vegas ranks 3rd nationally in housing growth!
For your marketing package on our "Top 100" Sunbelt Market, call or write
Trudy Patterson, Nat'l Adv. Mgr., Las Vegas Review-Journal, P.O. Box 70, Las Vegas, NV 89101
(702) 385-4241, Ext. 272

consumer products and received the largest portion of Union Carbide's advertising dollar.

Sales worldwide hit a record $7,869,700,000, up 11% from 1977, with the U.S. sales comprising about 68% of that figure. Earnings were up 2% to $394,300,000. Sales of consumer products rose 13% to $1,356,000,000, while earnings rose 22% to $178,000,000.

Union Carbide manufactures chemicals and plastics (37% of 1978 sales and 36% of income); gases and related products (16% and 19%); metals and carbons (18% and 19%); batteries, home and automotive products (17% and 21%), and specialty products (12% and 5%). International operations accounted for 32% of sales and 27% of operating profit in 1978.

- One of the largest producers of chemicals in the U.S., the company is known to the consumer primarily through Prestone auto products; Glad plastic bags and wrap; Eveready batteries, flashlights and lamps, and Simoniz waxes and polishes.

Union Carbide spent 64% of its measured ad dollars in tv, with printed media getting 28%, radio 7% and outdoor 1%. In 1977, 73% went into tv, with 20% going into print.

For the first time in recent years, the Eveready product line outspent the Glad line, making it Union Carbide's No. 1 ad spender. Ad support for the battery brand was $9,118,900 (80% in tv, 13% in print), up 65% from 1977.

- Eveready continued to focus the majority of its ad expenditures behind the fast-growing Eveready Alkaline Power Cell. Tv spots again pitted a combative Robert Conrad against skeptical consumers, daring consumers to call the Eveready Alkaline a "regular battery."

The heavy network tv schedule was supplemented in the second half of 1978 by spot tv and outdoor in major markets. Promotions included a $1 cash refund offer which was delivered to over 33,000,000 homes via Sunday supplements in October, and a 20¢ store coupon delivered in December in r.o.p. newspapers to over 30,000,000 homes. Eveready's agency is William Esty Co.

The Glad line of plastic bags and wrap got $7,090,300 in measured ad support in 1978, about the same as in 1977. The Glad two-ply trash bag, introduced in 1977, continued its tv campaign describing the new product "like a bag-in-a-bag--two mils thick, strong and puncture resistant." Support was extended to national radio during the fall of 1978.

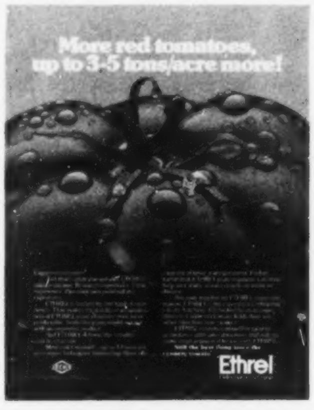
- Prestone automotive products received $2,924,700 in measured ad support last year, down (again) from the $3,661,000 spent in 1977.

Union Carbide launched its Prestone tv campaign to coincide with the start of fall sports; ads told consumers to "take out the old, put in the two, put in Prestone, Prestone Two," stressing the importance of a fresh fill of Prestone II anti-freeze for maximum protection.

A new product, Prestone Super Flush, was introduced in 1978. Packaged in a miniature Prestone jug, the new product was supported with television tags on Prestone commercials. Leo Burnett Co., Chicago, was named the new Prestone agency in February, 1978, replacing Ogilvy & Mather.

The Simoniz line of car waxes was supported by measured media dollars totalling $698,600, down from the $800,000 spent in '77. The brand was advertised in magazines ($382,000), on radio ($241,700) and tv ($74,200).

Union Cabide general promotion got $2,474,900, all in magazines, to support its "Working with nature today, for the resources we'll need tomorrow" campaign. Ads told of the many products and basic materials Union Carbide makes that go into the making of such things as cars, sporting goods and communications equipment.



Union Carbide's Amchem division advertised Ethrel plant treatment in farm publications.

At the end of 1978, this campaign was dropped in favor of a new "issues" campaign, which features original opinion research commissioned by the company, as a part of its attempt to get involved in the ongoing dialogs on issues important to the nation as well as business.

ADVERTISING EXPENDITURES

	1978	1977
Newspapers	$2,064,900	$2,026,500
Magazines	3,614,300	1,820,800
Farm publications	1,706,000	434,500
Spot tv	1,533,300	636,100
Network tv	15,601,100	13,477,500
Spot radio	1,458,300	367,000
Network radio	447,400	194,300
Outdoor	243,600	271,100
Total measured	26,668,900	19,227,800
Unmeasured*	24,434,864	26,872,200
Estimated total	51,103,764	46,100,000

***Includes cost of collateral literature, inhouse staffing and communications overhead.**

MARKETING PERSONNEL

Corporate

M. C. Lewis, director, corp communications
E. S. Aldrich, adv manager
R. L. McElree, genl mgr, mkt & special services

Divisions

W. J. McDermott, director, adv/sales promo, home & automotive products div
G. D. Klein, mktg mgr, adv, battery products div
J. A. Bruorton, mgr, adv & mktg admin, electronics div, components dept
B. Godowsky, mgr, adv, U.C. Imaging Systems, medical products div
Athena N. Arvan, adv services, clinical diagnostics medical products div
John Gibb, mgr, communications & training, carbon products div
J. D. Secor Jr., mgr, communications, Linde div
J. W. Goetz, director communications dept, chemicals & plastics
James F. Haskins, mgr, mktg communications, agricultural products
John Crane, communications mgr, metals div

ADVERTISING AGENCIES

Young & Rubicam, New York—corporate—H. B. Hall, acct super.

Underwood Jordan Yulish Associates, New York—corporate issues—Earl Slack, acct super

William Esty Co., New York—battery & lighting products—R. Van Den Boschm, mgmt super; S. Moynahan, acct super.

Keller Crescent Co., Evansville, Ind.—carbon products div.

Grey Medical Advertising, New York—medical products div—Paul Chusid, president.

Fletcher/Mayo/Associates, Atlanta—agricultural products div (insecticides)—Ridge White, acct super.

Needham, Harper & Steers, New York—chemicals & plastics—H.F. Bertaku, acct super

Poppe Tyson division of de Garmo Inc., New York—chemicals, plastics & Linde div engineering products & processers—R. L. Parkin, F. Messner, acct execs.

J. P. Hogan Inc., Knoxville, Tenn.—chemicals and plastics—R. J. Luedeka, acct super.

Leo Burnett Co., Chicago—home & automotive products, Glad products, films-packaging div—Bill Haljun, mgmt director; Ed Sessions, Ron Hirasawa, acct execs. Prestone automotive products—Jeff Herscovitz, acct super; Tom Dudreck, acct exec.

Young & Rubicam special markets div., New York—Linde div—N. B. Leo, acct super; D. Sutton, acct exec.

Garrison, Jasper, Rose & Co., Indianapolis—Linde div, coatings service dept—Tom Jasper, D. Casselman, acct. exec.

Henderson Advertising, Greenville, S.C.—home & automotive products, Simoniz products—Paul Murdock, acct super; Tom Vaughn, acct exec.

Avrett, Free, & Fischer, New York—Ed Fitzgerald, acct super.

Scammell Associates, Boston, Mass.—U.C. imaging systems, medical products div—Henry Scammell, acct exec.

Lewis & Gilman, Philadelphia—agricultural products div (herbicides, plant growth regulators)—Dennis Eilers, acct super.

Richardson, Myers & Donofrio, Baltimore—agricultural products div (lawn products)—John Green, acct super.

Anderson, Dunston & Helene, Linden, N.J.—molecular sieve absorbents & catalysts—Steve Dunston, acct super; Bert Riche, acct exec.

Manning & Associates, San Diego—materials group, electronics div—D. Manning, acct mgr.

U.S. Government

	1978	1977
Sales	None	None
Earnings	None	None
Advertising	$128,452,200	$116,235,954

Reinforced military recruitment ad budgets sent the federal government's advertising total up 10% in 1978, a boost that ended a three-year string of more modest annual increases. The $128,452,200 that the government spent in 1978 made it the year's 25th largest national advertiser.

Troubles at the recruiting office are the major cause of upward pressure on federal ad spending, but not the only one.

The U.S. Postal Service is rapidly escalating its ad spending, with its market tacticians putting real ad muscle behind Express Mail service, the USPS entry in the lucrative overnight, long distance delivery market.

The continuing energy crisis looms as another influence on the government's advertising presence. The Energy Department last year took its first tentative steps toward testing the ability of paid advertising to get Americans to buy energy saving devices. The potential of a multi-million-dollar campaign for 1980 was being discussed this summer.

- The Agriculture Department, also looking into paid advertising, has let a $500,000 contract to a Cambridge, Mass., research institute and Needham, Harper & Steers, New York. They are developing a test campaign using paid ads to encourage better eating habits among children. Media plans and test markets are to be designated.

But the needs of the military remain the overwhelming determinant of the size of the federal ad budget. Nine military recruiting accounts spent more than four of every five government ad dollars in 1978.

It was the government's decision to scrap the draft in the early 1970s and rely on an "all volunteer" force that turned the federal government, almost overnight, into one of the ten largest advertisers in the country.

By 1978, however, enlistment shortfalls stubbornly refused to decline. In early 1979, for the first time ever, all four armed forces failed to meet their targets as the Air Force joined the Army, Navy and Marines in recruiting trouble. There was talk of reviving the draft.

- The problem has been most acute with Reserve and National Guard units, many of which are dangerously understrength. Never very large, advertising budgets for those services racked up big percentage increases in 1978 as marketing tactics changed: A 39% boost for the Army and Air National Guard, 36% for the Army Reserve Officers Training Corps and 33% more for the Army Reserve.

The increases put the Guard budget last year at $6,505,000, the Army ROTC at $4,900,000 and Army Reserve at $9,600,000.

The Regular Army recruitment ad budget, always the biggest account in the government, moved up 4% to $36,300,000. The Marine Corps, with fewer "glamorous" technical jobs and more combat places to fill, stepped up spending by 22% to $12,151,209 in 1978. The Air Force, where ad spending was actually cut in 1977, posted an 11% hike last year to $8,300,000.

The Navy, the government's second biggest advertiser behind the Regular Army, boosted 1978 ad spending 10% to slightly over $18,000,000.

The Coast Guard, a military service but under Transportation Department control, spent $900,000 on recruiting ad programs, off a little from 1977.

- The Pentagon supports military recruiting efforts with an ongoing marketing research program that last year had a $2,000,000 budget.

Under congressional pressure for more cost-effective advertising, the military services early this year put competitive concerns aside to launch a joint advertising program with a $9,700,000 budget put together with funds diverted from individual service ad campaigns.

The joint ads pitch military service as a chance for the high school graduate, the prime target for recruiters, to continue his or her development. Work on the campaign is split among the ad agencies already handling the individual military services.

The initial theme—"A chance to serve. A chance to learn."—was developed by Army agency N W Ayer ABH. It will be replaced this fall by new creative from Navy agency Ted Bates & Co. with the theme—"Armed Forces. It's a great place to start."

The other agencies participating in the campaign are J. Walter Thompson Co., the Marine Corps' agency, and D'Arcy-MacManus & Masius, the agency for the Air Force.

Other agencies serving military accounts are W.B. Doner & Co., Baltimore, for the Army and Air National Guard, and Henry J. Kaufman & Associates, Washington, D.C., for the Coast Guard. The Army Reserve and Army ROTC are assigned to N W Ayer ABH, the Regular Army's ad agency.

- Outside the military, Postal Service ad execs are becoming among the government's most aggressive. And the most secretive.

Postal Service ad spending slid to less than $7,000,000 in 1977 but rebounded to $8,201,000 in 1978 and has been escalating rapidly. Current plans at USPS have ad spending at an $11,500,000 annual clip for the federal fiscal year now underway.

The increase is almost certainly meant to install Express Mail solidly in the overnight intercity delivery market among a number of private delivery marketers already there.

But USPS won't say what ad weight they're putting behind Express Mail Service, not even for last year, nor are they any longer willing to break out ad figures for their other campaigns, such as the one that promotes stamp collecting (a $3,700,000 ad budget in 1977).

Young & Rubicam is the Postal Service Agency.

- Like the Postal Service, Amtrak, the national passenger railroad, competes with private sector marketers. But its advertising budget slipped $1,000,000 last year, to $8,500,000 as the managers of the heavily subsidized rail service tried to respond to congressional demands for economy.

The Carter administration is making a determined effort to force Amtrak to kill many of its money losing long distance routes, and appeared on the verge of success this summer until the energy crisis hit.

With gasoline scarce, interest in train travel soared and suddenly Amtrak found itself unable to meet demand. Telephone reservationists were hopelessly swamped, and Amtrak's response was a newspaper campaign headlined: "These days it's easier to ride us, than reach us." Copy urged travelers to get their tickets from a travel agent or at the station.

Needham, Harper & Steers, New York, is the Amtrak ad agency.

Media buys for government campaigns last year showed little dollar difference from 1977, hovering at about $60,000,000. Actual media buys are probably several millions more.

The military last year allocated $14,936,000 for use by regional and local recruiting officials, $2,000,000 more than in 1977. These funds are used mostly for local media. Breakouts on how the funds were spent were not readily available, however.

Magazines, long favored as good lead generators by recruiters, were up 11% in 1978 to $25,752,000 on a government wide basis. But newspaper buys for government campaigns slid 31% to $6,483,900, according to available figures.

- Government campaigns bought less tv last year—down 18% to $14,202,000—and shifted more heavily into radio, where buys were up 78% to $11,749,000. The Army, Postal Service and Amtrak cut tv purchases and boosted radio buys, while the Navy and Marines spent more in each. The Air Force used radio only.

Outdoor, which had been dwindling from government campaigns in recent years, practically vanished last year, with only $761,000 reported in that category. That figure could be higher, however, depending on how local recruiters used their ad funds.

Beyond the government's major ad campaigns, which rely on purchased time and space, there are more than two dozen public service advertising campaigns, many focusing on public health and safety. Others are meant to explain how Americans can use government programs targeted for them, such as Social Security or student loans.

Even the Federal Trade Commission, the government agency that polices advertising for fraud and deception, has such agencies as McCaffrey & McCall, New York, on call for ad assignments. FTC last year issued a public service campaign reminding women how to protect their ability to get credit. FTC also is making experimental use of psa's to notify consumers when advertisers cited in FTC actions make refunds available.

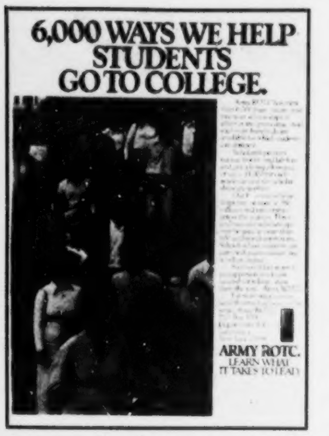
Many of these campaigns are managed for the government by the Advertising Council, a non-profit industry group which picks and chooses among the government agencies that would like its help.

The Ad Council's volunteer agencies provide top creative skills free and Council campaigns are well accepted by media officials who decide what psa's will get free time or space.

Contracts are awarded to the Ad Council on an exclusive basis without competitive bidding and range in size from around $75,000 to $250,000, and sometimes more.

Some Council drives can be crucial parts of government programs. The Council and volunteer agency Ogilvy & Mather will create a $700,000 campaign for use next year in support of the 1980 census.

Ad Council campaigns last year promoted export awareness for the Commerce Department, high blood pressure prevention for the National Heart & Lung Institute, car pooling and the 55mph speed limit for the transportation Department; employer support of the National Guard and Reserve for the


6,000 WAYS WE HELP STUDENTS GO TO COLLEGE.
ARMY ROTC.
LEARN WHAT IT TAKES TO LEAD

Ad spending for the Army ROTC was increased 36%, as the Army attempted to strengthen its Reserve and National Guard units.

Defense Department; voluntary service for ACTION (Peace Corps, Vista, etc.), and education for technical careers for the Health, Education & Welfare Department.

■ Ad Council volunteer agencies assigned to government accounts last year included Doyle Dane Bernbach; Marsteller; Lewis & Gillman; SSC&B; D'Arcy-MacManus & Masius; Foote, Cone & Belding/Honig; Liller Neal Weltin; Norman, Craig & Kummel; Leo Burnett Co.; Creamer Inc.; Ted Bates & Co.; Young & Rubicam, and Ogilvy & Mather.

For government public service campaigns that don't use the Ad Council, a formal bidding competition nearly always selects who does the work. Sometimes an ad agency is contracted to supervise the entire campaign; sometimes the government unit contracts with free lance copywriters and takes bids directly from production houses. Some government agencies write and produce their own psa's entirely in-house.

Far smaller than paid ad campaigns, some of these contracts are still big enough to be attractive to many ad agencies. The Consumer Product Safety Commission, for example, has a $450,000 contract with Grey Advertising to produce safety messages.

Among other agencies under contract to produce government psa's are Ketchum, MacLeod & Grove, Pittsburgh, for the Consumer Information Center of the General Services Administration; Porter & Novelli, Washington, D.C., for the National Heart & Lung Institute, and Lowengard & Brotherhood, Washington, D.C., for the President's Council on Physical Fitness & Sports.

Despite open bidding, the major government accounts change agencies infrequently. Incumbent agencies, who know the intricacies of the client's needs, appear to have an edge. In most cases, the competition is held because the contracting system calls for it, not because the client is dissatisfied with the current agency and actively looking for another.

In competitions last year, the Army chose incumbent N W Ayer ABH to continue handling its account and the Navy chose its incumbent agency, Ted Bates & Co., to remain on its recruit ad assignment. This year, J. Walter Thompson Co., was reassigned the Marine Corps account and Henry J. Kaufman & Associates was chosen to remain on the Coast Guard account.

Some incumbent agencies are seen as so well entrenched with a particular client that most agencies pass by the opportunity to challenge them for the business. JWT, the Marine Corps agency since 1946, drew only one rival bid in this year's "contest" for that $10,000,000-plus assignment.

While contract cancelations are rare, federal government contracting policies have been changing recently to favor allocating more government ad work to small businesses, particularly those owned by minorities.

The Transportation Department nearly refused to reassign the Coast Guard contract to Henry J. Kaufman & Associates this year when some department officials said the business should be earmarked for a minority shop. The Kaufman agency got the business, but only after promising to actively seek minority and small business subcontractors.

The Navy has a separate ad contract for minority recruitment advertising, currently worth about $1,150,000 and assigned to Burrell Advertising, Chicago. N W Ayer ABH has added a number of minority ad agencies to handle part of the work on the giant Army account.

The push to get more government ad business to smaller companies has cost the Ad Council a number of accounts. Two Transportation Department campaigns formerly at the Ad Council are with or earmarked for minority or small business companies.

The policy also has cost the Ad Council its high blood pressure education campaign for the Health, Education & Welfare Department, which went to Porter & Novelli, Washington, considered to be a small business.

ADVERTISING EXPENDITURES

	1978	1977
Newspapers	$6,483,900	$8,525,118
Magazines	25,752,900	23,268,169
Television	14,202,700	17,386,284
Radio	11,749,000	6,557,682
Outdoor	761,000	2,981,893
Total measured ..	58,949,500	58,739,000
Unmeasured*	69,502,700	57,496,808
Estimated total ..	128,452,200	116,235,954

*Includes at least $14,936,000 in ad funds spent by local and regional recruiting commands; amounts for preparation, production and distribution of public service print and broadcast ads; preparation and printing of posters, brochures, displays, transit and outdoor material; unmeasured local (including military installation) publications, plus college, school and other institutional publications.

U.S. ARMY

ADVERTISING PERSONNEL

Regular Army Army Reserve

Robert L. Nelson, asst secretary, manpower & reserve affairs

Maj. Gen. William L. Mundie, commander, U.S. Army Recruiting Command

Col. Richard L. Bryan, adv/sales promo director

Lt. Col. Martin Rosen, deputy adv/sales promo director for Army Reserve adv

U.S. Army ROTC

Brig. Gen. Daniel W. French, deputy chief of staff for ROTC, U.S. Army Training & Doctrine Command

Col. Francis J. Marr, chief, adv/media div

U.S. NAVY

ADVERTISING PERSONNEL

Recruiting

Edward Hidalgo, asst secretary for manpower, reserve affairs & logistics

Rear Adm. Floyd H. Miller, commander, U.S. Navy Recruiting Command

Capt. Charles D. Hawkins, adv director

U.S. MARINE CORPS

ADVERTISING PERSONNEL

Recruiting

(vacant), director of personnel procurement

Lt. Col. J.R. Ruffini, head of recruitment adv

U.S. AIR FORCE

ADVERTISING PERSONNEL

Recruiting

Antonia Handler Chayes, asst secretary for manpower, reserve affairs & installations

Brig. Gen. Keith D. McCartney, commander, U.S. Air Force Recruiting Service

Col. William D. Miller, director, adv

U.S. COAST GUARD

ADVERTISING PERSONNEL

Recruiting

Lt. Thomas Schaad, chief of recruiting adv branch

ADVERTISING AGENCIES

N W Ayer ABH International, New York—Army, Army Reserve, Army ROTC—Bart Ladd, mgmt super.

Uniworld Group, New York—Army minority recruiting—Byron Lewis, mgmt rep.

Lockhart & Pettus, New York—Army minority recruiting—Keith Lockhart, mgmt rep.

CSI Advertising, New York—Army minority recruiting—Castor A. Fernandez, mgmt rep.

J.P. Martin/Assoc., New York—Army minority recruiting—Joel P. Martin, president.

Ted Bates & Co., New York—Navy—Leo Martinaitis, acct director.

Burrell Advertising, Chicago—Navy minority recruiting—Julius Jones, acct super.

D'Arcy-MacManus & Masius, New York—Air Force—Fred Harvey, mgmt super.

J. Walter Thompson Co., Washington—Marine Corps—John Wood, acct super.

W. B. Doner & Co., Baltimore—Army/Air National Guard—Albert G. Salter, mgmt rep.

Henry J. Kaufman & Associates, Washington—Coast Guard—Irv Sloan, acct super.

U.S. POSTAL SERVICE

MARKETING PERSONNEL

Gordon Morison, asst postmaster general/customer services

John Wargo, director of commercial mktg

Gary Stevens, mgr., adv branch

ADVERTISING AGENCY

Young & Rubicam, New York—Fred Baxter, mgmt super.

AMTRAK

MARKETING PERSONNEL

Marty Garelick, exec vp

Joseph Falsetti, director of mktg services

ADVERTISING AGENCY

Young & Rubicam, New York—Fred Baxter, mgmt super.

U.S. TRAVEL SERVICE

MARKETING PERSONNEL

Albert Kogelman, director, adv & media services div

ADVERTISING AGENCIES

Young & Rubicam Ltd., London; Young & Rubicam, Mexico City; Young & Rubicam, Tokyo; J. Walter Thompson Co., Paris; Baker Lovick Ltd., Toronto; Slesina-Bates, Frankfurt, Germany.

U.S. ENERGY DEPARTMENT

MARKETING PERSONNEL

Jackson S. Gouraud, deputy undersecretary for commercialization

James Bishop, director, office of public affairs

ADVERTISING AGENCIES

Evans & Bartholomew, Denver—Charles Bartholomew, acct super.

The Adams Group, Washington, D.C.—Scott MacDonald, acct super.

PUBLIC BROADCASTING SERVICE

MARKETING PERSONNEL

Neil B. Mahrer, senior vp-devel & public information

ADVERTISING AGENCY

Hecht, Higgins & Petterson, New York—Walter Higgins, mgmt rep.

Volkswagen of America

	1978	1977
Sales†	$14,110,060,000	$12,860,000,000*
Earnings† ..	303,000,000	221,000,000*
Advertising**	57,000,000	52,700,000

†Worldwide **U.S. only, AA estimate
***Restated**

Volkswagen of America (subsidiary of Volkswagenwerk AG of Wolfsburg, West Germany), Englewood Cliffs, N.J., the 68th largest national advertiser, increased its advertising slightly more than 8% to $57,000,000 in 1978, a year in which its first Rabbit assembly plant in the U.S. began production.

Sales of the Volkswagen line decreased last year due to shortages of Rabbit autos during the switchover from German to American production. Sales in 1978 for the VW line (Rabbit, Dasher, Scirocco and VW bus) totaled 239,306 units, down 8.2% from 260,702 in 1977.

The total put VW in fourth place in the import sales race behind Toyota, No. 1 with 441,800 units; Datsun, in second place with 338,096 units, and Honda, No. 3 with 274,876.

The addition of a second shift at its Westmoreland, Pa., assembly plant in January of this year—coupled with the gas shortage—has resulted in a dramatic sales increase of Rabbits for the first half of 1979.

First-half sales of the entire VW line were buoyed as well, with the total—170,061—up 44.3% over the 116,054 units in the corresponding period of 1978.

■ The Porsche/Audi division's sales for the first six months of 1979 were 20,987 units for Audi (compared with 19,873 in the 1978 first half) and 7,333 vehicles for Porsche (down from 9,455 in the corresponding period a year ago). In 1978, Porsche sales also declined, dropping to 17,017 from 19,896 in 1977; Audi sales for 1978 were up 14% to 40,878 from 35,849.

In June of this year, Volkswagen made headlines after *Automotive News*, a sister publication of ADVERTISING AGE, predicted in its June 25 edition that VW would offer close to $1 billion for Chrysler Corp., the troubled Detroit auto maker.

Toni Schmuecker, parent company managing board chairman, flatly denied the report, but later told Volkswagenwerk stockholders at the annual meeting, "Perhaps we will start a joint engine production with Chrysler in the U.S. one day. I say perhaps."

He also added that the earlier denial "doesn't rule out that we may be having other talks with Chrysler about other projects."

■ VW is planning to spend $3.1 billion over the next three years on worldwide expansion with "special attention" to North America where Chrysler has underutilized facilities. A second VW assembly plant in the U.S. is in "developmental stages," with no decision yet made to push ahead with it.

The 1979 Volkswagen model year cars were introduced in the fall of 1978, with advertising retaining the year's previous slogan, "Volkswagen does it again." Created by Doyle Dane Bernbach, the campaign covers all models except the VW bus and conveys the message that Volkswagen makes innovative products featuring performance, advanced engineering and good gas mileage.

The VW bus campaign (creative by James Neal Harvey Inc.) continued to urge people with large families to "take the bus." The ads also emphasized gas economy and roominess.

Advertising for the Rabbit, both gas and diesel, was extremely heavy nationally. The Rabbit diesel campaign—focusing on the product's outstanding gas mileage—was in full swing last year when the U.S. government released mileage figures which named the Rabbit 5-speed and 4-speed models as the No. 1 and No. 2 cars in fuel economy on the American market.

One tv commercial featured a

Roach can help you make a name for yourself.

Roach, the largest producer of iron-on advertising transfers in the world, has made a name for itself by making names for others. Roach iron-ons have been used with tremendous success as self-liquidators, image-makers, giveaways, mail-order fulfillments—you name it. Customers love them, they don't cost much, and they keep on selling your product over and over.

And Roach makes it all so easy for you. We've got a transfer to work with any type of fabric and virtually any budget…and the toughest quality checks in the industry. Our services, from design and marketing to delivery when and where you want it, are unmatched in the industry.

So why not let Roach help you make a name for yourself. We've had a lot of practice.

Call Toll-Free
800/848-7926
and ask for the Special Markets Manager.

ROACH
CORPORATE · P.O. Box 16548 · Columbus, OH 43216
The Loch Ness Monster Lives.
BFGoodrich
Junior Performance Team
"The lips that touch Welch's are all that touch mine"
Sparkling Grape Juice
ARROWHEAD
MOUNTAIN SPRING WATER
Everybody loves Osborn brushes.
OSBORN
HAGD

cross-country trip by a Rabbit diesel from New York to Los Angeles. The trip's fuel costs amounted to $43, VW proclaimed.

- VW also attacked its clones, or rather lookalike versions from competitors, with ads headlined, "The car everybody's trying to copy." In typical VW style, it produced an ad showing a motorist putting a gas pump nozzle to his temple. The headline merely read, "Or buy a Volkswagen."

To draw attention to the Rabbit's head room, the company this year broke ads and commercials showing former basketball great, 7'2" Wilt Chamberlain, fitting comfortably into the driver's seat of the car.

Measured media spending for individual VW models in 1979, as compiled by Leading National Advertisers, broke down as follows: Rabbit, $15,451,200, of which $8,968,300 was in network tv; Dasher sedans and wagons, $7,317,400; VW bus, $1,334,800; Scirocco, $2,682,700; Porsche, $3,106,100, and Audi, $10,109,300.

During 1978, VW maintained 52 weeks of continuous media support while still using a pulsing technique. VofA also stepped up its involvement in sports programing, thereby allowing it to reach a much larger segment of prospective small car buyers. Emphasis also was placed on youth-oriented media, as well as increased regional advertising to accelerate sales in high potential markets.

- In the fall of 1978, Porsche and Audi 1979 models were introduced, each backed with separate and distinct campaigns although both carry the message: "Porsche/Audi sells vehicles that share similar qualities in concept development, manufacture and consumer benefit." Both campaigns also share another slogan, "Porsche/Audi, nothing even comes close."

Ads for Audi focus sharply on the car, as headlines and copy feature quotas from automotive experts on the car's features and performance.

For Porsche, DDB created a campaign based on the Porsche's reputation and engineering. The first phase of the campaign emphasized engineering excellence, supported by Porsche's strong position in auto racing.

ADVERTISING EXPENDITURES

	1978	1977
Newspapers	$ 2,139,700	$ 4,172,400
Magazines	16,511,200	12,832,500
Spot tv	9,976,600	9,588,500
Network tv	18,769,700	18,249,700
Spot radio	620,800	503,000
Outdoor	451,200	128,800
Total measured ..	48,469,200	45,474,000
Unmeasured	8,530,800	7,225,100
Estimated total ..	57,000,000	52,700,000

MARKETING PERSONNEL

Richard Mugg, vp-VW division
John Slaven, director-VW and corp adv
Marvin Gruber, VW adv mgr
Warren Brechtel, VW regional ad mgr
Fritz Mueller, technical mktg mgr
George Pizzo, VW adv super
Alexander Breckwoldt, vp-P&A div
Virginia Williams, mgr-P&A div
Rene Immet, P&A adv mgr
David Wager, P&A regional adv mgr

ADVERTISING AGENCIES

Doyle Dane Bernbach, New York—Robert Rees, group super-senior vp; Robert Dunn, senior acct exec-VW; Al Steiner, acct exec-VW; Mark Zizzamia, senior acct exec, P&A; Terry Bonaccolta, acct exec-P&A; Jerry Barkann, senior acct exec-regional VW and P&A; Jack Coolbroth, regional acct exec-VW; Sandy Gross, regional acct exec, P&A.

James Neal Harvey Inc., New York—VW bus (creative only). Wayne Slockbower, senior vp; Scott Weeker, vp-acct super; Jim Duffy, acct exec; Laura Roth, promotion specialist.

Warner Communications

	1978	1977
Sales	$1,309,419,000	$1,143,792,000
Earnings ...	81,882,000	66,889,000
Advertising*	47,675,300	26,349,400

*AA Estimate

Warner Communications, New York, the 75th largest national advertiser, increased its advertising an estimated 81% to $47,675,300 in 1978. (Part of this increase was due to extensive advertising and promotion for two big films—"Superman" and "Every Which Way But Loose.")

Sales rose 14% to a record $1.3 billion, and income increased 22% to $81,900,000, another record. Continued growth in WCI's two largest operating groups—recorded music/music publishing and filmed entertainment—and higher earnings from publishing contributed heavily to these results.

Recorded music and publishing was once again WCI's largest division, both in revenues and operating income. Last year it continued to set records, as revenues increased 16% to $617,000,000 and operating income rose 10% to $93,000,000. The division is comprised of Warner Bros. Records, Electra/Asylum Records, Atlantic Records, WEA Corp., WEA International and Warner Bros. Music.

WEA Corp. is the leading domestic distributor of prerecorded records and tapes and is one of the major strengths of WCI's recorded music division. WEA works closely with the three domestic WCI labels and is actively involved in selling, promotion, merchandising, advertising, warehousing, shipping, billing and collection.

- The three well-known domestic labels in this division are Warner Bros. Records, Atlantic Records and Electra/Asylum, which spent $2,768,200; $199,600, and $272,600 respectively in measured advertising during 1978. The majority of this expenditure was in magazines.

The company's filmed entertainment division also set new records in revenues and earnings. The division's revenues of $393,000,000 were up 11%, while operating income rose 38% to $80,000,000. Every segment of the division—Warner Bros., Warner Bros. TV, Licensing Corp. of America and Panavision—showed gains.

Strong theatrical revenues in 1978 reflected the box office success of Warner Bros. films such as "The Goodbye Girl," "Hooper," "The Gauntlet" and "Oh, God." Warner Bros. released "Superman" and "Every Which Way But Loose" in late 1978 and during the first three months they had shattered numerous box office records.

This year's releases that are expected to do well include "The Main Event," "In-Laws" and "Beyond the Poseidon Adventure." During 1978, Warner Bros. films spent $18,247,100 in measured advertising.

- Warner Bros. Television had a record year with total sales up 32% to $132,000,000. This division made rapid strides in 1978 in the production of series, specials and miniseries like "Roots: The Next Generations" from its David Wolper unit for the tv networks. WB-TV series on the air in 1978-79 included "Welcome Back, Kotter," "Alice," "Wonder Woman" and "The Dukes of Hazzard."

The publishing division, which consists of Independent News, "Mad Magazine," DC Comics and Warner Books, had a strong year in 1978. Revenues increased 5% to $55,000,000 and profits rose 33% to $9,600,000.

These gains reflect further improved results at Warner Books, better margins at Independent News, higher licensing income for DC Comics, and continued excellent earnings from "Mad."

Warner Books has sought to broaden its publishing of original works to lessen its dependence on the acquisition of expensive reprint rights. Warner also is expanding its trade paperback format—with larger, more profusely illustrated books that carry higher cover prices and provide potentially better margins, despite the lower unit sale typical of trade paperbacks. Warner Books spent $356,400 in measured advertising in 1978.

- Warner Cable Corp. (WCC) sales rose 19% in 1978 to a new high of $66,000,000 as operating income from regular cable increased 13% to $17,800,000. However, $11,000,000 in net development expenditures for Qube—WCC's experimental two-way cable service in Columbus, O.—caused consolidated cable division operating income to decline to $6,800,000.

Cable subscribers increased 11% in 1978, bringing total WCC subscribers to 624,000. In 1978, WCC either constructed or acquired new systems in Salem and Melrose, Mass., Sandy Valley, O., and Sedona, Ariz.

- Qube, is designed to incorporate the best features of regular CATV and pay tv. It provides the subscriber with the ability to respond via computer and to purchase special programs one at a time.

Its two-way capability can be used to register an opinion, select special programing and to test the impact of new products or commercials.

This year, a sophisticated burglar, fire and health emergency system will be available. Connected via the Qube console and computer to the city's emergency departments, this service will summon the appropriate assistance.

Houston will be the second Qube market, perhaps late this year.

The toys and electronic games division, a result of the acquisitions of Atari Inc. in 1976, and Malibu Grand Prix and Knickerbocker Toy Co. in 1977, boosted revenues to $178,000,000 in 1978 and the operating loss was reduced to $2,700,000 from $6,100,000.

The 1978 loss is after deducting approximately $8,000,000 of purchase price amortization, compared to $15,000,000 in 1977; all segments of the division were profitable prior to purchase price amortization.

- Atari had a difficult year in 1978 because retailers were hestitant to stock its programable video computer system (VCS) and cartridges in large quantities due to late shipments in 1977. Although VCS shipments were below expectations, retail sell-through at Christmas was reported excellent, aided by a substantial advertising program.

In the second half of 1979, Atari will begin production of two personal computers—the Atari 400 and the Atari 800. During 1978, $4,016,500 was spent by Atari in measured advertising.

- Malibu Grand Prix revenues and profits, although small, were reported well ahead of 1977. Malibu builds and operates miniamusement centers where scale model formula racing cars are driven on specially designed courses which safely simulate Grand Prix racing conditions.

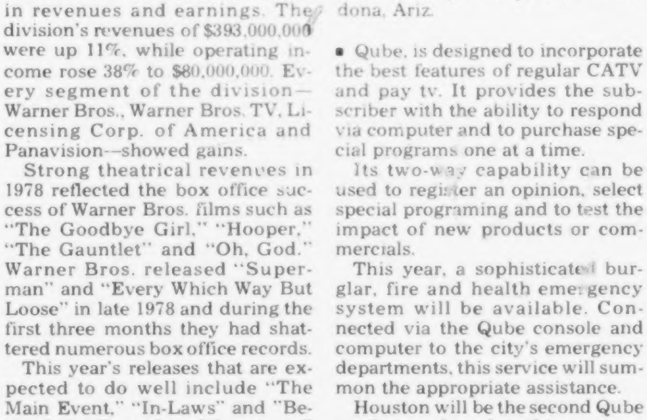
At the end of 1978, there were 20 tracks in operation against four at the time of acquisition in May 1977.

Knickerbocker Toy was reported as having a disappointing year in 1978. Although still the leading producer of rag dolls and plush animals, many of its older licensed product lines peaked in 1977.

KTC also has a new line of soft superhero dolls for boys. Last year this division spent $916,000 on advertising—all in magazines.

- WCI's other operations division is made up of the Cosmos soccer team and Warner/Lauren Ltd. The Cosmos had a successful year in 1978, both on the field, where they won an unprecedented third North American Soccer League title, and in the stands, where attendance set new records.

WCI brought in fashion designer Ralph Lauren in 1976 to form Warner/Lauren. The company's first products, Lauren for women and Polo for men, debuted in March, 1978, in top-quality department stores.


It's a Movie!
It's a Record!
It's Superman!
The Original Sound Track. On Warner Bros. Records and Tapes.

Warner Communications' movie, "Superman," released late in 1978, has been a box office smash. A sequel to the movie is in the works.

ADVERTISING EXPENDITURES

	1978	1977
Newspapers	$ 581,900	$ —
Magazines	2,781,100	1,139,400
Spot tv	8,822,700	8,420,000
Network tv	15,817,860	6,226,300
Spot radio	278,800	—
Network radio	54,900	5,200
Outdoor	248,100	395,500
Total measured ..	28,675,300	16,183,400
Unmeasured	19,000,000	10,166,000
Estimated total ..	47,675,300	26,349,400

WARNER COMMUNICATIONS

MARKETING PERSONNEL

Sandy Reisenbach, vp, worldwide adv & pr
Nancy Golliger, co-creative adv director
Karen Raiman, co-creative adv director
Joe Hyams, vp, pr
Ernie Grossman, natl director, adv & pr

WARNER BROS. TELEVISION

MARKETING PERSONNEL

Ed Bleier, exec vp, East coast
David Horowitz, vp, adv & promotions

ATLANTIC RECORDS

MARKETING PERSONNEL

David Glew, senior vp, genl mgr
Mark Schulman, vp, adv
Marsha Green, media director

ADVERTISING AGENCY

East/West Advertising, New York—in-house.

ELECTRA/ASYLUM/-NONESUCH RECORDS

Los Angeles

MARKETING PERSONNEL

Jerry Sharell, vp, creative services
Stan Marshall, vp, sales
Randy Edwards, director, merch & adv
David Cline, director, adv

ADVERTISING AGENCY

William S. Advertising, in-house.

WARNER BROS. MUSIC PUBLISHING

MARKETING PERSONNEL

Steve Spooner, director sales, adv & media
Yvonne Kemeny, coordinator, adv, media & East coast licensing

LCA

MARKETING PERSONNEL

Robert Bell, exec vp & chief operating officer
Murray Altchuler, vp, mktg
Arnold Lewis, vp, sales

PANAVISION

Tarzana, Cal.

MARKETING PERSONNEL

Robert Gottschalk, chairman & president
Frank Vogelsang, vp

INDEPENDENT NEWS

MARKETING PERSONNEL

Frank Herrera, president

MAD MAGAZINE

MARKETING PERSONNEL

William Gaines, president

WARNER BOOKS

MARKETING PERSONNEL

Howard Kaminsky, president
Dorothy Crouch, vp, genl mgr

ADVERTISING AGENCY

Publishers Advertising Associations (In-House)—Mark Greenberg, president.

ATARI INC.

MARKETING PERSONNEL

Sales

Don Winn, president, consumer div
Don Kingsborough, vp, sales & mktg
Peter Rosenthal, mktg mgr-personal computers

Advertising

Shirlene Foydl, mgr of mktg services
Ginny Juhnke, mktg super & pr coordinator

ADVERTISING AGENCY

Doyle Dane Bernbach, Los Angeles—Rick Jarc, vp-acct super; Gary Fountain, Andy Leonard, acct execs

MALIBU GRAND PRIX

MARKETING PERSONNEL

Sales

Bob Rockerfeller, director of mktg

Advertising

Dave Bursteen, director of MGP Advertising, in-house agency
Bobby Pacheco, media director

WARNER BROS RECORDS

MARKETING PERSONNEL

Sales

Ed Rosenblatt, senior vp-director of sales promo
Lou Dennis, vp-sales
Stan Cornyn, exec vp-creative director

Advertising

Shelley Cooper, director of adv
Russ Thyrot, vp-director of promo
Tom Draper, vp-black music mktg
Andrew Wickham, vp-director of country music mktg

PANAVISION

MARKETING PERSONNEL

Robert Gottschalk, president & ceo

WEA CORP.

MARKETING PERSONNEL

Vic Fanaci, exec vp
Skid Weiss, director adv & public relations
Alan Perper, natl mgr, adv
Barbara Burns, natl adv coordinator

WEA INTERNATIONAL

MARKETING PERSONNEL

Phil Rose, exec vp

WARNER CABLE CORP.

MARKETING PERSONNEL

John Lack, exec vp-mktg & programing
Robert McGroarty, vp-mktg

COSMOS SOCCER CLUB

MARKETING PERSONNEL

Robert Rolontz, vp-communications
Tom Werblin, [illegible] mgr
Dom Flora, director of mktg & merch

DC COMICS

MARKETING PERSONNEL

Sol Harrison, President

KNICKERBOCKER TOY CO.

MARKETING PERSONNEL

Stanley Harfenist, vp-sales & mktg
Nora Glass, adv mgr

ADVERTISING AGENCY

Rosenfeld, Sirowitz & Lawson, New York.

Warner-Lambert Co.

	1978	1977
Sales	$2,878,496,000	$2,542,728,000
Earnings ...	207,947,000	187,616,000
Advertising .	211,000,000	201,000,000

Warner-Lambert Co., Morris Plains, N.J., the 7th largest national advertiser, increased its advertising 5% to an estimated $211,000,000 in 1978.

Worldwide sales increased to a record $2.9 billion, while earnings increased 10.6% to $207,947,000. Sales for the first quarter of 1979 rose 19% to $764,565,000, while earnings rose 9% to $57,222,000.

Sales of its ethical health care and nonprescription products accounted for approximately 56% of net sales, topping $1.6 billion, a 13% increase over the previous year. According to Joseph D. Williams, company president, the company ranks sixth in the $45 billion world ethical pharmaceutical market.

▪ A number of W-L nonprescription health care products made major gains last year. Among the market leaders were Gelusil antacid; Sinutab, sinus relief medicine; Anusol, hemorrhoidal suppositories and Myadec, a high-potency vitamin-mineral preparation.

The company also became the first to market e.p.t., the in-home early pregnancy test kit. The e.p.t. kit began receiving network tv support in January.

In addition, W-L introduced a new line of cough-cold products under the Symptom name. Symptom 1, 2 and 3 are designed for treatment of a specific cough, cold or allergy symptom, while Multi-Symptom is designed to treat all three.

Building on the Sinutab name and market share— estimated at approximately 30%—W-L last October introduced Extra Strength Sinutab Capsule Formula.

▪ W-L's Parke-Davis division, which attracts about 20% of high potency vitamin sales, has reformulated Myadec, a high potency multiple vitamin-mineral preparation.

In addition to its new product lines, other W-L nonprescription health care products include Efferdent denture cleanser tablets; Rolaids antacid; Bromo-Seltzer, and Listerex Acne Scrub, Listerine antiseptic and throat lozenges and Listermint mouthwash.

Among the more heavily advertised products last year were Rolaids, $8,800,000; Efferdent, $4,500,000; Halls Mentho-Lyptus cough drops, $3,200,000; e.p.t. pregnancy test, $2,800,000, Sinutab extra strength, $2,900,000.

Both Rolaids antacids and Halls cough tablets maintained leading market positions last year. Halls continues as the No. 1 cough tablet in the U.S., with domestic sales in excess of $40,000,000. Rolaids leads in the antacid category.

After years of haggling between W-L and the Federal Trade Commission, W-L last September began running corrective advertising for Listerine, after the U.S. Supreme Court refused to review the company's appeal of an FTC order.

▪ The FTC ordered W-L to include a corrective statement explaining that "Listerine will not help prevent colds or sore throats or lessen their severity," in $10,000,000 of advertising beginning in September, 1978. The FTC, in reaching the decision in April 1978, contended that for more than 50 years, Listerine ads created the false impression that the product prevents or lessens the severity of colds and sore throats. The company said "breath control" is the major franchise for Listerine.

According to Leading National Advertisers W-L last year spent approximately $7,750,000 to promote Listerine antiseptic and throat lozenges. Its Listermint mouth wash received approximately $5,000,000 in support, and Listerex acne scrub received $300,000.

Sales of W-L gums and other specialty foods reached $604,000,000 last year, up from $511,000,000 the previous year. The segment includes chewing gums, breath mints, confections and the newly acquired Entenmann's specialty baked goods.

Its Freshen-up liquid center chewing gum reported worldwide sales of more than $70,000,000 last year and, according to the company, continues to gain strength outside the U.S. Freshen-up is now available in 20 countries.

Pick two, any two
efferdent
and get one FREE!

Warner-Lambert Co. used a promotion—pick two, get one free—to move several of its products at the same time.

▪ Based on the Freshen-up technology, the company last year introduced Chewels, a liquid center sugarless gum, on the West Coast.

W-L's Trident sugarless gum, continues to to be the largest selling sugarless gum, and was reformulated last year in order to eliminate saccharin.

Life Savers Inc.'s Care*Free sugarless gum, however is closing in on Trident in the $1 billion gum market. Both brands are reported to hold a low 40s share of the sugarless gum market, with less than one-half of a point share separating the two.

Meanwhile, in the bubble gum segment, W-L Bubblicious, introduced in 1977, has been improving after a slow start, the company said.

Bubblicious was introduced after Life Savers Inc., a Squibb Corp. subsidiary, reported tremendous success with the introduction of Bubble Yum soft bubble gum.

▪ In the over-all gum market, industry sources now give W-L's American Chicle division a three point lead in the second quarter, over previous front runner Wm. Wrigley Jr. Co. American Chicle now holds a 34% share of market compared with Wrigley's 31%. Life Savers continues in third place with 24%.

Last year, W-L spent approximately $11,000,000 in advertising for its Trident sugarless gum and bubble gum. Freshen-up received approximately $6,500,000 in ad support and Bubblicious $3,500,000. Care*Free sugarless gum was backed by approximately $5,000,000 in spending. Dancer Fitzgerald Sample, handles the Care*Free account.

In the $340,000,000 rolled candy/breath mint category, American Chicle took over the lead in the second quarter with 43% of the market at retail, according to industry sources. Life Savers, which previously led the category, now holds 40% of the market. W-L's Certs holds 29%, and Velamints, a sugarfree breath mint imported from West Germany by Ragold Inc., Chicago, holds 9%.

▪ Entenmann's, which was acquired by W-L late in 1978, marks its first entry into the baked goods market. With distribution in both the East and Chicago, W-L foresees Entenmann's eventually going national and possibly international.

According to W-L, Entenmann's reached approximately 20% of the U.S. population at the time of its acquisition. The company expects distribution to reach approximately 80% of the population by the mid-1980s.

Shortly after W-L acquisition of Entenmann's, the baked goods subsidiary acquired Beatrice Foods' Burny Bros., Northlake, Ill., a bakery serving northern Illinois. The Burny acquisition marks Entenmann's move westward.

W-L Schick broke new ground early this year with the introduction of its Ultrex Super II pivoting head razor with one-push cleaning. Ultrex, which followed the introduction of Gillette's Atra pivoting head razor, is receiving $14,000,000 in ad support this year.

The company also is testing a twin-blade disposable razor in Seattle, Wash. W-L, which until recently resisted entry into the disposable market, will be competing against Gillette's Good News!, twin blade disposable. Good News! reportedly leads in the men's disposable category with a 7.6% of the $425,000,000 market at retail.

Bic Pen Corp.'s Bic shaver, a single-blade disposable, holds a 7% share of the market.

In addition, W-L's personal care division last year introduced its Personal Touch razor system for women, supported by a $3,000,000 budget. It leads the category.

▪ Meanwhile, W-L filed a lawsuit against Gillette, the leader in the wet shave market, accusing it of violating antitrust laws of unfair competition and of breach of contract.

In its complaint, W-L stated that in a 1978 agreement, it agreed to pay Gillette $3,000,000 to avoid being sued for manufacturing or selling twin blade shaving systems based on Gillette's patents. The agreement, according to the complaint, said W-L planned to introduce twin blade cartridges adaptable to either or both the Gillette Trac II or Atra.

W-L contends that its new Ultrex II blades are not completely adaptable to the Atra Invitation, a line extension of the Atra pivoting head razor, and said it was Gillette's intention to design the razor in such a way that the Ultrex blades could not be used. Gillette has denied all the allegations in the W-L complaint.

▪ W-L's American Optical division has entered the soft contact lens market in a big way. The division this year broke its first national multi-million dollar campaign for soft contact lens.

American Optical which presently claims a 20% share of the soft lens market, increased its advertising from the estimated $150,000 it spent last year in order to better compete with Bausch & Lomb, the undisputed leader in soft contacts.

In June, American Optical introduced the Dorothy Hamill and Bob Griese children's eyewear collection.

▪ Ms. Hammill, an ice skaing star, also endorses the company's Eyestopper collection of women's eyeglass frames. Mr. Griese, Miami Dolphins quarterback, is the company's official spokesman.

American Optical also produces the Oscar de la Renta fashion frames for men and women and markets AOlite Ultravue progressive lenses, which replace traditional biofocals. Ultravue, introduced in late 1976, currently holds about 2.5% of the market.

ADVERTISING EXPENDITURES

	1978	1977
Newspapers	$984,600	$884,900
Magazines	4,540,100	785,900
Spot tv	28,133,200	30,158,600
Network tv	55,772,000	62,008,300
Spot radio	547,800	930,000
Network radio	2,678,900	4,191,600
Outdoor	88,000	670,000
Total measured ..	92,744,600	89,719,900
Unmeasured	118,255,400	111,280,100
Estimated total ...	211,000,000	201,000,000

WARNER-LAMBERT CO.

Corporate Officers

Ward S. Hagan, chairman, ceo
Joseph D. Williams, president
Frank Markoe Jr., vice-chairman for corporate affairs
George Hromadko, vice-chairman for financial affairs

CONSUMER PRODUCTS GROUP

Marketing Personnel

Albert R. Pezzillo, president
Howard R. Bloomquist, group senior vp, business devel
Hugh Goodman, director, adv services

PERSONAL PRODUCTS DIVISION

Marketing Personnel

Benjamin J. Sottile, president
Thomas S. Muller, vp, mktg

Advertising Agencies

Ted Bates & Co., New York—Efferdent, Effergrip, Efferdent paste, Power Tabs—Larry S. Epting, exec vp; Mike Townsend, mgmt rep; John Stranger, acct super.

J. Walter Thompson Co., New York—Listerine antiseptic, Listermint, Listerex—Jack Morrissey, group acct director; Jeanne Maraz, mgmt super; Jim Lewis, acct. super.

William Esty Co., New York—Schick Injector shaving system, Schick Super II Ultrex shaving system, Schick Double Edge system, Personal Touch ladies razor—Bob Ballerini, mgmt super; Don Byer, acct super.

Young & Rubicam, New York.—Cool-Ray sunglasses—Bill Thompson, mgmt super; Tom Dianis, acct super.

ENTENMANN'S DIVISION

Marketing Personnel

Robert Entenmann, chairman
David W. Johnson, exec vp, genl mgr
Patrick S. Amello, vp, sales & mktg

Advertising Agency

J. Walter Thompson Co., New York—Jack Morrissey, group acct director; Adele Finaly, acct super.

AMERICAN CHICLE DIVISION

Marketing Personnel

John Amerman, president
Donald Spence, vp, product mgmt
Bert Page, vp, sales

Advertising Agencies

Ted Bates & Co., New York—Adams gums, Bubblicious, Trident gum, Trident mints, Dynamints, Halls cough tablets, Rolaids—L.S. Epting, exec vp; Mike Townsend, mgmt rep; Betty Valdes, Vic Bloede, acct supers.

William Esty Co., New York—Clorets, Chiclets, Good & Plenty, Good 'N Fruity, Freshen-Up gum, Rothchilds candies, Spring gum, Bob Ballerini, mgmt super; Richard Geyer, acct super.

Young & Rubicam, New York—Dentyne gum, Certs mints—Bill Thompson, mgmt super; Clay Edmunds, acct super.

J. Walter Thompson Co., New York—Chewels gum—Jack Morrissey, group acct director; Bea Lothrop, acct super.

PHARMACEUTICAL DIVISION

Marketing Personnel

H.L. Richardsohn Jr., president
C.J. Cowles, vp, mktg
L.B. Brown, vp, sales
J.L. Smart, vp, product mgmt
E.J. Gorzalski, director, mktg services
D.S. Pearson, director, new product planning
S.A. Samuels, director, otc product mgmt
J.R. Quinn, group product director
S.T. Regnier, group product director
R.L. Willey, director, mktg research

Advertising Agencies

Sudler & Hennessey, New York—Paul Trunk, senior vp; Robert Botto, senior vp-mgmt super; Bill Gibson, mgmt super; Donald Masterson, Thomas Fochetta, acct supers; John Rinaldi, acct exec

Young & Rubicam, New York—Bill Thompson, mgmt super; Clay Edmunds, acct super.

Sieber & McIntyre, Chicago—Stephen Parello, vp, acct super; John Aherne, acct exec.

J. Walter Thompson Co., New York—Sinutab, E.P.T., Anusol, Lubriderm—Jack Morrisey, group acct director; Baiba Liepins, acct super.

MILITARY & SPECIAL MARKETS DIVISION

Marketing Personnel

William P. Broas, vp, genl mgr
L.J. Turner, director sales
J.G. Kurey, director, special markets
M.A. Morra, mgr, sales promo & planning
S.H. Yarvis, director, financial/admin planning

DIAGNOSTICS DIVISION

Marketing Personnel

George W. Masters, president
Richard L. Walsh, director, mktg
C.A. Holzmacher, director, product mgmt, genl diagnostics
James P. Berutich, director, sales, genl diagnostics
Robert D. Grissom, vp-genl mgr, Nuclear Med Labs
Edward A. Whitehill, director, sales, Nuclear Med Labs

Advertising Agency

Medical Education Dynamics, Woodbridge, N.J.—John White, acct exec.

HOSPITAL PRODUCTS DIVISION

Marketing Personnel

Paul Creager, president
James W. Duncan, vp, genl mgr, Deseret
John C. Sifers, vp, genl mgr, Medical-Surgical
Tom Snowden, vp, general mgr, Orthopedic

Advertising Agency

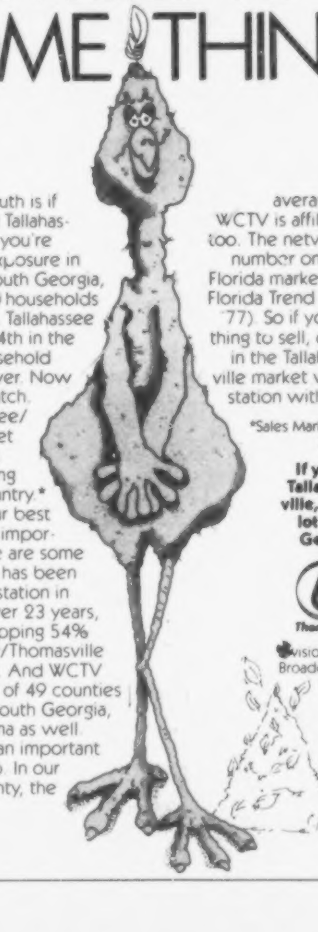
Tom Ferguson Associates, Parsippany, N.J.—Deseret operating room products—Tom Ferguson, president.

LACTONA CORP.

Marketing Personnel

R.D. Brennan, genl mgr

AREN'T YOU MISSING SOME THING?



The naked truth is if you aren't buying Tallahassee/Thomasville, you're missing a lot of exposure in the Florida and south Georgia, market—124,200 households (ARB-'78). In fact, Tallahassee alone is ranked 24th in the nation in per household retail buying power. Now that's a lot of scratch. And the Tallahassee/Thomasville market ranks 13th among the fastest growing metros in the country.* WCTV is your best buy to reach this important market. Here are some bare facts. WCTV has been the number one station in this market for over 23 years, delivering a whopping 54% of the Tallahassee/Thomasville market (ARB-'78). And WCTV has a wide reach of 49 counties in north Florida, south Georgia, and south Alabama as well. And we deliver an important youth market also. In our home metro county, the average age is 24.3.* WCTV is affiliated with CBS, too. The network that's a big number one in most major Florida markets, according to Florida Trend Magazine (Nov. '77). So if you've got something to sell, expose yourself in the Tallahassee/Thomasville market with WCTV. The station with real coverage.

*Sales Marketing Management Survey—July, 1978

If you're not buying Tallahassee/Thomasville, you're missing a lot of Florida, south Georgia, and south Alabama.

6 WCTV
Thomasville·Tallahassee

Division of John H. Phipps Broadcasting Stations, Inc.

MARKETING PROFILES

C.W. Farnham, Jr., mgr, intl sales

Advertising Agency

Lambert & Feasley, Morris Plains, N.J.—professional dental products—V.F. Foullois, media director.

AMERICAN OPTICAL CORP.

Glenn A. Hastings, president

Marketing Personnel

Optical Products Division

John G. Kringel, president
John T. Gardner, director, mktg

Scientific Instruments Division

Richard E. Schmidt, president
Thomas A. Bologna, director, product devel
Andrew J. Liberty, mgr, adv & mktg services

Safety Products Division

Theodore R. Spiers, president
D.E. Tenney, director, mktg & product devel

Medical Division

William M. Mullahy, president
George Lambert, adv & publications mgr

Soft Contact Lens division

Hank Green, vp, genl mgr
R.G. Wright, director, mktg
Joel Berinstein, product mgr

Advertising Agencies

Sudler & Hennessy, New York—soft contact lenses (professional, trade)—Robert Botto, senior vp, mgmt super.

Young & Rubicam, New York—soft contact lens (consumer)—Clay Edmunds, acct exec.

Provandie & Chirurg, Boston—optical products—John Nazzaro, president.

Giardini & Russell, Watertown, Mass.—optical products—Bob Russell, acct exec.

Mintz & Hoke, Avon, Conn.—optical products—Joseph Hoke, president.

Potter Hazelhurst Inc., Cranston, R.I.—safety products—Tom Chadwick, acct exec.

Harris D. McKinney, Philadelphia—scientific instruments—Ted Arnold, acct exec.

WARNER-LAMBERT CANADA

Marketing Personnel

A.Z. Pengelly, director, corporate mktg & community service

ADAMS BRAND LTD.

Marketing Personnel

J.C. Carroll, genl mgr
R.W. MacDonald, director, product mgmt
B.M. Wynn, A.J. Cooper, group product mgrs
F.E. Finlayson, director, sales

Advertising Agencies

Spitzer, Mills & Bates, Toronto—Certs, Dentyne, Rolaids, Dynamints, Trident, Adams Fruit Gum, Beeman's, Halls Mentho-Lyptus—W.J. Whitehead, acct director.

J. Walter Thompson Co., Toronto—Chiclets, Clorets, Freshen-Up—P. Donegan, acct director.

PRODUCTS DIVISION

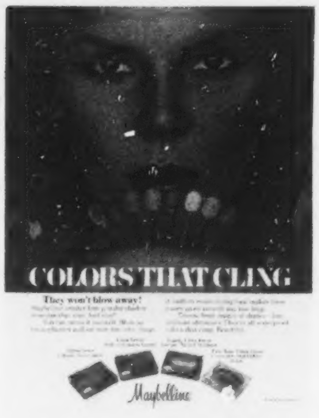
Marketing Personnel

R.B. Snyder, genl mgr
J.B. Pope, group product mgr
L.J. O'Keefe, director of sales

Advertising Agencies

J. Walter Thompson Co., Toronto—Listerine Products, Listermint—P. Donegan, acct dir.

Spitzer, Mills & Bates, Toronto—Schick Wet Shave product line, Efferdent—D. Smith, acct director.



Maybelline cosmetics make up Schering-Plough Corp.'s most heavily advertised product line.

PARKE, DAVIS & CO. LTD

Marketing Personnel

D.M. Seath, director, professional products
M.K. Skripitsky, director, mktg
G.M. Hetherington, director, product mgmt
D. Lindley, group product mgr
G.G. Gibson, director, sales

Advertising Agencies

J. Walter Thompson Co., Toronto—over-the-counter products—P. Donegan, acct director.

Crobie Advertising Ltd., Toronto—prescription products—D. Headley, acct director.

Wm. Wrigley Jr. Co.

	1978	1977
Sales	$445,639,000	$397,941,000
Earnings	31,828,000	29,313,900
Advertising*	37,771,852	31,036,900

***AA estimate**

Wm. Wrigley Jr. Co., Chicago, the nation's 84th largest advertiser, spent an estimated $37,771,852 on advertising in 1978, up almost 22% over 1977.

The company had 1978 sales of $445,639,000, up 12% over the previous year. Earnings rose 8.6% to $31,828,000 in 1978 after an earnings decline of 4.8% on 1977.

The company's higher sales and earnings came from higher volume, a wholesale price increase and favorable foreign currency to dollar exchange.

Wrigley's chief competitors in the gum market are the Squibb Corp., makers of Life Savers Care*-Free sugarless gum and Bubble Yum, and Warner-Lambert's American Chicle division. Industry sources give American Chicle 34% of the market in the second quarter of 1979, with Wrigley at 31% and Life Savers at 24%.

In its battle against strengthening competition, Wrigley has introduced its fifth new product in five years. Hubba Bubba, Wrigley's first entry in the ballooning bubble gum market, was introduced in Germany in July, 1978, and entered the U.S. market in May, 1979. Bubble gum is said to make up 30% or $400,000,000 of the over-all gum market.

Hubba Bubba, which is designed to compete with Warner-Lambert's Bubblicious and Squibb's Bubble Yum, has a no-stick quality that prevents its bubbles from sticking to face and hair. The new product will be supported by $10,000,000 in media advertising.

Wrigley's 1977 new product entry, Orbit sugarless gum, reached national distribution in 1978, and Orbit sugarless bubble gum was introduced in 1978.

Orbit met with early difficulties when preliminary research results suggested that Orbit's sweetener, xylitol, was suspected of causing cancer. Despite claims that the natural sweetener is safe and no comments having been made by the Food & Drug Administration, Wrigley substituted traditional sweeteners mannitol and sorbitol.

Liquid center gum is another area catching gum makers' and gum chewers' fancies and Wrigley entered that market internationally in Australia with Spurt in July, 1978. The gum comes in mint, apricot and bubble gum flavors. In January, 1979, Yusi was introduced in Germany. It is a liquid center gum with a sugar free center.

Wrigley's Amurol Products Co., taking advantage of the booming interest in active sports, completed its national rollout of MVP thirst quenching gum. That product was backed by $123,100 in national magazines and spot tv.

Amurol introduced Mork in 1979, named after one of tv's hottest series characters, Mork, of "Mork and Mindy." The product is five pieces of soft bubble gum packaged in a plastic egg. It is being introduced regionally without media support.

Amurol was also active in its dietetic food products line with introductions of several chocolate bar and wafer items that are low in sodium and cholesterol levels. The company also tested Yogurt Swirl, a conventionally sweetened yogurt and fruit flavored bar, but reported "inconclusive" results.

In the health food area, Amurol introduced several "Amurol Natural" trademarked items said to be formulated without artificial colors, preservatives or flavors.

Advertising behind Wrigley products was primarily in television and radio, with over 90% of its budget placed in those media. Most of the advertising support was behind Spearmint and Orbit. Measured media spending for Wrigley's Juicy Fruit, Doublemint and Spearmint, totaled $16,991,300.

The only newspaper or magazine advertising for Wrigley were coupon promotions for Orbit and Big Red.

Wrigley's Spearmint continued its "Hello" campaign via Needham, Harper & Steers, Chicago, in network and spot tv and radio. For the second year, the brand appeared in transit ads.

The Orbit brand also ran in national transit and New York subway ads. Orbit spent $11,947,700 in measured media; about 70% of its advertising budget was spent in spot tv and radio.

Orbit sugarless bubblegum began its rollout in August, 1978 with spot commercials on children's tv shows. The commercials featured a robot character and were prepared by Arthur Meyerhoff Associates.

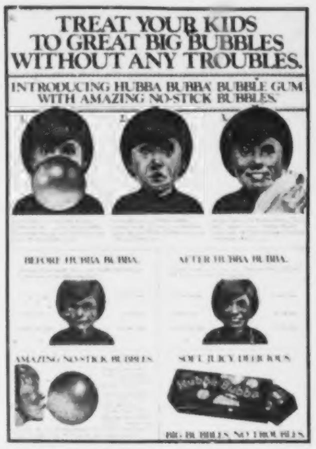
Juicy Fruit's schedule included spot commercials during the last six months of the year and 15 weeks of network commercials. Its radio schedule included 22 weeks on the Mutual Black Network.

Big Red cinnamon gum continued its western theme in spot tv and network radio, spending $6,158,500 in measured ads.

Freedent, the nonstick gum, received $5,941,800 in measured media spending, the bulk of which was in spot television. That figure is nearly double its 1977 ad budget.

Doublemint was not advertised in 1978, but in May, 1979, a new campaign began via Meyerhoff with the theme: "Doublemint, there's no single gum like it."

In its drive to remain competitive in the gum market, Wrigley is restructuring its marketing organization to a more traditional brand management format. Each brand will not have a brand manager, but brands will be grouped and headed by a manager.


TREAT YOUR KIDS TO GREAT BIG BUBBLES WITHOUT ANY TROUBLES.
INTRODUCING HUBBA BUBBA BUBBLE GUM WITH AMAZING NO-STICK BUBBLES.
BEFORE HUBBA BUBBA.
AFTER HUBBA BUBBA.
AMAZING NO-STICK BUBBLES.
Hubba Bubba
BIG BUBBLES. NO TROUBLES.

Hubba Bubba, Wrigley's first entry into the booming bubblegum market under its own label, was introduced in the U.S. in May, 1979.

ADVERTISING EXPENDITURES

	1978	1977
Newspapers	$327,700*	$3,909,250
Magazines	42,600	821,200
Spot tv	23,347,152**	19,187,460
Network tv	6,578,000	1,068,300
Spot radio	3,974,000	3,376,000
Network radio	2,902,400	2,123,900
Total measured	37,171,852	30,486,100
Unmeasured	600,000	550,800
Estimated total	37,771,852	31,036,900

***Media Records reports a 1978 expenditure of $655,300, but the actual figure is believed to be about $327,700.** **Leading National Advertisers shows $32,426,600 as the 1978 expenditure, but the actual figure is thought to be about $23,347,152 after quantity discounts.

MARKETING PERSONNEL

Sales

William Wrigley, president, ceo
Ronald O. Cox, vp, mktg

District Sales Managers

H. Conklin, eastern district
E.L. Kimzey, mid-Atlantic district
H.W. Colson, east central district
J.E. Decker, western north district
H.W. Gray, southwestern district
J.C. Barger, southern district
L.R. Klein, west central district
J.M. Kroyer, north central district
G.V. Marx, midwestern district
R.P. Thurlow, western south district

Advertising

Ronald O. Cox, vp, mktg
Henry J. Berchert, art director

ADVERTISING AGENCIES

Arthur Meyerhoff Associates, Chicago—broadcast—Eric Harkna, mgmt super; Andrew Danchak, Walter Waschick, acct supers.

Needham, Harper & Steers, Chicago—broadcast, general magazines—Tom Marti, acct super; Gary Benz, John McQueen Jr., acct execs.

Eddy-Rucker-Nickels Co., Cambridge, Mass.—car cards—George D. Sargent Jr., exec vp.

Mayfield, Smith, Park Advertising, Honolulu—tv and radio in Hawaii—Margo Todd, media director.

Ronalds-Reynolds & Co., Toronto—English language ads in Canada.

Jean Leville Associates, Montreal—French language ads in Canada.

100 leading companies boost ad spending over $10 billion

(Continued from Page 1)

Holding onto the No. 7 plate was Warner-Lambert Co., at $211,000,000, and Ford Motor Co. remained eighth with $210,000,000 in ad spending. Also in the top 10 were Bristol-Myers Co., ninth with $192,800,000 (down from No. 6) and Chrysler Corp., tenth with $188,900,000 (up from No. 17).

■ Newcomers to the 1978 list include two entertainment companies—Warner Communications, which took the No. 48 rung with an estimated ad investment of $81,900,000, and MCA Inc., whose advertising outlay of $61,000,000 put it 66th.

Also new or returning to the list were DuPont at $70,000,000; Brown-Forman Distillers Corp., $35,000,000, and Alberto-Culver, $32,400,000.

Dropping out of the top 100 ranks were Block Drug Co., E. & J. Gallo Winery, Goodyear Tire & Rubber Co. and Shell Oil Co. Also, Hanes Corp. is no longer listed separately as it merged with Consolidated Foods Corp.—incidentally boosting Consolidated from No. 96 to No. 41.

Advertising figures listed for each of the 100 leaders include "measured media" expenditures published by various statistical bureaus and associations.

These include Leading National Advertisers, the Publishers Information Bureau, Radio Advertising Bureau, Radio Expenditure Reports, Agricultural Marketing Information Service (Agricom), LNA-Broadcast Advertisers Reports, Media Records, Institute of Outdoor Advertising and the Outdoor Advertising Assn. of America.

■ In the eight media so measured, the 100 leaders dominate, accounting for just over 54% of all the advertising dollars invested there (see charts on Pages 70 and 71).

In addition to the measured media figures, "unmeasured media" expenditures are added to get a grand total for each of the 100 companies. These unmeasured expenditures include point of purchase, direct mail, premiums and other forms of national advertising and sales promotion. All estimated expenditures are estimates by ADVERTISING AGE.

Measured media figures generally include gross space and time costs only, while production and talent costs are included in unmeasured expenditures. Exceptions are the network tv figures, which include net time and talent.

■ ADVERTISING AGE would like to make it clear that the selection of the "100 leading national advertisers" was based on measured media expenditures only. Final ranking, however, is based on the combined total of measured and unmeasured spending.

If other criteria were used, other advertisers not now on the list would need to be included. Among such advertisers would be those who spend many millions annually in local advertising, which is not measured, and who spend relatively little in national advertising. Such companies include many of the large retailers.

On Oct. 29, ADVERTISING AGE will take a look at some of these local advertisers, with profiles of the advertising expenditures and financial operations of 50 leading retailers—the top 25 general merchandisers and the top 25 supermarkets. #

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Advertising Age®

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U.S. agencies take major steps into Far East

Needham finds Japan tie, also moves into London

By CRAIG ENDICOTT

NEW YORK—Needham, Harper & Steers Inc. is purchasing a "substantial minority interest" (believed to be about 49%) in a London advertising agency, gaining a foothold in Japan by setting up a Far East holding company with a Japanese partner and beefing up its Canadian unit with outside talent.

Such moves on an international level, influenced by the growing business of NH&S clients abroad and the agency's desire to add product areas to its client mix, are intent on bringing international billings up to "40% of a much larger total billings figure in four years," notes chairman and chief executive officer Paul Harper.

The additional product areas would be filled by winning the domestic accounts of clients handled by another network member. Specifically, this enlarged internationalism brings timepieces, cosmetics, hotels and processing film closer to NH&S' grasp in the U.S., all areas in which it would have no conflict.

NH&S' international ratio is certainly optimistic, given the fact that billings outside the U.S. now account for only 19% of worldwide billings. Its international billings in 1978 were $61,000,000, compared with U.S. billings of $257,000,000.

NH&S' expansion abroad also comes at a time when the agency was sought by other U.S. agencies for possible merger talks. Discussions were held with D'Arcy-MacManus & Masius and Norman, Craig & Kummel, though talks never ventured beyond a meeting or two.

■ Instead, NH&S went the building-block route in starting small, especially in London, though with full intentions of building its new London arm, called BNRR/-Needham Ltd., into one of Britain's top 10 agencies, says Mr. Harper.

BNRR stands for Bellamy, Nicholson, Reeves, Robertshaw Ltd., a midsize En-

(Continued on Page 80)

McCann joins other shops in lining up China business

By BERNICE KANNER

NEW YORK—American ad agency interest in China is starting to pay off.

McCann-Erickson Worldwide last week announced it was the first U.S.-based shop invited to meet and do business with the Shanghai Advertising Corp., the government arm responsible for import and export advertising.

At the same time, it surfaced that N W Ayer ABH was recently awarded Chinese business and that Ogilvy & Mather has been quietly and contentedly operating there since May.

Other agencies such as Young & Rubicam and J. Walter Thompson Co. are preparing to join the crusade. Compton Advertising and Doyle Dane Bernbach, which, having opened the door with an earlier visit, are now seeking clients to usher through it.

Ayer will do advertising and promotion for the National Exhibition of China, a three-city show slated to arrive here next fall. The assignment comes directly from the Peking government.

O&M has been appointed by the China Native Products and Animal Byproducts Export & Import Corp. to handle all consumer products from the Canton region. The agency currently is promoting Chinese carpets and brandy and proprietary medicines such as the Temple of Heaven Essential Balm.

Nigeria was the first market for the worldwide assignment. Ads will soon break in the U.S., said Michael Ball, O&M executive director-international. The current budget is less than $1,000,000 but "when we're geared up, the potential is massive," he added. O&M, which Mr. Ball pointed out is the first agency to place advertising in China since 1949, has run spots on China tv for Diastar, a brand of the Japanese-based Rado Watch Co., Mercedes-Benz trucks and Grundig, the Germany electronics company. The agency also has run ads for American Express Co. at

(Continued on Page 80)

Will build silbervasser with ad muscle

Seagram out to topple Smirnoff

By JOSH LEVINE

NEW YORK—After feeling out the vodka market for two years, Jos. E. Seagram & Sons is pitting its great white goods hope against Smirnoff, the undisputed brand champion.

Though the magnitude of the leading distiller's marketing plans for Von Konig silbervasser; a German import, outweighs the resources of almost all other companies, Seagram's move could signal a time of energetic brand building in a one-brand market.

Seagram plans to take Von Konig national from its introductory markets of Phoenix, Baltimore and San Diego as quickly as possible. "We aren't willing to wait 25 years to build this brand," said a Seagram exec. Agency is North Castle Partners (AA, Sept. 24).

Despite the fact that vodka is the largest-selling liquor category, Heublein Co.'s Smirnoff vodka remains the only recognizable brand nationwide since it built the market in the early '50s. It is precisely that success that Seagram's and other distillers feel makes Smirnoff vulnerable.

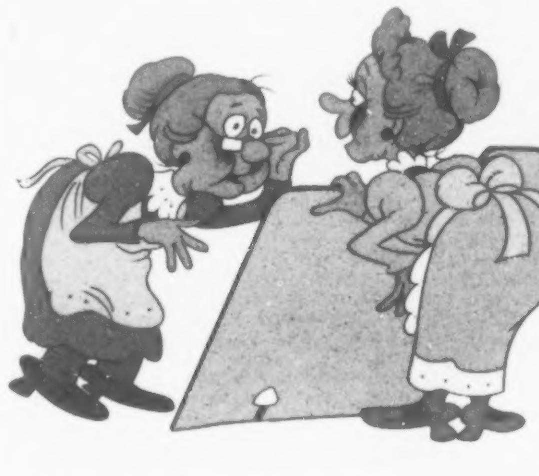
"We're going to have to make a lot of noise [about Von Konig silbervasser] to get the volume we're shooting for—more noise than any of the competition," said Gilbert Schy, exec vp-marketing at General Wine & Spirits, the Seagram division that markets the brand.

Part of the noise Seagram is making in ads that proclaim, "Makes you forget vodka," concerns the fact that Von Konig isn't really vodka at all—it's silbervasser, a form of grain neutral spirit that Seagram has registered as a new category of liquor.

The difference seems to lie primarily in Von Konig's texture, described as heavy cream to vodka's half and half.

In its pursuit of the ultimate mixer, Seagram has renamed pop-

(Continued on Page 79)



Gertrude and Gwen Green are being introduced into the Valley of the Jolly Green Giant in new tv commercials for Green Giant Co. The Green sisters will be used to sell the company's frozen entrees. That's Gertrude on the left. *(See story on Page 2.)*

Media, marketers greet Pope

By JAMES P. FORKAN

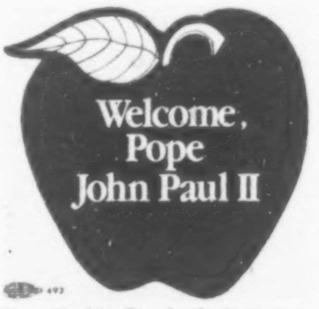
NEW YORK—Despite the religious impact of Pope John Paul II's visit to the U.S., a number of companies looked to the materialistic aspects, hoping to sell tie-in souvenir merchandise.

The pontiff's unprecedented seven-day, six-city journey also has had harried broadcasters thinking in relatively mundane terms about how much coverage to present, when to preempt regular programming and whether to sell sponsorships to defray some production and preemption costs.

So far, each of the tv networks plans 4½ to 5½ hours of live and taped coverage of the papal visit (excluding newscasts). CBS' main focus appears to be on the Oct. 2 United Nations address; NBC's on his Oct. 7 Washington address, and ABC's on the Oct. 7 pontifical mass in the capital.

■ The decision on the duration of coverage for many of the items on the agenda will not be decided until this week, network officials said. Among shows bumped so far are "Guiding Light," Oct. 1, and "Search for Tomorrow," both Procter & Gamble soap operas on CBS; "Match Game" on CBS, and

(Continued on Page 79)


Welcome, Pope John Paul II

New York's Big Apple logo surrounds greeting for Pope John Paul II. Posters in 16 languages and lapel and bumper stickers were prepared by a group of BBDO volunteers headed by chairman Tom Dillon.

Bi

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NEWSPAPER

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WASHINGTON DC 20014

last minute news

Congress freezes FTC from clearing rules

WASHINGTON—House negotiators pushed through an unprecedented plan to freeze major FTC actions in last-minute talks with Senate bargainers Friday that cleared the way for funding commission operations beyond Oct. 1. The freeze will bar FTC from finalizing industrywide rules or starting significant "new activity." *(See earlier story on Page 3.)*

Keller-Crescent's N.Y. office may be acquired

NEW YORK—Keller-Crescent's 18-month-old office here—billing $3,000,000 to $5,000,000—is in the process of being acquired by one of several major shops now conducting talks with Robert W. Plyer, managing director of the office.

Jergens rolling out Spring Feeling hair care line

CINCINNATI—Andrew Jergens Co. pioneers a new hair care concept with the national launch of Spring Feeling shampoo and conditioner, both containing spring water. Net tv radio and magazine advertising

(Continued on Page 8)

Industry watchers poised for shifts

NBC's strong start is top tv season drama

By COLBY COATES

NEW YORK—NBC-TV, still basking in the glow of its first weekly prime time ratings win in nearly a year, ran only one ratings point behind a nervous ABC-TV midway through week No. 2 of the 1979-80 fall season.

National ratings through Wednesday (Sept. 26) gave ABC the lead with a 21.1 rating, 35 share. NBC was a strong second with a 20.1 rating, 33 share while CBS-TV continued in third place with a 15.1 rating, 25 share.

▪ The first week of head-to-head competition (ABC started its new season a week before its rivals) that ended Sept. 23 had NBC in first with a 20.6 rating, 34 share followed by ABC's 18 rating, 30 share and CBS' 16.9 rating, 28 share. In turning in its best premiere week performance since 1972, NBC—offering a lineup heavily loaded with movies and specials and lacking some regular series fare—posted an average 18% ratings increase over the 1978 premiere week.

Three-city overnights for Thursday, Sept. 27, suggested ABC would win that night, but its eight share point margin over NBC in New York dwindled to three points in Chicago and two in Los Angeles. "Benson," ABC's heavily-touted, half-hour sitcom, pulled the night's biggest numbers; a night earlier NBC president Fred Silverman's pet project, "Real People," posted its best numbers ever, a 20.6 rating, 35 share.

▪ In winning week No. 1 NBC uncorked a barrage of expensive movies and specials that drew big numbers, new series such as "Misadventures of Sheriff Lobo," "A Man Called Sloane" and oldtimers like "Quincy," "Real People" and "Diff'rent Strokes" drew equally big numbers. In addition, a two-hour "CHiPs" special went through the roof as it captured a 47 share.

▪ CBS, meanwhile, won the ratings contest on Friday and Sunday, but ran last the rest of the week. "All in the Family's" successor, "Archie Bunker's Place," scored an impressive win over ABC's "Mork & Mindy" and "The Associ-

(Continued on Page 82)

FRANZIA
PERFECTLY DRY

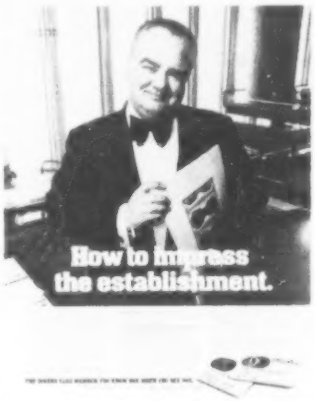
"Not too dry" is the message in 30-second spots for Franzia Bros. chablis blanc which will air in major metropolitan markets starting in October. The winery also is rolling out 12.7-oz. sizes of chablis blanc and cabernet sauvignon in glass beer mugs. (*See Page 81.*)

Diners Club plans full course campaign

By JOSH LEVINE

NEW YORK—Diners Club is putting $12,000,000 to $15,000,000 where its mouth is in the first campaign from Wells, Rich, Greene.

In its second year of aggressive marketing after a decade of "stagnation," Diners Club is attempting to stimulate higher restaurant spending by its roughly 3,000,000 domestic cardholders. At the same time, the travel and entertainment card is looking to beef up its roster of restaurant and hotel members.


How to impress the establishment.

Diners Club is returning to its roots as a charge card for dining out in seeking to sign up new eateries and promote higher spending when its cardholders patronize them.

Spot tv and magazine ads breaking today feature a troupe of eager restaurant and hotel employes courting an invisible Diners Club cardholder, whose invisible aura of affluence is implied by the theme, "You'll know one when you see one." The immediate recognition elevates the Diners Club member over an American Express member, who remains anonymous in AmEx commercials until he or she produces the familiar green card.

▪ The campaign, budgeted through 1980, will expand gradually into 120 markets. Print ads will appear in *Esquire*, *Forbes*, *Golf Digest*, *Ms.*, *National Geographic*, *New Woman*, *Psychology Today*, *Playboy* and *Vogue*, out of a total list of 17 publications.

"This campaign is a first step. We're occupying ground that we consider already ours," said James Stetler, exec vp-marketing. "Diners Club started as a charge card for dining out 30 years ago, and that's still the dominant awareness of the card among the public now. We will turn our attention to travel and resorts next year."

▪ The current campaign actually isn't the first step. That was taken last year when Diners Club hired Mr. Stetler from its major rival, American Express, to preside over its first large-scale marketing effort. An introductory campaign announced Diners Club services, such as its Doublecard feature, and a credit line up to $15,000 with Chase Manhattan Bank.

Though Diners Club continues to mention those features in print ads, the new tv commercials hark back to the motivation for almost all travel and entertainment card applications—prestige. Though American Express' worldwide base of about 10,000,000 cardholders dwarfs both Diners Club with almost 4,000,000 and Carte Blanche with just under 1,000,000, all three pluck an aristocratic chord in their advertising.

The problem, however, is finding enough aristocrats in a U.S. market that is nearing saturation. In Diners Club's case, it hopes to fill its cardholder ranks with a younger base, many of whom were introduced to credit through bank cards like Visa and Master Charge.

"We're looking at a 25 to 34-year-old age group; in our case it's more difficult to eat into American Express membership than to tap bank cardholders who want to trade up," Mr. Stetler said. "No matter what the resources of our parent [Continental Corp., a New York insurance giant], American Express will probably outspend us four or five to one for a while." #

Green Giant adds sisters to the Valley

By LARRY EDWARDS

MINNEAPOLIS—For the first time since the birth of the Little Green Sprout in 1972, Green Giant Co. has introduced some new characters into the Valley.

Jack Stafford, exec vp of the Pillsbury subsidiary, said that the animated characters—the Green Sisters—provide a "refresher" for the Giant's advertising, but more importantly are designed to handle the company's growing frozen entree business.

The Green Sisters, now appearing in Green Giant's new fall network and spot tv schedule, are two "little old ladies" portrayed as the best cooks in the Valley. As explained by William McGrath, vp-prepared foods and new products, the sisters find their reputations threatened by the entrees the Giant has been cooking up and freezing. The four commercials in the new pool feature situations in which the sisters try his products and respect them—thus endorsing them.

Mr. McGrath said the Green Sisters also verify "the flexibility of the Valley format." The company broke its first ad support for frozen entrees in late 1977, following their national rollout under the Green Giant brand (they had earlier carried the Holloway House name). But since then, spots for the entrees have featured the individual products (and the Giant, of course)—the Little Green Sprout was not used.

▪ "We were comfortable with the introductory ads," Mr. McGrath said, "but we knew we had to move on to a sustaining drive." So the company and agency Leo Burnett Co., Chicago, have been working on the Green Sisters concept for about one year.

That's not as long as it took to develop the Little Green Sprout, which took about 2½ years. But he was created to provide a "voice"—a spokesman—for the Jolly Green Giant, who has never said more than "Ho, ho, ho." And the Green Sisters "are not going to be used

(Continued on Page 82)

highlights

Monday, October 1, 1979

FDA wants help from an agency or design house in developing better ways to display required data on food labels. *See Page 10*.

An Ohio utility says it will no longer include ad costs when seeking rate increases. *See Page 10*.

General Mills has set up a five-year plan calling for sales to increase $3 billion. *See Page 12*.

Washington leaders got a glimpse of the teletext system being tested by CBS. *See Page 18*.

RAB and SRA have teamed up to make national spot buys on radio sports easier for advertisers. *See Page 20*.

A cable tv operator, American Television & Communications Corp., has hired Tracy-Locke to standardize marketing for its system. *See Page 20*.

Buick will promote its fuel economy in its 1980 cars, dropping such themes as "After all, life is to enjoy." *See Page 28*.

McGraw-Hill has trimmed circulation and ad rates of *Medical World News*. *See Page 28*.

Cadillac ads assure car shoppers that luxury is still okay. *See Page 34*.

Gold is a hot commodity, but some marketers of the precious metal still use advertising. *See Page 38*.

MG is an endangered species of car, but its U.S. importer is still fighting for market share. *See Page 42*.

Texas Instruments continues to expand its retail store operations. *See Page 43*.

Bill Tyler wonders what's so great about the agency merger trend and he reviews his October "top ten" picks. *See Page 47*.

Gene Gramm presents an idea for test marketing the Susan B. Anthony dollar in The Idea Marketplace. *See Page 56*.

Strong package design can break through clutter on store shelves, says Ed Meyer. *See Page 58*.

Lou Haugh discusses the importance of measuring the results of sales promotion events in Promotion Hotline. *See Page 58*.

Proposition 4, another attempt to slash taxes in California, is getting ad backing. *See Page 61*.

Foodmaker will begin a repositioning drive in 1980 for its pared down Jack in the Box chain. *See Page 62*.

The noncommercial Public Broadcasting System has no lack of "sponsors" for its new fall season. *See Page 65*.

Gordon L. Jones moves to Hearst Corp. this week as vp-group exec in charge of books and business magazine publishing. *See Page 80*.

Franzia Bros. has a new commercial for its chablis blanc and a new packaging offer—a stein. *See Page 81*.

Over-the-air pay tv got a boost from the FCC, which killed a rule allowing only one such station in a market. *See Page 82*.

Katz Agency is offering clients a computerized marketing system. *See Page 83*.

Chicago tv production facilities are drying up because locally based advertisers and agencies do most commercial production out-of-town, according to a magazine article by Sterling (Red) Quinlan. *See Page 83*.

The Libertarian party already has its Presidential candidate for 1980 and has mapped out a $2,500,000 ad campaign. *See Page 83*.

United Airlines is adding Chicago and Denver in its flights to Florida. *See Page 84*.

Cleveland's controversial mayor, Dennis Kucinich, this week faces his fourth battle at the polls in the last two years. *See Page 91*.

Section 2

The latest on premium trends and case histories describing premium/promotion events are featured in this week's Section 2/Premiums and Promotion beginning opposite Page 42.

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AIRLINE ADVERTISING EXPENDITURES—SECOND QUARTER 42

Vol. 50, No. 42—Advertising Age (ISSN-0001-8899) is published weekly except semiweekly the second week in March, the first week in September and the third week in December at 740 N. Rush St., Chicago, Il 60611. Second class postage paid at Chicago and additional mailing offices.

MG still battling for import market share

By LOUIS A. FANELLI

NEW YORK—While sports car enthusiasts may be mourning BL Ltd.'s plans to end production of its 50-year-old MG in 1981, the company will still be fighting for its U.S. share of the import car market in 1980. Among the competitors:

- Subaru of America, Pennsauken, N.J., will break a $10,000,000, 12-month network and spot tv consumer magazine campaign in mid-October to introduce its 1980 compact car line. A "brains and beauty" jingle will be introduced in the new campaign which stresses styling for the first time (AA, Sept. 24). The agency is Levine, Huntley, Schmidt, Plapler & Beaver.
- Peugeot Motors of America, Lyndhurst, N.J., is offering a $1,000 rebate on its 1979 top-of-the-line Peugeot 604 which lists for approximately $16,000. According to a spokesman, the rebate offer is running on spot tv, as well as in newspapers. Van Leeuwen & Partners is the agency.

Alfa Romeo USA, Englewood Cliffs, N.J., keying on the recent increase in gas prices, is offering customers 667 free gallons of gas or the equivalent of 12,000 free miles of driving with the purchase of a 1979 Sprint or sports sedan.

According to F. William Free & Co., the company's ad agency, when a Sprint or sports car is purchased the owner is given a booklet containing two vouchers. The first voucher is sent to the company and the owner receives a check for the price of 667 gals. of gas. After 12 months, the second voucher is sent to the company, and if the price of gas in their area has increased, the company will send a second check making up the difference.

Sprint, the higher priced of the two models, lists for approximately $13,500, including extras. EPA estimates Sprint gets 18 mpg in city driving and 25 mpg on the highway.

The offer runs through Oct. 31. Newspaper ads are running in New York, Los Angeles, San Francisco and Seattle.

Robert W. Burden, BL's U.S. advertising director, noted that the MG line will continue to be advertised next year and through the first quarter of 1981. Advertising, he said, will coincide with the car's production schedule. MGs will continue to be produced until next summer, with the car most likely being available until early 1981.

The company, he added, will retain the MG name in the hope there will be an MG of some kind in the future.

Bozell & Jacobs, which acquired the MG account in 1963, will continue to handle BL's Jaguar advertising. The company also manufactures Triumph and Rover cars.

According to Leading National Advertisers Inc., last year measured spending for MG was approximately $5,750,000. Jaguar spending was nearly $2,500,000.

Last year the company exported to the U.S. approximately 30,000—or 75% of all MGs produced. Negotiations are now under way, Mr. Burden said, to ship all of the 1980 models to the U.S. #

PEUGEOT MOTORS OF AMERICA, INC
$1000 FACTORY REBATE
PEUGEOT IS MAKING ROOM FOR THE 1980 MODELS WITH A VERY CLASSY CLEARANCE SALE
BUY A LUXURIOUS PEUGEOT 604 AND PEUGEOT MOTORS OF AMERICA WILL SEND YOU A CHECK FOR $1000
PEUGEOT

Peugeot joins the rebate battle with a cool $1,000 off offer for its high-price 604 model.

Hall & Levine's Ansel opens own company

Ansel Associates, a new marketing consulting and project development company, will open at 2550 Via Tejon, Palos Verdes Estates, Cal. 90274, on Oct. 1, headed by Donald R. Ansel, currently vp-marketing director, Hall & Levine Advertising, Los Angeles. Mr. Ansel has held senior management positions with Ralston Purina Co., St. Louis; Purex Corp., Lakewood, Cal.; Doyle Dane Bernbach, Los Angeles, and J. Walter Thompson Co., Chicago. Hall & Levine is the initial client.

Where the horse world goes to market!

Compare editorial vitality, quality and quantity among leading horse publications . . . evidence why we reach selective, hard-core horsemen; our advertisers do too.

Call direct or write for reader demographics and complete media package. Also, see section 25, SRDS.

THE WESTERN HORSEMAN
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Colorado Springs, CO 80933 Ph. 303-633-5524

AIRLINE ADVERTISING EXPENDITURES

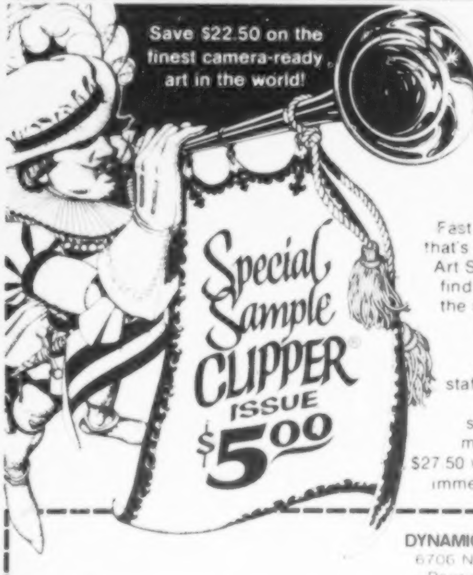
Second Quarter

Airline	Ad Expenditures 1978	Ad Expenditures 1979	Total Transport Revenues* 1978	Total Transport Revenues* 1979	% of revenue 1978	% of revenue 1979
Allegheny	$1,345,000	$1,814,000	$141,924,000	$171,093,000	0.94%	1.06%
American	9,327,000	10,564,000	644,269,000	808,642,000	1.45	1.31
Braniff	3,405,868	3,209,226	222,825,659	330,386,818	1.53	0.97
Continental	3,372,794	4,902,223	182,930,904	231,414,825	1.84	2.12
Delta	7,607,639	8,027,050	546,550,413	666,595,782	1.39	1.20
Eastern	7,901,178	9,221,014	568,994,355	689,290,864	1.39	1.34
National	2,746,000	3,944,000	151,210,000	153,061,000	1.82	2.58
North Central	871,746	1,116,297	71,499,281	93,086,282	1.22	1.20
Northwest	1,890,147	2,770,884	92,082,299	328,537,264	2.05	0.84
Pan Am	9,292,000	9,056,000	521,836,000	572,400,000	1.78	1.58
Southern	589,000	519,000	44,523,000	53,337,000	1.32	0.97
Texas Internat'l	315,943	635,556	42,670,371	54,201,452	0.74	1.17
TWA	10,973,116	11,626,878	600,511,424	744,705,642	1.83	1.56
United	12,182,526	10,048,158	825,903,697	282,387,745	1.48	3.55
Western	2,543,000	3,462,000	192,734,696	229,863,356	1.32	1.51

*Total Transport Revenue figures include the following categories: Passenger, Property & Charter

'Illuminated Ad Sign Guide' offered by Dualite

"Illuminated Advertising Signs Buyer's Guide & Glossary," an advertiser's guide to buying and using illuminated sign advertising, is available free of charge from Dualite Inc., Dualite Lane, Williamsburg, O. 45176. The 21-page book outlines who should use sign advertising, elements of good design, how to spot a quality sign maker and industry terms for quick reference. Requests should be directed to John Fischbach.



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Name

Company

Address

City State Zip

SPECIAL SAMPLE CLIPPER ISSUE

Jerry Clower
voted
"Country Music Comic of the Year"
Member — Grand Ole Opry
Best selling MCA Recording Artist
Available through Tandy Rice, Personal Manager
TOP BILLING, INC

When you're hot, you're bought.

"Continental entered the San Diego market in 1976, and The San Diego Union and The Evening Tribune were a major part of our media mix. Very shortly after start of service our traffic levels exceeded our initial goals, and we're sure the Union-Tribune had a lot to do with this."

The San Diego Union – The Evening Tribune
1978 PULITZER PRIZE WINNER
TOP PERFORMERS IN AMERICA'S NUMBER ONE MARKETPLACE.
Copley Newspapers represented by Sawyer-Ferguson-Walker

4 2710-201

Advertising Age

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Anheuser-Busch trench warfare includes new products and ads

By CHRISTY MARSHALL

CHICAGO—Anheuser-Busch is taking its beers into the 1980s with new or revised ad campaigns, more sports tie-ins for all brands—and adding international markets. Furthermore, A-B is marking the new decade with even more diversification.

"Fight in the trenches" was the command issued from A-B execs last week to wholesalers here to review the company's latest strategies against No. 2 Miller Brewing Co. and to preview A-B's new advertising for Natural Light, Michelob Light and Busch.

Not mentioned to the wholesalers was the news that A-B execs are going to London this week to sign the final papers with Allied Breweries to export Budweiser to the U.K.. (AA, Oct. 1).

Also not discussed was the fact that A-B is now planning to go into the direct mail marketing business. According to sources, the company has a plan on the boards to market, by direct mail, a top-of-the-line collection of quality goods and call it the Clydesdale Collection. Philip Morris has a similar venture, the Marlboro Country Store.

▪ The execs did mention A-B's new line of Eagle brand snack foods (AA, Sept.17) and said the products would go into test in Boston, Atlanta and San Francisco. The salted snacks are packaged in "Pringle's-type" cylinder cans.

What was discussed, and often repeated, was what several wholesalers called "a lot of trench talk," "man your trenches," "fight in the trenches," etc. The war is obviously against Miller and, according to A-B, the biggest gun in its artillery is going to be Natural Light—nationally, the No. 2 reduced-calories beer, behind Miller's Lite.

Having already made heavy inroads into Lite's market share, A-B now is testing a new Natural Light tack that stresses what ingredients are in Natural Light—and what ingredients aren't.

Just two weeks ago, the Bureau of Alcohol, Tobacco & Firearms tossed out a complaint filed by Miller against A-B's use of the term "natural" (*see story on Page 12*).

A-B has test spots starring the regular Natural Light duo of Norm Crosby and "Ray Jay Johnson," but this time, Ray Jay drones, "You can call it hops or you can call it barley . . ." And after spending the last two years convincing consumers to call it "Natural," the company has decided now it should be called "Natural Light."

A-B's other light beer entry, Michelob Light, will be stepping outside its identity as a Michelob family member (with its "Good taste runs in the family" pitch) and even beyond the category of light beers to take on all brands. The new campaign theme line is: "Compare the taste to any beer you like," according to wholesalers at the show.

▪ A-B's former popular-price but now premium Busch beer will be sticking with its "Head for the

(Continued on Page 102)

New tv spokesman for Chrysler Corp., chairman Lee Iacocca, takes a cigar break while camera crew prepares to shoot new commercials. (*See story on Page 2.*)

ABC first to shuffle; CBS program chiefs huddle

NBC rivals hot on replacement trail

By COLBY COATES

NEW YORK—With CBS-TV said to be on the verge of announcing wholesale prime time scheduling changes, ABC-TV made the first major moves of the new season by yanking "Lazarus Syndrome," moving "Hart to Hart" in that Tuesday, 10 p.m. slot, and returning "Fantasy Island" to its Saturday 10 p.m. time slot.

More significantly, in filling the former "Fantasy Island," Friday, 8 p.m. spot with specials, ABC lent a degree of credence to speculation that its backup product isn't what it should be. By contrast, much of CBS-TV's replacement series are said to be promising and sources are poised for an announcement about them, probably at the end of this week.

▪ ABC will run multi-hour sports specials and movies in the Friday 8 p.m. to 11 p.m. period for a number of weeks, but will insert a variety of entertainment specials in the first Friday prime time hour once the holiday season begins; 9 p.m. to 11 p.m. would then be filled with its normal movie.

The network also said "Lazarus" is only on a hiatus and will return sometime "with a new focus." ABC's changes begin Friday, Oct. 19.

▪ Midway through the third week of competition, NBC led with a 22 rating and 35 share followed by ABC's 20.5 rating and 32 share. CBS was third with a 17.7 rating and 28 share. Thursday, Oct. 4, three-city overnight-ratings indicated ABC would top the ratings that night.

▪ Meanwhile, sources familiar with CBS strategy sessions that continued through the weekend and included CBS chairman William Paley and the CBS Entertainment team headed by president Robert Daly say CBS has ordered six episodes each of "The Chisholms" and "Housecalls," and 13 of "Stockard Channing." Replacements ready for immediate use include six hours of "Young Maverick," six "Phyl and Mikhy" half-hours and five hour-long "Hagen's," a show starring Chad Everett.

"Chisholms" and "Stockard Channing" both played in limited runs to moderately good numbers last season. To open the door for "Housecalls," CBS will air the theatrical version starring Walter Matthau on the "Wednesday Night Movie," Oct. 24. The network's "Dallas" spinoff "Knott's Land-

(Continued on Page 104)

Lorillard balks at Media Corp. plan

By JOHN J. O'CONNOR

NEW YORK—"We're not going to pour money down a rathole."

The words of a Lorillard exec sum up the cigaret marketer's reaction to a proposal that it pay millions of dollars into a "pot" from which creditors of Media Corp. of America would recoup a portion of the estimated $10,000,000 collectively owed to them by the financially troubled media buying service.

Instead of having all Media Corp. creditors draw from such a fund, as proposed by the creditors committee, Lorillard wants any funds it releases to reach only those creditors with outstanding bills for Lorillard ads placed during a portion of July by Media Corp. The Lorillard exec also said the company is being asked to contribute an amount "far greater" than the bills it feels obligated to settle.

▪ The fund now is said to consist of $1,200,000 in receivables that Media Corp. listed as assets. Lorillard is doubting that such receivables will ever be collected.

Singer Co.'s U.S. Sewing products division, another ex-MCA client, also is said to be unwilling to contribute to the fund. A Singer exec was unable to confirm the report and declined further comment.

Lorillard was the first to dump Media Corp. when it learned of the fiscal crisis confronting the company headed by Albert B. Shepard (AA, July 30, *et seq.*). Singer, Media Corp.'s largest client as a result of Lorillard's pullout, left some weeks later, assigning media buying responsibility to Scali, McCabe, Sloves, its agency.

Although MCA liabilities are put at $10,000,000, creditors with unpaid bills that don't show on Media Corp.'s books also are standing in line. According to a source, their claims—if verified—could boost Media Corp.'s liabilities to $13,000,000 or more.

While negotiations between Lorillard, Singer and the creditors committee continue, Media Corp. has continued to operate with a handful of smaller clients, only two of which Mr. Shepard would identify during a phone interview with ADVERTISING AGE. They are Costa Rica Travel Bureau, a new client, and *China Trader*, a quarterly English-language publication published by Sino Communication Co., Hong Kong, that focuses on the Republic of China's trade, industry and commerce.

(Continued on Page 104)

last minute news

Senate subcommittee gets tough with FTC

WASHINGTON—FTC was pressed to spell out more clearly its children's ad proposals and bluntly told to change rules covering sales of used cars and home insulation during questioning before a Senate consumer subcommittee Friday. Congress will no longer be a "silent partner" to FTC, its commissioners were warned. The commissioners resisted proposals for a legislative veto over FTC rules, but welcomed closer congressional supervision (*see earlier story on Page 102*). They also said they would consider voluntary action by networks in controlling tv ads for children.

Allied Breweries 'assisting' Anheuser in U.K.

LONDON—Allied Breweries has confirmed negotiations with Anheuser-Busch and said, "what we are doing is assisting Anheuser in establishing its trademark rights in the U.K." The problem is that Budweiser/Bodvar

(Continued on Page 8)

K mart will test grocery box store

By JACQUES NEHER

CHICAGO—K mart will open an Aldi-type limited assortment food store in the Detroit area this fall—a move that could portend a major expansion into the food business and provide a fresh growth opportunity for the company in the next decade.

The success of the box store concept (AA, Aug. 20) had made the nation's No. 2 retailer "sort of curious," according to Bernard Fauber, senior exec vp and chief administrative officer of K mart, explaining the upcoming opening of the 10,000 sq. ft. food outlet adjacent to a K mart store in Pontiac, Mich.

"We heard so much about it and we had a vacant property so we decided to do one as a test," Mr. Fauber said.

Although no opening date for the yet unnamed store has been set, Mr. Fauber said it will contain only dry goods comprised of a full mix of nationally branded, private label and generic items—a setup that will make it similar to Aldi and Jewel T box stores, each of which carry about 500 items.

While he stressed that K mart has "no plans at all" to open other box stores, industry observers believe the concept "is a natural" for the retailer because it is compatible

(Continued on Page 102)

NEWSPAPER in 3

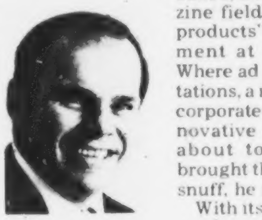
R HAGERMAN SECY TC SR VP
CONGRESSIONAL INFC SERVICE
7101 WISCONSIN AVE
WASHINGTON DC 20014

More expansion in Hearst plans

By BERNICE KANNER

NEW YORK—Gordon L. Jones' move to vp-group executive at the Hearst Corp. signals loudly and unmistakably that changes are afoot at 959 Eighth Ave. here. But the changes are not confined to Mr. Jones' specialty, business publishing.

A lot of moving and shaking, or, more specifically, adding and acquiring, is taking place in Hearst's consumer magazine division, where revenues have doubled "and gone way ahead of that in terms of bottom line" in the last four to five years, according to K. Robert Brink, exec vp-Hearst Magazines. The privately held Hearst operation remains tight-lipped about its finances, though its corporate revenues are believed to be in the $1 billion area.


K. R. Brink

So fired up by expansion goals are the Hearst execs that they have scrapped their traditional low-profile approach and shared a glimpse of their game plan with ADVERTISING AGE. "We want companies we talk to, to know what we're about," Mr. Brink said.

Further evidence of the Hearst expansion effort also came late last week as Hearst announced the purchase of three Lee daily newspapers (*see story on Page 104*).

What Hearst is about—apart from growth—is "Americana." "We have a tremendous heritage. We're part of American history," said Mr. Brink. "We've always had a sense of pride going for us," he added, also crediting, in the magazine field, Hearst's "good strong products" and excellent management at the circulation level. Where ad sales once lagged expectations, a modest training program, corporate discounts and some innovative sales packages that are about to be introduced have brought the marketing group up to snuff, he said.

With its house in order, the mammoth media conglomerate is set to become even bigger. The consumer magazine division will grow, partly through acquisition spearheaded by president Gilbert C. Maurer and partly through a unique birthing technique which enables Hearst to see a return even while it tests a new magazine. The magazine development unit, headed by Mr. Brink, expects that between seven and 10 new concepts will emerge as dummy magazines next year.

Mr. Brink's lieutenants include Mark F. Miller and Charles H. Townsend, business manager and assistant to the general manager of Hearst Magazines, respectively. Curt Anderson, coordinator-creative development-new products, and John Mack Carter, *Good Housekeeping* editor-in-chief, help steer the new publication to launch.

In at least one way, Hearst seems to be bucking a trend. Most publishers sense an ad opportunity and create a product to capture it, Mr. Brink said. Hearst tries a different tack. "We say, let's see if we can develop a product that someone will buy. Advertising will follow."

- Creating products that people buy is a hallmark of Hearst Magazines special interest publications. Of the 30 titles published in 1979, some are expected to graduate to full-fledged periodicals in time, much in the manner of *Colonial Homes*.

When it first surfaced as an annual in 1975, *CH* quickly sold out its single copy distribution of 200,000. The next year *CH* came out semi-annually with a 250,000 newsstand-only circulation. In 1978, it emerged as a quarterly. By then, newsstand circulation was up to 300,000, and the magazine development group determined it had passed the demand test. The company is now selling subscriptions and has increased *CH's* frequency to every other month. There's no guarantee its evolution will stop here.

Buoyed by *CH*'s success, Hearst Magazines tried to hit pay dirt again with *Good Housekeeping's Country Living*, which first appeared as an annual in 1978. It is now a quarterly but will come out six times next year. Then subscriptions will be sought through Hearst's own direct mail subscription group.

(Continued on Page 104)

Difficulties abound in vtr appeal

LOS ANGELES—MCA-Universal and Walt Disney attorneys face the tough task of strengthening the advertising aspect of their case against Sony's Betamax as well as freshening other main contentions if they expect to reverse the ruling here last week clearing videotape recorders of copyright infringement charges.

"Advertisers will have to make the same kinds of judgments they do now about whether persons viewing televised programs actually watch the advertisements which interrupt them," stated U.S. district Judge Warren J. Ferguson in ruling against MCA and Disney's lawsuit to halt marketing of and home use of Sony and other vtr's.

- The plaintiffs, who will appeal the ruling, had contended in their suit that the videotape machines will deprive advertisers of the audiences they want when they want them, and thus reduce the value of tv advertising and televised shows from MCA and Disney.

"They predict that if Betamax owners use the pause control to delete commercials or the fast-forward to pass them by, advertisers will pay less to networks and networks will pay less to producers and owners," the Ferguson decision said. "It must be remembered, however, that to omit commercials, Betamax owners must view the program, including the commercials, while recording," the Ferguson decision said. "To avoid commercials during playback, the viewer must fast-forward and, for the most part, guess as to when the commercial has passed. For most recordings, either practice may be too tedious."

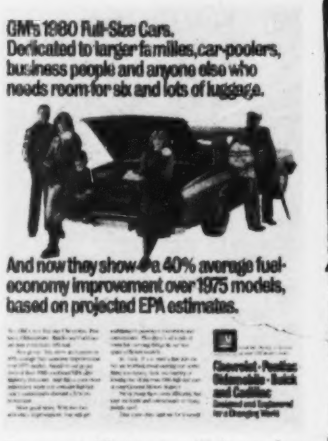
Judge Ferguson cited a survey submitted by Sony and co-defendant Doyle Dane Bernbach showing that "92% of the programs were recorded with commercials and only 25% of the owners fast-forward through them."

The decision stated that "whatever the future percentage of legal versus illegal home use recording might be," depriving the public of "noninfringing use" by banning all use of vtr's "would be an extremely harsh remedy."

While the federal judge's ruling was not unexpected, videotape recorder marketers exercised some caution, if not restraint, in their advertising. That caution may now be unnecessary in light of the court's rejection of MCA/Disney's specific allegation—that manufacture, saie and home use of Sony Corp.'s Betamax constitutes copyright infringement. "We have not been overly constrained by the suit, but all our advertising for SelectaVision includes the disclaimer, 'Caution: Unauthorized recording of tv programs and other materials may infringe the rights of others'," said James DeVoe, vp-advertising, RCA Corp. RCA is the largest vtr advertiser, spending about $8,000,000 via Leo Burnett Co.

Other advertisers whose ads are not directed, as RCA's are, at an audience of consumers with a "serious intention" to buy a vtr but who have not yet made the commitment, may well find their options swelled by the intial resolution.

Sony, the actual target of the suit that includes other manufacturers only by implication, immediately scheduled meetings with its legal counsel after last Tuesday's ruling.


GM's 1980 Full-Size Cars.
Dedicated to larger families, car-poolers, business people and anyone else who needs room for six and lots of luggage.
And now they show a 40% average fuel-economy improvement over 1975 models, based on projected EPA estimates.
Chevrolet · Pontiac Oldsmobile · Buick and Cadillac
Designed and Engineered for a Changing World

General Motors will launch a newspaper and newsweekly corporate ad campaign in support of its reskinned full-size cars the week of Oct. 14. The campaign, which runs for four insertions through November, is part of the "Designed and engineered for a changing world" series. D'Arcy-MacManus & Masius, Bloomfield Hills, Mich., handles

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Chrysler adds Iacocca, truck rebate spots

HIGHLAND PARK, MICH.—Chrysler Corp. has added a rookie spokesman and gone into extra innings with a veteran pitchman in an ambidextrous campaign featuring both 1979 and 1980 models.

Chairman Lee Iacocca and sportscaster Joe Garagiola were on the NBC baseball playoff telecasts with different messages. Mr. Iacocca is appearing in tags to 1980 Horizon and Chrysler spots and Mr. Garagiola was performing in an encore of Chrysler's rebate program, this one for 1979 light trucks.

- The decision to air both messages came only 48 hours before the playoffs started. Mr. Iacocca had been ambivalent about appearing on camera but changed his mind after his scene was reshot.

Chrysler still had a 92-day supply of trucks on hand after the first $400 rebate program ended Sept. 30 and decided to prune the stocks further before Dodge announcement day, Oct. 19. The rebate, which excludes window vans and imported trucks, runs at least until Oct. 19, the company said.

Meanwhile Mr. Iacocca was adding two statements to Chrysler-Plymouth commercials. The cars debut a week before Dodge on Oct. 12. "I'm not asking you to buy any car on faith. I'm asking you to compare," he says in one and "If you buy any car without considering Chrysler . . . that'll be too bad for both of us" in the second.

Chrysler was able to swing Mr. Garagiola back into rebates quickly because the new "rebate countdown" commercials for trucks had been made earlier.

- "Chrysler announces the truck and van rebate countdown," Mr. Garagiola says, "Get a Dodge full-size pickup, a Ramcharger, or a van or Plymouth Trailduster and a $400 rebate check to go with it. But put it in gear. The countdown is on."

With the rebates, which included some cars, Chrysler chalked up sales of 98,767 autos and 37,279 trucks in September, up from a year ago when 82,647 cars and 34,913 trucks were sold.

"The rebates have done everything we expected them to do," said Gar Laux, exec vp of sales and marketing. "During the Car Clearance Carnival, Chrysler sold 204,923 cars and trucks," he said. #

highlights

Monday, October 8, 1979

The real winner in the network war to lure affiliates is the smaller market station. *See Page 4.*

Wall Street Journal's planned second section seems to be getting closer to reality. *See Page 6.*

A mail order marketer has asked the Supreme Court to decide whether ad substantiation requirements violate First Amendment rights. *See Page 6.*

Allegheny Airlines is reintroducing itself as USAir in an introductory campaign. *See Page 10.*

The Treasury Department has stepped into the battle over the term "natural" between Miller Brewing and Anheuser-Busch. *See Page 12.*

General Foods strengthened its position in Germany with the purchase of most of HAG. *See Page 18.*

Pontiac expects great market potential from small sporty cars. *See Page 20.*

The loss of smaller models won't hamper the 1980 Oldsmobile message or sales picture, says GM division figures. *See Page 30.*

Routes, a leisure guide for New York blacks, is surviving despite a limited pool of national ad dollars for black publications. *See Page 37.*

Want his and her dirigibles? They're just one of the gift packages in the Neiman-Marcus Christmas catalog going out this month. *See Page 49.*

New York News for Kids is expanding its distribution area. *See Page 49.*

Late night tv is apparently benefiting from the growing number of working mothers. *See Page 52.*

Libby, McNeill & Libby is testing a new line of sauerkraut. *See Page 57.*

Orange Julius is attempting to find its true identity with some help from BBDO/West. *See Page 57.*

In another article in a series, art director David Deutsch tells three stories about the business of art directing. *See Page 61.*

Hooper White says that the reason for film's superiority over videotape is the amount of preproduction planning that goes into film. *See Page 62.*

Volney Palmer tackles the question of what a writer should put into his portfolio and other questions. *See Page 62.*

Help pick the all-star advertising/marketing team of the past 50 years, using the ballot on *Page 64.*

Rick Douglas offers some tips for mid-career job hunting. *See Page 66.*

Gail Raphael tells the story of the new business pitch where the prospective client was talked right out the door. *See Page 66.*

The New York Times is looking to boost circulation in the Boston area. *See Page 68.*

The Treasury Department is defending Savings Bonds ads against charges that those ads are misleading. *See Page 69.*

Imperial Group officials are denying their Howard Johnson takeover deal is in trouble. *See Page 77.*

The Montreal Gazette is expected to make gains now that the *Montreal Star* has gone out of business. *See Page 98.*

The founder of Sive Associates, Cincinnati's largest ad agency, is retiring as chairman. *See Page 101.*

TWA is returning to net tv with a warmer approach. *See Page 102.*

The 15% commission is still the leading means of agency payment, a new advertiser group study shows. *See Page 102.*

The former head of Columbia Pictures has moved to 20th Century-Fox as vice-chairman and ceo. *See Page 106.*

Section 2

Predictions on costs, media economics, technological advances and what the '80s hold for media are detailed in Section 2/Media Outlook, beginning opposite Page 56.

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FIGURES TO FILE

NEWSPAPER AD EXPENDITURES—JULY 44
MAGAZINE AD EXPENDITURES—AUGUST 74

Vol. 50, No. 43—Advertising Age (ISSN-0001-8899) is published weekly except semiweekly the second week in March, the first week in September and the third week in December at 740 N. Rush St., Chicago, Il. 60611. Second class postage paid at Chicago and additional mailing offices.

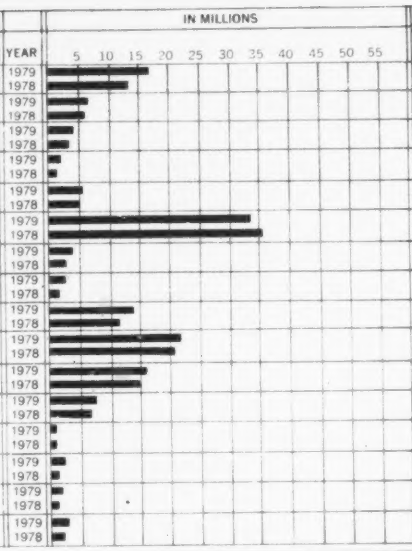
FASTEST SERVICE IN AMERICA!
CATALOG BINDERS
TABBED INDEX DIVIDERS
DISPLAYS, SHEET PROTECTORS,
PORTFOLIOS and PAPER COVERS
PRESSURE SENSITIVE EMBLEMS
BE PREPARED - SEND TODAY FOR
FREE IDEA CATALOG
DILLEY MFG. CO.
211 EAST THIRD STREET
DES MOINES, IOWA 50309
Call Toll Free 1 (800) 247-5087

'Los Angeles' launches effort for national ads

Los Angeles is starting a fall campaign in business publications to attract more national advertising. The drive, via Concept 3 Advertising, Toronto and New York, highlights results of a survey showing, among other things, that the magazine's subscribers have an average income of $47,980, homes averaging $200,510, and at least two cars. Theme: "If you're not in Los Angeles, they'll miss you."

FLASH REPORT: Newspaper advertising investment for July

Source: Media Records Inc.



CATEGORIES	YEAR	DOLLARS 1979	DOLLARS 1978	CHANGE ACTUAL $ G OR L	CHANGE % G OR L
Amusements	1979 1978	$ 16,449,213	$ 14,260,125	+ 2,189,088	+ 15.4
Apparel & accessories	1979 1978	6,390,045	6,049,033	+ 341,012	+ 5.6
Auto supply, service shops	1979 1978	4,822,978	4,767,699	+ 55,279	+ 1.2
Building contractors	1979 1978	1,430,272	1,265,730	+ 164,542	+ 13.0
Building matls, hardware	1979 1978	5,529,824	5,030,583	+ 499,241	+ 9.9
Department stores	1979 1978	34,917,866	35,085,615	167,749	0.5
Drug stores	1979 1978	3,375,836	3,233,903	+ 141,933	+ 4.4
Eating & drinking places	1979 1978	2,313,612	1,970,747	+ 342,865	+ 17.4
Food stores	1979 1978	14,659,771	13,025,008	+ 1,634,763	+ 12.6
Furniture & furnishings	1979 1978	21,864,641	20,330,359	+ 1,534,282	+ 7.5
General mdse stores	1979 1978	15,811,466	15,362,344	+ 449,122	+ 2.9
Real estate	1979 1978	6,738,616	6,459,668	+ 278,948	+ 4.3
Shoe stores	1979 1978	873,097	774,842	+ 98,255	+ 12.7
Sptg & leisure time equipment	1979 1978	2,384,257	1,942,059	+ 442,198	+ 22.8
Public service utilities	1979 1978	995,603	759,544	+ 236,059	+ 31.1
Banks & trust companies	1979 1978	3,690,752	2,295,345	+ 1,395,407	+ 60.8

This Flash Report of newspaper advertiser investment, compiled for ADVERTISING AGE by Media Records, is derived from tabulations that cover 35 dailies and 25 Sunday editions in 15 cities: Atlanta, Baltimore, Boston, Chicago, Cleveland, Dallas, Denver, Detroit, Los Angeles, Miami, New York, Philadelphia, Pittsburgh, San Francisco and Washington. The report indicates marketplace strengths and weaknesses.

Banks' newspaper ads take big jump in July

NEW YORK—Banks and trust companies' newspaper advertising showed an impressive 60.8% increase in dollar spending during July, 1979, compared with July, 1978, according to the July Flash Report prepared for ADVERTISING AGE by Media Records.

Of the 16 categories monitored for AA by Media Records, only one—department stores—was down in July ad volume in the 15 cities whose newspapers are measured (*see chart*).

Department stores, traditionally the newspaper industry's top dollar spenders, were down only 0.5%.

The top five categories—according to actual spending—were department stores, furniture and furnishings, amusements, general merchandise stores and food stores.

In addition to banks and trust companies, rounding out the top five for percentage spending gains were public service utilities (31.1%), sporting and leisure time equipment (22.8%), eating and drinking places (17.4%) and amusements (15.4%). #

Gibson appoints Hill

John Q. Hill, formerly account manager, Hill & Knowlton, New York, has been appointed vp-planning and business development, a new post at D. Parke Gibson International, management consulting company. His appointment is part of a reorganization at DPGI following the death of the company's founder, D. Parke Gibson, last May.

PRSA career guide is now available

The Public Relations Society of America has published a 92-page career development guidebook designed to assist individuals in discovering their potential in specific professional areas. The guidebook recommends resources for the management and administration of pr activities, communications programs and audiences relevant to pr. The manual also helps determine the skill individuals have in these areas. Copies priced at $12.50 for PRSA members and $50 for nonmembers are available from PRSA, 845 Third Ave., New York 10022.

In the $80 billion health care market—

Check any of the 5 reasons
you buy a magazine:
Circulation... Readership... Cost...
Editorial... Advertising...

You'll find Hospitals is the leader in every category.

Take **Readership** for example—
In a study of the professional reading of hospital personnel by Hagen Communications, Inc. ...

☑ **Hospitals** was named most often as the magazine received directly or by routing.

☑ **Hospitals** was named as magazine "most practical and helpful in day-to-day performance of job."

☑ **Hospitals** was named as "most authoritative" in field.

☑ **Hospitals** was named as magazine containing "most current, up-to-date information about hospital field."

For your free report on **Hospitals** readership ... and to reserve your space in the next issue ... call 312/280-6193.

Hospitals Journal of the American Hospital Association

PROMOTIONAL SLIDEGUIDES

First Aid Facts
Your Advertising Message

Custom to simplify facts or sell your concepts. **Stock** with over 100 charts you can imprint. Low minimum quantity and prices. Send for samples and catalog.
NATIONAL DEALERS SERVICE, INC.
33 Rockwell Place
Dept AA
Brooklyn, N.Y.
11217
Ask for
Kevin O'Brien
Tel: (212) 858-2817

When you're hot, you're bought.

"In 1959 the first Datsun sold in the United States was in San Diego. It was the beginning. Now—20 years later—San Diego is buying imports, and Datsuns, at a rate about twice the national average. Obviously it's a prime market for our advertising investment."

R. B. Kent
Vice President
Marketing Services
Nissan Motor Corp.
in U.S.A.

The San Diego Union —The Evening Tribune
1978 PULITZER PRIZE WINNER
TOP PERFORMERS IN AMERICA'S NUMBER ONE MARKETPLACE.
Copley Newspapers represented by Sawyer-Ferguson-Walker

Newcomers enter mainstream

Satellite transmission takes off

BY MAURINE CHRISTOPHER

NEW YORK—Revolution or evolution—it's here.

The new electronic technologies, glamorized by satellite transmission of words and pictures—already has shaken up the broadcast and print media establishment. And sooner than most people seem to think, the newcomers could maneuver their way into the communications mainstream. The signs are everywhere.

Look how the big money outfits are reacting to what they obviously view as a potentially fertile field for aggressive marketing. From scores of possibilities, three examples, covering American Broadcasting Co., Triangle Publications and Time Inc., should establish this point.

ABC, the leader in traditional tv, aims to be the leader in the new forms as well. ABC Video Enterprises has been created to provide softwear, presumably for cable, cassettes, disks, pay cable, subscription tv and/or other alternates still to be invented. ABC chairman Leonard Goldenson repeatedly emphasizes that he wants ABC ready to furnish the entertainment product for the home screen—however it gets into the house.

While cable's 15,000,000-plus households are small fry compared to regular tv's 76,300,000-plus homes, Triangle Publications, which has not retained a near monopoly on national tv listings for decades by showing poor business judgment, thinks the time has come to cater to the catv elite.

- Listings for pay cable and stv have been added to the New York edition of *TV Guide*, as they will be later in other editions. So far, Time Inc.'s Home Box Office, as the pacesetting pay cable network, has been appearing in more editions than Showtime and other rivals.

Meanwhile, *TV World*, hitherto source of the most complete information about cable-originated fare in the New York City area, shifted to a regional, regular tv focus to try to compete with *TV Guide* and to attract national advertisers.

The new technologies have inspired a raft of publications for the trade and consumers. Newsletters, some of them at very fancy prices, are proliferating. Due in February, Triangle's *Panorama* will seek to capitalize on the excitement being generated by the new faces and forms muscling into the video scene. This monthly will begin with a rate base of 200,000.

Freshmen in the well-populated newsletter category include "Satellite Week," published by *TV Digest* and sold at $327 per year. This should not be confused with the older "Satellite News," also based in Washington and priced at $147 yearly. Phillips Publishing, which also prints the biweekly "VideoNews" for sale at $97 per year, moved "Satellite News" from a monthly to an every two week schedule during the summer.

- Some measure of the extent of publishing activity on the trade side of the new technologies can be gauged from a readers' questionnaire in "VideoNews." There were 21 titles listed, including some old-line business papers, when the newsletter asked its readers what else they read.

Time Inc., which started in magazine publishing and still has its largest holdings there, is expected to increase its current substantial stake in a variety of new technology businesses.

As head of video, J. Richard Munro strengthened Time's operations in regular and pay cable tv programing, catv ownership and stv ownership and programing. Its subsidiary, American Tv & Communications Corp., jousts with Teleprompter to be the No. 1 catv group in the U. S. Both are in the 1,000,000 subscriber neighborhood.

Time Inc.'s investment in such technology may be further sparked by Mr. Munro's promotion to the new post of exec vp of the parent corporation, a possible steppingstone to further heights.

Gerald Levin, who used ingenious satellite distribution and slick promotion to shake cable out of the doldrums as chairman of Home Box Office, succeeded Mr. Munro as vp-video at Time. This puts two strong advocates of the new technology into the executive suite at Time, which several years ago chose to go with cable ownership in preference to conventional broadcast stations.

- HBO is moving toward the 3,000,000 subscriber mark, having added 200 affiliates in September alone. Pay tv has helped to make even tiny ma and pa systems prosperous. Most operators charge $8 to $11 per month for HBO's main service (over and above the regular basis cable fee) and take a 50-50 split with the network in revenues.

So much for how some of the communications powers are reacting to tv in the space age. What's the outlook from the advertising vantage point?

This year cable will gross about $8,500,000 from sponsors, compared to tv's $10.1 billion. This comparison is as laughable as that of tv *vs.* radio in radio's heydey and tv's infancy.

(Over-all cable already is a $1.7 billion business, with most of the revenue coming from subscribers to basic and pay program services; sources think that figure will reach $4.5 billion by 1985.)

Next year the Television Bureau of Advertising expects tv billings to pass the $12 billion barrier. Cable will make gains too as the Madison Square Garden Network expands, the Getty Oil-backed Entertainment & Sports Programing Network gets a foothold and other ad vehicles, such as the Cable News Network, go on the satellites.

- Many execs at major agencies are intrigued with the media promise of the newer forms of video; they are keeping their clients *au courant* on developments from superstationing to pay tv to cassettes and disks to locally originated cable.

Projects in the planning stage include how-to cassettes on everything from auto repair to cosmetics to be marketed with the support of one or more compatible products. Agency people assigned to pioneering in the new technology have something of the kind of unjaded enthusiasm that was evident in the early days of regular tv when agencies put together complete packages and sold them to the networks for sponsorship by their clients.

Satellites are the catalyst in this electronic revolution. They offer the hope of more choices for everyone—stations, advertisers, programers and viewers. Cable and public tv have led the way in using them for network transmission; commercial network's Big 3 will follow eventually.

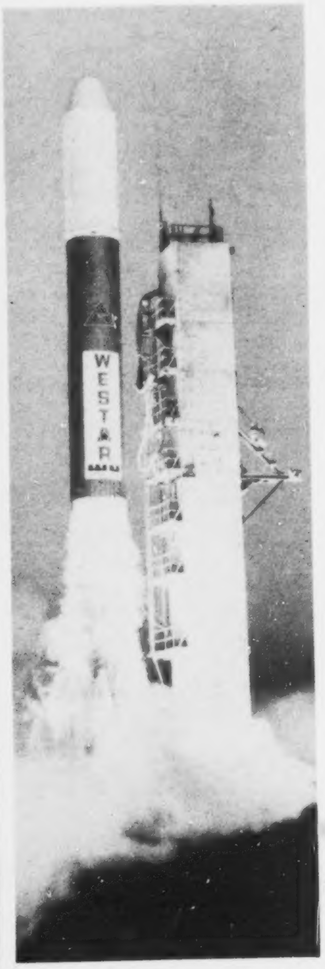
Meanwhile, the competition is tight for room on the domestic satellites. RCA American's third will go up in December, with a fourth not too far behind. Western Union has three Westars up and another ready when needed. AT&T leases Comstars and is trying, after having been kept out of the domestic satellite carrier field, to catch up fast.

Equally lively is the rivalry between resale common carriers offering superstations and other shows on the birds and between the manufacturers making the earth terminals required to receive from space. This is one industry where the law of supply and demand still seems to be functioning. The price of ground terminals for tv and cable has gone down from about $100,000 a few years ago to less than $10,000 for a simple dish today.

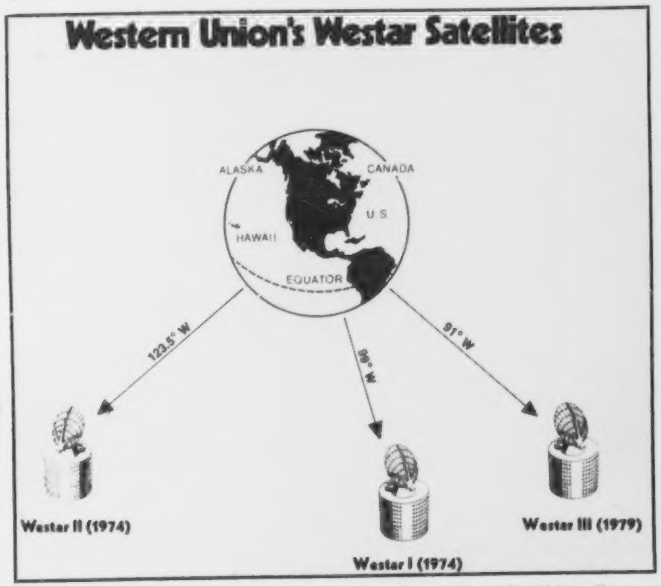
- Last, comes perhaps the most compelling reason for pronouncing the revolution here now. Satellite-to-home tv transmission, yesterday's nightmare or fantasy, depending on who's talking, has arrived.

Scientific-Atlanta, No. 1 in earth station sales to catv and regular tv, put a Homesat unit on the market and began selling them to farmers, ranchers and wealthy entrepreneurs for $20,000. In short order, Gardiner Communications Corp., a runner-up in the industrial ground terminal market, offered a household dish and priced it at about $10,000 below Homesat's. #

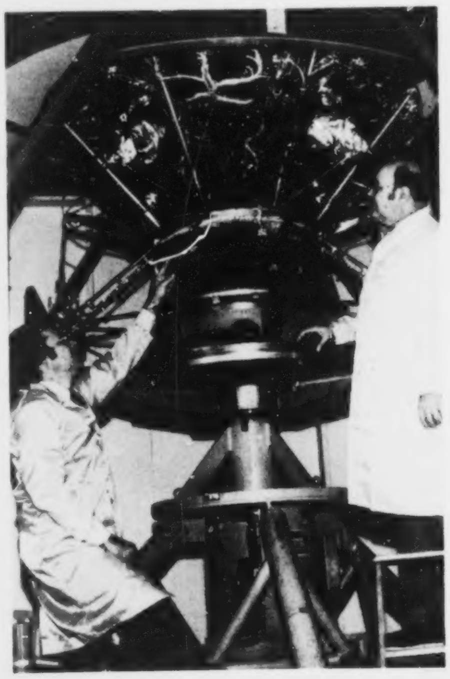
Maurine Christopher is deputy executive editor of ADVERTISING AGE.



Western Union's Westar III lifts off on its way to earth orbit where it will transmit words and pictures across the country.



Westar III, like its sister satellites, has 12 transponders. It will handle new clients as well as switchovers from Westar I, aloft since 1974.



Inside story

Western Union engineers Jack Albert and Jack Van Cleve check out Westar III at Hughes Aircraft Co. which built it. The cost to build and launch the bird was about $30,000,000.

Meanwhile, back on earth at RCA Americom's ground terminal in Vernon Valley, N.J., transmissions and satellites' orbits are monitored.

Offsetting trends

Media costs pace inflation rate

Major media shares of national ad revenue

	1975	1976	1977	1978	1979	1980
Network tv	34.9%	34.4%	36.4%	36.3%	36.6%	37.2%
Spot tv	24.5	25.9	23.2	23.6	23.0	23.1
Tv subtotal	59.4	60.3	59.6	59.2	59.6	60.3
Magazines	22.1	21.6	22.7	23.7	23.8	23.6
Newspapers	18.5	18.1	17.7	16.4	16.6	16.1
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Media unit cost trends

(1967 = 100 for all media)

	1960	1970	1974	1975	1976	1977	1978	1979*	1980*
Magazines	73	109	115	122	127	137	152	166	179
Newspapers	83	115	140	160	176	192	207	224	242
Network tv	74	113	151	160	189	227	252	280	319
Spot tv	69	105	135	145	181	188	209	228	255
Network radio	100	101	106	112	128	154	172	189	212
Spot radio	82	107	119	125	135	147	160	173	190
Outdoor	64	125	166	178	192	209	226	246	271
Composite	78	111	136	149	168	185	203	221	243
National	75	110	135	145	166	185	204	224	248
Local	82	113	137	154	171	186	201	218	237

*Estimated

Media cost per thousand trends

(1967 = 100 for all media)

	1960	1970	1974	1975	1976	1977	1978	1979*	1980*
Magazines	93	106	113	120	125	133	145	157	166
Newspapers	88	115	135	154	169	183	195	211	226
Network tv	86	108	120	126	149	177	195	217	245
Spot tv	79	99	112	119	147	152	167	181	201
Network radio	110	96	94	98	111	133	147	160	178
Spot radio	81	102	108	114	122	131	140	150	164
Outdoor	81	117	142	151	161	174	187	202	220
Composite	87	109	124	136	152	166	179	194	211
National	87	107	119	127	144	159	173	189	207
Local	86	112	129	146	161	173	185	200	216

*Estimated

(Continued from Page S-1)

other items suggest that advertising price levels are presently somewhat lower than other price levels. Since 1967, the price rises in other sectors of the economy have been cumulatively greater than they have been for advertising. The advertising unit price index reached 221 in 1979 and the cpm index was at 194, but these are still lower than those for farm products, industrial commodities and labor.

Mass media communications are relatively even more efficient when contrasted to other marketing costs that are labor intensive or heavily affected by rising gasoline or other transportation expenses.

Advertising price levels presently compare favorably with other prices and although we expect no repetition of the 1976 explosion in rates, it is likely that media costs will rise in the future at a pace closely correlated with the economy's inflation rate.

In 1976 when television led the way with double-digit rate increases, many outraged advertisers swore that they would switch significant portions of their budgets to other media. Now, nearly four years later, it is quite apparent that television has continued to maintain its share of major media budgets.

In 1980, television's forecasted share of major media revenues is expected to be about the same as it was in 1976. Network television's share has actually grown, mainly because their price increases since 1976 have been higher than the other media.

Volume Changes

Advertising revenues in the major media have grown significantly each year since 1976. The annual revenue increase has averaged 17% for the years 1976 through 1979, which is far above the media volume increases. These data indicate that most of the revenue increase has been due to higher prices and not greatly expanded message volume.

Magazine page volume has risen dramatically, but the levels prior to 1976 were greatly depressed. Although a great deal has been heard about television "clutter," these broad volume measurements suggest that television advertising message volume has not been growing at such an alarming rate after all.

In most years, since 1976, the number of network television commercials has risen by about 2%. For spot television the patterns have been somewhat different, but the cumulative changes have been about the same. When spot rates rose rapidly in 1976, the next year experienced a drop in commercial volume and when price rises moderated, the volumes rose again in the following year.

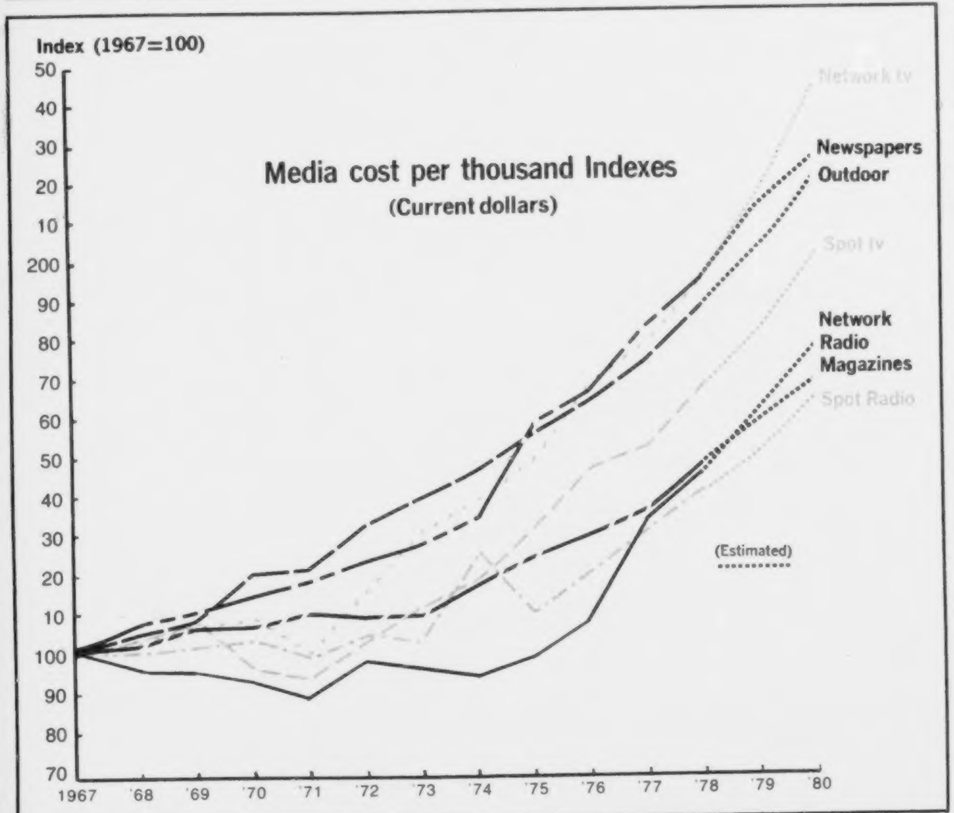
There has been a gradual increase in the number of advertising messages distributed each year and there has also been a growth in media audience. The total number of advertising messages is rising, but there is no indication that the advertising noise level suddenly has become intolerable. The volume will continue to rise in the future, but most of the foreseeable future growth in budgets will result from the necessity to pay higher prices for space and time.

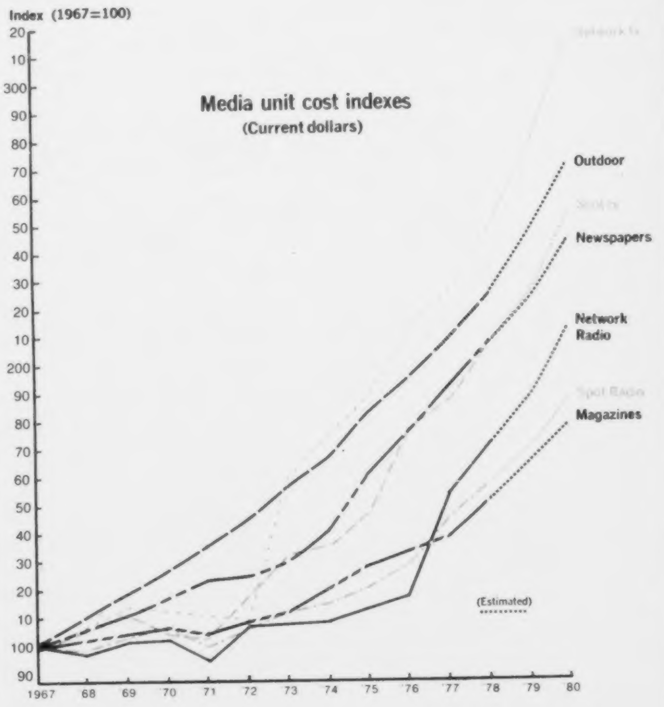
Price Trend Outlook

The trend in media prices has been up for the last two decades. The unit price indexes of all media except magazines and spot radio are presently above the 200 mark. This means that 1980 unit prices for most media, will have more than doubled since 1967. Magazines and spot radio have had lower than average increases and network television has had the highest unit cost increase as indicated by an index of 319.

In 1980, the cost of a 30-second network television commercial will be more than three times higher than it was in 1967. However, the audience of the average network television commercial has

(Continued on Page S-14)


Media cost per thousand Indexes
(Current dollars)


Media unit cost indexes
(Current dollars)

Offsetting trends

Media costs pace inflation rate

Comparative price indexes
(1967 = 100)

	1960	1970	1973	1974	1975	1976	1977	1978	1979*
Advertising unit prices	78	111	126	136	149	168	185	203	221
Advertising cpms	87	109	118	124	136	152	166	179	194
Consumer prices	89	116	133	148	161	170	182	195	215
Producer prices of farm products	94	112	159	177	184	183	189	207	232
Producer prices of industrial commodities	95	110	126	154	172	182	195	209	231
Hourly earnings	81	121	146	158	171	183	197	213	232

*Estimated

Unit price changes compared to volume changes

	1976	1977	1978	1979
Network tv				
Prices	+18%	+18%	+11%	+11%
Volume	+ 5	+ 2	+ 2	+ 2
Spot tv				
Prices	+25	+ 8	+11	+ 9
Volume	+ 6	− 5	+ 8	+ 0
Magazines				
Prices	+ 4	+ 7	+11	+ 9
Volume	+17	+13	+ 7	+ 3

(Continued from Page S-12)

also increased and that is why the cpm index is slightly lower at 245. Thus, the cost of buying 1,000 exposures to a network tv commercial message will be nearly two and a half times higher in 1980 than in 1967.

The prices of different media have risen at a different pace throughout the last two decades depending upon the unique developments affecting the supply of time and space and the aggregate demand for each medium's messages. When cigaret advertisers departed from the broadcast media, the demand was reduced and prices fell or they rose much slower than they had in the past.

In recent years marketplace judgments have resulted in the cost of network television messages rising significantly faster than other prices. Future market conditions will ultimately bring about shifts in the pricing patterns of the different media.

For the next few years the trend in media prices will continue to run parallel to the path of total inflation. I expect the annual inflation rate from 1981 to 1983 to be somewhere between 7% and 9%. During these years most media price changes are likely to also fall somewhere in this range. By 1984 we may again experience somewhat more extreme variation in media prices, but it will be many years before media price disruptions are anywhere near as severe as they were from 1976 through 1978. #

Newspaper evolution

(Continued from Page S-6)

to enhance this preselling effort, while the networks will continue developing their methods to maximize the advertising effectiveness of their programing.

Advertising effectiveness of television has led new and different types of advertisers to our medium, and the outlook is for this trend to continue also. Ten years ago, the fast-food restaurant business, the photography area, wines and movies were not the major television buyers they have become.

And we're expecting such items as home security systems, brand name fashions, plus other products not yet developed, to be among those products making a similar television advertising impact in the coming decade.

The influx of these new-to-television advertisers has helped transform our marketplace from a 2½-network economy a decade ago to a full three-network economy. It's a strong position; one which underscores television's ability to satisfy our clients' needs. #

How do you keep America's toughest TV audience happy for 30 years?

Give them what they like.

The 19-million tough critics in New York, New Jersey and Connecticut – you have to give them exactly what they like or you don't last.

Today, we deliver more movies, more live sports and more locally-produced programs than any other independent. As well as award-winning public affairs specials. And Europe's finest productions.

Today, WOR-TV is the favorite New York independent station of young adult critics. And third favorite with critics under 18.*

At WOR-TV, we're celebrating 30 years on the air.

The point is obvious.

*Source: NSI/ARB, May 1979

9 WOR·TV

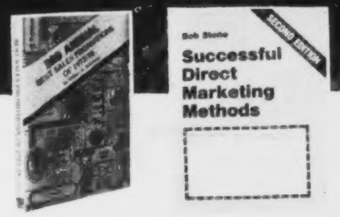
TV. As you like it. Since 1949.

RKO TELEVISION

BEST AVAILABLE COPY

NEED NEW IDEAS?

These best sellers are jumping with them!



Best Sales Promotions of 1977/78 (3rd Annual) *by William A. Robinson*

***"Bill Robinson knows as much about promotions as anyone in the world."*—Richard C. Christian, Chairman of the Board, Marsteller Inc.**

A gold mine of the hottest ideas of the year. 120 sales promotions in all. Background information direct from the marketer on each of the 15 Best Promotions, in addition to incisive comments by the author and detailed sponsor and agency credits. Plus: all-new section of 6 Top Promotions, 79 Honorable Mentions grouped by category, and 20 Bonus Promotions for you to evaluate and analyze yourself. 179 illus.

Cloth (CB 018) $24.95

Handbook of Advertising Management

edited by Rober Barton

Want to restructure your ad department? Improve coordination? Plan better? Institute budgetary controls? Cope with the FTC? It's all here, and much more—the most productive ways to handle just about any situation the ad manager faces today from 37 noted advertising pros. 1,120 pages, 107 illustrations. A glossary of 1,000 terms. Index and bibliography. B-I-G!

Cloth (HM 127) $39.50

Tested Advertising Methods

by John Caples

"This is, without doubt, the most useful book about advertising I have ever read."—David Ogilvy

"A truly great book."—Bob Stone

This revised edition of the "copywriter's bible" takes the guesswork out of advertising with proven selling techniques: how to choose the best selling appeal, how to write attention-grabbing headlines, how to pack sales appeal into the first paragraph of your copy, how to choose the most profitable media for your product, and much more. 82 pages of illustrations.

Cloth (HP 147) $11.95

The Design of Advertising (3rd Ed.)

by Roy Paul Nelson

Comprehensive overview of advertising design for all who must sharpen their graphics skills or broaden their knowledge of the design function, as well as students. This latest edition adds a new chapter on magazine advertising, a new section on radio copy and much, much more. Fully illustrated including 8 pp. in color. Assignments, glossary, bibliography and index.

Cloth (BW 129) $16.95

Business/Industrial Marketing and Communications: Key to More Productive Selling

by George C. McNutt

"A thinking man's guide to marketing communications." —Thomas Vanides, Director, Marketing Communications, Western Gear Corporation.

Packed with practical, proven ideas for making communications come alive for increased sales to business, professional, industrial, and segmented consumer markets. Nineteen case histories, 40 charts and illustrations show you how to analyze markets, determine buying factors, evaluate methods and media.

Paper (CB 029) $12.95

Graphics Master 2

The best print production workbook ever published—in a new, revised, updated edition. Among the many features: unique copy-fitting system with built-in scale; character counts for more than 1,000 metal and photo type faces—over 8,000 fonts; process color selector guide with over 2,800 colors on coated and uncoated paper; proportional scale; line gauge and ruler. 10⅝" × 11⅜".

3-Ring Binder (GR 290) $43.50

Successful Direct Marketing Methods (2nd Edition) *by Bob Stone*

"The most complete and authoritative volume on Direct Marketing ever written." —John Caples, Vice-President, BBDO

The book that started the direct marketing revolution is now revised and updated to include new chapters on selecting and selling merchandise and producing leads, broadcast and lifestyle market segmentation, a glossary of terms, and much more—practically all new. Self-quiz and pilot projects for each chapter. Foreword by Bob DeLay, President, Direct Mail/Marketing Association. *Monumental.*

Cloth (CB 006) $24.95

Dictionary of Advertising Terms

Edited by Laurence Urdang

***"There was a real need for a book like this. The terms are defined with admirable skill, accuracy and insight."*—Charles A. Tucker, Group V. Pres., Dir.-Marketing, R. J. Reynolds Tobacco Company**

At last! The living language of advertising in one convenient volume. Here is a virtual mini-encyclopedia of advertising and marketing which gives you the language as it's spoken today with more than 4,000 terms—the only reference book of its kind.

Paper (CB 038) $14.95

1979 Writer's Market

Edited by Bruce Joel Hillman

Where to sell the things you write. Lists over 4,500 places—1,000 of them new this year—to sell articles, novels, short stories, plays, gags, greeting card verse, TV, radio and audiovisual scripts, and more. Each listing gives names, addresses and editorial specifications. 984 pp.

Cloth (WD 140) $14.95

The Positioning Era

by Jack Trout and Al Ries

Insights into today's advertising management terms, given in a comprehensive slide presentation which presents the strategies of classic positioning programs like Avis and 7UP, explains concepts such as *reverse line extension,* and lays the groundwork for communicating your own objectives to other managers and trainees. 65 color slides in 35mm carousel tray plus binder with illustrated script and reprint of the Trout and Ries *Advertising Age* articles.

Slides/Carousel (RC 109) $29.95

Handbook of Magazine Publishing

Compiled by the editors of Folio

All you need to know about magazine publishing, from raising capital for a new venture to the compensation of advertising salespeople and building circulation. Fifteen fact-packed sections, each homing in on a key operations area. ***(Note: Shipping and handling charge on credit orders is $2.50.)***

Binder (FM 392) $59.95

The Nitty Gritty Guide to Co-op Advertising *by Michael Antebi*

The only book that leads you step-by-step through the complicated co-op advertising maze. How to keep accurate control of co-op costs and getting sales people and retailers behind your program are just two of the subjects covered, providing ready reference information not available anywhere else. Co-op Advertising Control Sheet, Co-op Credit Request Form and Co-op Advertising Layout Form are included.

3-Ring Binder (AM 196) $29.95

For quick shipment, call TOLL-FREE 24 hours daily, 7 days a week
800/621-5199 • (Illinois residents call 800/972-5858)

✂ MAIL THIS NO-RISK COUPON TODAY!

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Please send me the following books (circle code number and insert quantity desired):

CB 006 ___	CB 018 ___	CB 029 ___	CB 038 ___	RC 109 ___	HM 127 ___
BW 129 ___	WD 140 ___	HP 147 ___	AM 196 ___	GR 290 ___	FM 392 ___

15-Day Free Trial! I may read the books for 15 days, and, if not satisfied, return them, and you will refund my money or cancel my invoice.

☐ I prefer to pay now and save shipping charges of $1.00 for one book and 50 cents for each additional book. My check or money order is enclosed. (Illinois residents add 5% sales tax.)
☐ Bill me later.

CRAIN BOOKS

Name ______
Firm ______
Address ______
City ______ State ______ Zip ______

AA1019

Magazine Advertising Data August, 1979

Ad expenditures:	Ad pages:
Aug. '79—$167,171,793	Aug. '79—7,596.41
Aug. '78—$146,579,713	Aug. '78—7,111.88
Increase: +14%	Increase: +7%

Top Ten Advertisers	1979	1978	% Change
R. J. Reynolds Industries Inc.	$ 9,296,687	$ 6,556,627	+42%
Seagram Co. Ltd.	5,354,139	5,749,762	− 7
Philip Morris Inc.	4,557,352	3,514,665	+30
Procter & Gamble Co.	3,314,493	2,824,659	+17
B.A.T. Industries Ltd.	3,181,824	1,659,679	+92
Loews Corp.	2,898,077	1,675,606	+73
General Motors Corp.	2,864,604	1,907,311	+50
General Foods Corp.	2,548,563	2,293,476	+11
American Brands Inc.	2,234,586	2,138,622	+ 4
Time Inc.	1,989,536	2,359,528	−16

Top Ten Product Categories	1979	1978	% Change
Cigarets & tobacco	$22,682,513	$16,142,746	+41%
Toiletries & cosmetics	16,698,342	10,643,073	+57
Beer, wine & liquor	12,993,134	11,312,619	+15
Automotive	11,718,845	13,359,845	−12
Business & consumer services	11,562,274	10,321,329	+12
Food & food products	11,209,944	10,437,376	+ 7
Retail &/or direct-by-mail	7,445,785	6,971,042	+ 7
Publishing & media	6,483,358	6,845,710	− 5
Apparel, footwear & accessories	6,005,384	6,000,610	0
Drugs & remedies	5,973,755	3,439,558	+74

SOURCE: PIB/LNA Magazine Analysis Service covers 102 consumer magazines constituting about 90% of consumer magazine ad dollars. It is compiled and published for Publishers Information Bureau by Leading National Advertisers.

Reynolds holds top spot in magazine spending

NEW YORK—R. J. Reynolds Industries retained the top spot in magazine advertising in August, a month when ad expenditures rose 14% and ad pages jumped 7%. This represents the highest page jump since April.

Reynolds held the lead with a 42% budget increase, which pushed its magazine expenditures to about $9,300,000. Second place Seagram Co. held its ground despite a 7% trim in magazine spending.

Philip Morris, which tumbled from third to fourth place in July, rebounded and increased its magazine expenditures 30%.

▪ Procter & Gamble moved up a notch, from fifth to fourth place, with a 17% magazine budget increase, and B.A.T. Industries vaulted two spots to fifth place with a 92% increase, the largest of the leading magazine advertisers.

Loews Corp., which registered the second highest increase—73%—advanced from eighth to sixth place, while General Motors Corp. slipped from third to seventh place, even though the car maker increased its magazine spending 50% over August, 1978.

General Foods also slipped, down from sixth to eighth place, though it boosted magazine spending by 11%.

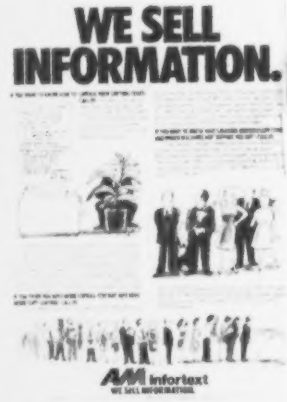
American Brands held ninth position with a 4% spending boost and Time Inc. moved into 10th place, displacing American Telephone & Telegraph from the top 10. The publisher moved into the top 10 even though it cut spending by 16%.

Companies in the cigarets & tobacco category spent more than any other, and 41% more than the industry spent in magazines in August, 1978. Toiletries & cosmetics, which plowed 57% more money into magazine pages this August, surged into second place, displacing beer, wine & liquor which, d
spite a 15% increase, fell to thi
place.

The automotive category slic
its magazine expenditures 12% an
slipped a notch to fourth plac
while business and consumer se
vices advanced one step to fift
place.

Drugs & remedies showed t
sharpest budget increase, b
nonetheless fell one notch, wh
apparel, footwear & accessori
moved into the top 10 witho
changing its budget, displaci
travel, hotels & resorts.

Data in the accompanying cha
was compiled by the Leading N
tional Advertisers for the Pu
lishers Information Bureau an
ADVERTISING AGE. #



In a campaign now running, Ke
yon & Eckhardt in Chicago tou
its AM Infortext information servic
The introductory drive includ
magazine, newspaper and radi
AM Infortext sells information abo
office copiers and duplicators. T
ads say, "We can tell you how
control your costs."

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Advertising Age

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More 'very strong' fare coming, Silverman vows

By MAURINE CHRISTOPHER

NEW YORK—NBC will not adjust its schedule to counter the early prime time shifts already made by ABC and CBS, Jane Pfeiffer is not leaving to return to parent RCA and this season of network tv surprises hasn't seen the last of them yet.

These were some of the more intriguing things NBC president Fred Silverman said when interviewed by phone late last week about his reaction to NBC's prime time resurgence.

While obviously pleased with the initial ratings which put him ahead in the season-to-date prime rankings, the country's most famous and highest paid network programer did not rush to predict a '79-'80 win.

"It's a long season," he said cautiously, "and one that may be talked of for years to come." His earlier forecast of NBC leadership by December, 1980, still stands, and he is well supplied if, or most likely when, midseason replacements are needed.

NBC ratings surge continues. See Page 114 . . . Klein praises Silverman. See Page 109.

In the first three weeks of head-to-head competition this fall, NBC leads the home ratings with a score of 19.7 to 18.8 for ABC and 17 for CBS.

"All I want is improvement," Mr. Silverman said, "And there is improvement." The $1,000,000 exec's detractors say NBC took the early Nielsen's by upfront loading of blockbuster movies, big name specials, sports and other nonseries fare. Such talk, he feels, obscures the fact that all along the line NBC is doing better than last year.

As examples, he cited the Tuesday leadoff hour where shares are up from below 20 to 32 or so and the "Buck Rogers" Thursday hour where the audience has doubled.

Nor does he agree that NBC frontloaded all the good stuff to get off to a fast start. "In November and December we have very, very strong, highly competitive material coming up," Mr. Silverman noted.

He mentioned a guest appearance for Victor French on "Little House on the Prairie" (the actor used to be on "Little House" before moving on to ABC's "Carter Country"), another two-hour feature for the high-rated "CHiPs"; a visit by Gary ("Diff'rent Strokes") Coleman to "Buck Rogers," and a three-hour crossover between "Sheriff Lobo" and "BJ and the Bear."

In the inventory are 30 hours of Christmas programing. NBC will offer more shows than usual in this category, since the boss sees no reason to abdicate that field to CBS.

"We've got to continue to operate as though we were No. 4," Mr. Silverman said. "This means we'll be working even harder."

Was ABC overconfident this fall when it moved some of the network's biggest hits? Mr. Silverman wouldn't comment. But he did in effect dismiss ABC by repeating his earlier forecast that the network tv power struggle of the '80s will be between NBC and William Paley's CBS.

The last available weekly national Nielsens put NBC first, as almost always, in the wakeup hours and late night; second in news, and third in daytime and the Saturday kidstrip.

Asked if he plans to devote more time to

(Continued on Page 114)

Europeans rally behind Cook; Visa travelers check entry set

By ELSPETH DURIE

LONDON—Two moves made in Europe last week threatened to shatter the longtime American dominance of the estimated $31 billion international travelers check business and launch an era of intense competition in the industry.

A group of European banks, meeting in Brussels, announced the formation of a joint organization to issue uniform travelers checks in a number of currencies. Led by the Deutsche Bank and two other leading German commercial banks, financial institutions from 17 countries, including the Societe Generale of France, the Societe Generale de Banque of Belgium and all the leading Scandinavian banks, voted overwhelmingly to use as their main instrument the system of Thomas Cook & Sons, the largest travelers check issuer outside the U.S.

David McWilliam, assistant general manager of the Midland Bank, which owns the Thomas Cook travelers check operation, confirmed that the initiative would involve the sale of Thomas Cook's nonsterling travelers check division to the new group for a sum of approximately $50,000,000.

Cook's system already includes eight currencies, some of them issued in conjunction with various European banking partners. Mr. McWilliam said that Cook's sterling checks, as well as the separate ones now issued by the Midland Bank, would combine to form the nucleus of the British contribution to the pool.

Scarcely was the Brussels announcement out when Visa International chief Dee Hock issued a statement that Visa would actually start operation of its own interna-

(Continued on Page 114)

By JOSH LEVINE

NEW YORK—While the first Visa International travelers checks may only ripple the surface of the worldwide market when they appear next month, Visa is preparing a U.S. advertising splash for next spring to help push it toward the goal of 10% penetration by the second year of operation.

As it moves toward a direct confrontation with American Express Co., Visa has readied an initial domestic budget of $13,000,000 to support the checks and its brand name in network tv, radio and magazine ads, according to bank sources.

That figure will be supplemented by the separate budgets of Visa check issuers, which could add considerably to the total ad outlay.

▪ Visa also is considering raising the initial ante, possibly by levying a one-time advertising charge on large issuers, sources report. Issuers of checks in the U.S. pay Visa USA 0.15% of check volume to support brand advertising, a commission rate that is reduced over time.

"In time, we think we can match American Express ad spending, taking into account a budget augmented by independent banks," said Robert Sanders, vp-advertising, Visa USA.

First National Bank of Chicago will begin issuing Visa checks Nov. 1, aided by a network of sales agents—banks, savings & loan operations and other institutions—that will sell them at some 300 locations.

Visa's largest projected issuer at this point, Barclays Bank, is expected to start its own operation early next year, when, like First Chicago, it will issue checks here and abroad. In overseas markets, Visa will

AA MAR80
DC20014CNGL1HGENE 94187 920011
R HAGERMAN SECY TO SR VP
CONGRESSIONAL INFO SERVICE
7101 WISCONSIN AVE
WASHINGTON DC 20014

NEWSPAPER

Ai

into

petition from Thomas Cook checks, now that a group of European banks plan to take over the British company's international operations.

▪ While Visa USA, the domestic arm of Visa International, has been conducting massive direct mailings to pave the way for introduction, it will hold off on consumer advertising until the full complement of issuers and agents is under way.

For the first years of operation, Visa is counting on familiarity with its brand name—known interna-

(Continued on Page 114)

OH
WHAT
A
FEELING
TOYOTA

Toyota's better-late-than-never front-wheel drive entry, the Corolla Tercel, is targeted for massive multimedia backing in the first quarter, beginning this week, as the importer embarks on its new "Oh what a feeling" campaign—via Dancer Fitzgerald Sample. (*See Page 16.*)

Magazines try to sustain growth

By BERNICE KANNER

SOUTH HAMPTON, BERMUDA—Even as the industry's average pretax profits approach 10%, magazine publishers, wary of shrinking revenue and profit margins in the coming decade, are pulling out all stops to shore up their bottom lines.

With legerdermain, born of learned cost controls, the industry should continue to grow at about 13% a year in the early 1980s, shy of the 20%-plus gained in each of the past three years, but still ahead of the 10% to 11% growth expected in the national economy, based on projections of Robert J. Coen, McCann-Erickson senior vp. Separately, many publishers speculated they would hold their own during the recession, but would experience no real growth.

Such news greeted some 550 attendees—a record number—at the 60th Magazine Publishers Assn./American Society of Magazine Editors joint meeting here in a tropical floral and fauna wonderland.

▪ The postal problem that has plagued the industry in the 1970s will continue to pester it in the '80s. The scarcity of paper that has forced publishers to scamper for additional sources, pay hefty premiums and use cruder stock will fade—barring strikes—as more capacity comes on stream. For now, however, strikes cannot be barred. Just last week, workers at a Louisiana Crown Zellerbach Paper plant walked out. Hearst's magazines and CBS publishing are among CZ clients.

▪ In one panel, advertisers and agency execs explored the ways technological improvements in broadcasting could affect magazines. John Andersen, manager of advertising and merchandising services, major appliance business group, General Electric, sounded a sour note by telling publishers that increasing personalization of tv "strikes at the heart of your business. Serve your readers well while there are still plenty of them around," he said, and warned that libraries of books will be replaced by libraries of videodiscs.

Mr. Andersen also predicted that advertisers would sponsor videodiscs with money siphoned away from magazines.

(Continued on Page 118)

last minute news

Trailways exits O&M for newly formed agency

DALLAS—Trailways Inc. moves its account Nov. 15, from Ogilvy & Mather, Houston, to Stern/Monroe, Dallas. The new shop is being formed by departing Glenn, Bozell & Jacobs execs Thomas F. Monroe, corporate creative director, and Lawrence N. Stern, account services director. Both worked on Trailways at Glenn, Bozell before the account went to O&M in 1977. Billings haven't been set, but are expected to be much lower than 1978 and 1979 levels. The busline has discontinued its advertising until next year in order to evaluate future plans.

Hefty breaks new ad splash minus Winters

NEW YORK—An $8,000,000 tv campaign for Mobil Corp.'s Hefty garbage bags breaks today, the first from Ted Bates & Co. Ads feature the theme, "Tough enough to overstuff." Comedian Jonathan Winters is no longer spokesman.

(Continued on Page 8)

Insulation ad case pits Congress vs. FTC

By RICHARD L. GORDON

WASHINGTON—Congressional sensitivity to complaints about the Federal Trade Commission has brought the Senate into a potential crossfire among rival companies intent on protecting their positions in the home insulation market.

That is the picture emerging in the wake of demands by Sen. Howard Cannon (D., Nev.), chairman of the powerful Senate commerce committee, that the Federal Trade Commission justify a key part of its rule covering insulation advertising and labeling or delay it for up to a year.

The dispute is a taste of what could be in store for marketers in the future as more and more businessmen take their complaints about FTC, often based on threats to their particular competitive situation, to a Congress more willing than ever before to intervene.

The insulation ratings are extremely sensitive to marketers in that industry since the same rule requires the ratings to be carried prominently in advertising and on labels, with point of sale information also required in an effort to make them more significant in consumer buying decisions.

Sen. Cannon has walked into a marketplace battle pitting the giants of the home insulation market—Owens-Corning Fiberglas, Johns-Manville and CertainTeed—against hundreds of small cellulose insulation makers.

The big companies—which dominate the market with their familiar rolls of mineral wool and fiber glass insulation—got Sen. Cannon's ear when they said FTC was insisting they use a new test to rate their products while other federal agencies urged delay.

FTC said the test now in use overstates the insulating ability of the fiber glass/rock wool products by 10% to 15%; giving the big companies an unfair advantage.

The cellulose industry apparently was caught off guard. While the trade association representing the fiber glass/rock wool makers made their case directly to the Senate consumer committee, no cellulose maker got to the senator or to the committee's staff.

"They [the fiber glass makers] are using the Senate committee to further their business interests," fumed Bill MacKenzie, executive director of the Cellulose Manufacturers Assn. last week. "They're asking for what amounts to another season's delay in toeing the line like everyone else has had to do."

Sen. Cannon has warned FTC that he will take whatever action is needed to see that the insulation rule does not become effective this Nov. 30 unless the commission can better explain why the one year delay is not warranted.

FTC officials last week said they will be checking with the other federal agencies involved to see if they are firm in their positions that a delay is needed. They were unsure whether the test controversy would delay the effective date of the requirement for disclosing the insulation capacity, or "R" value, in ads.

The mineral wool companies have formally asked FTC to postpone the rule, and have also complained that the disclosure requirements are so detailed that a 30-second tv spot would have to run 57 seconds to include them.

Besides the unfolding insulation dispute, there were also these developments in the continuing political battle over controlling the FTC:

- The Senate consumer subcommittee, after roasting the FTC members earlier this month (AA, Oct. 8), closely questioned Washington attorney Patricia B. Bailey, the Republican nominated to fill FTC's vacant fifth seat for a term that expires less than a year from now. She was not, however, asked for her views on FTC's controversial proposals to restrict tv advertising to children, although her appointment will provide FTC with the quorum needed to get kid ad rulemaking moving again.
- FTC's new budget remained tied up in congressional disputes involving other agencies; a provision barring FTC from finalizing pending industrywide rules or starting new rulemakings, insisted on by the House and reluctantly agreed to by the Senate, will probably last through mid-November.
- Action on proposals to give Congress a veto power over all FTC industrywide rules is still a week or more away in the House, and still further off in the Senate, where the hottest debate is expected.

MR magazine study joins fray

By LEAH ROZEN

NEW YORK—Take out the calculators, rulers and fine point pens. Magazine Research Inc., the newest entry into the magazine research ranks, releases its first full report on 166 magazines Oct. 18.

The release of the report is expected to put magazine publishers and ad agency media executives in a dither as they pore over the Magazine Research figures and compare them with those already released by rival Simmons Market Research Bureau.

Comparisons won't be easy to make because SMRB releases its figures as readers per copy and MR is releasing total readership figures for magazines and will not have its readers-per-copy figures ready until later this month or next.

What MR will be releasing this week are figures on total audience, a complete demographic breakdown of that audience (sex, age, income, etc.), and the quality of the audience (time spent reading and interest expressed in the magazine). Last week, MR released what it labeled as "top-line information" on the total audience, male and female breakdown, median age and household income of 140 magazines and magazine groups.

- Timothy Joyce, chairman of Magazine Research, said he anticipated that the release of the top-line figures and the two volumes making up the complete report will cause "a considerable amount of debate and discussion."

That debate and discussion will revolve primarily around the accuracy of the MR and the SMRB figures, their differences and the research methods used to obtain those figures. MR uses the recent reading research method; SMRB uses its own version of the recent method for 100 publications and the through-the-book method for 44 magazines.

When Simmons released its figures last month, the recent-reading-technique magazines showed readership jumps of 90%

(Continued on Page 116)

Litton plugs in new ad theme

By JACQUES NEHER

CHICAGO—Litton Microwave Cooking Products, which has been "changing the way America cooks" in its advertising since it went national and grabbed a heavy chunk of the nascent category in 1974, next month will drop that line and switch its focus to the end product—food.

Pushing the new theme, "Litton helps families eat better," the company will spend $10,000,000-plus in network tv and magazines, beginning Nov. 6. About three-fourths of the budget will go into tv, according to Richard Klegon, vp-marketing for the Minneapolis company.

- The campaign, he said, "will show off the better eating quality that microwave ovens can provide, using situations that families have encountered." Testimonial-type magazine ads, for example, will be headlined with questions like, "Do Carol Kane's frozen vegetables taste better than yours?" or "Does the Unnasch family eat better than yours?"

The tv spots also will be of the testimonial variety, stressing, among other things, the economy of reheating leftovers, which, employing a microwave oven, "are more acceptable," Mr. Klegon said.

One reason Litton may have dropped its slogan is that by 1979 it realized there were other companies changing the way America cooks. Since the category took off in the mid-'70s, Litton watched its

(Continued on Page 116)

SPRING FEELING
SPRING FEELING
Now your hair can capture the sparkle and shimmer of clear springwater.

Gentleness is the key word in advertising for Andrew Jergens Co.'s new line of hair care products containing "pure, natural springwater" (AA, Oct. 1). Spring Feeling shampoo and companion conditioner will be aimed at teens via December magazine ads. Net tv campaign, featuring a group of country music singers, starts in November. Cunningham & Walsh is the agency.

highlights

Monday, October 15, 1979

VW's 1980 line will include a Rabbit convertible, a more luxurious bus and its first pickup truck. *See Page 4.*

Datsun will attempt to overtake top importer Toyota with its '80 line. *See Page 4.*

Bristol-Myers Co. has hired Hollywood's Dick Block as cable and syndication program consultant, hoping for a hedge against conventional tv price hikes. *See Page 6.*

A Texas architectural company is trying to set up a nationwide network, similar to what real estate companies have done. *See Page 10.*

Toyota will be substantially increasing its tv schedule to introduce the front-wheel-drive Tercel and a new advertising theme. *See Page 16.*

A survey has found that consumer complaints about false or misleading ads have fallen to their lowest levels this decade. *See Page 20.*

The success of its Brown hair care line has brought Vidal Sassoon back to food and drugstores for introduction of a skin care line. *See Page 24.*

Many tv and movie producers, publishers and advertisers once again are sinking their teeth into the vampire legend. *See Page 36.*

Ogilvie has boosted its ad budget to close to $2,000,000 from about $300,000 and added tv for the first time. *See Page 40.*

Suntan centers are growing in popularity—especially in the Sunbelt. *See Page 50.*

United Way's current campaign on NFL football telecasts tackles new problems. *See Page 59.*

Estee Lauder will debut its Prescriptive product lineup this fall. *See Page 60.*

Robert LeFever, Philadelphia-based ad consultant says that the cost of a bad client is much higher than the financial loss of losing a prospect. *See Page 63.*

No headline or block of copy is so dear that it can't be changed to the client's advantage, says Sam Katz. *See Page 64.*

Bill Robinson touts comics pages as fertile fields for promotions and coupon ads. *See Page 66.*

Lou Haugh reports on A.C. Nielsen's findings on 13 factors that affect coupon redemption. *See Page 66.*

Auto Armor is another entry into the auto rustproofing market. *See Page 72.*

National Advertising Division of the Council of Better Business Bureaus resolved 13 challenges to national advertising last month. *See Page 96.*

World War II and 1940s fashions figure in licensing tie-ins for Universal's Christmas movie, "1941." *See Page 99.*

Spot tv street prices for prime time continued to show modest gains. *See Page 101.*

General Instrument Corp. introduces Teletrack, a betting facility for travel-weary residents of southern Connecticut. *See Page 103.*

Paul Klein, NBC's former top programer, has nothing but praise for Fred Silverman and offers some comments about ABC and CBS. *See Page 109.*

Bristol-Myers and its agencies should disclose aspirin content in drug ads, an FTC judge recommends. *See Page 114.*

Tenneco's Sun Giant brand of dried fruits and nuts will be getting a tv and newspaper drive costing over $3,000,000. *See Page 116.*

Section 2

To marketers, research can be the make-or-break key. Section 2/Market Research looks at the field today, as well as at the upcoming 25th annual conference of the Advertising Research Foundation—beginning opposite Page 58.

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OCTOBER SQAD REPORT—PRIME TIME SPOT TV RATES . . . 101

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Pillsbury gets set to serve Pasta Perfect

By LARRY EDWARDS

CHICAGO—Pillsbury Co.'s surprising shift of its American Beauty Macaroni account last week from W. B. Doner & Co. to Botsford Ketchum, apparently was the result of a competition between the two agencies on developmental work on an entirely new product in the pasta area.

Although Pillsbury's group vp Edgar Mertz declined to discuss that product (except to say that it will be "breaking shortly"), sources reveal the company is readying an entry called Pillsbury's Pasta Perfect.

Pasta Perfect is said to be pasta in a pouch (inside a box), which is added to boiling water for cooking. Sources describe the idea as similar to Riviana Foods' Success rice, which does not have to be drained. Advertising reportedly will tout no mess, no sticking, no draining.

The new product is clearly coming from the company's American Beauty unit, but sources report the box will carry the blue Pillsbury symbol, not American Beauty's red roses. That indicates Pasta Perfect may be slated for markets outside American Beauty's current marketing territory—the western and central U.S.

(Continued on Page 114)

Researchers in demand

Rate of Salary Increases of Market Research Companies, 1977 to 1978

Position	All companies	Below $2,000,000	$2,000,000 to $3,900,000	$4,000,000 and up
Chief executive officer	7.8%	6.1%	13.6%	5.7%
No. 2 corporate exec	8.6	5.8	11.4	11.2
Profit center head	12.1	10.7	14.5	10.4
Top field exec	11.2	11.5	8.3	13.3
Top client services exec	10.9	11.4	11.3	10.3
Research group manager	12.1	10.9	15.3	11.4
Top project director	11.5	10.7	12.6	11.3
2nd level project director	10.0	12.0	9.4	8.9
3rd level project director	12.3	14.9	7.9	12.3
Top electronic data processing exec	12.1	9.0	15.1	9.9

Note: Figures at top represent amount of business a company does annually.

Source: Council of American Survey Research Organizations

(Continued from Cover)

ple, and they are shocked at what some of the jobs are going for."

Especially hard hit are companies recruiting individuals to work in smaller cities.

"The risk of changing jobs in New York or Chicago is not that great," says one recruiter, "but if someone is considering relocating to a job in Louisville, for example, he begins to wonder, 'What are my opportunities if the company decides to cut back?' "

It is generally conceded that the most crucial shortage is among marketing recruiters with three to six years experience. The belt-tightening and cutbacks in research training programs that came in the early 1970s combined to cut sharply the number of new entrants into marketing research during those years. Although many training programs have been reinstated, the number of individuals with the kind of experience needed at the middle management level is still quite low.

"A couple of years ago, it was impossible," recalls Marcia Fleschner, a recruiter with the Smith's Fifth Ave. headhunting company. Because of the resurgence in training programs, Ms. Fleschner is convinced that "in a year or so, the lack of 1970 to 1974 people won't be as much of a problem any more."

According to figures compiled in CASRO's annual survey of member survey research companies, for example, third-level project directors enjoyed a 12.3% jump in average salary from 1977 to 1978. This was the highest increase among all the management positions surveyed, and was markedly higher than the 7.8% increase posted by the companies' chief executive officers, for example.

- At the high and low ends of the market research ladder, it is much more of a buyers' market. At the top, there is a surplus of qualified individuals competing for the highest management positions, while at the entry level, one recruiter claims that, "If I put out an ad for trainees, I'd have 500 people in my office the next day." These entry level positions come with a salary of $9,000 to $12,000 a year for those with bachelor's degrees, according to various sources.

Of the many factors that can affect a market researcher's chances to be hired or promoted, most observers agree that getting an MBA degree is the single most important step an individual can take. It can also add, depending on the school and the hiring company, several thousand dollars to a starting salary.

"An MBA is critical now," says New York-based recruiter Dick Bryant. "People may be hired without an MBA, but need it to move up."

"The important degree used to be the master's in social science, but now the trend is for the MBA," agrees Mr. Werner. "Now a market researcher not only needs to be able to handle data, but also to be able to put it into a market orientation."

Communications skills also are becoming more important.

"As marketing research plays a greater role" in marketing decision-making, says Ms. Fleschner, "it becomes more important for researchers to express themselves." #

B.G. Yovovich is a free lance writer in Chicago.

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Vopan voice pitch analysis research. A progress report.

It is now four years since Glen A. Brickman founded Vopan Marketing Research to apply, commercially, the voice pitch analysis research technique he developed with Dr. Philip Lieberman and a team at Brown University. What progress has been made and what experience has been gained?

Vopan' Research Programs

Vopan has now refined the technique and applied it to TV pre and post testing, print testing, advertising strategy testing, new product research and brand usage prediction. All these programs are now tested, proven and can be conducted in any city, nationwide.

Vopan Research Experience

Over 30 major national advertisers and many more regional and local clients now use Vopan's voice pitch analysis technique in their research programs. The product and service areas in which Vopan has considerable experience include: Analgesics, Automobiles, Banks, Cereals, Do-It-Yourself Products, Fast Foods, Frozen Foods and other Food Products, Health & Beauty Aids, Household Products, Liquors, Prescription Drugs, Pet Foods, Retail Chains, Soap, Soft Drinks, Sporting Goods, Tobacco, Toys and Games, T.V. Station and Program Promotion.

How and Why Does Vopan Work?

All interviews are tape recorded. Later the tapes are re-played and a computer analyzes the respondents' voice pitch during the interviews.

It is a simple fact that anyone's voice pitch changes, uncontrollably if there is emotional commitment behind their answer. The computer detects committed and valid answers from those that are just 'lip service' or confused. It removes subjectivity. Vopan has been effective for the many clients who have used it in diverse fields over the past four years because it adds accuracy and sensitivity to their research programs.

32-Page Vopan Report

If you would like a free copy of a 32-page Report describing the Vopan technique and programs in detail, please call or write to Glen A. Brickman or Larry Ramsey at Vopan Marketing Research, 264 Beacon Street, Boston, MA 02116, (617) 247-2363.

VOPAN
MARKETING RESEARCH

Ad pages in farm publications for 9 months, 1979-1978

Third-quarter and year-to-date figures for U.S. and Canadian publications reporting to Advertising Age

Key: (mon)-monthly; (sm)-semi-monthly; (bm)-bi-monthly; (bw)-bi-weekly; (w)-weekly; (d)-daily; (q)-quarterly.

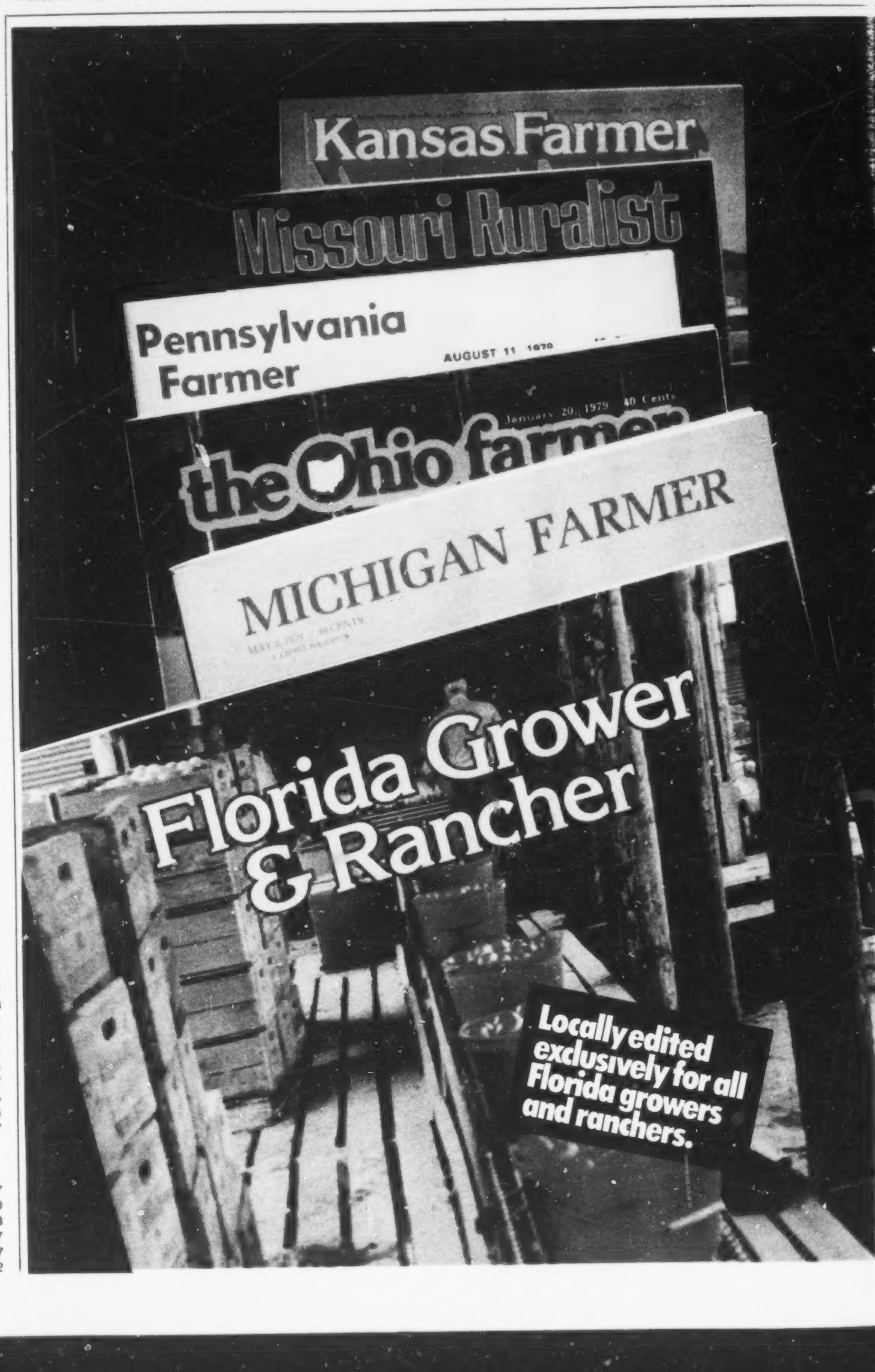
General farm publications

	Pages			
	July-Sept. 1979	July-Sept. 1978	Jan.-Sept. 1979	Jan.-Sept. 1978
American Agriculturist & The Rural New Yorker	122.6	114.2	369.7	350.2
Measured in lines	93,185	86,761	281,122	266,230
◇Big Farmer	16.6	18.0	127.1	99.3
Measured in lines	7,109	7,742	54,538	42,585
†§California Farmer (sm)	135.3	134.9	538.2	537.7
Measured in lines	102,865	102,483	409,082	408,672
Cotton Farming:				
Midsouth	52.9	31.5	318.1	269.1
Measured in lines	22,218	13,230	133,602	113,022
Rice Farming	—	—	144.4	102.0
Measured in lines	—	—	60,648	42,840
Southeast	47.7	29.5	290.4	260.1
Measured in lines	20,034	12,390	121,968	109,242
Texas-Oklahoma	40.7	29.0	227.5	206.2
Measured in lines	17,094	12,180	95,550	86,604
Western	34.7	26.5	208.6	185.2
Measured in lines	14,574	11,130	87,612	77,784
Average 5 editions	44.0	29.1	261.5	230.1
Measured in lines	18,480	12,222	109,830	96,642
Dakota Farmer: (sm)				
#North Dakota Edition	221.1	182.1	678.3	57.0
Measured in lines	168,069	138,417	515,506	437,509
#South Dakota Edition	222.7	190.4	689.1	585.1
Measured in lines	169,230	144,697	523,729	444,643
Weighted Totals	221.9	186.0	683.7	580.1
Measured in lines	168,653	141,373	519,674	440,908
§Farm Futures	55.1	50.2	247.0	229.9
Measured in lines	23,638	19,951	105,963	98,640
Farm Industry News	80.4	88.9	342.5	311.3
Measured in lines	61,145	67,627	260,324	236,585
Farm Journal	115.1	103.0	566.3	544.5
Measured in lines	49,374	44,180	242,938	233,573
Farmer-Stockman Unit: (mon)				
Kansas-Farmer-Stockman	28.7	33.3	114.8	122.6
Measured in lines	21,817	25,328	87,260	93,213
Oklahoma Farmer-Stockman	37.0	44.4	141.2	153.3
Measured in lines	28,195	33,776	107,331	116,505
Texas Farmer-Stockman	34.9	42.0	142.0	173.2
Measured in lines	26,598	31,954	107,963	131,692
*Harvest Publishing Unit: (sm)				
Kansas Farmer	191.4	138.3	684.5	585.6
Measured in lines	145,499	105,086	520,233	445,984
Michigan Farmer	197.4	187.8	634.7	603.2
Measured in lines	150,064	142,756	482,359	458,418
Missouri Ruralist	221.7	181.0	767.5	635.6
Measured in lines	168,489	137,561	583,316	483,046
Ohio Farmer	299.0	277.2	923.2	829.5
Measured in lines	227,227	210,686	701,659	630,447
Pennsylvania Farmer	160.6	157.0	573.5	553.0
Measured in lines	122,087	119,347	435,882	420,326
High Plains Journal: (w)				
Central Kansas	234.8	190.9	711.2	589.6
Measured in lines	262,979	213,769	796,498	660,380
Colorado-Nebraska	223.7	186.3	686.7	581.3
Measured in lines	250,534	208,702	769,143	651,098
Oklahoma-Texas	224.3	200.3	719.4	605.3
Measured in lines	251,220	224,354	805,739	672,978
Western Kansas	274.4	230.4	846.4	732.4
Measured in lines	307,275	257,981	947,922	820,302
§Irrigation Age	59.3	71.1	287.1	366.4
Measured in lines	25,470	30,530	123,176	157,204
Kentucky Farmer (mon)	72.4	59.7	308.2	278.6
Measured in lines	55,075	45,420	234,299	211,740
Lancaster Farming	1,217.4	1,187.6	3,857.7	3,426.9
Measured in lines	1,636,268	1,596,213	5,184,941	4,607,214
Midwest Farm Paper Unit: (sm)				
The Farmer	335.8	288.8	1,120.4	995.2
Measured in lines	255,224	219,507	851,533	756,352
Nebraska Farmer	405.8	353.4	1,244.1	1,068.0
Measured in lines	308,460	268,695	945,532	811,800
§Prairie Farmer:				
#Illinois Edition	546.6	541.3	1,467.5	1,419.2
#Indiana Edition	579.4	499.8	1,510.9	1,384.7
Average 2 Editions	560.4	523.9	1,485.8	1,404.9
Measured in lines	425,897	398,181	1,129,205	1,067,683
§Wallaces Farmer	361.4	322.2	1,204.7	1,063.5
Measured in lines	274,655	244,852	915,533	808,256
Wisconsin Agriculturist	287.5	255.4	905.4	790.5
Measured in lines	218,518	194,092	688,129	600,775
▲Pecan South	19.3	16.6	79.1	63.7
Measured in lines	8,106	6,972	33,222	26,754
§Progressive Farmer	153.0	177.9	553.3	683.6
Measured in lines	64,258	74,710	232,384	287,127
Specialized Agricultural Publications:				
▶Flue Cured Tobacco Farmer	—	—	144.0	145.7
Measured in lines	—	—	26,199	27,690
Peanut Farmer	12.0	12.8	115.0	166.8
Measured in lines	5,112	5,453	48,990	71,057
§Successful Farming (mon)	113.1	101.4	606.7	555.7
Measured in lines	48,539	43,511	260,284	238,402
Tennessee Farmer (mon)	34.1	31.7	144.1	132.0
Measured in lines	25,944	24,103	109,533	100,321
Western Unit Farm Magazines: (mon)				
Arizona Farmer-Ranchman	106.8	118.6	351.6	377.0
Measured in lines	81,148	90,108	267,187	286,506
Colorado Rancher & Farmer	123.8	112.1	444.3	417.6
Measured in lines	94,076	85,196	337,628	317,364
Northwest Unit Farm Magazines:				
Idaho Farmer-Stockman	136.0	145.2	620.6	574.7
Measured in Lines	103,342	110,389	471,653	436,741
Montana Farmer-Stockman	202.5	171.9	785.6	701.9
Measured in lines	153,924	130,609	597,028	533,447
Oregon Farmer-Stockman	136.6	124.9	535.2	477.7
Measured in lines	103,787	94,926	406,755	363,063
Utah Farmer-Stockman	118.1	112.5	443.0	402.0
Measured in lines	89,754	85,473	336,716	305,498
Washington Farmer-Stockman	136.6	135.1	558.8	513.1
Measured in lines	103,831	102,685	424,692	389,926
Wyoming Farmer-Stockman	242.0	239.4	724.0	718.4
Total Group	7,928.8	7,644.3	27,788.8	25,395.4

Notes: §Sectional linage included but prorated to circulation of regional editions.

†Published twice a month, except July, August and December, monthly.

*Published twice a month except June, July and December, monthly.



Ad pages in farm publications for 9 months, 1979-1978

Third-quarter and year-to-date figures for U.S. and Canadian publications reporting to Advertising Age

Key: (mon)-monthly; (sm)-semi-monthly; (bm)-bi-monthly; (bw)-bi-weekly; (w)-weekly; (d)-daily; (q)-quarterly.

▲Published six times a year. ◇Published 11 times a year. #Not included in totals. A. California Farmer corrects 6-mo. figures as follows: Apr-June '78—172.1 (lines 130,825); Jan-June '78—402.8 (lines 306,189).

Dairy & livestock

	Pages			
	July-Sept. 1979	July-Sept. 1978	Jan.-Sept. 1979	Jan.-Sept. 1978
§Beef Magazine	111.6	71.5	205.2	233.4
The Cattleman (mon)	311.4	286.7	886.0	845.1
Dairy Herd Management	102.8	75.5	335.9	290.0
§Drovers Journal	462.8	400.4	932.3	829.3
Feedlot Management	76.7	44.2	224.0	181.0
Florida Cattleman (mon)	241.4	200.1	675.6	590.9
§Hoards Dairyman (sm)	211.5	189.3	737.2	665.9
Hog Farm Management	148.7	123.6	513.2	443.6
†Livestock Breeder Journal (mon)	487.5	500.7	1,111.7	1,101.5
National Hog Farmer	210.6	158.4	637.7	540.1
Pig American	69.2	27.1	173.9	72.6
Southern Beef Producer	100.0	73.4	225.9	215.0
**Southern Hog Producer	36.0	15.3	153.5	82.7
▲Sunbelt Dairyman (mon)	26.4	22.9	104.9	99.6
Dairy: (mon)				
Full Edition	40.1	29.0	117.3	92.8
Western Edition	38.0	40.4	91.4	77.7
◇Livestock: (mon)				
Central Edition	131.0	137.2	377.3	396.1
Western Edition	184.4	169.6	421.4	392.1
Southern Edition	87.8	90.2	268.2	238.3
Western Livestock Journal Weekly:				
Central Edition	78.7	65.0	280.7	238.7
Western Edition	104.9	93.2	341.2	289.1
Western Livestock Reporter/Montwyo News (W)	235.6	167.3	713.2	788.0
Total Group	3,497.1	2,981.0	9,527.7	8,703.5

Notes: §Sectional linage included but prorated to circulation of regional editions. ▲Published ten times a year; July/August November/December issues combined. **Published January, February, March, April/May, August/September, October, November/December, Jan.-Sept. '79. Includes 175.4 pp in Georgia, North Carolina, Virginia, Kentucky state editions. Jan-Sept. '78, includes 250.4 pp in Georgia, North Carolina, Virginia, Kentucky state editions.

Fruit & vegetable

	July-Sept. 1979	July-Sept. 1978	Jan.-Sept. 1979	Jan.-Sept. 1978
American Fruit Grower (mon)	104.7	127.1	366.7	388.2
American Vegetable Grower (mon)	160.6	127.1	677.4	388.2
Citrus & Vegetable Magazine	99.6	78.8	255.4	234.0
Florida Grower & Rancher	32.8	13.8	81.2	80.4
Total Group	397.7	346.8	1,380.7	1,090.8

Poultry

	July-Sept. 1979	July-Sept. 1978	Jan.-Sept. 1979	Jan.-Sept. 1978
Broiler Industry	189.8	178.7	562.2	462.7
Poultry Digest	94.6	86.0	[illegible]	256.7
Poultry Tribune	116.3	101.2	[illegible]	321.2
Total Group	400.7	365.9	[illegible]	1,040.6

Canadian

	July-Sept. 1979	July-Sept. 1978	Jan.-Sept. 1979	Jan.-Sept. 1978
Country Guide (mon)				
#Eastern Edition	114.3	94.1	396.3	395.0
#National Edition	176.1	146.9	710.0	673.9
#Western Edition	133.4	106.6	493.7	460.1
Average 3 Editions	141.3	115.9	533.4	509.7
Le Bulletin des Agriculteurs (mon)	170.0	181.0	601.0	646.0
Total Group	311.3	296.9	1,134.4	1,155.7

Notes: #Not included in totals.

Now we are six...

THE HARVEST FARM UNIT ANNOUNCES A NEW STATE FARM MAGAZINE.

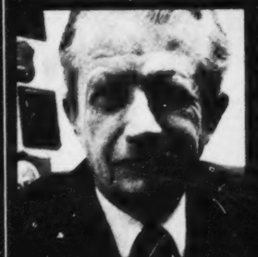
Effective January 1, 1980, the *Florida Grower & Rancher* will become part of the Harvest Farm Unit.

Florida grosses over $3 billion in farm income annually, ranking it 5th among all states in cash receipts.

Now you can reach this important farm market along with Ohio, Michigan, Pennsylvania, Kansas and Missouri, with a single unit buy…a unit that reaches over 17% of the total U.S. farm population with over 16% of the U.S. farm income.

Here are just some of the features of the new *Florida Grower & Rancher*:

· Incorporates the *Florida Field Report*.
· Locally edited exclusively for all Florida growers and ranchers.
· Standard 760-line format.
· 12-time (monthly) frequency.
· Qualifies for the Harvest Farm Unit discount.
· Controlled circulation of 32,511.



Meet Bill Deitenbeck, editor of *Florida Grower & Rancher.* Bill comes to the publication from *Florida Field Report*, now incorporated into *Florida Grower & Rancher.* His editorial efforts have won him numerous awards and honors from the Florida agricultural community and for journalism.

Bill will be headquartered in Orlando, Florida.

THE HARVEST FARM UNIT

THE OHIO FARMER · MICHIGAN FARMER · PENNSYLVANIA FARMER
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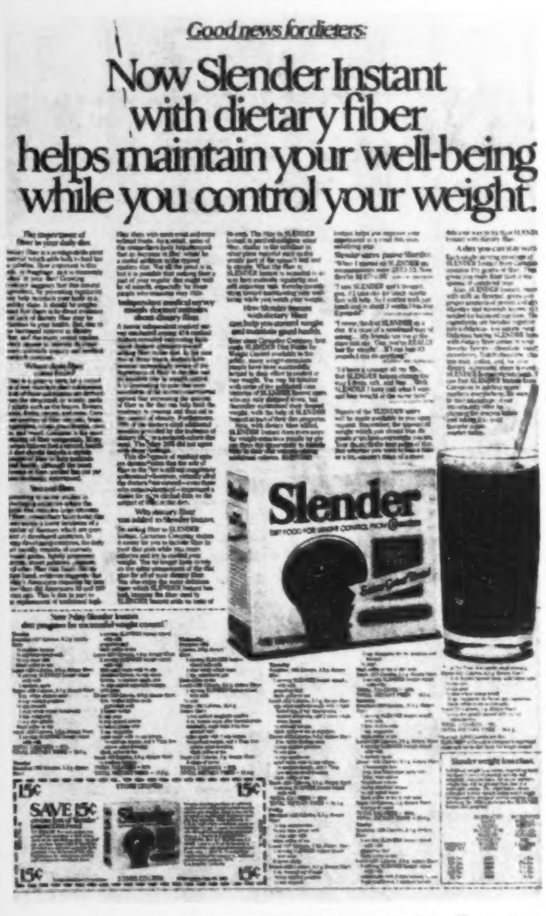

Good news for dieters:

Now Slender Instant with dietary fiber helps maintain your well-being while you control your weight.

Slender
SAVE 15¢
15¢

Slender with added "dietary fiber" is promoted by Carnation in newspaper pages in major markets. Copy says Slender now gives dieters "the opportunity to include fiber in their diet without adding additional calories." SSC&B, Los Angeles, handles.

Spot prices up modestly for most top markets

By MAURINE CHRISTOPHER

NEW YORK—Prime time spot tv rates for the fourth quarter continue to show mainly modest gains in all the top 20 markets except Dallas, which fell 5.5% below last year's levels.

According to the October SQAD Report, street price increases for prime time 30s on network affiliates ranged from 9.5% in Washington to 1.9% in Houston. These cost per household rating point estimates are based on buys made as of Sept. 27 by a sampling of leading ad agencies.

Prices and volume were strong, but not dramatically so, said Marvin Richfield, president of Spot Quotations & Data. Price hikes, he noted, had been tempered somewhat by late buying, especially on the part of "bread and butter corporations, airlines and several other seasonal advertisers."

In general, prices tended to sag temporarily until demand picked up as the '79-'80 season got under way, he indicated. The Dallas market reportedly dipped over-all because the stations there broke the line too early.

■ The SQAD president attributed the late buying this fall to caution over the recession's possible impact on consumers and to management concern over committing ad funds that might be needed to reach their predicted profit goals.

In the weeks to come, Mr. Richfield has pinpointed early and late fringe as periods to watch, since expensive, newly syndicated programs like "M*A*S*H" and "Happy Days Again" will start their local runs.

Late fringe for October, which includes independents as well as affiliates, looked particularly healthy in Philadelphia, at a $106 cpp, and in Boston, at $101. The quotations ranged from $132 in New York to $11 in Wilkes-Barre. Early fringe went from $132 in New York to $32 in San Diego to $10 in Wilkes-Barre.

Accompanying the 51-market spot buying guide is the 200-market planners report giving day-part projected costs for the next six quarters. Forecasts for prime time in New York call for a cpp of $371 for the second quarter of 1980 and $381 for the fourth.

Comparable projections for other cities: Los Angeles $279 and $287; Chicago $194 and $200; Philadelphia $170 and $175 and San Francisco $175 and $180. #

October 'street' prices for spot tv on network affiliates

Average cost per household rating point for 30-second spot

Nielsen market rank	Prime time '79 vs. '78
1. New York	$356 (+5.3%)
2. Los Angeles	283 (+5.6%)
3. Chicago	187 (+3.9%)
4. Philadelphia	166 (+3.8%)
5. San Francisco	169 (+4.3%)
6. Boston	158 (+4.6%)
7. Detroit	127 (+5.8%)
8. Washington	104 (+9.5%)
9. Cleveland	71 (+ 6%)
10. Pittsburgh	81 (+ 8%)
11. Dallas	104 (−5.5%)
12. Houston	105 (+1.9%)
13. St. Louis	55 (+5.8%)
14. Minneapolis	75 (+8.7%)
15. Miami	102 (+7.4%)
16. Seattle	80 (+5.3%)
17. Atlanta	87 (+6.1%)
18. Tampa	77 (+2.7%)
19. Baltimore	77 (+6.9%)
20. Indianapolis	55 (+ ⅞%)

Market combinations at a glance -cpp

Ranked by market size	Prime time October	cpm
1-10	$1,654	$6.69
11-20	817	8.83
21-30	524	8.01
31-40	315	6.06
41-50	260	5.82

Source: Spot Quotations & Data, 950 Third Ave., New York 10022. Average cpps for a 30-second spot were determined from ad agency conventional buys on affiliates as of Sept. 27. Excluded are spots bought on a 52-week basis or calling for 150-plus gross rating points weekly. These averages are a yardstick and not a listing of the market's lowest prices. Ratings used are an Arbitron/-Nielsen average. These guides can be applied to 60s—200%—and 10s—50%. Percentage gain or loss over October, 1978, is shown in parentheses.

King to buy KTVB

King Broadcasting Co., Seattle, will buy ABC affiliate KTVB-TV, Boise, Ida., from KTVB Inc., if the Federal Communications Commission approves the sale. King Broadcasting owns three tv and nine radio stations, and also operates a number of cable tv systems in the West, through King Videocable Co.

Morley leaving AmEx

American Express Co. announced the resignation of Roger H. Morley as president, a title that is being retired when he leaves Dec. 31. Alva O. Way, formerly senior vp-finance at General Electric, is moving to AmEx to assume Mr. Morley's duties as vice-chairman.

Mr. Morley, who reported to chairman James Robinson III, said he left to seek the top spot somewhere else, but sources viewed Mr. Morley's failure to secure an AmEx takeover of McGraw-Hill as a factor in his departure.

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Tight Money Fallout

Ad arsenal oiled for savings battle

By JOSH LEVINE

NEW YORK—New marketing efforts on behalf of high-yield money market funds will mean a proliferation of the funds' tombstone ads, and that may signal R.I.P. for many regular bank savings accounts.

As double-digit inflation undermines the appeal of a 5½% passbook account, small savers are finding the alternatives more and more appealing. The upward acceleration of interest rates after the Federal Reserve Board's recent moves to tighten credit has focused even greater attention on money funds, where depositors can tap interest yields over 11% with as little as $1,000.

"We're going to see an incredible increase in advertising for money market funds," said Trevor Rolfe, advertising manager, Shearson Hayden Stone. "If we can make people believe that a money fund is as safe as a bank, it boggles the mind what could happen."

▪ It boggles the mind already. The Shearson Daily Dividend Income fund has reached $750,000,000 in assets in the three months it's been in existence, with only sparse advertising. Shearson and other fund brokers have been waiting for changes in Securities & Exchange Commission regulations that have proscribed the mention of interest yield in fund ads.

"So far, fund advertising has been a dog with no teeth," said Shearson's Mr. Rolfe. "Our ability to focus on yield in advertising will really put some bite into fund marketing."

▪ That's bad news for thrift institutions, but several of them are biting back. The New York Savings Bank, the city's third largest mutual savings bank, ran newspaper ads last week with the headline, "Avoid the knockout punch," a reference to the effect of "erratic investments of all kinds."

The Dime Savings Bank, New York's second largest, came out with the same message, though the tone of its page newspaper ad was less combative. Both banks played up their federal deposit insurance and the peace of mind it brings—the best of a limited choice of weapons in the thrift institution's duel with less regulated investment tools.

"I think you're going to see a lot more of this kind of thing," said Edmund Michelson, vp-director of advertising, New York Bank for Savings. "But, on the whole, savings bank budgets will probably decline slightly. I also expect to see a shift from media spending to more targeted promotions aimed at holding on to our own customer base—direct mail, in-store promotions, telephone campaigns, and

(Continued on Page 105)

Real estate chains: 'We'll grow'

An ADVERTISING AGE roundup

The burgeoning franchise real estate business, although bothered by the publicity surrounding the tight money situation, sees itself as being in the best possible position for handling the homes that will be bought. And they also see themselves growing as a result.

Century 21, the Irvine, Cal.-based giant of the real estate chains, is shrugging off the jump in interest rates and drop in mortgage availability, and plans to increase its tv ad spending next year to $24,000,000, from about $20,000,000 this year.

Bruce Oseland, assistant vp-communications, said the net effect of increased lending rates "as of today is virtually nothing. As we see it, the effect will be on new housing rather than existing housing, and resale of existing homes is our main business. It could turn out to be a plus for us."

He said Wells, Rich, Greene/-Townsend, Century 21's agency, will continue a tv and radio campaign aimed at recruiting sales people nationwide for the next couple of weeks, then return to heavy broadcast on the chain's "neighborhood professional" theme.

WRG in New York conducted research for Century 21 which Mr. Oseland said supported the planned increase in tv use next year.

He said Century 21 hadn't used network tv prior to Oct. 1, and to continue heavy network commercial airing at the $24,000,000 level next year needed documentation, since the spending comes from a trust fund of chain and franchisee ad contributions involving a network that now counts more than 7,500 offices.

▪ And, speaking of offices, that's just what some execs are pointing to as a positive outcome of the current money crunch. According to William Howell, vp-marketing at Gallery of Homes, Atlanta, his company is receiving an increased number of applications for membership from independent realtors.

"When times are bad, it is more favorable for a realtor to join a franchise," Mr. Howell said. "We're beginning to get more memberships now. But we're not as aggressive as Century 21, Realty World and ERA about going out and getting new members. We still look for quality realtors. We don't take just anybody."

Mr. Howell added that it was a "little early to tell" the effects of the new interest rates on home buying, but noted the company was experiencing "some problems with the publicity" surrounding the Federal Reserve Bank's anti-inflation action.

"This publicity is the worst thing that can happen to a realtor," Mr. Howell said.

The franchise business of Meredith Corp.'s Better Homes & Gar-

(Continued on Page 105)

Gentlemen prefer Hanes

"Gentlemen Prefer Hanes" will once again surface in January, this time in a new Mata Hari-meets-James Bond-type tv commercial. A promotional tag line supporting Hanes' anniversary sale will run at the end of the commercial and in print ads. Dancer Fitzgerald Sample handles.

Reader data

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WASHINGTON DC 20014

Schoenleb explains his move to Arby's

By CHRISTY MARSHALL

CHICAGO—As the new exec vp and second-in-command at Arby's International, E. Christian Schoenleb will have a voice in all areas of the nation's leading roast beef chain—and that's more than he had as exec vp-marketing at Burger King Corp.

When asked in an interview last week why he opted for Arby's, Mr. Schoenleb told ADVERTISING AGE: "The first and biggest reason is the job offered more broad management responsibilities than I had at Burger King. I will be involved in virtually everything. I wanted more say and input to direct the company I was working in . . . I was often frustrated at Burger King."

His decision to change chains apparently caught Burger King by surprise. It said a search would be launched to find a successor to Mr. Schoenleb.

Before announcing his departure, Mr. Schoenleb hired Peter Schweitzer, senior vp and account director on the Burger King account at J. Walter Thompson Co., as senior vp-marketing. On Nov. 15, Mr. Schweitzer will assume the lion's share of Mr. Schoenleb's former duties until a successor is named.

In his telephone conversation with AA, Mr. Schoenleb said he feels he left Burger King in good shape, and "some exciting things are going to happen there in the next six months."

(Continued on Page 106)

The 1980 Dodge Aspen Special. The only 6-passenger car under $5000.
Test drive Total Performance from Dodge

Dodge Aspen Special adds print backing for "the only 6-passenger car under $5,000" in a color page campaign in newsweeklies during November. Agency is Kenyon & Eckhardt.

House nod to $30 million energy drive may spur plan

By RICHARD L. GORDON

WASHINGTON—The House of Representatives has endorsed putting as much as $30,000,000 into a major paid advertising campaign to encourage energy conservation by the public.

This is the first time either the Senate or House has gone on record in favor of the government buying media—instead of using public service ads—for a national campaign on the energy issue.

▪ Backers of the drive cite as a model the energy conservation effort mounted by the Canadian government in recent years. House energy and power subcommittee chairman John Dingell (D., Mich.) has backed the campaign, while Rep. Richard Ottinger (D., N.Y.), a member of the Dingell subcommittee, has been the chief spokesman on the House floor.

House support for paid ads came in a voice vote which amended pending Energy Department legislation to authorize a $30,000,000 ad investment this year. A week earlier, the House had balked at approving larger sums, first $95,000,000 and then $45,000,000 (AA, Oct. 15).

(Continued on Page 106)

last minute news

Magnavox reviewing $8,000,000 account

FORT WAYNE, IND.—Magnavox Electronics Co., a North American Phillips Corp. subsidiary, is sending out questionnaires concerning its $8,000,000 account. Seven-year incumbent Esty will participate.

Conahay & Lyon loses IBM corporate account

NEW YORK—IBM Corp. has pulled its $11,000,000 corporate tv account out of Conahay & Lyon. The agency, which handled the account on a fee basis, will continue to work on special projects for about the next six months. No decision on a replacement yet. IBM's other agencies include Doyle Dane Bernbach; Geer, DuBois; Lord, Geller, Federico, Einstein, and Marsteller Inc.

(Continued on Page 8)

Recovery by NBC-TV brings strength in 18-49 age reach

By COLBY COATES

NEW YORK—Nearly five weeks into the prime time tv season, agency execs continue to marvel over NBC-TV's strength in the 8 p.m. to 9 p.m. (EDT) period, its success in reaching the 18-to-49-year-olds and the effectiveness of its print and on-air promotions.

Obviously, there are other factors influencing NBC's drive into the position of a solid competitor to ABC-TV. They include the share declines for established ABC hits and the failure of most of its newcomers, coupled with what some sources see as "the disarray" of CBS-TV's programing operation.

- Agency execs attribute a large measure of NBC's success to NBC president Fred Silverman, of whom one adman said, "Nobody in sales, programing or promotion is making a single decision without him."

For many observers, the key to NBC's resurgence is the network's spectacular, but not widely anticipated gains with the 18-to-49 age group.

Explained one buyer, "When we were negotiating upfront business with NBC it became apparent we couldn't buy NBC for a few of our biggest clients. NBC refused to give us guarantees against the 18-to-49 demographic," he said. "From the beginning, they [NBC] expected to make inroads in the 25-to-54 breakout but certainly not 18-to-49," he said. "If they thought they would score with that group (18-to-49), they would have guaranteed the estimates."

What's behind NBC's success in reaching everyone's favorite consumer? One buyer thinks "It's the way they've scheduled 'jiggle' programs." Another took that a step further, drawing a parallel to ABC's mid-1970s turnaround built around such "t&a" favorites as "Love Boat," "Charlie's Angels" and "Three's Company."

The low-brow sexiness that made these shows hits, he contended, is now turning up in NBC's "Sheriff Lobo," "Real People," "Man Called Sloane," "Buck Rogers," "Kate Loves a Mystery," and even the older skewed "Quincy," which, thus far this year, has tackled teen agers and drugs, kiddie porn and Las Vegas showgirls.

"Real People," meanwhile, has ogled the Dallas Cowboys cheerleaders and visited Hugh Hefner. "Lobo" has been up to his ears in girlie magazines and wet t-shirt contests; "Buck Rogers" is in the hands of various seductresses, and on the season debut of "Kate" (don't dare call me Columbo), "America's mom-turned-sleuth uncovers a prostitution ring involving suburban housewives," according to the NBC ad copyline.

- "Face it," said one agency exec, "these are kinds of things that grab the young viewer. And the fact is, nobody understands that or exploits it better than Fred [Silverman]."

Sources, however, insist it's a mistake to write off ABC's appeal to these viewers, while still expressing incredulity over some early NBC numbers.

For example, Nielsen data after the first two weeks of the new season gives NBC a prime time total audience advantage of 31% over CBS and 14% ahead of ABC. With total women, NBC has an 18% edge on CBS and 19% advantage over ABC. In the key 18-to-49 women demographic profile, NBC is 42% ahead of CBS and 19% up on ABC.

(Continued on Page 106)

Gaynor goes after Y&R clients

By LEAH ROZEN

NEW YORK—Following the notion that if you really want something, you have to ask for it, Gaynor & Ducas president Allen C. Falcone is asking Young & Rubicam and Marsteller accounts to move their business to his agency.

Mr. Falcone has sent letters to about 60 advertisers handled by the two agencies. His massive missive action was prompted by Y&R's acquisition of Marsteller last summer, a deal that made Y&R the nation's largest agency (AA, July 2).

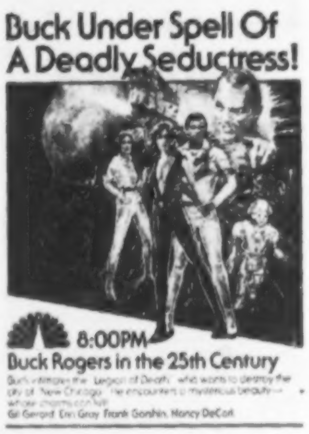
Mr. Falcone wrote that he is opposed "to the development of supergiants in the advertising business." His reason for being against them: "Clients are denied the exacting search for alternatives. The entrepreneurial spirit is hobbled. And it is this spirit that spurs advertising agencies to achieve greater sales and profits."

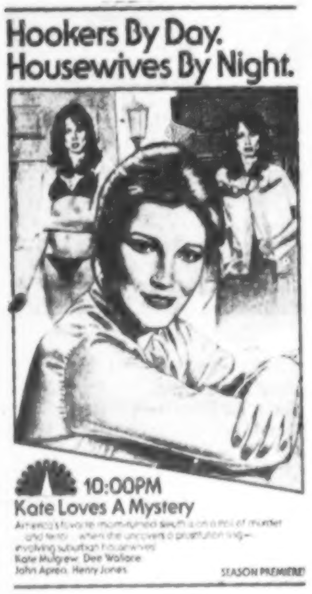
- Mr. Falcone's letter asked Y&R and Marsteller clients to telephone him for a 10-minute chat. "And in that 10 minutes I will give you at least one fresh and exciting idea, free," he wrote.

How many have called for their free ideas since the letters went out Oct. 5? According to Mr. Falcone, he has received about 15 responses, although all have been through the mail rather than on the phone. He characterized five out of the 15 as "live prospects who are concerned about the same things I am." Mr. Falcone said he expected to hear shortly from others he wrote to, and within 30 days he expects to announce a "sizable" account switch.

The agency president said he saw no ethical breach in his actions. "Why not?" he said of the letter-writing campaign. "Other agencies do it all the time. My ac-

(Continued on Page 108)


Buck Under Spell Of A Deadly Seductress!
8:00PM
Buck Rogers in the 25th Century
Gil Gerard Erin Gray Frank Gorshin Nancy DeCarl



Sexy program content, as illustrated by these print promos for Buck Rogers and Kate (nee Columbo) segments, is credited by some observers for helping NBC-TV's early ratings.

Indie insurance unit sets ad battle plan

By JOSH LEVINE

NEW YORK—Independent Insurance Agents of America is consolidating its advertising at Hicks & Greist by adding its $2,000,000 account to the $10,000,000 tv project the agency had won earlier this fall. The move severs a 20-year relationship between the IIAA and Doremus & Co.

With the account and the separate campaign under its belt, Hicks & Greist will mount an extensive media effort designed to win back the market share lost to direct writers—insurance companies like Allstate and State Farm Mutual—which write personal insurance policies through a company sales force.

The 1980 tv project is considered independent from the IIAA's account, traditionally a print-oriented budget, because it is jointly funded by the trade organization and insurance underwriters who utilize the network of independent agents to handle their policies.

- Underwriters, including Aetna Life & Casualty, Travelers Corp. and Continental Insurance Cos., have seen their share of market dwindle to 50% in the last 25 years under a heavy ad barrage from direct writing competitors.

In automobile insurance, for instance, direct writers have nearly doubled their share of market from 25.9% in 1955 to 51.2% in 1978, according to industry sources. Though automobile insurance is perhaps the most dramatic example, other personal insurance lines in the $80 billion market, mostly property and casualty insurance policies, have undergone similar shifts.

Though studies have found a price differential working to the disadvantage of the independent agent, the prime cause has been massive ad spending by direct writing companies. The spending overmatch, according to the IIAA, could run as high as 40 or 50 to one.

The account move is effective Dec. 1.

For example, Allstate, a direct writing subsidiary of Sears, Roebuck Co., spent $18,000,000 in measured media last year. Aetna, Travelers and Continental combined spent just over half of Allstate's budget. #

highlights

Monday, October 22, 1979

DFS restructured and expanded its management team to accommodate new growth. *See Page 4*.

Bristol-Myers filed a $25,000,000 libel suit against CBS for remarks made about Bufferin and Excedrin. *See Page 4*.

Magazine publishers and editors were presented with a variety of viewpoints on how the new video technology will affect their business. *See Page 10*.

William R. Hesse is leaving the American Assn. of Advertising Agencies to reenter the agency business. *See Page 12*.

Weibel's Green Hungarian wine is being touted via radio spots in California markets before the campaign is expanded nationally. *See Page 18*.

Bozell & Jacobs moved into the retail specialty area by acquiring the $16,000,000 Chollick Associates. *See Page 18*.

Arbitron's black and Spanish tv ratings reports indicate that their favorite prime time series often are similar to those of the general market. *See Page 20*.

Magazine Publishers Assn. hears that 1980s will see stronger hedonistic thrust in U.S. *See Page 22*.

Hang Ten is putting its two feet on a new hair care line, in another licensing move that puts the marketer in another product category. *See Page 33*.

Texize division of Morton-Norwich is poised for growth via new products in several major categories. *See Page 34*.

The Yorkshire Ripper has eluded police for so long that now they are trying to find him through newspaper ads. *See Page 36*.

British Airways will launch its largest single campaign—worldwide—with the theme, "We care." *See Page 39*.

The need for communications skills in democratic societies will grow in the next decade, AA Washington editor Stanley Cohen told a public service ad group in Brussels. *See Page 39*.

Blimp advertising is what Airship Enterprises is selling. *See Page 46*.

Everyone in the ad business isn't a nice guy, there are the inevitable "bastardpersons," as Dick Williams calls them. Who are they? *See Page 61*.

Bob Stone quizzes your direct marketing know-how. *See Page 64*.

John O'Toole shares some thoughts on advertising and its "impact" on consumers. *See Page 67*.

Harry Wayne McMahan urges advertisers to bring back some of their old ads and campaigns; they're too good to gather dust. *See Page 67*.

Accountants should be allowed to advertise, according to the results of a study of corporate financial officers. *See Page 84*.

The premiere issue of *Science 80* appears this week. Its business team sees themselves as successful Davids against mighty Goliaths. *See Page 94*.

EurAm 4 sessions are set for Nov. 5 through Nov. 8 in Frankfurt. *See Page 96*.

Publisher Rupert Murdoch has reached an agreement in principle to purchase 12 Houston-area weeklies from the Panax Corp. *See Page 110*.

International Section

Television in Shanghai is going commercial in an agreement just concluded with a Hong Kong tv station. *See Page S-1*.

Political kidnappings, including one for which ransom was the purchase of ad space in major U.S. newspapers, shakes the business community in El Salvador. *See Page S-2*.

Unilever's Indian subsidiary, Hindustan Lever Ltd., has been ordered to dilute its equity to 40%. *See Page S-11*.

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A Bon Voyage to Trailways
Ogilvy & Mather Houston

With a touch of class, O&M Houston says goodby to departing Dallas-based client, Trailways, in the Oct. 22 issue of *Dallas/Fort Worth Business*. New Trailways management is moving its account to Stern/Monroe (AA, Oct. 15).

Advertising pages in October consumer publications

Current and October, '78, figures for U.S., Canadian and foreign publications reporting to Advertising Age

Women's

	Pages			
	Oct. 1979	Oct. 1978	Jan.-Oct. 1979	Jan.-Oct. 1978
†§Bride's Magazine	149.5	124.0	1,136.7	912.0
§Cosmopolitan	254.2	228.6	2,000.8	1,710.5
Essence	83.0	78.0	729.0	676.0
§Family Circle	138.5	150.6	1,518.4	1,392.9
▲Family Health	35.4	26.1	255.3	253.8
§Good Housekeeping	195.6	228.6	1,581.0	1,659.7
Ladies' Home Journal	150.5	149.3	1,083.1	1,124.8
Lady's Circle	12.8	10.1	94.1	115.7
McCall's	137.9	147.6	1,084.7	1,253.6
†Modern Bride	133.0	124.7	1,095.0	1,087.6
Ms.	50.7	47.3	460.0	430.2
○New Woman	44.3	35.8	216.8	166.0
§Parents Magazine	58.3	56.1	509.3	448.9
Playgirl	41.5	38.2	404.2	368.2
Redbook	132.6	150.3	1,226.5	1,267.1
Self	62.9	——	428.2	——
Seventeen	111.2	108.9	1,183.8	1,136.0
*Talk	14.7	16.0	152.2	148.0
'Teen Magazine	40.8	40.9	444.4	470.9
§True Story	64.5	49.7	571.7	455.1
§Woman's Day	120.2	153.5	1,263.1	1,407.0
The Workbasket	35.1	31.1	257.3	238.2
Working Woman	37.2	26.5	281.4	213.5
Total Group	2,104.4	2,022.0	17,977.9	16,935.7

General

	Oct. 1979	Oct. 1978	Jan.-Oct. 1979	Jan.-Oct. 1978
▲A.D. Publications	15.7	17.3	115.0	137.8
Air Progress	24.3	19.0	239.2	220.3
American Forests	31.7	24.5	159.9	140.4
§American Legion	36.9	32.1	269.9	279.8
○Americana	——	——	154.6	147.2
Apartment Life	63.5	48.0	501.2	395.6
§▲Architectural Digest	134.4	113.4	883.7	786.2
§The Atlantic	42.4	39.6	338.1	326.0
○Audubon Magazine	——	——	169.4	141.9
§Bon Appetit	101.5	78.9	588.8	423.3
Book Digest	41.0	26.0	386.1	325.8
Christian Herald	44.3	49.3	369.7	363.0
Christian Life	31.9	30.2	293.4	294.5
*Christianity Today	71.4	61.6	535.5	431.3
Complete Men's Group	27.0	25.0	240.9	250.9
Country Journal	60.2	66.9	454.8	461.6
Creative Computing	75.0	41.6	581.3	150.7
▲Cuisine Magazine	64.3	37.3	315.3	226.9
Ebony	93.7	92.5	892.0	889.1
Elks Magazine	31.0	31.6	245.7	253.3
§Esquire	40.4	——	432.0	——
50 Plus	33.0	27.3	272.8	258.3
Flying	50.7	50.9	531.8	515.8
§Gentlemen's Quarterly	137.3	107.7	790.2	591.2
Golf Digest	98.2	99.8	809.4	884.9
§Golf Magazine	52.7	43.2	681.9	666.1
Gourmet	91.3	83.7	547.0	479.9
§Harper's Magazine	47.0	41.4	338.9	319.5
○Hi-Fi/Stereo Buyer's Guide	36.8	25.3	143.8	123.3
*High Fidelity	91.4	87.7	684.5	639.7
Income Opportunities	55.2	58.2	431.7	461.9
Kiwanis Magazine	23.8	22.0	177.1	137.8
Let's Live	99.4	92.8	931.3	833.6
Life	66.7	56.0	486.1	56.0
Lion Magazine	22.9	20.2	181.2	139.1
Modern Photography	137.1	125.3	1,246.7	1,210.3
§Money	91.0	88.7	681.5	676.9
Moneysworth	25.7	24.0	212.7	182.0
Moody Monthly	74.5	66.2	491.4	470.2
Moose Magazine	31.0	28.0	248.0	235.0
○Mother Earth News	49.0	54.7	222.1	235.1
National Geographic	32.6	37.0	318.9	302.5
National Jewish Monthly	25.3	46.7	250.7	304.6
National Lampoon	38.4	31.6	350.5	299.0
▲National History	54.2	59.0	365.8	349.1
Omni	74.2	56.9	372.1	——
§Oui Magazine	31.0	16.0	196.7	208.6
§Penthouse Magazine	76.5	71.0	710.4	611.6
Petersen's Photographic	54.2	57.0	495.2	565.5
Playbill	55.7	61.2	404.5	399.3
§Playboy	107.4	123.4	1,075.1	972.5
Popular Photography	148.1	154.2	1,568.7	1,559.6
Prevention	116.6	109.0	1,075.2	1,051.0
Psychology Today	69.5	65.8	569.3	607.0
▲Quest '79	42.0	35.4	228.9	172.2
§Reader's Digest	155.7	158.2	1,100.9	1,143.5
Rotarian	23.9	25.8	211.4	210.4
††Saturday Evening Post	35.7	26.7	307.6	257.5
Scientific American	97.6	94.3	828.9	718.4
Signature	59.2	65.4	445.2	385.7
Smithsonian	94.3	95.2	598.2	620.6
Stereo Review	89.9	95.5	755.2	789.3
Success Unlimited	31.7	41.8	357.6	352.8
Tennis Magazine	41.4	56.7	632.5	714.1
Town & Country	142.6	155.6	845.1	793.7
Travel/Holiday	52.6	39.0	474.5	398.0
Travel & Leisure	95.3	109.5	784.5	716.5
VFW Magazine	33.8	30.9	275.7	245.4
Weight Watchers	26.3	23.6	175.3	158.8
World Tennis	27.8	28.7	418.6	514.9
Writer's Digest	21.5	17.0	189.5	175.4
Yankee Magazine	133.3	147.0	977.8	1,006.3
Total Group	4,433.6	4,173.0	35,637.1	32,366.0

Fashion & service

	Pages			
	Oct. 1979	Oct. 1978	Jan.-Oct. 1979	Jan.-Oct 1978
Glamour	198.1	218.3	1,709.1	1,614.4
Harper's Bazaar	94.2	98.2	708.5	669.2
Mademoiselle	141.2	143.1	1,249.3	1,213.6
L'Officiel/USA	76.8	84.0	477.4	421.5
Vogue	251.1	271.1	1,866.0	1,738.1
Total Group	761.4	814.7	6,010.3	5,656.8

Home

	Oct. 1979	Oct. 1978	Jan.-Oct. 1979	Jan.-Oct 1978
§Better Homes & Gardens	163.4	156.2	1,333.0	1,459.0
○Colonial Homes Magazine	——	——	216.0	166.0
C ○Decorating Showcase	——	——	84.6	63.4
▲Family Handyman	68.7	49.7	477.4	386.2
Flower & Garden	19.5	19.4	277.7	245.5
The Hometown Magazines:				
Dallas-Ft. Worth Home/Garden	58.6	23.5	386.1	——
Houston Home/Garden	142.6	134.6	1,090.8	1,014.7
Horticulture	26.3	26.9	303.1	321.9
House Beautiful	147.9	147.1	966.5	881.7
House & Garden	164.4	135.5	1,135.4	1,027.0
†Homeowners How-To	——	——	125.6	135.6
Hudson Home Guides	52.1	46.2	491.8	480.5
Living:				
○Dallas	——	——	600.4	567.7
○Houston	——	——	599.2	571.0
○Denver	——	——	429.8	391.5
‡Austin	——	——	131.9	126.9
‡San Antonio	——	——	75.2	58.1
○Phoenix	41.0	——	174.5	——
○Tampa	23.2	——	58.0	——
▲1001 Decorating Ideas	36.3	——	256.2	170.9
Organic Gardening	84.1	83.2	804.2	848.3
○Plants Alive	——	——	150.2	185.1
St. Louis Home/Garden	51.0	——	204.0	——
San Diego Home/Garden	25.1	——	49.8	——
Southern Living	159.4	152.6	1,317.7	1,346.9
§Sunset Magazine	163.2	166.6	1,356.1	1,410.3
○Texas Homes	——	——	424.8	195.6
○Workbench	——	——	297.8	287.1
Total Group	1,426.8	1,141.5	13,806.8	12,140.9

Arts & antiques

	Oct. 1979	Oct. 1978	Jan.-Oct. 1979	Jan.-Oct 1978
○American Art & Antiques	——	——	226.9	88.0
American Artist	66.0	69.0	555.2	563.6
Antiques	178.6	146.6	1,358.0	1,275.1
Antiques World	56.8	——	470.3	——
▲Artnews	130.0	110.0	858.0	745.0
Total Group	431.4	325.6	3,468.4	2,671.7

In-flight

	Oct. 1979	Oct. 1978	Jan.-Oct. 1979	Jan.-Oct 1978
#Aboard Group	57.0	53.0	228.0	212.0
Air California	65.3	59.3	606.0	546.5
○Aloft/National Airlines	——	——	119.4	86.9
American Way	81.1	59.6	620.9	404.4
Braniff's Flying Colors	45.0	26.2	342.5	263.3
Delta Sky	45.8	——	451.8	——
East/West Network:				
○Air New England Flying Your Way	34.0	——	97.5	——
Eastern Review	87.3	90.5	828.0	666.4
Hughes Airwest Sundancer	97.7	109.7	840.0	728.4
Continental News Extra	87.4	77.3	732.1	566.5
Ozark Flightime	78.9	71.0	640.2	480.0
Pan Am Clipper	50.1	43.6	437.3	346.9
PSA California	144.2	116.8	1,182.9	960.8
Texas International/The Texas Flyer	94.8	28.5	650.6	255.8
United Mainliner	125.7	118.0	956.0	813.4
○Pace	——	——	99.5	64.6
E Republic Scene	35.5	——	107.1	——
Southwest Airlines	59.8	49.1	516.8	458.1
D USAir	49.0	——	104.7	——
Webb Publications:				
○Frontier Magazine	——	——	204.9	86.0
Passages	44.5	20.5	292.2	111.3
TWA Ambassador	67.9	53.4	562.6	384.3
Total Group	1,351.0	976.5	10,621.0	7,435.6

Metropolitan

	Oct. 1979	Oct. 1978	Jan.-Oct. 1979	Jan.-Oct. 1978
○Aloha	——	——	44.0	3.0
Atlanta	100.1	83.8	770.0	717.0
Baltimore	88.9	70.9	812.3	542.4
Bay Life	60.0	42.0	439.0	279.5
◇Bay Views	53.0	42.5	325.2	235.4
Birmingham	39.7	34.5	313.2	332.3
Boston	149.4	118.9	985.7	859.5
Broward Life	43.4	45.9	452.7	392.8
Brown's Guide to Georgia	43.0	——	442.3	258.5
Central Florida Scene	20.8	18.6	152.4	142.9
○Charlotte	——	——	411.7	385.1
Chicago	184.3	200.1	1,445.1	1,385.7
○Chicago Elite	53.6	61.5	242.8	240.1
▼Chicago's North Shore	44.6	31.5	263.9	160.2
Cincinnati	49.9	66.3	527.3	507.7
Cleveland	70.5	109.3	795.4	894.5
Columbus Monthly	112.8	117.9	882.6	834.2
Connecticut	79.4	82.3	719.2	692.9
D/Magazine, Dallas/Fort Worth	121.7	133.7	1,044.2	1,048.3
Delaware Today	28.4	31.9	303.4	286.9
Denver Monthly	35.9	25.2	262.4	206.5
Monthly Detroit	47.3	57.0	381.8	229.0
Exclusively Yours Wisconsin	131.6	143.2	874.3	869.4
Gold Coast of Florida/-Indian River Life	103.0	81.0	946.4	765.5
Grand Rapids	35.9	20.6	254.0	178.8
Honolulu	73.3	70.3	755.3	639.3
Houston City	41.5	36.9	392.6	187.5
Indianapolis	53.8	53.0	312.3	318.9
Kansas City	37.1	29.0	325.5	272.8
Los Angeles	224.0	223.3	1,998.7	1,855.8
Madison	34.1	31.0	267.4	246.0
Mesa	47.3	29.2	309.9	88.0
Miami	53.0	44.9	485.6	368.7
Milwaukee Impressions	16.0	23.0	146.0	57.0
Mpls./St. Paul	51.7	36.2	508.7	362.1
Nashville!	70.2	69.7	555.6	593.9
New Jersey Monthly	72.0	65.4	641.9	504.8
New Mexico	37.1	22.6	213.4	177.7
New Orleans	56.6	60.3	496.3	473.6
Ohio	42.2	47.3	351.5	297.5
Omaha	29.5	24.6	252.8	162.6
Oregon	16.7	29.3	229.9	190.1
A Palm Beach Life	52.3	——	442.1	334.2
Palm Springs Life	106.3	82.3	1,194.5	1,076.3
Philadelphia	174.9	189.3	1,425.2	1,454.2
Phoenix	112.3	74.3	921.6	638.6
Pittsburgh	57.8	59.6	497.5	486.4
Pittsburgher	26.0	22.8	271.5	255.2
○Roanoker	53.3	45.0	245.5	178.1
SA, The Magazine of San Antonio	41.5	32.0	318.8	309.0
Sacramento	36.8	57.5	333.2	451.4
St. Louis	106.0	104.0	956.0	826.0
San Diego	166.3	152.8	1,571.3	1,466.0
San Francisco	83.3	78.2	552.9	577.4
San Francisco Focus	23.1	23.0	223.1	224.2
○Sarasota Town & Country	——	——	202.1	190.8
▼Shenandoah Valley	——	——	16.0	——
Spokane	49.6	34.6	389.0	232.3
Texas Monthly	155.7	154.4	1,071.2	1,028.2
○Tidewater Life	——	——	67.6	——
○Triad	17.2	18.0	123.3	75.2
Tucson	50.9	50.0	515.7	388.0
Washington Dossier	43.5	44.0	413.2	408.5
The Washingtonian	173.5	166.5	1,219.4	1,219.1
Westchester	44.5	52.0	429.8	479.4
Westchester Illustrated	43.8	34.7	378.4	319.2
Wichitan	63.3	44.9	555.1	292.3
Total Group	4,335.2	3,803.0	36,668.7	31,769.3

Movie-romance-radio-tv

	Oct. 1979	Oct. 1978	Jan.-Oct. 1979	Jan.-Oct. 1978
○Complete Women's Group	24.5	26.0	150.9	167.7
Ideal Woman's Group:				
Intimate Story	29.0	30.7	293.0	313.9
Movie Life	30.0	25.6	258.6	289.7
○Movie Stars	30.0	27.5	147.8	295.9
Personal Romances	30.0	30.9	294.0	313.9
○Screen Stories	——	27.5	84.9	298.8
Daytime Stars	28.9	27.5	289.9	298.6
TV Star Parade	——	27.5	228.6	298.3
KMR Women's Group:				
Real Romances	14.4	18.6	138.4	144.4
Photoplay	14.4	18.6	138.4	144.4
○Teen Bag	——	——	60.9	100.2
Macfadden's Women's Group:				
Modern Romances	39.7	31.0	368.9	307.0
Photoplay	39.9	30.9	362.2	275.1
Secrets	39.7	30.0	368.9	301.4
True Confessions	39.7	30.3	367.9	304.4
True Experience	39.7	30.0	366.8	302.6
True Love	39.7	30.0	367.8	301.6
True Romance	39.7	30.0	366.8	301.6
Sterling Women's Group:				
Daytime TV	30.5	32.0	317.6	319.7
Modern Love	29.5	29.6	301.2	299.1
Modern Screen	32.2	33.0	322.7	298.8
○Movie Mirror	——	33.0	160.9	326.4
Photo Screen	32.2	33.0	161.4	330.1
Real Confessions	29.5	29.6	301.2	297.1
TV Movie Screen	——	33.0	162.0	330.0
TV Picture Life	32.2	33.0	161.4	326.4
Total Group	665.4	728.8	6,543.1	7,287.1

Youth

	Oct. 1979	Oct. 1978	Jan.-Oct. 1979	Jan.-Oct. 1978
Boys' Life	20.0	20.8	249.2	201.9
Campus Life	75.1	73.1	306.8	265.8
††Scholastic Magazines	43.5	39.1	280.4	283.1

§Sectional linage included but prorated to circulation of regional editions. *Sectional linage included but NOT prorated to circulation of regional editions. †Published 6 times a year. ○Published every other month. ▲Published 10 times a year. ††Published 9 times a year. ‡Published 3 times a year. #Published quarterly. ☆Published twice a month. ‡‡Published 7 times a year. ◇Published 11 times a year. ▼Published 8 times a year. **Published weekly. ▶Published every two weeks. A. Sept./Oct. was a single combined issue in 1978. B. Preprinted inserts included. C. Includes Budget Decorating & Remodeling. D. Replaced Allegheny Flighttime Sept. '79. E. Replaced Northliner July, 79.

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Mechanics & science

○Elementary Electronics	26.4	35.7	161.9	176.8
§Mechanix Illustrated	101.2	104.5	856.2	896.2
Popular Electronics	64.7	60.2	559.2	591.1
Popular Mechanics	143.3	150.9	1,199.0	1,178.9
§Popular Science	116.4	129.0	903.2	1,084.7
Total Group	452.0	480.3	3,679.5	3,927.7

Boating & yachting

Boating	92.2	86.1	1,093.6	1,146.1
Cruising World	239.3	218.8	1,167.3	865.5
Motorboat	60.7	59.4	651.4	704.6
Motor Boating & Sailing	108.0	92.8	1,257.0	1,126.3
§Sail	157.3	168.8	1,357.5	1,404.8
§Sea	72.1	74.2	889.9	814.9
Trailer Boats	17.7	18.5	258.3	241.2
Yachting	208.8	201.2	1,923.5	1,879.1
Total Group	946.1	919.8	8,598.5	8,182.5

Automotive & recreational vehicles

Car & Driver	61.0	79.6	724.4	650.4
Car Collector & Car Classics	24.2	22.2	262.9	170.2
Car Craft	43.1	64.7	627.3	659.9
Choppers	10.3	10.5	129.3	133.5
○Custom Bike	15.9	17.3	194.9	225.1
Cycle	55.4	45.1	946.7	808.0
Cycle Guide	18.3	18.4	501.9	334.3
Cycle World	32.7	37.5	756.0	652.5
Dirt Bike	13.6	12.0	229.3	197.6
Dune Buggies & Hot Vw's	36.3	34.7	331.6	281.2
Family Motor Coaching	62.0	79.3	887.6	834.6
4 Wheel & Offroad	21.7	23.4	292.3	163.8
Four Wheeler	37.5	50.0	433.4	416.7
Hot Rod	43.9	47.7	552.3	542.4
Motocross Action	21.0	16.8	238.9	172.6
Motorcyclist	19.4	28.6	419.2	415.2
Motor Trend	34.8	57.8	437.6	487.1
††Motorhome Life	——	——	562.6	590.8
Pickup, Van & 4 WD	49.1	53.6	562.6	503.0
Road & Track	86.5	98.3	891.1	846.4
Touring Bike	7.3	9.3	174.9	98.3
Trailer Life	104.1	129.3	1,359.0	1,462.5
Van Pickup & Off-Road World	9.2	16.6	113.9	195.2
Vans & Pickups	10.2	13.1	187.6	147.9
Woodall's Trailer & RV Travel Magazine	41.9	70.4	730.3	871.4
Total Group	859.4	1,036.2	12,547.6	11,727.1

Outdoor & sport

Alaska	44.9	44.4	434.9	394.3
○The American Handgunner	32.5	20.2	132.7	88.0
American Rifleman	39.8	43.7	331.5	371.4
○Archery World	——	——	173.0	205.0
○Backpacker	59.8	50.1	239.8	223.0
§Bass Master	——	——	330.1	314.4
††Bicycling	——	——	360.6	390.6
Camping Journal	19.6	29.7	242.5	234.9
Field & Stream	109.2	118.1	906.2	980.4
Fins and Feathers	25.8	22.9	351.9	234.3
○Fishing World	——	——	168.5	177.9
Florida Sportsman	49.2	52.9	610.5	434.2
‡‡Fly Fisherman	64.2	45.8	355.3	314.9
Fur-Fish-Game	39.1	39.7	260.4	271.8
Guns	37.8	39.2	285.9	299.0
Guns & Ammo	57.3	66.2	488.4	494.9
Horseman	34.0	42.6	331.2	403.7
Outdoor Life	90.0	117.7	843.2	973.8
Petersen's Hunting	40.0	42.4	295.6	286.1
The Runner	24.1	31.0	303.8	31.0
Runner's World	85.7	86.5	598.9	525.3
Salt Water Sportsman	40.1	46.7	571.3	512.8
Shooting Times	49.5	58.4	417.3	418.8
SkateBoarder	24.0	89.0	373.6	956.7
‡‡§Ski	109.1	105.4	357.9	344.8
‡‡Skiing	150.8	149.1	440.9	416.4
Skin Diver	53.7	46.2	601.6	520.0
○Southern Outdoors	——	——	302.8	205.0
§Sport	50.4	43.4	412.1	440.7
Sports Afield	93.5	84.0	807.9	640.1
▼Spray	48.6	45.1	358.2	247.2
Western Outdoors	25.6	31.0	333.9	306.3
Total Group	1,498.3	1,591.4	13,331.7	12,859.8

Comics

○Archie Comic Group	10.0	10.0	50.0	50.0
DC Comics	12.0	12.5	117.5	122.5
Harvey Comics Group	8.0	8.0	80.0	80.0
Marvel Comics Group	14.0	13.0	128.0	137.5
Total Group	44.0	43.5	375.5	390.0

Newspaper Magazines I

§Family Weekly	93.7	83.5	860.5	783.1
Parade	80.0	100.5	764.9	737.5
Total Group	173.7	184.0	1,625.4	1,520.6

Canadian National Weekend Magazines

B §The Canadian	56.5	51.3	434.7	361.9
B Perspectives	60.0	58.3	386.0	356.9
§Weekend Magazine	39.8	33.3	323.6	243.7
Total Group	156.3	142.9	1,144.3	962.5

Canadian

L'Actualite	58.0	57.3	424.8	380.1
Chatelaine				
§English Edition	121.8	94.8	756.3	586.5
French Edition	110.5	78.2	657.8	544.7
§Financial Post	58.4	47.7	338.4	231.3
▲§Flare	78.3	67.8	479.2	407.0
▲§Homemaker's Magazine:				
English Edition	116.2	107.3	651.9	669.6
French Edition	92.8	79.5	516.6	540.7
**§Macleans	173.9	150.8	822.7	735.4
§Quest Magazine	40.6	39.5	270.0	230.5
§Reader's Digest:				
Canada-English	85.9	100.2	818.8	777.9
Canada-French	94.3	88.3	747.1	713.6
Total	180.2	188.5	1,565.9	1,491.5
▲Saturday Night	83.1	40.1	311.0	272.9
Toronto Life	126.3	141.0	887.7	836.3
Total Group	1,240.1	1,092.5	7,682.3	6,926.5

Sept. pages

Business

	Pages			
	Sept. 1979	Sept. 1978	Jan.- Sept. 1979	Jan.- Sept. 1978
Atlanta Business Chronicle	23.5	15.3	138.0	42.4
Barron's	164.2	140.8	1,411.8	1,187.4
Black Enterprise	38.9	34.7	393.7	327.7
§Business Week	458.4	460.0	3,508.4	3,383.8
Corporate Report	68.7	69.0	549.9	476.9
Crain's Chicago Business	51.4	23.8	311.6	83.5
Dun's Review	96.2	95.1	702.1	690.3
☆Financial World	73.7	50.1	673.8	507.6
Florida Trend	52.0	52.4	518.5	508.9
☆Forbes	245.7	208.0	1,820.1	1,478.0
☆Fortune	185.9	132.0	1,701.0	1,552.9
Houston Business Journal	116.0	99.6	1,060.7	881.4
§Inc. Magazine	52.3	——	284.3	——
☆§Industry Week	188.5	186.6	1,506.7	1,448.4
§Nation's Business	65.7	77.0	403.9	342.5
Outlook	44.5	24.6	339.1	196.5
The South	20.7	8.8	158.7	214.9
Texas Business	39.3	29.6	361.7	315.9
Total Group	1,985.6	1,707.4	15,844.0	13,639.0

Canadian

§Time-Canada	142.6	132.6	1,008.7	863.3

Newspaper magazines II

Boston Globe	159.8	166.9	1,196.8	1,224.8
Chicago Tribune	171.0	153.3	1,214.2	1,235.3
*Cleveland Plain Dealer	197.2	154.2	1,437.8	1,168.5
§Los Angeles Times Home Magazine	153.5	132.6	1,251.3	1,130.2
New York News	166.5	——	1,099.5	739.1
New York Times Magazine	545.2	——	2,977.6	2,082.6
Philadelphia Inquirer	109.8	82.2	809.9	784.5
Washington Post Magazine	150.9	159.8	991.2	1,199.7
Washington Star, Home/Life Magazine	84.6	68.0	594.1	608.1
Total Group	1,738.5	917.0	11,572.4	10,172.8

Weeklies, bi-weeklies, semi-monthlies

§Army Times Military Group:				
Air Force Times	156.2	159.0	1,364.8	1,280.7
Army Times	155.2	153.6	1,338.5	1,237.4
Navy Times	169.7	163.8	1,468.6	1,323.9
The Times Magazine	36.5	17.9	175.5	156.9
The Blood Horse	418.7	390.0	3,015.0	2,618.2
Circus Weekly	20.5	37.3	235.3	333.0
Commonweal	8.3	9.1	64.9	72.6
▶Cue New York	87.5	117.4	832.2	736.8
Golf World	44.0	35.0	532.8	511.5
§Grit	44.8	40.7	353.0	367.9
National Review	46.0	46.5	266.4	268.0
New York Magazine	170.8	292.2	1,464.0	1,461.6
New Yorker	355.3	365.1	2,499.5	2,465.6
§Newsweek	259.7	262.0	2,303.7	2,240.7
People Weekly	255.5	246.9	2,382.0	2,093.4
Rolling Stone	96.3	119.4	793.7	803.4
▶§Saturday Review	73.8	70.5	462.2	408.1
Sporting News	77.5	48.3	531.1	401.0
§Sports Illustrated	219.1	226.7	1,880.4	1,976.6
§Time	235.8	257.7	2,082.1	2,081.2
§TV Guide	440.2	457.9	2,708.7	2,547.8
▶Us Magazine	45.0	46.5	444.9	414.[illegible]
§U.S. News & World Report	170.6	160.2	1,374.1	1,347.[illegible]
Total Group	3,587.0	3,723.7	28,573.4	27,150.7

Foreign

Buenhogar:				
Mexico	73.3	54.5	525.8	367.8
Puerto Rico	23.3	12.5	175.0	118.8
Venezuela	48.8	50.8	354.0	375.5
Colombia	84.8	89.2	507.7	525.2
Peru	30.8	20.3	141.0	144.8
Central America	18.3	12.3	128.2	97.8
U.S.	13.3	13.8	89.8	89.0
Cosmopolitan Foreign Editions:				
Australia	78.8	61.7	479.5	360.3
Brazil	37.0	33.0	199.0	155.0
France	61.0	52.0	560.0	454.0
Great Britain	143.0	122.0	1,050.0	843.0
Italy	36.0	30.0	272.0	142.0
Cosmopolitan en Espanol:				
Central America	5.5	3.5	59.7	48.6
Colombia	30.8	44.2	208.8	237.8
Mexico	72.0	49.7	473.2	330.5
Puerto Rico	27.8	24.3	227.8	177.3
U.S. (Spanish Language)	16.7	15.8	144.8	118.3
Venezuela	40.0	34.8	247.7	253.2
Fascinacion:				
Mexico	11.3	10.8	77.7	83.2
Puerto Rico	——	0.2	9.3	7.7
Venezuela	13.3	19.2	97.7	167.8
Colombia	6.5	12.5	41.3	90.0
Central America	——	0.7	0.3	3.2
U.S.	3.0	2.7	26.0	27.2
Geomundo:				
Mexico	16.3	8.0	87.3	62.5
Puerto Rico	8.2	20.7	70.8	76.0
Venezuela	10.7	6.0	97.2	38.3
Colombia	17.7	17.5	127.0	103.0
Peru	9.7	3.0	48.3	37.0
Central America	6.7	3.5	49.7	26.0
U.S.	4.0	——	33.5	18.8
Hombre De Mundo:				
Mexico	29.7	17.8	160.0	99.2
Puerto Rico	17.5	10.5	149.0	64.8
Venezuela	19.0	12.5	112.2	76.0
Colombia	25.5	21.3	139.8	99.3
Peru	5.0	——	16.2	——
Central America	10.0	5.0	49.7	29.5
U.S.	5.3	4.3	61.8	35.7
Ideas Para Su Hogar:				
Mexico	8.2	2.5	68.5	9.2
Puerto Rico	4.8	1.0	26.0	3.2
Venezuela	13.8	10.8	106.5	43.2
Colombia	32.7	7.8	150.7	26.8
Peru	1.0	0.3	11.5	3.3
Central America	——	0.3	5.5	0.3
U.S.	1.0	0.3	4.5	0.3
International Communications:				
African Business	31.5	17.0	201.8	17.0
The Middle East	67.2	25.8	477.8	385.0
New Africa	21.5	25.8	290.7	385.0
Al-Iktissad Al-Arabi	16.6	22.8	146.9	134.4
International Herald Tribune	105.5	112.9	793.4	848.1
International Management:				
Africa	20.7	23.3	165.0	168.0
Europe	46.2	57.3	333.0	315.0
Latin America	19.2	——	182.0	90.0
Middle East	40.2	61.8	283.0	325.0
Pacific	18.7	23.3	157.0	168.0
Mecanica Popular:				
Caribbean	29.8	35.0	269.2	240.3
Mexico	27.8	17.5	156.2	140.3
Argentine	5.7	4.7	33.0	36.0
§Newsweek International:				
Atlantic	116.0	96.6	807.6	769.7
Latin America	81.5	——	260.5	——
Pacific	103.6	86.1	681.7	604.8
††Progreso	32.2	24.2	153.4	124.5
§Reader's Digest:				
Arabic	23.5	——	137.5	——
*Asia	320.5	29.4	1,927.0	399.8
Australian	87.5	61.5	518.9	421.7
Belgian-Flemish	69.0	68.8	680.4	579.4
Belgian-French	65.0	70.8	644.1	578.2
British	117.0	92.5	709.6	708.6
*Chinese	167.0	30.4	1,001.0	297.7
Danish	48.8	67.4	315.6	423.0
Dutch	64.0	49.8	431.6	393.5
Finnish	51.0	28.5	478.9	468.1
French	65.8	64.5	510.5	538.9
German	65.4	79.2	659.3	667.7
Iberian	28.0	20.5	305.6	296.5
Indian	92.0	63.5	734.5	635.8
Italian	53.0	58.0	464.0	514.5
Japanese	50.8	57.8	578.1	500.5
Korean	14.5	——	130.0	——
Latin America:				
Argentine	69.5	50.0	450.5	288.5
Brazil	15.5	14.9	96.6	106.0
Central America	23.0	23.5	170.0	198.0
Chile	25.5	36.0	195.5	176.0
Colombia	64.5	50.0	426.0	334.5
Ecuador	30.5	——	162.0	——
Mexico	65.0	38.0	356.6	239.8
Peru	15.0	9.0	73.0	73.0
Puerto Rico	14.0	13.0	119.5	91.0
U.P.B.	28.5	16.0	271.0	128.0
U.S. Spanish	14.5	15.0	134.0	132.0
Venezuela	31.5	19.0	333.8	248.5
Portugal	38.0	26.3	368.8	268.3
New Zealand	66.7	32.6	418.2	203.2
Norwegian	84.0	37.5	416.6	427.3
South African	71.0	79.0	598.5	674.5
Swedish	35.0	35.3	260.8	223.1
Swiss-French	30.0	25.0	258.0	262.0
Swiss-German	37.0	40.0	355.0	358.0
Canada-English	101.3	89.7	727.9	677.9
Canada-French	96.6	86.8	653.9	623.5
Total	2,339.4	1,579.2	17,072.8	13,157.0
The Ring en Espanol:				
Mexico	2.2	2.0	13.8	——
Puerto Rico	2.0	——	23.7	——
Venezuela	4.0	12.5	35.2	——
Colombia	——	1.0	4.2	——
Central America	——	——	2.2	——
U.S.	3.0	1.0	26.7	——
§Time International:				
Time-Asia	108.3	94.4	781.4	652.3
Time-Atlantic	150.2	122.4	964.7	815.1
Time-Latin America	81.9	67.6	570.9	480.5
Time-South Pacific	158.7	135.3	1,142.2	923.1
Vanidades Continental:				
Mexico	127.8	90.5	951.2	728.2
Puerto Rico	53.0	49.5	416.5	338.0
Venezuela	62.0	64.0	486.0	468.8
Colombia	124.3	109.2	699.2	632.3
Peru	27.3	22.7	185.0	159.7
Central America	28.3	19.0	227.5	155.5
U.S.	29.5	36.0	270.7	249.5
▶Visao	79.2	90.3	997.9	1,068.9
▶§Vision/Latin America	69.7	42.1	333.5	353.7
Total Group	5,356.8	4,096.4	38,269.2	30,805.9

Advertising Age

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Kraft to join retort pouch category with line of entrees

By LARRY EDWARDS

CHICAGO—Kraft Inc., working hard to improve what many consider a dismal new products record, will enter several test markets early in 1980 with an entree line packaged in the new shelf-stable retort pouch.

The line, which doesn't have a name yet, is assigned to an agency here, but Kraft senior vp Chester Green declined to disclose which one. Sources suggest, however, that the project is under way at N W Ayer. If so, it represents the first piece of Kraft business to go to the local Ayer office; Ayer, New York, handles Sealtest and other dairy products.

- All signs point to the Ayer assignment. Of the four local shops on the Kraft roster, two—J. Walter Thompson Co. and Needham, Harper & Steers—probably could not have taken it. JWT is the Oscar Mayer agency and NH&S earlier resigned ITT Continental Baking's retort pouch entree line at the behest of client General Mills.

Foote, Cone & Belding and McCann-Erickson, the other two on the roster, are in test marketing stages now on two other projects of Kraft's corporate marketing development department. Miracle hot dishes (FCB) are in five test markets (AA, Oct. 15) and Sausage Maker seasoning mix (McCann) is in controlled store tests (AA, March 19).

(Continued on Page 110)

Small-agency squeeze

Voracious conglomerates, slow pay hurt; but some thrive

By BERNICE KANNER

NEW YORK—In the midst of boom times for agencies, some small and medium-size shops have lumbered onto hard times.

Now, more than ever before, say some marketing consultants, many shops which bill less than $20,000,000 are finding their cash flows clogged, their spirits dampened and their ability and interest in handling modest billing accounts challenged by the giants. Many, despairing of a change in their fortunes, are eager to be bought, even at distress prices.

On the other hand, a number of little shops have been thriving. Piloted by good management, they've fattened their bottom lines.

How pervasive are the difficulties and what has caused them?

"I can't say how widespread it is, but I'm more aware of it than ever before," said James Heekin, a partner in the Canter Achenbaum Heekin marketing consultant company. Big agencies are now going after small accounts so as to feed them into spinoff units or divisions, or handle them for creative showcase purposes, he said.

Heads of a number of small to medium-size agencies here noted that they were hearing more offers from potential buyers than ever before. Said one exec, "I've forgotten three of those phone calls in the last few months and my lawyer says if I ever get serious about selling, he's got ten agencies willing to talk to me."

The phenomenon is enhanced by a desire on the part of larger agencies to move into specialties. Examples of such moves: J. Walter Thompson Co.'s acquisition of World-Wide Agency, Los Angeles-based recruitment advertising company, and Bozell & Jacobs' purchase of Chollick Associates, an agency that is heavily into retail advertising.

"There's a certain malaise among small agencies today," said Mr. Heekin, the former president of Doyle Dane Bernbach and Ogilvy & Mather. "For many, the growth of the giants has been a downer. They've lost their entrepreneurial confidence. They see God on the side of the big battalions. They don't want to be the last guy off the beach, so they figure they should get aboard."

Hence, a strong upsurge in the number of smaller shops looking to be bought. This trend was also tracked by Edward D. Brown, former president, DDB-Canada, and vp-assistant to the chairman, Ally & Gargano. Mr. Brown recently set up a consultancy to serve small and mid-size shops.

Larger shops no longer limit their interest to clients billing at least $2,000,000, said Mr. Brown, who noted that this change in the "two-tier" policy developed as agencies became increasingly efficient. "It now takes fewer people to handle a piece of business. Therefore, smaller accounts can be more profitable than before, when overheads were greater."

Mr. Brown also claimed that the smaller agencies "urge to merge" was prompted by account growth. "When accounts grow, they often expect commensurate growth in their agencies' ability to serve. Me-

(Continued on Page 107)

ABC leading in tv's one-week season

By COLBY COATES

NEW YORK—Circle last week—the sixth of the prime time tv season—on your calendar.

For the first time since the season started, and for the last time until well after Christmas, all three networks are having at each other with the closest thing resembling normal schedules.

Of course, normal is a relative term. Whereas ABC is rolling with all its usual series, NBC has just gotten around to moving "Diff'rent Strokes" and "Hello Larry" to their Wednesday 9 p.m. to 10 p.m. period and to introducing "Shirley" on Friday at 8 p.m. to 9 p.m.

Despite CBS' yanking of "Working Stiffs," "The Last Resort," "Struck by Lightning," "Bad News Bears" and "Big Shamus, Little Shamus" and replacing them with specials, industry cynics say it's a "normal" CBS schedule because that's how the network gets out of trouble every year around this time.

Midway through the sixth week, ABC, with most of its schedule intact, appeared headed for a ratings win and NBC was shaping up as the second place finisher to CBS' third.

NBC and CBS execs talk about new programs. Page 112.

National Nielsens for Monday through Wednesday, Oct. 24, had ABC in front with a 21.1 rating and 34 share. NBC, in second, had a 19.7 rating and 32 share with CBS third with a 16.8 rating and 27 share. Three city overnight ratings for Thursday, Oct. 25, indicated NBC would take the night. For the season to date, ABC has a 19.8 rating, NBC a 19 rating and CBS a 17.5 rating.

- A week earlier, when ABC broadcast games six and seven of

(Continued on Page 107)

FTC backs off on two ad rules

By RICHARD L. GORDON

WASHINGTON—The Federal Trade Commission and its staff are backing off from major parts of controversial proposed rules covering how hearing aids and foods are advertised.

It took the commission only 45 minutes of public discussion last week to agree on wiping out 11 of 14 advertising sections from its rule proposed for hearing aid sales practices. And the proposal was sent back to the staff for more work with the remaining ad sections in jeopardy.

The staff itself has separately urged the commission to officially "terminate" two of the three phases of FTC's long pending package of food advertising regulations.

The food rule, first proposed in 1974, and the hearing aid proposal, born in 1975, have been intensely opposed by their respective industries. Both proposed sweeping controls over ad practices as commission staff members sought to cure most marketplace imperfections in one fell swoop.

- **Why FTC is facing its toughest fight in Congress . . . Page 3.**
- **FTC guts medical association's ad restrictions . . . Page 4.**
- **Commission details guidelines for corrective ads . . . Page 109.**

What is happening to the food and hearing aid rules in 1979, however, appears to offer evidence that the commission is lowering its sights to concentrate on narrower objectives.

- Commissioner Robert Pitofsky won agreement last week that the "heart" of the hearing aid rule had little to do with reforming ad practices, but instead involved guaranteeing customers a right to cancel the sale and return the aid for a refund if they weren't satisfied within 30 days after using it.

In the food area, the staff is suggesting that the commission scrap phases two and three of its food rule proposals because they appear to be interfering with efforts to find alternate ways to make the consumer more knowledgeable about nutrition and less vulnerable to nonspecific claims of nutrition superiority.

Phase two called for a standard food products would have to meet before they could be promoted as "nutritious."

(Continued on Page 108)

last minute news

Lorillard's Media Corp. settlement accepted

NEW YORK—Lorillard's $6,000,000 cash settlement proposal to creditors of Media Corp. of America, the financially troubled media buying service, has been unanimously accepted. The creditors' committee will meet today with the cigaret maker to work out details. *(See earlier story on Page 108.)*

Polaroid tries direct sell approach with Polavision

CAMBRIDGE, MASS.—Polaroid Corp. is testing a two-minute tv commercial for Polavision in the Boston area created by Hill, Holiday, Connors, Cosmopulos, Boston. The spot uses a direct sell approach and contains a toll-free telephone number viewers may call for in-home demonstrations. The ad is running on all six Boston stations. Doyle Dane Bernbach is agency of record for Polavision.

(Continued on Page 8)

PURINA
Puppy Chow
PUPPY FOOD
Don't treat your puppy like a dog.

New net tv drive by Ralston Purina Co. backs Puppy Chow, the No. 2 dry dog food. The effort, which will get major print support as well, stresses different diet for puppies. It replaces " . . . for a full year, till he's full grown," which had been used for several years. Purina spent about $6,500,000 for Puppy Chow last year. Gardner Advertising, St. Louis, handles.

NEWSPAPER
3
MAR80
DC2001 4CNGLIHGENR 94187 920011
R HAGERMAN SECY TO SR VP
CONGRESSIONAL INFO SERVICE
7101 WISCONSIN AVE
WASHINGTON DC 20014

As 3rd quarter earnings take a drubbing

Initial '80 sales worry car makers

By RALPH GRAY

DETROIT—Slow auto sales in the first 10 days of the 1980 model introduction is causing concern, but not panic, among car marketers.

Domestic sales fell 6.2% in the Oct. 11 to Oct. 20 period with beleaguered Chrysler Corp. the hardest hit car maker. Chrysler sales fell 23% from a year ago with intermediate size and big cars most affected. Yet Chrysler is sticking to its original marketing strategy with "no fine tuning," a spokesman said. "I have no reason to believe we are going to have rebates," he said. Chrysler staged two big rebate campaigns on 1979 models.

General Motors divisions that had planned heavy support for their larger cars are sticking to those plans. "We put the emphasis where it is needed from the start," a Buick official said. The full-size LeSabre needs that help—its sales were down nearly 30% from a year ago and the intermediate Century is lagging by 12.5%, although observers expect a new notchback design to help.

Chevrolet also threw its ad muscle behind Impala-Caprice, but sales are down nearly 30%. The intermediate Malibu is down 5.6%.

The sales figures for Monza (off 33.5%) and Pontiac Sunbird (off 13.7%) are deceiving since both were coming off special promotions a year ago.

▪ Just about all the manufacturers say it is too early to tell if the early slump will continue. "One 10-day sales report does not a season make," one said.

Indeed, some divisions showed gains. Ford division was up 10% over a year ago with the compact Fairmont soaring 91%. The smaller Thunderbird, "a fast starter" a year ago, topped that with a 34% gain. The regular size LTD is down 40% from its rather unimpressive levels of a year ago.

The Lincoln-Mercury division was down 11.9% with the biggest losses in its new Lincoln and Mark VI. L-M did hang in there with a 6.7% share of the market against 6.8% a year ago.

GM's Cadillac division actually set a sales period record, up 15.6%, and plans "no drastic changes." It will start talking more about electronic equipment and downplay Seville as the only standard diesel-equipped car in favor of a full-line diesel presentation.

American Motors Corp., which doesn't report 10-day sales, sold an estimated 5,600 units, up from 3,938. "We think we have the right strategy and approach and we plan no changes. That's the first time I've been able to tell you that in a while," an AMC marketing official said.

Talk of a recession seems to be inhibiting buyers, marketers agreed. Higher interest rates, even though they don't directly apply to car loans, also have a dampening effect, one marketer said.

Chrysler's problems don't appear to be hurting industry sales. "Chrysler sold cars when they rebated them and that negates the 'Chrysler uncertainty' theory," another said.

Prospects of Chrysler getting the government assistance it is seeking were brightening, even after a consultant's report said the company needs a lot more than the $750,000,000 it was requesting.

The Booz, Allen & Hamilton report presented a more conservative outlook for Chrysler market penetration and profits. Chrysler had forecast a penetration of 10.2% in 1980; the new study puts that at 10%. Chrysler had 9.1% in the latest reporting period.

The report said Chrysler is on the right path in setting up separate marketing divisions for Chrysler-Plymouth and Dodge and in targeting its advertising. "While even the best of marketing programs will not necessarily produce penetration gains, Chrysler is making positive, sound steps to improve its marketing and sales capability," the report said.

GM's third quarter earnings dropped to $22,000,000 from $528,000,000 in 1978 and Ford's U.S. operations lost $2.50 a share. The company earned $103,000,000, down from $301,000,000 the year before. GM blamed the fall on production cutbacks and increased sales incentive programs to counteract a gas shortage-induced swing to small cars. Ford said its domestic loss was caused by lower sales, including a smaller market share, the shift to smaller cars and higher marketing costs. #

25¢ OFF
NEW ANTI-PERSPIRANT DISCOVERY
INTRODUCING NEW SURE SUPER DRY SOLID
THE CONTROL OF A ROLL-ON
OF A SPRAY
SURE
NEW
SAVE 25¢
NEW SURE SOLID
25¢

Now in national distribution, Sure solid antiperspirant from Procter & Gamble Co. is getting Sunday supplement couponed ads. Secret solid, which went into test at the same time last year (AA, Oct. 2, '78), is still testing in its original Virginia, North Carolina, South Carolina and Georgia markets. Wells, Rich, Greene handles Sure.

IHOP drops Y&R, in-house drive set

By JENNIFER PENDLETON

NORTH HOLLYWOOD, CAL.—International House of Pancakes has begun a drive to upgrade its image that includes a major expansion of its lunch and dinner menus, and the remodeling of its 450 locations.

Included in the marketing revamp is the decision to take the $5,000,000 IHOP account in-house, dropping Young & Rubicam, Los Angeles, its agency of three years.

In an interview at the company's headquarters here, Richard Herzer, IHOP's president, described the changes as a move to make IHOP a "three meal restaurant"—making it competitive in the areas that are admittedly the chain's weaknesses, its lunch and dinner menus.

Mr. Herzer became president of IHOP Corp. shortly after it was acquired by the West Germany restaurant chain, Wienerwald.

"We want to make dining at IHOP a basic, pleasant experience," said Mr. Herzer, as he discussed the menu changes. "In the past we have not done a good job in lunch and dinner."

Included in the new expanded menu is a full range of "variety dinners"—full course meals featuring steak, shrimp, Italian entrees and crepes, among other items—with prices ranging from $4 to $5. In the past, IHOP's lunch and dinner menu was built around its crepe entrees.

In addition to menu changes IHOP is testing new interior and exterior designs at locations in Texas, California, Oklahoma and Chicago.

The interior designs introduce plants, wood paneling earth colors

(Continued on Page 108)

AHP's house shop planning for growth

By NANCY GIGES

NEW YORK—Contrary to published reports, American Home Products' in-house shop, John F. Murray Advertising, may be adding more business instead of losing some, and that includes retaining Anacin, according to agency president Frank Donino.

In preparation, Murray is beefing up its staff, adding two new senior vps, Stuart Gottdenker as creative director and Charles Hasser as director of account services. Both admen come from SSC&B, where they have worked on Sterling Drug's analgesic and household products businesses, Mr. Donino pointed out.

The Murray operation directs placement for AHP's $170,000,000 measured media expenditures and handles creative for a number of brands, including Anacin, Preparation H, Easy-Off window cleaner and others.

Last spring the shop was thrown into turmoil when former chairman Dan Rodgers left to become president of Norman, Craig & Kummel. Mr. Rodgers took with him Frank MacNamara, Murray's vp-media director, which left the shop with three top slots unfilled; former president Earl Tyree had departed several months earlier.

▪ Mr. Donino joined Murray in July from McCann-Erickson, where he was exec vp. He told ADVERTISING AGE the shop is improving its media buying expertise by reorganizing the department into three areas—planning, spot and network buys.

John Conti has been named vp in charge of network, Bob Turner is

(Continued on Page 107)

highlights

Monday, October 29, 1979

Advertising by doctors gets a shot in the arm via the latest FTC decision. *See Page 4.*

NARB okays clear comparisons of products in different forms in a case finding Ban roll-on advertising acceptable. *See Page 6.*

Changes in the '80s will affect the direct response industry, the Direct Mail/Marketing Assn. was told. *See Page 12.*

Fred Heckel of United Airlines gives the inside story on his company's half-fare coupon program. *See Page 14.*

St. Louis supermarket chains have begun offering price reductions on a number of items, reportedly to combat the growth of warehouse stores. *See Page 24.*

Advertising production costs have increased 60% since 1975, reports the National Advertising Agency Network. *See Page 34.*

Wendy's is adding items to its children's menu and expanding its test of a salad bar. *See Page 46.*

Billboard Publications turns 85 and is still going strong. *See Page 48.*

A radio ad monitoring service has been established by former sales exec Bob Carr. *See Page 50.*

Split-screen commercials won a legal battle against a teacher who claimed she invented the idea. *See Page 54.*

Gulf Oil will underwrite four public television specials. *See Page 54.*

Advertising Council has given awards to six volunteer agencies for their work on various campaigns. *See Page 58.*

Regular Features columnist Rick Douglas has pulled together five articles from client writers to make up a collective "Notes From the Client Side" section. Articles deal with problems that face marketing decision makers and their solutions. *See Page 63.*

Joyce Hergenhan, Consolidated Edison, writes about how Con Ed attracted the support of its customers. *See Page 63.*

Richard Kotz, Timex Corp., discusses adapting technological developments to consumer needs. *See Page 64.*

Bank Trust department ads can break the dull and dreary mold, according to Philadelphia's Girard Bank vp C. H. Domm. *See Page 66.*

Lawyer Harris Cutler contends that a company counsel doesn't have to be the marketing department's roadblock. *See Page 66.*

Rod Hayden describes the evolution of the small automobile from a stripped-down no frills car to a luxury gas saver. *See Page 68.*

Corporate advertising continues to grow as a category, the ANA says. *See Page 70.*

A total of 42 advertisers and agencies won CEBA awards for their excellence in communicating to black audiences. *See Page 78.*

A Welch Foods exec tells how the company conducted its recent agency review. *See Page 76.*

International Playtex is entering the beauty aids market via the acquisition of E&S Enterprises and a marketing agreement with Jhirmack Enterprises. *See Page 84.*

A subscription tv channel in Los Angeles has gained a large enough audience to be rated in a regular Nielsen report. *See Page 103.*

Art Directors Club elects Milton Glaser, Helmut Krone, Willem Sandberg, George Giusti to Hall of Fame. *See Page 109.*

NBC-TV's Perry Lafferty, who heads production on the West Coast, sees more "back to basics" formats for comedy and drama backup series. *See Page 112.*

Knight-Ridder Newspapers says it is committed to continued media diversification, with special emphasis on acquisition of more newspapers and tv stations. *See Page 112.*

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NEWSPAPER ADVERTISING INVESTMENT—AUGUST 74

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Turner tells 4A's net tv to be eclipsed

By JOHN REVETT

PALM SPRINGS—Superstationeer Ted Turner predicted that what he called "the incredible hulk" of commercial tv will be eclipsed in the 1980s by pay cable and the new home entertainment technology.

Mr. Turner told the western regional conference of the American Assn. of Advertising Agencies that, because energy conscious consumers will be staying home more in the '80s and will want as much as they can get from electronic media, "your tv sets will become something on which you can see anything you want to see whenever you want to see it. Not just what three nincompoops in New York decide for you."

He said superstation networks like his Atlanta-based WTBS-TV, linked to upper-income cable tv homes, will be part of a wired tv market which he predicted will reach close to half the homes in the U.S. by 1984.

He made it clear that he feels this will be largely at the expense of today's major networks, for which he had numerous barbs.

"You'll be able to target your ads much better than you can today. For instance, we have a fishing show, a lot better place for rod and

(Continued on Page 110)

Advertising Age / Section 2
OCTOBER 29, 1979

RETAIL MARKETING

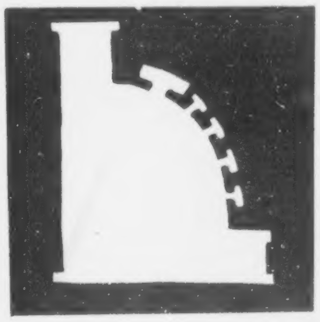
15% sales increase fuels gains

Top retailers increase ad outlays by 9%

BY LOUIS J. HAUGH

WESTPORT, CONN.—The leading 50 retailers in the U.S. increased their advertising and promotion outlays $269,000,000 last year, up 9% over the year earlier, fueled by a 15% increase in sales over-all.

At a time when consumers were leading the way in the economy, these 50 giants—25 general merchandisers and 25 supermarkets—reported sales totaling $159.6 billion, up from $139 billion the year earlier. Total estimated advertising and promotion investment was $3.27 billion, according to a survey conducted among these companies.



This 9% increase in ad spending among these retailers compares to a 17% increase among the 100 largest national advertisers compiled by ADVERTISING AGE. These advertisers invested $10.3 billion on advertising, according to AA. Ironically, some of the leading retailers have become major national advertisers, as well, led by Sears, Roebuck & Co., up 14%; K mart Corp., up 20%, and J.C. Penney, up 27% over the year earlier.

▪ Last year was a period of major changes for the 50 leading retailers.

Financial troubles plagued several companies. Among general merchandisers, this included Korvettes; Sears, which reported flat sales and earnings; City Stores, which filed for bankruptcy and dropped out of the top 25, and Gamble-Skogmo, which reorganized after a kind of palace coup.

Among the food operations, Food Fair and Allied Supermarkets were financially troubled, joining the Great Atlantic & Pacific Tea Co., which continued to face earnings and sales problems.

The face of retailing in the U.S. also is changing. Foreign interests are exhibiting more than a passing interest as, for example, British interests expanded their food store operations with Grand Union adding Colonial Stores. German interests arrived with money to help A&P and a French operation acquired Korvettes. B.A.T. Industries consolidated its retail operations through Gimbels.

There also were several mergers. Skaggs, which had been associated with Albertson's, merged with American Stores, and First National and Pick-N-Pay joined forces. There also were reports that G.C. Murphy and Marshall Field & Co. were take-over candidates.

▪ And finally, a food store, Safeway Stores, joined Sears and K mart as a truly national advertiser. Several years ago, A&P had used national ads. Safeway said it would invest $10,000,000 in a national campaign.

The top 25 general merchandisers invested $2.52 billion on advertising last year, up 8% over the year earlier. Total sales were $86.175 billion, up 16% over the year earlier. Despite substantial increases by the leaders, the top general merchandisers as a group actually spent less on advertising as a ratio of sales last year. The ratio slipped to 2.92%, down from 3.15% the year earlier. The decrease generally is the result of the growing influence of discount and specialty stores among the top 25, such as Wal-Mart, SCOA, Zayre Corp. and Rapid American Corp.

It also is felt that general merchandisers were feeling pressure on earnings, cutting back on promotion outlays in broadcast and di-

(Continued on Page S-2)

Agency head urges retailers to shift focus to marketing

BY HAROLD LEVINE

NEW YORK—I've noted in dealing with clients in all fields that they usually have little or no background in advertising, never have been employed by an advertising agency and yet they feel fully qualified to rewrite copy, design ads, criticize media plans and direct television commercials. Allow me the privilege of playing the role of outside objective critic today.

I have never owned a retail store nor have I managed one. I have never been the advertising manager of a retail store nor have I successfully handled a retail account for more than six months!

I guess with that background I can be totally objective and be classified as an expert.

At the outset, I think that what you have experienced in your advertising, as well as in the problem of positioning your store in today's competitive market, is that you continue to think of yourselves as retailers instead of seeing yourselves as *marketers*.

What do Best & Co., Franklin Simon, Broadstreets, Depinna and Arnold Constables have in common? Most of these stores were headquartered in New York and many had branches throughout the country, but they are all out of business today.

▪ On the other hand, what do stores like Bloomingdale's, Barney's, Herman's, Toys R'Us, Gucci and Zabar's have in common? They are also headquartered in New York, many with branches around the country, but all are growing rapidly with a contempo-

(Continued on Page S-2)

Top 25 general merchandisers

Ad rank	Company	Advertising	Sales
1	Sears, Roebuck & Co.	$725,000,000	$17,946,000,000
2	J.C. Penney Co.	285,000,000	10,845,000,000
3	K mart Corp.	248,000,000	11,695,539,000
4	Montgomery Ward & Co.	207,000,000	5,013,514,000
5	Federated Department Stores	165,000,000	5,404,621,000
6	F.W. Woolworth Co.	142,857,000	6,102,800,000
7	R.H. Macy & Co.	114,500,000	1,834,100,000
8	Allied Stores Corp.	99,000,000	2,107,939,000
9	Associated Dry Goods Corp.	94,000,000	1,605,607,000
10	May Department Stores Co.	75,000,000	2,567,000,000
11	Dayton-Hudson Corp.	62,000,000	2,981,234,000
12	Levitz Furniture Corp.	45,000,000	498,194,000
13	Carter Hawley Hale	43,000,000	2,116,586,000
14	Korvettes	30,000,000	600,000,000*
15	Gimbel Brothers	25,750,000	1,058,860,000
16	Gamble-Skogmo	23,971,000	1,954,644,000
17	Marshall Field & Co.	20,000,000	762,590,408
18	Mercantile Stores Co.	17,000,000	922,141,000
19	G.C. Murphy Co.	16,600,000	711,996,000
20	Melville Corp.	15,000,000	1,747,371,728
20	Wal-Mart Stores	15,000,000	900,298,000
22	Rapid-American Corp.	14,500,000	2,169,732,000
23	Cook United	12,500,000	405,000,000
24	SCOA Industries	11,709,000	780,333,000
25	Zayre Corp.	9,000,000	1,394,109,000

*estimated

Top 25 grocery retailers

Ad rank	Company	Advertising	Sales
1	Safeway Stores	$125,000,000	$12,550,569,000
2	Kroger Co.	94,500,000	7,828,071,000
3	Great Atlantic & Pacific Tea Co.	84,000,000	7,288,577,000
4	American Stores Co.	56,328,000	5,138,404,000
5	Jewel Cos.	43,471,000	3,516,352,000
6	Winn-Dixie Stores	39,643,000	4,930,538,000
7	Grand Union Co.	39,000,000	2,600,000,000
8	Lucky Stores	35,000,000	4,658,409,000
9	Food Fair	31,000,000	2,785,899,000
10	Supermarkets General Corp.	28,500,000	2,117,477,000
11	Stop & Shop	25,650,000	1,762,144,000
12	Southland Corp.	18,500,000	3,090,094,000
13	Albertson's Inc.	14,500,000	2,268,969,721
14	Fisher Foods	13,000,000	1,451,676,000
14	Giant Food	13,000,000	992,359,000
16	Publix Super Markets	12,600,000	1,672,229,000
17	Dillon Companies	11,500,000	1,470,081,000
18	First National Supermarkets	11,000,000	1,111,691,000
18	Fred Meyer Inc.	11,000,000	927,110,000
18	Von's Grocery Co.	11,000,000	975,000,000*
21	Waldbaum	9,000,000	941,479,000
22	Borman's	8,000,000	775,190,000
22	S.M. Flickinger Co.	8,000,000	869,508,000
24	Allied Supermarkets	6,500,000	712,000,000*
25	National Tea Co.	5,000,000	918,635,000

*estimated

Sales up 15%

Top retailers hike ad outlays by 9%

(Continued from Page S-1)

rect mail in some instances.

The nation's largest retailer, Sears, which accounts for almost 20% of the top general merchandiser's total sales, increased its ad investment to $725,000,000, up from $650,000,000 the year earlier. The increase came despite changing marketing strategies designed to cut the number, length and depth of promotional sales. In a five-year plan published by AA, Sears seemed determined to return to its basic price and middle America position.

K mart continued to increase its investment last year and promised more of the same this year. K mart's spending was put at $248,000,000, up $38,000,000 over the year earlier. Other leading general merchandisers were J.C. Penney Co., up $61,000,000 to $285,000,000; F. W. Woolworth Co., up $3,860,000 to $142,860,000, and Federated Department Stores, up $5,000,000 to $165,000,000.

For the leading supermarkets, sales were up 13.3% to $73.4 billion and advertising was up 12% to $754,600,000. The ratio of advertising to sales continued an 11-year decline, slipping to 1.03% from 1.04%. Each of the top five supermarkets did hike ad spending, however.

Safeway hiked its outlays $10,000,000 to $125,000,000, primarily to support its Scotch Buy generic food products. Generic food products and no frills stores, such as Aldi's in Chicago, continued to be a most hotly debated topic in food store circles.

Other supermarket spending leaders included Kroger at $94,500,000, up $24,000,000 over last year; A&P, up $11,000,000 to $84,000,000; American Stores, up $17,400,000 to $56,300,000, and Winn-Dixie Stores, down $200,000 to $39,600,000.

The face of retailing is likely to change even more in the next decade, as drug and specialty stores expand. For example, Walgreen Co., Deerfield, Ill., (not included in the retail profiles) has begun to expand into food store sales from its base in drug store operations. Walgreen will invest $31,000,000 in advertising this year, up 14.8% over the year earlier on sales of $1.3 billion.

Walgreen shifted to an in-house agency from Eisaman, Johns & Laws, Chicago, earlier this year.

The ADERTISING AGE study of the 50 leading retailers includes advertising and promotion investment in print, broadcast, direct mail and other promotional media. It also credits the retailers for co-op funds used in advertising, even though these funds come from vendors.

AA mails a two-page letter that includes the previous year's profile to each of the companies as well as a follow-up mailing and telephone calls to those who do not reply. For those companies that do not provide complete information, AA estimates the data, based on interviews with trade sources.

Data on which these estimates for advertising and promotion outlays are based come from a number of sources including *Progressive Grocer*, Fairchild's *Financial Manual of Retail Stores*, various media information bureaus and Marketing & Promotion Services Inc. Tom Moloney, a free lance writer, assisted in the compilation of the profiles. #

Louis J. Haugh is president of Marketing & Promotion Services, Westport, Conn.

Shift retail focus more to marketing

(Continued from Page S-1)

rary identity and are in tune with today's changing lifestyles.

It isn't that the management of the first group were not good retailers. They probably were. But I suspect that they perceived their role as selling the merchandise they bought, rather than marketing a concept and a brand.

Yes, each of you has a brand—your store. As a manufacturer has a brand and as many services sell a brand, so too your store name is your brand. Your first responsibility is to sell the store, not the item. Look at yourself as though you are selling a product—that product being the totality of service, merchandise and ambiance of the physical unit called the store.

■ The first step in determining the position of your store is a careful examination of the nature of your merchandise.

Let's say you sell men's clothing. Are you a Sym's, a Barney's or a Brooks Brothers? Or perhaps none of the above? Have you researched your market to determine the specific niche that you wish to fill in your community? If you wish to succeed in the highly competitive business that you have selected, it is your responsibility to market that business the way you would market a manufactured product or service.

How do your major suppliers with national brands position their products? After careful research and development of the product, they determine the target market for that product and then develop packaging, advertising and merchandising directly focused at that target market.

■ What have you done to carefully isolate who your customer really is—or more analytically, who your customer should be? I don't doubt that you have discussed this problem with your wife or husband or even a few business associates in town. Or have gone so far as having a meeting with your buyers and merchandise managers.

But how many of you have reached out to the consumer in your community? Have you discussed the question of why people shop in your store—or, more importantly, why they don't? Have you thought of engaging the services of a market research company or, even better, talked with the head of the department of marketing of a local college or university?

Regardless of where your store is located, you can find services that will give you valuable data on how you are perceived and how your competition is perceived to determine the appropriate niche in which you can build a better business.

■ Once you have armed yourself with adequate research information, you then act forcefully on four fronts:

- The merchandise.
- The physical environment.
- The personnel.
- The advertising.

You can't do one without the other. A superb advertising campaign geared to the positioning of a store for young girls, aged 16 to 24, can be destroyed by the wrong people, wrong merchandise and the wrong ambiance. Once you have decided who your customer is by age, sex, income, life style and buying habits, then you must gear a four-front attack on that target market.

We read in the papers how teachers aren't as good as they used to be and how terrible clerks in stores are—yet children in some schools are learning more than ever and individuals report how they enjoy shopping in one store rather than in another.

Are you selecting the right people for your store and do they represent a particular point of view?

A time when what we buy and where we buy is a significant reflection of one's life style is perhaps the time for greater emphasis on human relations in a store as opposed to the cold and austere act of moving from item selection to cash register to exit.

■ Many years ago, Alvin Toffler wrote a best seller, "Future Shock." You are probably in the front line of getting the impact of that future shock. Everything is accelerated, and all industries are affected.

But as a result of future shock, people are becoming more demanding and they seem to be focusing that demand on the stores they shop in. I suspect that the reason for this is that your business has accomodated the customer more than any other business in our country.

And since you do accommodate the customer, you have to change as rapidly as the customer changes. Your business is a living, breathing entity, and as people change, your business has to change.

Unfortunately, there is a tendency in your business to look backward more often than looking forward. You check last year's sales, last month's sales, last week's sales and yesterday's sales.

How much time, money, effort and talent are you spending in looking ahead? Are you anticipating change or are you merely reacting to change?

■ There is no doubt in my mind that the stores that are successful, vibrant, growing institutions are moving ahead because they have carefully positioned themselves, marketed the concept and spent more time looking ahead than looking back.

To effectively position your store, I urgently suggest you begin to think like marketers rather than retailers. Carefully research your target market and then focus your entire store—heart, soul and mind—on that target.

Your merchandising should be single-minded, your displays should hit the emotional button of your target market, your advertising should talk to it and your personnel should have empathy for it.

Then and only then will you be selling your particular brand to your community. If you accept the concept that you and your store may very well be in business long after a particular fad or fashion is hot, or a particular manufacturer is riding high, you will recognize that your brand is more important than any single item or group of items in your store.

I know what Barney's stands for. But I didn't know what Franklin Simon stood for. Be sure that you stand for something. No one can be all things to all people and unfortunately too many individuals in your business, in an effort to meet last years sales figures, have tried that approach.

(Continued on Page S-20)

Harold Levine is chairman of Levine, Huntley, Schmidt, Plapler & Beaver, New York. This article is abridged from a speech originally given at the National Retail Merchants Assn. retail workshop earlier this month.

Strappy: New Buzz Word for Shoes
B.Altman & Co
Presenting...the world of Maud Frizon
Marshall Field's
Saks Fifth Avenue
Bruno Magli—
Just for Openers

Shoes, shoes and more shoes characterize fall ads for retailers such as B. Altman, Marshall Field and Saks Fifth Avenue.

25 leading general merchandise retailers

Sears, Roebuck & Co.

Sales........................**$17,946,000,000**
Advertising.......................**725,000,000**

Sears, Roebuck & Co., Chicago, is the largest U.S. retailer and the second largest national advertiser. The company increased its national spending 14% to $417,934,900 last year with 60% of the amount, or $254,000,000, spent on catalogs and dire^t mail. Local advertising brought the total up to $725,000,000.

Sears, whose sales approximate 1% of the U.S. gross national product, got more than 6% of the total U.S. general merchandise business and about half of the total catalog business.

The catalog operations, from which Sears derives more than a fifth of its sales, includes two large general "wish books" averaging 1,500 pages (spring-summer, fall-winter), three smaller ones (Christmas, mid-winter and summer), 16 specialty catalogs featuring particular lines of merchandise and about 15 tabloid sales catalogs.

Last year the company sent out 17,000,000 copies of each general catalog and between 100,000 and 500,000 copies of each specialty and sale catalog, for a total of 375,000,000 catalogs—50,000,000 more than the company put out in 1977.

Sears and its domestic subsidiaries employed an average of 472,000 people in 1978 and sold goods at 3,727 locations.

Last year marked a turning point for Sears as the company reformulated its long-range marketing strategy in a move to firmly reestablish Sears as "a family store for middle-class home-owning Americans." According to the company's "Headquarters Merchandising Plan 1979-1983," Sears is "not a fashion store . . . not a store for the whimsical nor the affluent . . . not a discounter, nor an avant-garde department store . . . not an exciting store . . . not a store that *anticipates*. We *reflect* the world of Middle America . . . its desires and concerns and problems and faults. [We must] not be swayed . . . by the attraction of other markets, no matter how enticing they might be."

Sears is lowering its advertising-to-sales ratio from 3.55% in 1978 to 3.29% in 1979 and then down to 3% by 1983.

Sears began making moves in the fourth quarter to improve profits, but at the sacrifice of sales. It pulled its 10 to 24-page spreads in women's and shelter magazines that advertised Sears home furnishings—a segment that had been heavily promoted up to that point. Magazines were almost devoid of Sears advertising in the first five months of 1979.

The results were sales shortfalls, undoubtedly much more severe than had been anticipated. Through June of this year, the company has suffered 10 consecutive months of sales declines, some soaring higher than 10%. To stimulate sales—and comply with federal price guidelines—Sears cut all catalog prices 5% in this year's spring-summer catalog.

However, the profit picture has brightened. In the fourth quarter the company reported a record 31% increase in earnings, to $330,000,000. In the first quarter of 1979, operating income from the merchandising group increased 25% to $217,601,000.

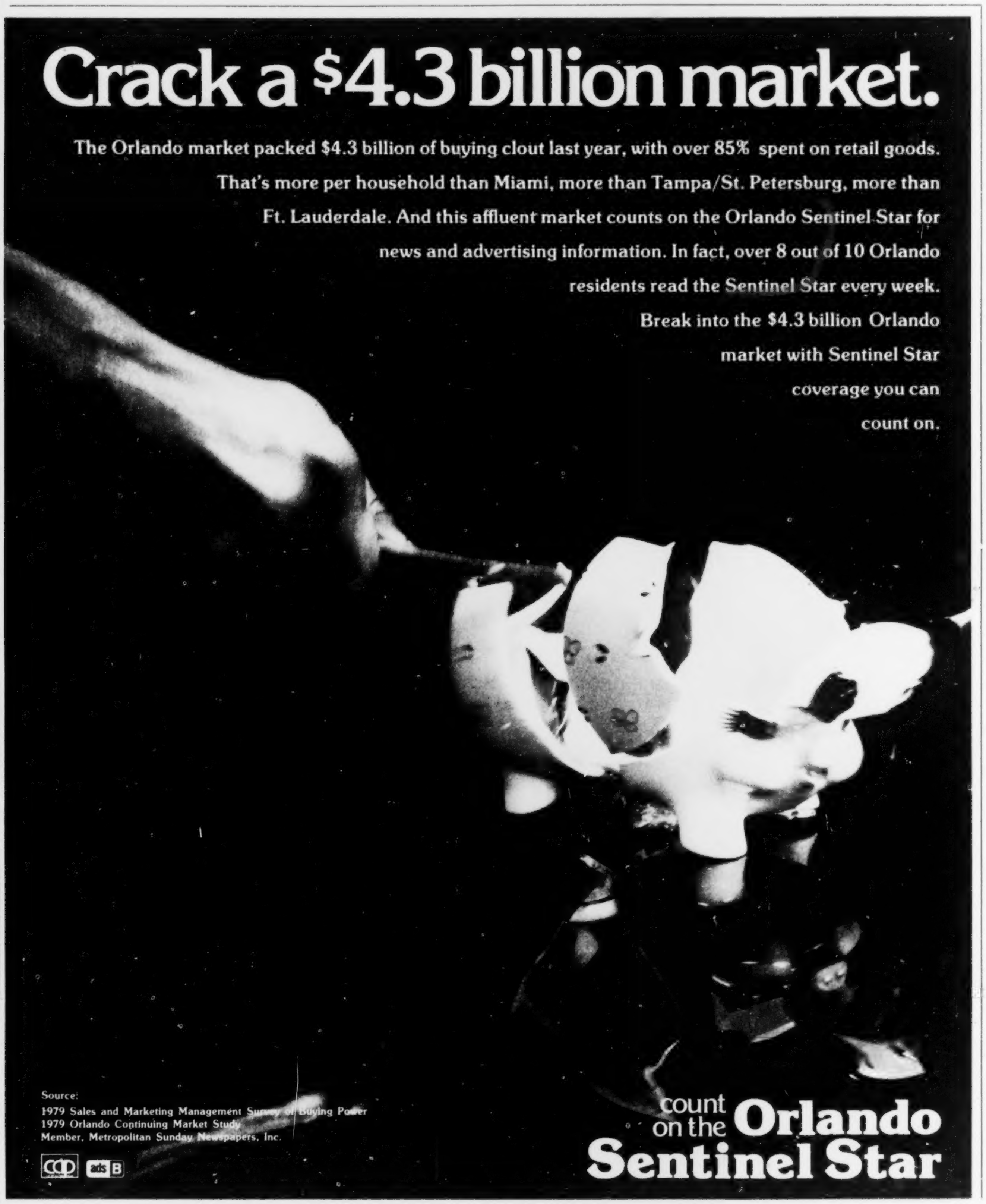
In 1978, the company continued its war against excessive sex and violence in tv programing by pulling its commercials from several programs, including "Three's Company" and "Charlie's Angels." This year the company began the "Sears Radio Theater," a series of 45-minute programs running weeknights on about 200 radio stations most of them CBS affiliates. The investment was expected to significantly increase radio spending.

In 1978, Sears opened 31 new stores, including 14 full line, 14 medium size and three hard line stores, bringing the totals to 367 full line, 373 medium size and 125 hard line stores. In addition, the company operates 14 catalog merchandise distribution warehouses, 92 retail distribution warehouses and 211 service and parts centers. The company plans to open 106 full line, 106 medium size and 27 hard line stores over the next five years, with 100 of the new stores to be built in new market areas and 139 of them replacing existing stores. (For a complete profile and agency line-up, see AA, Sept. 6, P. 149.)

Where AA got its data

The information in the profiles of the top 25 general merchandisers and top 25 supermarket chains came from various statistical services and associations and from questionnaires mailed by ADVERTISING AGE to the companies. All advertising and promotion expenditures are estimated by AA. Advertising estimates and sales figures are based on data from *Business Week*, *Progressive Grocer's Marketing Guidebook*, *Fairchild's Financial Manual of Retail Stores*, *Wall Street Journal*, the Newspaper Advertising Bureau, Television Bureau of Advertising, Leading National Advertisers and Media Records Inc.

- Retail and supermarket advertising expenditures include print, broadcast, direct mail, catalog and other promotional media. In addition, the ad totals credit the retailers for expenditures even though they may have made use of co-op funds from manufacturers. Where possible, these funds are so identified.



Crack a $4.3 billion market.

The Orlando market packed $4.3 billion of buying clout last year, with over 85% spent on retail goods. That's more per household than Miami, more than Tampa/St. Petersburg, more than Ft. Lauderdale. And this affluent market counts on the Orlando Sentinel Star for news and advertising information. In fact, over 8 out of 10 Orlando residents read the Sentinel Star every week.

Break into the $4.3 billion Orlando market with Sentinel Star coverage you can count on.

Source:
1979 Sales and Marketing Management Survey of Buying Power
1979 Orlando Continuing Market Study
Member, Metropolitan Sunday Newspapers, Inc.

count on the Orlando Sentinel Star

K mart Corp.

Sales........................**$11,695,539,000**
Advertising.......................**248,000,000**

K mart Corp., Troy, Mich., the country's second largest retailer and fifth largest national advertiser, invested $248,000,000 in advertising in 1978, up 18% from 1977.

The company invested $32,930,882 in measured media, including $8,936,424 in network tv; $13,172,146 in spot tv; $3,719,936 in magazines; $2,407,000 in network radio and $500,000 in outdoor.

The vast majority of K mart's ad

(Continued on Page S-6)

25 top general merchandisers

(Continued from Page S-4)

funds are funneled into newspapers. That newspaper drive is bolstered with more than 25 newspaper color tabloid inserts per year.

Worldwide, there were 1,496 K mart stores in operation at the beginning of 1979. In the U.S., K mart operates in 257 out of 275 standard metropolitan statistical areas. Some 168 stores were opened last year, bringing the total to 290 new stores in 1977-78.

K mart also operates 313 Kresge variety stores and 82 Jupiter limited-line discount stores.

In the first three months of 1979, the corporation opened 36 new K marts, up from the 18 opened in the first quarter of 1978. A total of 180 were expected to open during 1979.

At the 1979 annual stockholders' meeting, K mart chairman Robert Dewar predicted that the company's earnings would pass those of top retailer Sears, Roebuck & Co. "in the next few years." He projected sales of $16 billion by 1982 and $20 billion by 1984. K mart's ad budget is expected to grow by 20% to 25% per year.

Ross Roy Inc., Detroit, is the K mart agency. (For a complete marketing profile, see AA, Sept. 6, P. 112.)

J.C. Penney Co.

Sales	**$10,845,000,000**
Advertising	**285,000,000**

J.C. Penney Co., New York, the fourth largest retailer and the 27th largest national advertiser, hiked its national advertising 25% from $100,000,000 to an estimated $125,000,000 in 1978. This total includes an estimated $90,000,000 for catalogs. The remainder includes Penney's retail advertising for individual stores in local newspapers, estimated at $185,000,000, and foreign promotion outlays.

In 1978, Penney opened 28 full line and 33 soft line stores. Two stores were opened in Belgium and 42 drug stores were added to the domestic chain. In-store insurance centers were opened in 13 stores, bringing the total of centers to 33. The first catalog distribution center to serve the West Coast opened in Reno, Nev., early in 1979.

Penney is opening 37 full and 26 soft line stores, 36 drug stores and three stores in Belgium this year. Catalog sales centers are slated for 245 stores on the West Coast and in Hawaii. A sixth distribution center, located in Manchester, Conn., is under construction.

The Treasury stores registered losses for the fifth consecutive year, despite a 24.6% increase in sales over 1977. The three Treasury stores in the Chicago area were slated for sale, with two closed at the end of March. Three stores are thought to be too few to compete effectively in the large Chicago market.

Since 1974, Penney has been changing its marketing strategy from a private label, price-conscious general merchandiser to a more moderately priced, higher fashion department store.

Penney operates 523 full line department stores and 1,288 soft line stores. McCaffrey & McCall, New York, is the major Penney agency. (For a complete Penney profile, see AA, Sept. 6, P. 134.)

F. W. Woolworth Co.

Sales	**$6,102,800,000**
Advertising	**142,857,000**

F.W. Woolworth Co., New York, invested $142,857,000 in advertising last year, up 10% over 1977. The company operates 4,416 stores and 345 leased departments in the U.S. and overseas, excluding its majority owned enterprises in Great Britain. This includes 2,253 Woolworth and Woolco stores, 289 Richman Brothers men's clothing stores and 2,219 Kinney operated footwear and apparel units.

Newspaper investment, representing 83% of the company's ad outlays, was up 14% over 1977. The company invested $15,537,000 in spot and network tv. Magazine expenditures rose from $874,000 to $2,226,000 with the Kinney stores getting the lion's share of the increase. Its Woolco stores got $4,700,000 in spot tv and its Woolworth stores got $3,675,000. 1979's advertising outlays are expected to increase 14% over 1978.

Woolworth and its wholly owned subsidiaries are opening approximately 375 new retail units this year, almost 300 of which are Kinney operated. J. Brannan stores, a new chain of family discount clothing stores, are being opened in Dallas and Oklahoma City. A media mix of newspaper, radio & tv will be used.

The parent Woolworth Co. and its Richman Brothers subsidiary both celebrated their 100th anniversaries in 1979 with a 25% first half ad budget increase.

Advertising agency for F. W. Woolworth Co. is Sawdon & Bess, New York.

Federated Department Stores

Sales	**$5,404,621,000**
Advertising	**165,000,000**

Federated Department Stores, Cincinnati, operates about 157 major department stores and specialty stores under various names across the U.S. These units have a great deal of local autonomy in their markets.

Retail stores operated by the company include Rich's, Atlanta; Bloomingdale's, New York and Washington; Boston stores, Milwaukee; Bullock's, Memphis; Gold Circle discount stores, Worthington, O.; Gold Key, Los Angeles; Gold Triangle, Hialeah, Fla.; Lazarus, Columbus, O.;

(Continued on Page S-8)

GO WEST TO SHOP

...BIG APPLE

Shopping patterns have changed . . . big apple. Now shoppers head for suburbs like Bergen, the only New Jersey county in the New York SMSA. They have a choice of five major shopping centers in a five-mile radius, and more than five million square feet of selling space.

Annual retail sales in Bergen County top $3.6 billion. With per household retail sales of $12,246, it's a fact that Bergen ranks #1 in New Jersey and 56% greater than the New York SMSA average.

Of course, shoppers in Bergen depend on The Record. And if you want to sell to this great market, that's where you should advertise. The Record has more circulation in Bergen County — daily or Sunday — than all the New York City and Newark newspapers combined!

Let's close the sale.

Phone (201) 646-4214.

New Jersey's Largest Evening Newspaper

The Record

National Representatives: Sawyer-Ferguson-Walker Co.

Source: *S&MM 1979 Survey of Buying Power

CANADIAN AD AGENCY IS LOOKING FOR AN AFFILIATION WITH A RETAIL ADVERTISING AGENCY (MANHATTAN LOCATED)

To better service our clients growing interests in the American Marketplace. We are looking for an aggressive advertising and marketing firm experienced in the housewares industry.

Please send agency profile to the attention of Mr. David M.J. Nowak
THE CREATIVE DIRECTORS LTD
1390 Sherbrooke Street West
Suite 40, Montreal, Quebec
H3G 1J9 (514) 845-8868

25 top general merchandisers

(Continued from Page S-6)

Levy's, Tucson, Ariz.; I. Magnin Co., San Francisco; Rike's, Dayton, O.; Sanger-Harris, Dallas; Shilito's, Cincinnati, and Abraham & Straus, Brooklyn.

Federated agencies (with accounts in parentheses) include Telesales Inc., New York (A&S); Russell, Harris, Levinson, New York (Burdine's); Ingalls Associates, Boston (Filene's); Goodwin, Dannenbaum, Littman & Wingfold, Houston (Foley's); Modern Merchandising Bureau, New York (I. Magnin); Ogilvy & Mather, Los Angeles (Bullock's); Liller, Neal, Battle & Lindsey, Atlanta (Rich's); W.B. Doner & Co., Detroit (Richway discount stores); Byer & Bowman, Columbus (Lazarus).

Montgomery Ward & Co.

Sales	$5,013,514,000
Advertising	207,000,000

Montgomery Ward & Co., Chicago, is a unit of the Mobil Oil Co. operating 413 retail stores and 474 catalog stores. Ward operates as a unit of Marcor, the subsidiary that also includes the Container Corp. of America.

During the year, Ward continued testing the limited sale of ad space in some of its catalogs, a program originated in 1975. This concept has since been expanded to all eight of its catalogs and opened to a wider variety of noncompetitive advertisers.

Lee King & Partners, Chicago, and Media Bureau, Chicago, handle Ward advertising. (For a complete profile of Mobil, see AA, Sept. 6, P. 124.)

Dayton-Hudson Corp.

Sales	$2,981,234,000
Advertising	62,000,000

Dayton-Hudson Corp., Minneapolis, operates 45 department stores, 78 low-margin stores and 421 specialty stores, an increase of 96 stores over last year.

Its department store operations include Hudson's, Detroit; Dayton's, Minneapolis; Diamond's, Phoenix, and John A. Brown, Oklahoma City. Its discount stores are Target, Lechmere and 52 Mervyn's, a California-based soft lines chain.

Its specialty stores include B. Dalton book stores; J.B. Hudson jewelry stores, Minneapolis; Shreve's jewelry stores in California; J. E. Caldwell jewelry stores in Pennsylvania, New Jersey and Delaware; J. Jessop & Sons jewelry stores in San Diego; C.D. Peacock jewelry stores in Illinois and Charles W. Warren & Co., Troy, Michigan.

The agency line-up includes Campbell-Mithun, Minneapolis for B. Dalton; Grey Advertising, New York, for Dayton's, and Loren/-Snyder, Detroit, for Hudson's.

May Department Stores

Sales	$2,567,000,000
Advertising	75,000,000

The May Department Stores Co., St. Louis, operates 173 stores, up 10 from last year. These include the M. O'Neil Co., Akron, O.; Hecht Co., Washington and Baltimore; May-D&F, Denver; G. Fox & Co., Hartford, Conn.; May-Cohens, Jacksonville, Fla.; Meier & Frank Co., Portland, Ore.; Famous-Barr Co., St. Louis; Strouss, Youngstown, O.; May Co., California and Venture Stores, St. Louis.

The company and its subsidiaries own and operate 18 shopping centers in nine states, totaling 14,000,000 square feet. May is opening five additional department stores during 1979.

The company put an estimated $36,364,000 in newspapers and $10,839,000 in direct mail advertising. Also an estimated $12,000,000 went to spot tv advertising.

First quarter 1979 sales totaled $566,895,000, up $69,524,000 over the same period in 1978.

The agency lineup includes Grey-North, Chicago, for Venture; Byer & Bowman Advertising, Columbus, for Famous-Barr, Hecht and May-D&F, and W.B. Doner, Los Angeles, for May Co., Cal.

Rapid-American Corp.

Sales	$2,169,732,000
Advertising	14,500,000

Rapid American Corp., New York, operates 565 Lerner stores; 743 McCrory stores under the trade names McCrory, McLellan, H.L. Green and J.J. Newberry; 21 Britts department stores in 10 states and 664 OTASCO automotive and home accessory stores in 13 southern states. Record earnings were achieved by Lerner, McCrory and OTASCO stores in 1978.

A new 100,000-sq.-ft. Britts store was opened in West Palm Beach, Fla. in November, 1978. Five stores were closed, with two more closing in 1979.

Lerner opened 74 stores in 1978, of which 72 were in suburban shopping centers. This year, 75 new stores are being opened.

McCrory opened eight new stores last year and closed 33. The 12,000-sq.-ft. prototype stores are opening up in 1979, bringing the total of this type to 13.

Twelve new company-owned and 20 associate-dealer OTASCO stores last year and closed 33. Ten 12,000-sq.-ft. prototype stores are ary, Rapid Muffler Inc., opened three pilot shops in OTASCO's headquarters city, Tulsa, Okla. Twenty new company-owned stores and 25 new associate-dealer stores are opening this year.

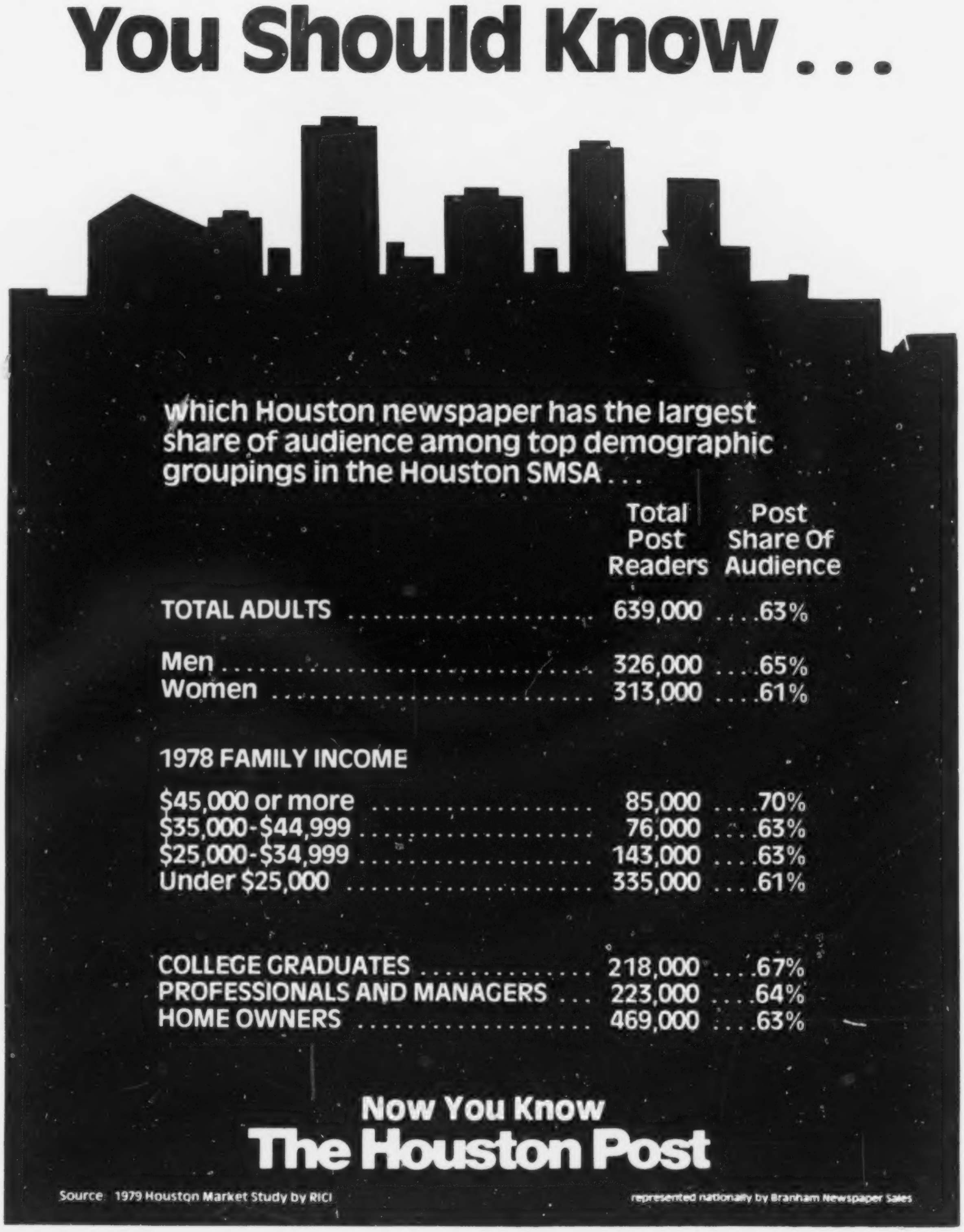
Lerner sales were $695,000,000; McCrory $544,000,000; OTASCO $220,000,000, and Britts $84,000,000.

Carter Hawley Hale Stores

Sales	$2,116,586,000
Advertising	43,000,000

Carter Hawley Hale Stores, Los

(Continued on Page S-10)


You Should Know . . .

which Houston newspaper has the largest share of audience among top demographic groupings in the Houston SMSA . . .

	Total Post Readers	Post Share Of Audience
TOTAL ADULTS	639,000	63%
Men	326,000	65%
Women	313,000	61%
1978 FAMILY INCOME		
$45,000 or more	85,000	70%
$35,000-$44,999	76,000	63%
$25,000-$34,999	143,000	63%
Under $25,000	335,000	61%
COLLEGE GRADUATES	218,000	67%
PROFESSIONALS AND MANAGERS	223,000	64%
HOME OWNERS	469,000	63%

Now You Know
The Houston Post

Source: 1979 Houston Market Study by RICI

represented nationally by Branham Newspaper Sales

Tucson
is where
one buy
gets you
8 out of 10
households.

Reach 83% of all households.
Call Q. J. Robb, Gen'l Ad
Mgr., 602/294-4433.

Star & Citizen

25 top general merchandisers

(Continued from Page S-8)

Angeles, operates 656 stores, an increase of 29 over last year. Its retail operations include The Broadway, Los Angeles; Neiman-Marcus, Dallas; Walden Book Co., Stamford, Conn.; Weinstock's, Sacramento; The Emporium, San Francisco; Capwell's, Oakland; Bergdorf-Goodman, New York; Holt Renfrew, Montreal; John Wanamaker, Philadelphia, and Thalhimer Brothers, Richmond, Va.

It also operates Sunset House, Los Angeles, which sells through nationally distributed novelty and gift catalogs.

Leber Katz Partners, New York, has the Neiman-Marcus account.

Allied Stores Corp.

Sales	$2,107,939,000
Advertising	99,000,000

Allied Stores Corp., New York, operates 149 stores. Earlier this year Allied acquired 12 Bonwit Teller stores and 32 Plymouth Shops from Genesco Inc., Nashville.

Other Allied operated stores include Block's, Waterloo, Ia., and Indianapolis; Bon Marche, Seattle; Cain Sloan, Nashville; Dey Bros., Syracuse; Donaldson's, Minneapolis; Field's, Jackson, Mich.; Gertz, New York; Hardy-Herpolsheimer, Muskegon, Mich.; Jordan Marsh, Boston and Miami; Heer's, Springfield, Mo.; Joske's, San Antonio; Levy's, Savannah, Ga.; Mass Bros., Tampa; Mabley & Carew, Cincinnati; Missoula (Mont.) Mercantile; Muller's, Lake Charles, La.; Paris of Montana, Great Falls; Polsky's, Akron, O.; Pomeroy's, Reading, Pa.; Read's, Bridgeport, Conn.; Stern Bros., Paramus, N.J.; Titche's, Dallas; Troutman's, Greenburgh, Pa.; Wren's, Springfield, O. and Almart-J.B. Hunter, Wilmington, Del.

Smith-Patterson, Boston, is the Jordan Marsh agency; other units handle their own advertising.

Gamble-Skogmo

Sales	$1,954,644,000
Advertising	23,971,000

Gamble-Skogmo, Minneapolis, was significantly restructured and reoriented in 1978 to better focus on long-term growth and profitability in its merchandising and financial services business.

Thirteen retailing divisions comprise a total of 3,263 company-owned and dealer-owned stores located in 35 states and Canada. Gamble sells at wholesale and retail a wide range of consumer products, including durable goods, fashion apparel, food and pharmaceuticals.

The merchandising group includes Aldens, Chicago, the nation's fifth largest mail order house; Gamble department stores, Chicago, 19 stores in medium-size cities from coast to coast; Gambles, Minneapolis, 40 company and 903 dealer-owned stores in smaller towns in the Midwest and Rocky Mountain states; Howard's, Monroe, La., 84 discount stores in 10 Sunbelt states; JM McDonald's, Hastings, Neb., 68 clothing stores and 74 fabric stores in Western and Plains states. The list continues with Leath-Maxwell, Chicago, 49 home furniture stores in the Midwest and 81 Maxwell Home Furnishings outlets in the Carolinas and Florida; Women's World shops, La Mesa, Cal., 56 higher-price women's clothing stores in major metropolitan markets; MacLeods, Winnipeg, Manitoba, 75 company and 197 dealer-owned hard line stores in the Western provinces; Mode O'Day, Burbank, Cal., 28 company and 685 dealer-owned lower-price women's clothing stores plus 21 Double Up junior fashion outlets. The merchandising group also includes Rasco, Burbank, Cal., 90 large discount stores, 41 Toy World stores and 29 Rasco-Tempo department stores; Red Owl, Hopkins, Minn., 88 company and 279 dealer-owned retail food outlets in the Midwest; Snyder, Hopkins, Minn., 45 company and 69 dealer-owned drug stores in Minnesota and Wisconsin and Stedmans, Toronto, 53 company and 210 dealer-owned stores in all Canadian provinces.

The company liquidated its Tempo-Buckeye division, which reduced 1978 earnings by $6,974,000.

Inter-mark Inc., Des Plaines, Ill., is the Aldens agency.

R.H. Macy & Co.

Sales	$1,834,100,000
Advertising	114,500,000

R.H. Macy & Co., New York, operates 76 stores. In addition to Macy's stores in New York, San Francisco and Kansas City, the company operates Bamberger's, Newark, N.J.; Davidson's, Atlanta, and LaSalle's, Toledo. It also operates several regional shopping centers.

The company positions its stores as middle income to upper middle income department stores, concentrating on fashion merchandise and apparel and home furnishings. It has six autonomous divisions.

Macy's sold its six J. Homestock furniture warehouse showrooms to the Levitz Furniture Corp. for $5,304,000.

Melville Corp.

Sales	$1,747,371,728
Advertising	15,000,000

Melville Corp., Harrison, N.Y., operates 3,812 units in the District of Columbia, Puerto Rico and 49 states (Alaska is the lone exception). Melville-operated stores include 1,189 Thom McAn shoe stores, 1,397 Meldisco footwear departments in all U.S. K marts, 400 Foxmoor young women's apparel stores, 356 CVS health and beauty aid stores, 326 Chess King young men's apparel stores, 55 Marshalls promotional stores and 48 Vanguard men's shoe stores.

In 1978 a total of 382 stores and footwear departments were opened and 104 were closed. The company is opening 405 new units this year and closing approximately 44.

The Marshalls' stores received spot tv support in addition to newspaper.

Associated Dry Goods Corp.

Sales	$1,605,607,000
Advertising	94,000,000

Associated Dry Goods Corp., New York, operates 146 department stores across the country.

Its operations include Lord & Taylor, New York; Hahne & Co., New Jersey; William Hengerer Co., Buffalo; Powers Dry Goods Co., Minneapolis; Stewart & Co., Baltimore; Stewart's, Louisville; Dia-

(Continued on Page S-12)

The other half of the marketing mix

...It picks up where your advertising leaves off.

You've spent months shaping and refining your advertising strategy. More months converting it into provocative ads or commercials.

Great. But it's a long way from the magazine page and the TV screen to the cash register.

That's where we come in.

At Elliot J. Axelrod Associates, Inc., we provide **the other half of the marketing mix.** Ideas and materials that close the gap between where your consumer advertising leaves off and the sale begins.

We motivate your salesmen to sell better, help the trade to merchandise better, create excitement and heighten consumer trial at the point of sale.

Our services include promotional programs, packaging, audio/visual presentations, sales aids, creative premiums, point of sale material, and incentive programs.

We believe these services are too important to be handled piecemeal. They deserve the same caliber of creative thought, the same degree of marketing insight that characterizes your advertising.

At Elliot J. Axelrod Associates, that's what they get. And it all gets some pretty outstanding results for our clients.

To learn more about us, call Elliot Axelrod, Ken Marden or Peggy O'Brien at **212-889-5553.**

eja

ELLIOT J. AXELROD ASSOCIATES, INC.
105 MADISON AVE., NEW YORK 10016

Creative Services for Creative Marketers

25 top general merchandisers

(Continued from Page S-10)

mond, Charleston, W. Va.; Robinson's, Los Angeles; Sibley, Lindsay & Curr Co., Rochester, N.Y.; H&S Pogue Co., Cincinnati; Goldwater's, Phoenix; Stix, Baer & Fuller, St. Louis; The Denver, Denver; Horne's, Pittsburgh; Robinson's of Florida, St. Petersburg and Ayre's, Indianapolis.

Zayre Corp.

Sales	$1,394,109,000
Advertising	9,000,000

Zayre Corp., Framingham, Mass., operates 254 department stores, 34 apparel specialty stores, 44 fabric shops, 10 discount food stores, 95 gasoline stations and 87 women's apparel stores.

Gimbel Brothers

Sales	$1,058,860,000
Advertising	25,750,000

Gimbel Brothers, New York, is a subsidiary of the Brown & Williamson Retail Group, formed in February. It is made up of four Gimbel department store divisions: New York, Philadelphia, Milwaukee and Pittsburgh, plus 30 Saks Fifth Avenue specialty stores across the country.

Gimbel department stores use a media mix of newspapers, direct mail, radio and tv. Direct mail and tv have seen the greatest growth over the past year.

Many existing Gimbel stores have been updated and renovated in an effort to establish a headquarters approach to the moderate price fashion businesses, while continuing to stand out in the home areas.

Saks Fifth Avenue uses a media mix consisting of newspapers, national magazines, city magazines, radio, tv and direct mail. Tv activities have expanded from four markets in 1978 to nine markets in 1979 and a tenth market will be added in 1980.

Saks will open a new store in South Coast Plaza in Orange County, Cal., and a replacement store on Worth Ave. in Palm Beach, Fla., in November. In 1980, Saks will open a new store in the Fairlane shopping center in Detroit and a replacement store in the Sunrise shopping center, Ft. Lauderdale, Fla.

A Gimbel's fall fashion campaign saluted New York City with the theme, "New York, New York . . . It's a wonderful world."

Mercantile Stores Co.

Sales	$922,141,000
Advertising	17,000,000

Mercantile Stores Co., New York, operates 85 stores. Its operations include Bacon's, Louisville; Castner-Knott Co., Nashville; de Landrecies, Fargo, N.D.; Grayfer's, Mobile, Ala.; Glass Block, Duluth, Minn.; Hennessey's, Butte, Mont.; Jones Store Co., Kansas City; Joslin's, Denver; Lazarus, Wilkes-Barre, Pa.; Lion, Toledo; McAlpin's, Cincinnati; Grayfer's Montgomery Fare, Montgomery, Ala.; People's, Tacoma, Wash.; Right House, Ontario, Can.; Root Store Co., Terre Haute, Ind.; White's, Augusta, Ga., and Columbus, S.C.

Wal-Mart Stores Inc.

Sales	$900,298,000
Advertising	15,000,000

Wal-Mart Stores Inc., Bentonville, Ark., operates 229 stores in Arkansas (54), Illinois (11), Kentucky (3), Louisiana (6), Mississippi (13), Missouri (61), Oklahoma (42), Tennessee (10) and Texas (20). Most stores are located in smaller communities of 5,000 to 25,000.

The company's 1978 sales of $900,298,000 were up from the $678,456,000 of 1977. Wal-Mart sales have increased nearly thirty-fold since 1970.

Effective Oct. 1, 1978, the company acquired the Hutcheson Wholesale Shoe Co. of Fort Smith, Ark. Hutcheson operated leased departments in 190 Wal-Mart stores at that time.

Wal-Mart established a fully-owned, separate division for distributing hobby and crafts merchandise. It also started a fully-owned and operated in-store pharmacy division with seven units and a jewelry division in 48 stores.

Thirty-four new stores were opened in fiscal 1978 and 40 are planned for fiscal 1980. A new 390,000-sq.-ft. distribution center is under construction in Searcy, Ark.

The company utilizes four primary advertising media: Newspapers, multipage circulars, tv and radio. In 1978, 13 full-color circulars were created announcing companywide special bargains and concerted sales programs. For each event, 3,500,000 copies were printed and distributed. Every home within a 20-mile radius of any store can be reached through one or more of the company's advertising outlets. Advertising is handled in-house.

SCOA Industries

Sales	$780,333,000
Advertising	11,709,000

SCOA Industries, Columbus, O., operates approximately 900 shoe stores and leased departments, footwear manufacturing plants, 42 appliance outlets, 76 department stores and 86 domestic goods stores and fabric shops. These include Gallenkamp Shoe Stores, Columbus; Hills, Canton, Mass.; Rudnick Co., Hamden, Conn.; The Dry Goods, Claymont, Del., and Kelly & Cohen, Pittsburgh.

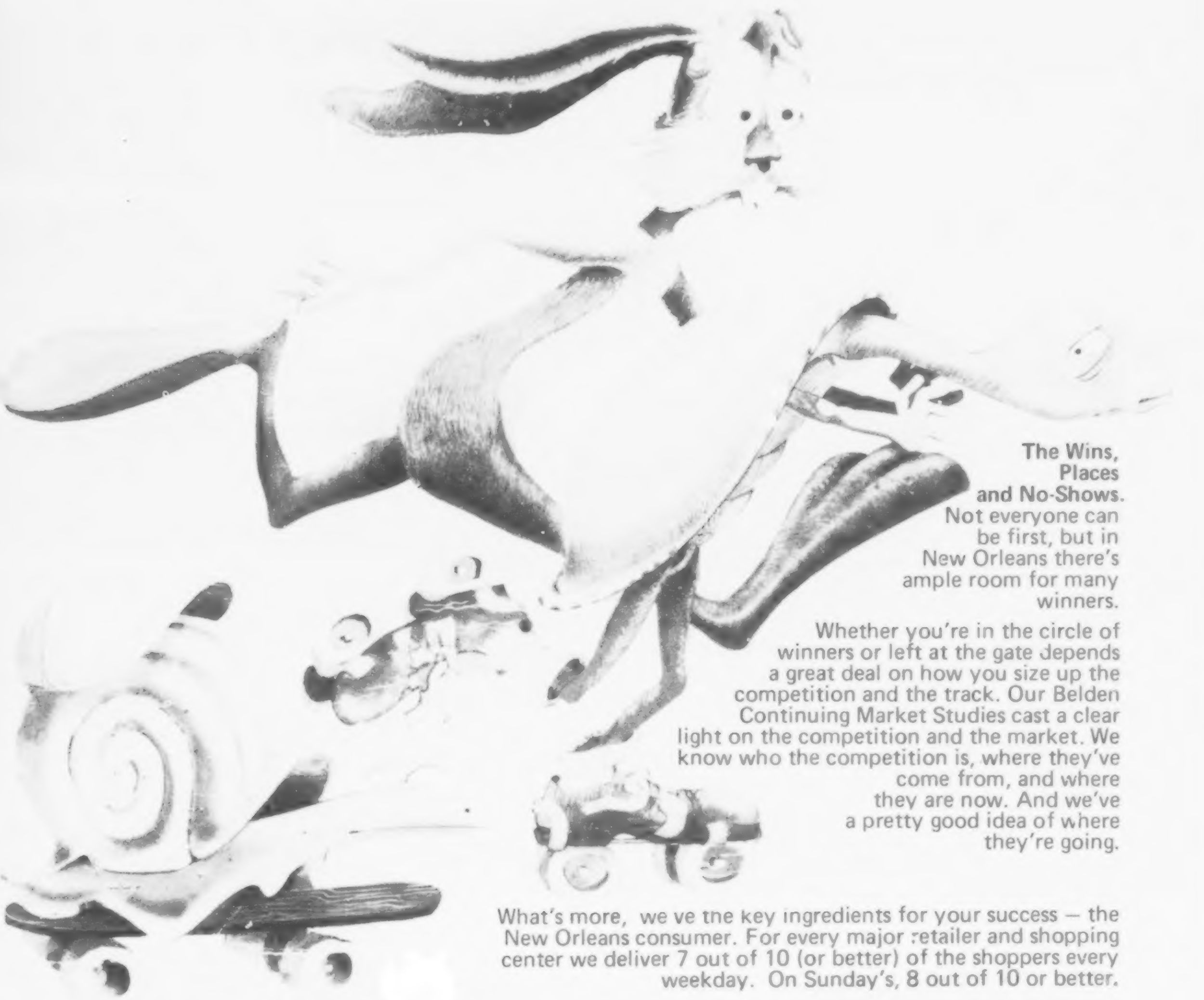
The company invested $2,150,000 in spot tv, up from $1,417,000 in 1977.

Last year was the fourth record year in a row for the company, with profits rising 50%. The company has paid consecutive quarterly cash dividends since 1929 and, on Sept. 15, 1979, paid an increased dividend of 25¢ per share, the sixth quarterly dividend increase in succession and the tenth increase in less than four years. The quarterly rate has more than tripled during the four-year period. The company's stock split three-for-two in January.

Hills, the company's largest and most profitable division, opened five new units in 1978 and plans to open a record 15 in 1979. Moderate expansion is planned for the remainder of the company in 1979.

John Zook Advertising, Columbus, is the agency for corporate advertising; Morris Saffer Advertising, Toronto, and Byer & Bowman, Columbus, are agencies for the footwear division; Canton Advertising, Canton, Mass., is the agency for Hills and Rudnick; Norman Roberts Associates, Philadelphia, is the agency for The Dry Goods and

(Continued on Page S-14)



The Wins, Places and No-Shows. Not everyone can be first, but in New Orleans there's ample room for many winners.

Whether you're in the circle of winners or left at the gate depends a great deal on how you size up the competition and the track. Our Belden Continuing Market Studies cast a clear light on the competition and the market. We know who the competition is, where they've come from, and where they are now. And we've a pretty good idea of where they're going.

What's more, we ve the key ingredients for your success — the New Orleans consumer. For every major retailer and shopping center we deliver 7 out of 10 (or better) of the shoppers every weekday. On Sunday's, 8 out of 10 or better.

RETAILING in the 80's

So, before you start jockeying for position with new marketing and media stratagems, check with us. It could make the difference between a win or a no-show.

The Times-Picayune / The States-Item

Bob O'Neill, Advertising Director (504) 586-3595 — 3800 Howard Ave., New Orleans, La. 70140

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Detroit (313)354-2540

25 top general merchandisers

(Continued from Page S-12)

Marc & Co., Pittsburgh, is the agency for Kelly & Cohen.

Marshall Field & Co.

Sales	$762,590,408
Advertising	20,000,000

Marshall Field & Co., Chicago, operates 54 stores, including the new store, Marshall Field, in Houston, expected to open in November, 1979. The company includes Frederick & Nelson, Seattle; Crescent, Spokane; John Breuner Co., Northern California, and Hall's, Cleveland.

In 1978, the company acquired five Frederick & Nelson stores and 14 John Breuner Co. stores.

Plans are proceeding on stores in Houston and Dallas for a new southern division and the company expects to open five stores in that region within five years.

Kenyon & Eckhardt, Chicago, is the Marshall Field agency.

G.C. Murphy Co.

Sales	$711,996,000
Advertising	16,600,000

G.C. Murphy Co., McKeesport, Pa., operates 480 stores in 24 states and D.C. Its general merchandise stores include Murphy's Mart, Murphy, Terry Ferris, Bruners Junior department stores and Cobbs specialty stores.

The company closed 68 stores in fiscal 1978 and opened 12 units, for a net loss of 56 stores. Twelve new stores are being opened in 1979 and a few stores are being closed.

Murphy has developed separate advertising formats for each type of operation. Sunday supplemental circulars, which had been used to build traffic in all stores, are now utilized exclusively for Murphy's Marts. This permits Murphy's Marts to intensify promotion of higher-price merchandise not regularly carried by some of the company's smaller conventional stores. The company's variety stores now utilize daily newspaper advertising in their local papers and feature basic, staple merchandise that customers expect to find in these stores. The new advertising formats were introduced last October.

Frank Neish Advertising Co., McKeesport, is the in-house agency.

Korvettes

Sales	$600,000,000
Advertising	30,000,000

Korvettes, New York, operates 50 stores in New York, New Jersey, Pennsylvania, Maryland, Washington, D.C., Virginia and Michigan.

In April, the Korvettes chain was acquired for about $42,000,000 by the Agache-Willot Group of France from the Arlen Realty and Development Corp. At that time, Agache-Willot named Alain Mathieu as chairman, a new post, and Nicholas Palinhich president, succeeding David Brous who resigned.

The new owners have not changed the successful Korvettes advertising campaign built around the "Other Korvettes" theme. The theme focuses on merchandise other than the store's traditional lines, which account for about 55% of the chain's sales.

go west

Macy's introduces Mojave Flowers and captures the drama of the desert.

Macy's stresses style in ads for bed coverings.

Korvettes has denied reports that it planned to close its store on New York's fashionable Fifth Ave.

Grey Advertising, New York, handles broadcast creative, although Kelly, Nason-Univas, New York, is rumored to be in line for the $30,000,000 account.

Levitz Furniture Corp.

Sales	$498,194,000
Advertising	45,000,000

Levitz Furniture Corp., Miami, Fla., operates 70 showrooms in 26 states, including 62 large stores in population centers of at least 750,000. Five new stores are planned for fiscal 1980. Fiscal 1979 sales were up 16.3% over the previous year.

Currently 8% of the company's sales volume is spent on advertising. The 24-person in-house advertising department produces print ads for newspapers and national magazines as well as videotaped tv commercials, plans ad campaigns and strategies and buys media space and time.

Newspaper advertising accounts for over half of the Levitz ad budget, although tv expenditures have been increasing during the past few years. Four-color rotogravure inserts are used extensively. Image ads are placed in women's national magazines directed at women 20 to 45 years of age. Newspaper ads emphasize price and special promotions.

Levitz purchased six J. Homestock warehouse-showrooms from R.H. Macy & Co. for $5,304,000.

Cook United

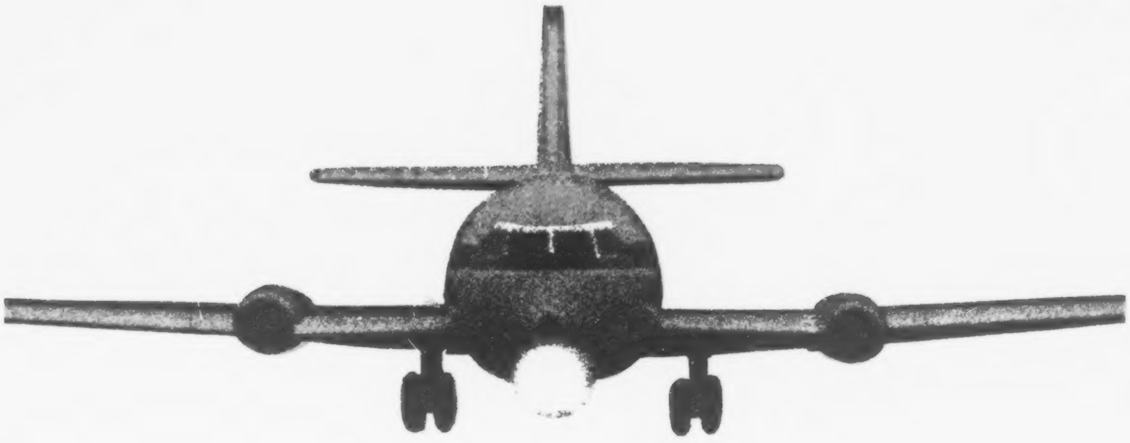
Sales	$405,000,000
Advertising	12,500,000

Cook United, Maple Heights, O., operates 70 discount stores in 14 states. Operations include Uncle Bill's, Cook's, Clark's, Consolidated Sales and Ontario's. It also operates J.P. Snodgrass fashion stores and has automotive, major appliance and catalog showroom operations.

Advertising outlays for the company included an estimated $10,000,000 in newspapers and spot tv.

Lang, Fisher & Stashower, Cleveland, is the Cook agency.

Baltimore means Business



Business is coming to Baltimore. In 1978 alone, Icelandic, North Central and Carribean Airways have begun service to Baltimore through the newly expanded Baltimore-Washington International Airport. A $70 million modernization project now makes BWI capable of handling over 11 million passengers each year.

Look into Baltimore . . . it means easy access to 2.2 million people with $12.7 billion Effective Buying Income in the nation's 14th largest market. It means business for you.

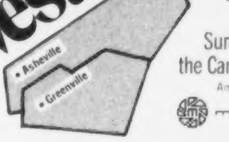
Reach Baltimore business through Baltimore's most effective advertising medium — The Baltimore Sun.

THE BALTIMORE SUN
reaching Baltimore for you

Sources:
State Aviation Adm.
Sales & Marketing Management
Survey of Buying Power 1978

Represented nationally by CWO&O

A new way to buy the rich western Carolinas



Reach 87% of the Buying Power in the ADI with one combination discount buy!

The second largest ADI in the Carolinas. 37th in the U.S. Also, one of the richest, with $7.5 billion effective buying income. **The Greenville/Spartanburg, South Carolina** "Little Giant" metro area, combined with the important **Asheville, North Carolina** metro area, forms one of the largest, fastest-growing areas in the Southeast.

Now, one combination buy delivers this market. These newspapers cover 20 of the 29 ADI counties with $3.7 billion in retail sales (86% of the total sales in the ADI). A net, unduplicated 373,100 adult readers weekdays and 442,300 adult readers Sundays. All this, and a discount, too. For more facts on the best advertising buy in the Carolinas, talk with your Sawyer, Ferguson & Walker Representative.

American Newspaper Markets, Inc. Circulation 78/79. Sales and Marketing Management Survey of Buying Power, July 1978. Reader demographics available from the ABC Data Bank.

multimedia

The Greenville News and GREENVILLE PIEDMONT & THE ASHEVILLE CITIZEN and The Asheville Times

Top 25 retail food chains

Safeway Stores

Sales	$12,550,569,000
Advertising	125,000,000

Safeway Stores, Oakland, Cal., the nation's largest food retailer and second largest retailer over-all, operates 2,436 stores—an increase of two over 1977—in 29 states, Washington, D.C., Canada, Australia, West Germany and the United Kingdom.

- During the year, 111 new stores were opened while 103 were closed. This included 12 new stores opened and 11 closed overseas and in Canada. Safeway's 443 non-U.S. units includes 274 in Canada, 83 in the United Kingdom, 60 in Australia and 26 in West Germany.

Safeway was the first retail food company to hit $10 billion in sales, more than doubling its sales over the past eight years when it overtook A&P as the leading supermarket company in the U.S.

Safeway introduced its new low-price Scotch Buy line of 34 grocery and household products in September, 1978 with a $10,000,000 tv, print and in-store campaign featuring dancer/actor Ray Bolger. The company expects eventually to offer 200 Scotch Buy items. Safeway offers 5,600 private label products, an increase of 300 over 1977.

The company's new corporate image advertising made its debut on July 15 throughout the company's operating areas in the U.S. and Canada. The corporate slogan is "Everything you want from a store and a little bit more." The new ad campaign is being promoted mainly through tv showing the "little bit more" that's provided at and by Safeway.

- In addition to 30 and 60-second versions of the theme commercial, six 30-second spots will feature meat, produce, Safeway brands, value and quality, customer service and one-stop shopping variety. Radio and newspaper commercials support the tv spots. The program was developed by Botsford Ketchum, San Francisco. The image campaign will unite Safeway advertising with a common identity. However, the autonomy of Safeway's retail divisions' advertising programs will continue. Each of the company's 26 U.S. and Canada retail divisions has its own advertising department and hires its own ad agency to purchase local media time for the new image campaign.

Kroger Co.

Sales	$7,828,071,000
Advertising	94,500,600

Kroger Co., Cincinnati, operates 1,202 stores in 21 states, up 14 stores over last year. Kroger also operates Super RX drug stores.

Kroger sold off its controlling stock in Top Value Enterprises to Baldwin-United Corp., a diversified company involved in musical instruments, banking and real estate. Kroger stopped issuing Top Value stamps at its food stores about five years ago, and while some competitors like A&P returned to trading stamps last year, Kroger did not.

Kroger's "price patrol" comparative ads were found misleading by an FTC administrative law judge in June. Judge Montgomery Hyun, in an initial ruling in the two-year case (AA, July 25, '77), recommended requiring that future price surveys by the supermarket chain meet methodological standards. Also, he said, future price survey ads should note when major food categories are excluded and carry the disclosure that "whether you save and how much you will save will depend on what you buy." Kroger said it would probably appeal to the full FTC.

Campbell-Mithun, Chicago, is the Kroger agency.

Great Atlantic & Pacific Tea Co.

Sales	$7,288,577,000
Advertising	84,000,000

The Great Atlantic & Pacific Tea Co., Montvale, N.J., the nation's

Test the U.S. in Phoenix.

When you test Phoenix, America's mobility and our ever-growing sunbelt migration give you opinions from Chicago, Poughkeepsie, and Oakland as well.

Phoenix gives you less than 5% deviation along all national demographic lines, and has the additional plus of a highly mobile population: the folks who pulled up roots from back home and are willing to try something new, including your test product.

Phoenix Newspapers dominate this major urban market with 81% weekly penetration metro households for a combined daily circulation of 301,000 and 308,000 on Sundays. No spill-in, no spill-out. You get contained, controlled testing with a near perfect statistical base. Our only blemish is that the people who read our newspaper tend toward the higher income levels, reflecting (as Phoenix will so well for you) a national trend.

For more information and a free copy of our new "Inside Phoenix" contact Howard Ruby, The Phoenix Newspapers, P.O. Box 1950, Phoenix, AZ 85001. He'll help you buy the best test in the West, the Midwest or the U.S.

THE ARIZONA REPUBLIC / *The Phoenix Gazette*

Represented Nationally by STORY & KELLY-SMITH, INC.

New York Philadelphia Atlanta Boston Chicago Dallas Detroit Los Angeles San Francisco

third largest food retailer, operates approximately 1,800 stores. Its advertising investment includes an estimated $60,000,000 in price/item newspaper ads and $16,000,000 in broadcast, where A&P ties its corporate umbrella theme, "You'll do better at A&P," into more specific local efforts.

A&P has been experimenting with a modified co-op ad effort. Instead of the tv commercial in which retailers are listed at the end of a spot prepared by a manufacturer, the new co-op commercial involves only one retailer—in this case A&P—and the advertised brand. A&P, working with Ed Libov Associates on this program, so far has involved products from Bristol-Myers, Oscar Mayer, American Home Products and Richardson-Merrell.

A&P's 1979 ad budget is expected to be approximately 10% below that of 1978.

▪ The company began phasing out its trading stamp program early this year in about half of the 600 participating stores, including those in Milwaukee and in some eastern states. A&P will continue to use stamps in Chicago and other midwest cities.

The company is investing $80,000,000 this year to remodel stores, including 50 or more "limited-assortment" stores featuring a limited line of products.

A German supermarket chain, the Tengelmann Group, has invested up to $78,000,000 in A&P, buying about 42% of the outstanding shares of A&P from the John Hartford Foundation, the McIntosh Foundation and two individuals. A&P's vp-advertising, Michael Rourke, said in a February interview that the German firm is not expected to take a role in day-to-day operations of the company. Mr. Rourke noted that the fact that a foundation is not a major stockholder is a plus for A&P.

First quarter 1979 sales were $1,662,888,000, down from $1,808,319,000 in 1978. With 289 fewer stores than in first quarter 1978, an A&P representative said that on an identical store basis sales were up 2.3%.

McCann-Erickson, New York, is the A&P agency, with Hawkins, McCain, Blumenthal, New York, handling its private label brands, including Ann Page, Eight O'Clock coffee and others.

American Stores Co.

Sales $5,138,404,000
Advertising 56,328,000

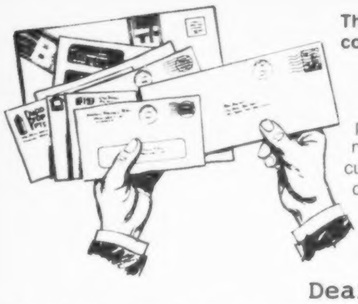
On July 28, 1979, American Stores Co. was merged into Skaggs Cos. and immediately thereafter Skaggs, the surviving company in the merger, changed its name to American Stores Co.

American Stores is a holding company which, through Acme Markets Inc., Alpha Beta Co., Skaggs Stores and other companies, operates 689 food stores, 238 super drug centers and drug/-grocery combination stores. Acme operates 370 stores in seven eastern states. In California and Arizona, Alpha Beta has 319 food stores, 44 restaurants and three discount department stores. The Skaggs super drug centers and drug/grocery combination stores are located in 21 western, midwestern and southeastern states. Rea & Derrick is the drug store operator in Pennsylvania, New York and Maryland. Hardee Northern operates 11 Hardee's fast food outlets.

(Continued on Page S-18)

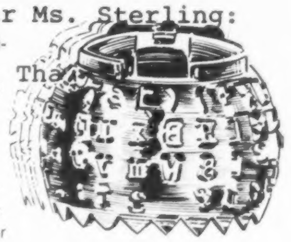
If you know your prospects' names . . .

send them personal letters!



There's no other form of marketing communication that works as well. Your message comes across on a one-to-one level. One identified person talking to another. That's probably the way you communicate now with a select few prospects and customers. Wouldn't it be great if you could send a *personally typed* letter to everyone on your mailing lists?

Dear Ms. Sterling:



Now you can use this powerful communications tool to reach hundreds . . . thousands . . . of your prospects. Wordex makes it possible. We're not talking about computer letters, offset letters, chesire labels . . . or anything else with the obvious mass-produced look that gets lowest priority for reading time. We produce individually typed, addressed and signed letters on your letterhead. Every one looks exactly as if your secretary typed it and you signed it.

Wordex can do everything . . . including affixing stamps and mailing. And we'll maintain your lists, track performance and handle follow-up. All for significantly less than it would cost you to do it yourself.

Personalized communication commands attention . . . and gets response. Wordex will personalize your communications to all your lists, whatever the size. Call or write for complete information on Wordex services.

Let WORDEX work for you.

Wordex Corporation • 39-40 Route 4 Fairlawn, N.J. 07410 • (201) 794-1010
New York City: (212) 724-5113 **Boston Area:** (617) 277-7676

THE 2-BILLION DOLLAR MAN.

He's alive and well and living in the Greater Miami Latin Market.

That's right! He's Latin.
And he's affluent. As a matter of fact, he's worth $2-billion each and every year.

$2.2-billion, to be exact.* For that is the aggregate annual income of the more than half-million Spanish-speaking people making up the Greater Miami Latin Market.

Being affluent, this 2-billion dollar man spends a lot of money. On food. On liquor. On cigarettes. On entertainment. On travel. On cars. On clothes. On his home. On his family.

Oh! Yes, he's very much family-oriented. His activities revolve around his family. And it's a large family, averaging 3.4 members per household.*

But for you — the advertising decision-maker — the most important aspect of this 2-billion dollar man is that he speaks and reads in Spanish. Not only does he speak and read it, but he lives, breathes and thinks in Spanish. Therefore, he makes his buying decisions in Spanish.

And the place he goes to every day to get help in making those buying decisions is DIARIO LAS AMERICAS. The #1 Spanish-language daily newspaper. Particularly oriented to him and his family.

Make sure you get your fair share of this 2-billion dollar man. Reach him by advertising in DIARIO LAS AMERICAS.

DIARIO LAS AMERICAS

*Source:
"Dade Latin Market 1978"
Strategy Research Corporation

DIARIO LAS AMERICAS

The Spanish-language daily newspaper
Founded July 4, 1953

26 YEARS OF CONTINUOUS DAILY PUBLICATION

For additional information call: (305) 633-3341
Or write: Advertising Department, DIARIO LAS AMERICAS
2900 N.W. 39th Street, Miami, Florida 33142

Top food chain retailers

(Continued from Page S-16)

Winn-Dixie Stores

Sales	$4,930,538,000
Advertising	39,643,000

Winn-Dixie Stores, Jacksonville, Fla., increased its advertising outlays more than $6,793,000 in the fiscal year ending June 27. The company operates 1,174 stores throughout the Sunbelt, up from the 1,169 stores of a year before.

The company invested more than $26,915,000 in newspapers and $12,728,000 in spot tv.

William Cook Advertising, Jacksonville, is the Winn-Dixie agency.

Lucky Stores

Sales	$4,658,409,000
Advertising	35,000,000

Lucky Stores, Dublin, Cal., operates approximately 1,175 stores. Its store names include Lucky, Eagle, Food Basket, Magnamart, Gemco, Memco, Sirloin Stockade, Hancock Fabric, Fabric Warehouse, Dorman's, Kragen, Mays and L&G Sporting Goods. About 60% of its sales are from department stores.

The company opened 150 additional stores during 1978, adding 2,300,000 sq. ft. of space. This includes 23 new Kragen & Dorman's automotive stores in California; 24 Sirloin Stockades in the South, Midwest and far West; 7 Gemco and Memco stores in the far West, Texas and Virginia; 50 Pick-A-Dilly and Its-a-Dilly in the West and the Southwest, and four L&G sporting goods stores in California.

About 31% of the company's sales are in supermarkets and 35.1% in discount stores. Advertising is handled in-house.

Jewel Companies

Sales	$3,516,352,000
Advertising	43,471,000

Jewel Cos., Chicago, operates 364 food stores including Jewel Food Stores in Illinois and Wisconsin (223), Buttrey Foods in Montana (48), Eisner Foods in downstate Illinois (32) and Star stores in Massachusetts (61).

It also operates home service routes, 254 Osco drug stores, 216 White Hen Pantry convenience stores and 92 Brigham's Ice Cream/Candy parlors and sandwich shops.

Supermarkets account for 76.3% of Jewel sales, with general merchandise 16.6% and other operations 7.1%. Supermarkets account for 68.7% of its operating income, with general merchandise 21.0% and other operations 10.3%.

Jewel was the first national chain to offer generic foods to its customers. Over 130 generic products are on its shelves. Its Jewel T line of discount grocery products includes about 500 items in 29 stores.

Star Markets is conducting an agency review for its $1,500,000-plus account. Five or six area agencies, including incumbent Schmalenberger & Nargassans, have been asked to pitch for the business. S&N handles broadcast advertising for Jewel's 25 Osco drug stores in the New England area. Grey-North, Chicago, handles broadcast for the remaining 229 Osco stores, while print is done in-house.

The Southland Corp.

Sales	$3,090,094,000
Advertising	18,500,000

The Southland Corp., Dallas, as of June 30, 1979, operates and franchises 6,712 7-Eleven convenience stores, up from 6,445 a year earlier. In addition, the company operates 105 Gristede's and Charles & Co. stores in the greater New York City area.

The company processes milk, ice cream and related dairy products under 12 regional brand names in 34 states and the District of Columbia. Southland's special operations group includes the chemical, Reddy Ice, Hudgins truck rental, Tidal Systems and Chief auto parts divisions. Chief auto parts, which includes 119 stores in Northern California, was acquired in December. Sales of the stores group were $2.8 billion in 1978.

Broadcast remained the company's major advertising vehicle, with spot radio over approximately 500 stations getting 29%; network tv 24%, spot tv 7% and about 200 newspapers 7%. Point-of-sale and other promotional media accounted for the balance. The company's first prime time network tv commercial was aired before Super Bowl XII. Advertising is handled in-house.

In addition to its U.S. stores, Southland has operations in Canada, Mexico, Japan, Great Britain, Sweden and Australia. A typical 7-Eleven carries more than 3,000 items. Self-service gas pumps are a feature in one quarter of the stores, accounting for 13.4% of 7-Eleven sales. Average store merchandise sales are about $350,000 per year.

The first New York City 7-Eleven was opened last September at 34th Street and Lexington Ave. Stores were also opened in Boston and San Francisco.

Food Fair

Sales	$2,785,899,000
Advertising	31,000,000

Food Fair, Philadelphia, operates approximately 348 stores under the Pantry Pride, Food Fair, Penn Fruit and Hills names besides the 79 J.M. Fields stores. The company has been involved in federal bankruptcy proceedings since filing for protection under Chapter 11 in October, 1978.

The company closed 42 Hills and 47 Pantry Pride stores in the New York metropolitan area, affecting 3,700 employes. Food Fair's New York market share had fallen to below 4%. The closings meant a loss of $1,200,000 in advertising revenue for city and suburban newspapers. It also cut out about $800,000 targeted for circulars.

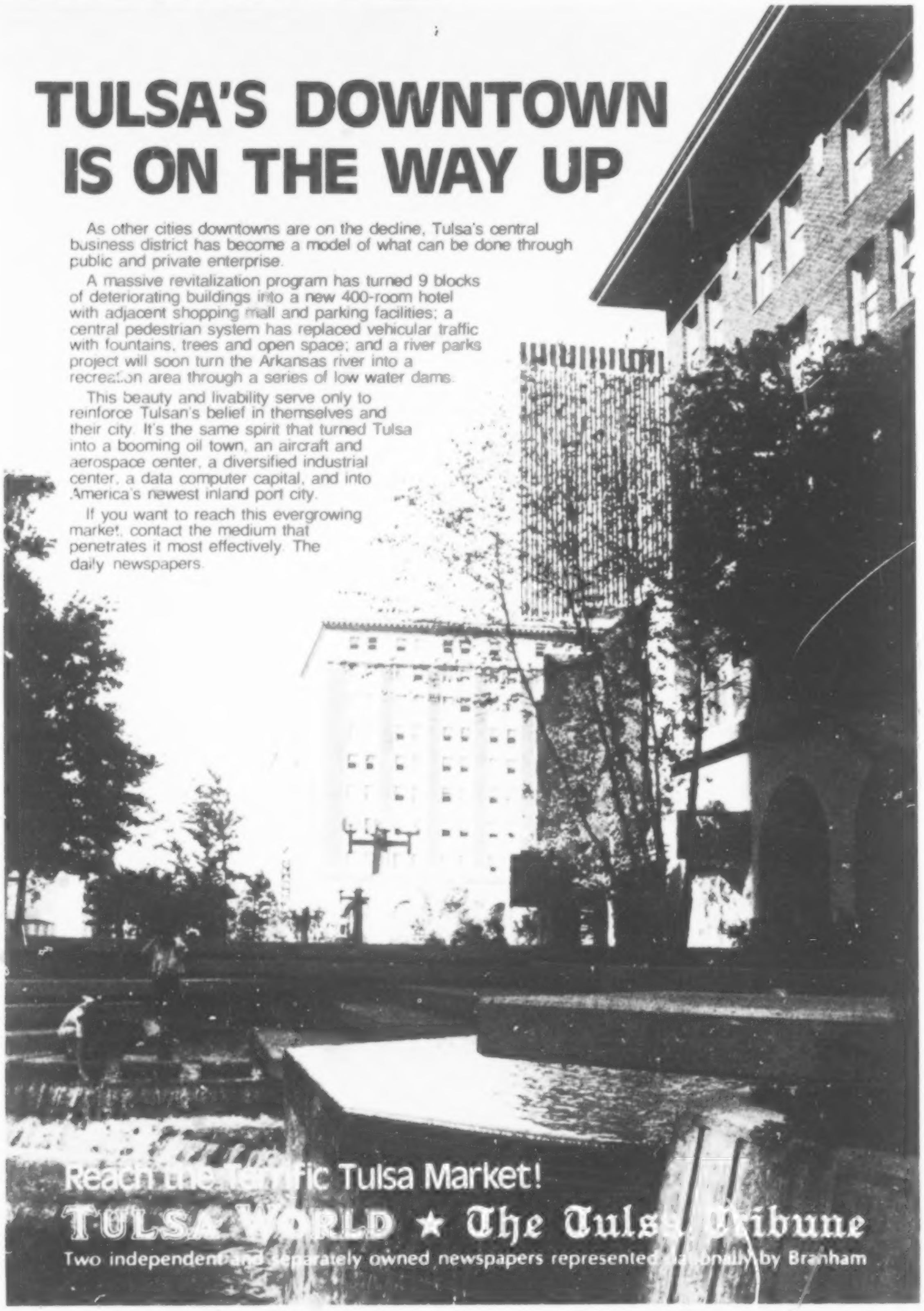
Transparencies

For Reproduction & Display

■ All sizes up to giant murals
■ In color and black & white
Lightboxes available

New PhotoGuide tells all... send for free copy

Rik Shaw Associates
250 W 54 St., 10019
(212) JU 6-5755-6-7



TULSA'S DOWNTOWN IS ON THE WAY UP

As other cities downtowns are on the decline, Tulsa's central business district has become a model of what can be done through public and private enterprise.

A massive revitalization program has turned 9 blocks of deteriorating buildings into a new 400-room hotel with adjacent shopping mall and parking facilities; a central pedestrian system has replaced vehicular traffic with fountains, trees and open space; and a river parks project will soon turn the Arkansas river into a recreation area through a series of low water dams.

This beauty and livability serve only to reinforce Tulsan's belief in themselves and their city. It's the same spirit that turned Tulsa into a booming oil town, an aircraft and aerospace center, a diversified industrial center, a data computer capital, and into America's newest inland port city.

If you want to reach this evergrowing market, contact the medium that penetrates it most effectively. The daily newspapers.

Reach the Terrific Tulsa Market!

TULSA WORLD ★ The Tulsa Tribune

Two independent and separately owned newspapers represented nationally by Branham

The company's stores now are located in the Baltimore, Jacksonville, Miami and Philadelphia areas.

Pantry Pride stores in the Baltimore-Washington area ran newspaper page ads last spring promising to pay "double the difference" if its prices were higher than competing stores. The ads were backed by radio support and tv spots.

Jack M. Friedland was forced to resign as president-ceo last year because of the chain's financial troubles. He was succeeded in January by Grant C. Gentry, former A&P president. Mr. Gentry, under a five-year contract, will receive $350,000 a year plus stock options allowing him to buy 200,000 shares of Food Fair common at $2 per share.

The company has an in-house advertising agency.

Grand Union Co.

Sales	$2,600,000,000
Advertising	39,000,000

Grand Union Co., Elmwood Park, N.J., operates 849 stores. It also operates 14 Grand Way discount stores and nine Grand catalog showrooms. Cavenham Ltd., Great Britain, owns all of Grand Union's common stock. Cavenham operates food stores in Britain and continental Europe.

In September, 1978, Grand Union acquired control of Colonial Stores, an Atlanta-based supermarket chain operating 370 stores in seven southeastern states. Colonial sales are $1.1 billion with ad outlays of $14,000,000. It operates 370 stores from offices in East Point, Ga.

The company is involved in a $150,000,000 expansion program to open 100 large supermarkets by 1981. It has closed some 200 stores in the last six years since Cavenham acquired control of the company.

Sales and advertising are combined estimates for Grand Union and Colonial. Liller Neal Weltin, Atlanta, handled Colonial.

Albertson 's Inc.

Sales	$2,268,969,721
Advertising	14,500,000

Albertson's Inc., Boise, Id., operates 374 units, including 53 combination food and drug stores through its southeastern U.S. subsidiary. All other stores are located in 11 Western states. Albertson's owns and operates nine manufacturing and distribution facilities. It has 24,000 employes.

Advertising mix remained approximately the same with newspaper and tv as the two major media. The company's theme: "It's Joe Albertson's supermarket, but the (meat, produce, bakery) department is mine."

Forty-seven stores in Southern California were acquired from Fisher Foods during 1978. The company celebrated its 40th anniversary Aug. 1. Founder J.A. "Joe" Albertson currently serves as chairman of the executive committee.

Foote, Cone & Belding/Honig, Los Angeles, handles broadcast. Newspaper ads are handled through 11 division offices.

Supermarkets General Corp.

Sales	$2,117,477,000
Advertising	28,500,000

Supermarkets General Corp., Woodbridge, N.J., operates 119 Pathmark supermarkets in five eastern states. It also operates 92 drug stores, 20 Rickel home centers and 40 specialty stores. The specialty stores include Hochschild, John Steinbach and Howland department stores.

Venet Advertising, New York, is the Pathmark agency. Pathmark newspaper advertising tries to feature as many products as possible to provide the consumer with a "shopping list." It also makes use of roto inserts in Sunday papers as well as some spot tv.

Stop & Shop Cos.

Sales	$1,762,144,000
Advertising	25,650,000

Stop & Shop Cos., Boston, operates 157 Stop & Shop supermarkets. It also operates 40 Medi Mart drug stores, 76 Bradlees discount department stores and 47 Charles B. Perkins tobacco shops.

According to Leading National Advertisers, the company had measured spending of $2,191,300 in 1978. The company makes heavy use of direct mail and newspaper supplements in its trade areas in New England, New York and New Jersey for its food, general merchandise and drug store outlets. It also uses some r.o.p. advertising for its drug operations.

Its supplements for Bradlees are in full color and its food store supplements are typically used to promote a continuity offer along with in-ad cents-off coupons.

Schmalenberger & Nargassans, Boston, is the new agency for Stop & Shop supermarkets, previously handled in-house. Maxi Media, Boston, handles media buying for all divisions.

Publix Super Markets

Sales	$1,672,229,000
Advertising	12,600,000

Publix Super Markets, Lakeland, Fla., plans to be operating 240 stores by the end of 1979, all in

(Continued on Page S-20)

FIRST IN RETAIL

Of all the cities in the 8 Southeastern States, Jackson Mississippi has the highest retail sales per household. While over-all U.S. retail sales grew 67% since 1970, Jackson's retail sales soared 331%. That's why the world's second biggest food outlet is in Jumpin' Jackson. That's why Jackson Mississippi is the "Super-Market" of the South.

Jackson also delivers more retail sales per household than Des Moines, Daytona Beach, Dallas-Fort Worth, or Nassau-Suffolk.

And the retail media that keeps Jackson Jumpin' is The Clarion-Ledger and the Jackson Daily News. They cover Jackson with a daily penetration of 64% and rising. That one buy gives you 32% penetration of Jackson's ADI and 13% penetration of the entire State of Mississippi.

The Clarion-Ledger
Jackson Daily News

Ask for the Jumpin' Jackson Kit and make your next media buy The Clarion-Ledger and the Jackson Daily News.

JUMPIN' JACKSON
MISSISSIPPI

Nationally Marketed by
LANDON ASSOCIATES, INC.

THE LADIES OF DENVER LOVE US!

THE WORKING WOMEN OF DENVER REALLY LOVE US

In Denver the morning Rocky Mountain News reaches more women and more working women than does the daily Post.

Daily Coverage in Denver SMSA

	News	Post
Working Women	45%	27%
Women 18-24	39%	16%
Women 25-34	44%	14%
Women 35-44	49%	28%
Women 18-34	42%	15%
Women 18-44	44%	19%
Women 18-49	43%	22%

SOURCE
The Belden Continuing Market Study, 1978

Denver
Rocky Mountain
News

A Scripps-Howard Newspaper
Represented By STORY & KELLY-SMITH, INC.

We've got more than news reaching Buffalo's ADI.

We've got more Sports.

A comprehensive look at the athletic world. Not just schedules and scores, but a concise study of teams and individuals. Behind the scene reports on the hows and whys that make the sports world tick. Sports Magazine is structured for this region's 1.8 million consumers. They're out there with an annual Effective Buying Income of 10.3 billion dollars. And they aren't sitting around.

They want to know about the plays, the players, the events. They are involved in both this area's major and minor sports activities.

In short, they're the kind of consumer you are looking for. And they have an avid interest in us.

So put your media message in front of an active consumer. Put it into Sports and the Buffalo Evening News.

For more information, contact Hugh G. Monaghan at (716) 849-3422.

We deliver. 7 days a week.

BUFFALO EVENING NEWS

One News Plaza, Buffalo, New York 14240
Represented nationally by Story & Kelly-Smith

adsB

25 top food chain retailers

(Continued from Page S-19)

Florida. Fourteen new stores and 19 new bakeries are being opened this year. Six new stores and nine bakeries were opened during 1978.

Publix is an employe-owned corporation (some 15,000 stockholders among some 25,000 employes) operating over 200 Publix Markets, a division of Food World supermarkets, and over 100 Danish Bakeries.

The company invested over $8,500,000 in newspapers during 1978, about 68% of its over-all media budget. The balance was invested in radio and miscellaneous advertising. Publix utilizes some 125 print publications, 19 tv stations and about 70 radio stations throughout Florida. Publix promotes itself as "the place for everything."

Always known as a national brands supermarket operation, Publix has, in recent years, become more aggressive in private label merchandise. Indicative of this position is a multi-million-dollar dairy plant under construction in Lakeland.

W.M. Zemp & Associates, St. Petersburg, Fla., a division of Young & Rubicam International, is the Publix agency.

Dillon Cos.

Sales	$1,470,081,000
Advertising	11,500,000

Dillon Cos., Hutchinson, Kan., operates 266 stores in 11 western states. Its supermarkets include King Soopers, Colorado; Dillon stores in Kansas, Arkansas and Oklahoma; City Markets in Colorado, Wyoming and Utah; Fry's in California, and Gerber supermarkets in Missouri.

The company also operates Kwik Shops and Quick Stops convenience stores and Calhoun department stores.

Fisher Foods

Sales	$1,451,676,000
Advertising	13,000,000

Fisher Foods, Bedford Heights, O., operates 201 food stores in California, Illinois, Kentucky, and Ohio. It has Fisher-Fazio stores in Ohio and Dominick's Finer Foods in Illinois. The company discontinued its aggressive price war promotions begun in 1975.

First National Supermarkets

Sales	$1,111,691,000
Advertising	11,000,000

First National Supermarkets, Maple Heights, O., was formed in May, 1978 through the merger of First National stores, Somerville, Mass., and Pick-N-Pay Supermarkets, Maple Heights, O. The company operates 274 stores as follows: Boston division-75, Cleveland division-58, Hartford division-52, New York division-52 and Portland (Maine) division-37. Store names include Pick-N-Pay, Finast, Big Buy and Edwards. Distribution centers are located in Maple Heights; Windsor Locks, Conn., and Springfield, Mass. The company also operates a full-line bakery in East Hartford, Conn., and has a 50% ownership interest in Dinner Bell Meats, Cleveland.

The company's eastern headquarters were moved from Somerville, Mass., to Hartford. Chairman Julie Kravitz died on May 2 and was succeeded by Richard J. Bogomolny. The company has a policy of not offering generic products, believing that consumers prefer higher quality to lower price.

Fox & Associates, Cleveland, is the agency for the Pick-N-Pay stores and Multi-Media, Cleveland, is the agency for Edwards.

Giant Food

Sales	$992,359,000
Advertising	13,000,000

Giant Food, Landover, Md., operates 115 stores, up from 112 a year earlier, in Maryland, Virginia and Washington, D.C. It sold its four Giant department stores to Woolco in January, 1978, but continues to operate other retail outlets. The company is opening six new stores during 1979-80.

The company has installed computerized checkout scanners in about 70 of its stores.

The company began a joint promotion with the National Heart and Blood Institute with newspaper and p.o.p. to support better diets. The store's scanner will monitor sales to measure the campaign's success.

Denniberg Advertising, Washington, is the Giant agency.

Von's Grocery Co.

Sales	$975,000,000
Advertising	11,000,000

Von's Grocery Co., a division of Household Finance Corp., is located in El Monte, Cal. It operates 139 food stores in Southern California.

Waldbaum Inc.

Sales	$941,479,000
Advertising	9,000,000

Waldbaum Inc., Central Islip, N.Y., operates 129 food stores in New York, Massachusetts and Connecticut.

Waldbaum's broke a $500,000 tv campaign Jan. 29, the chain's first major use of tv. Different commercials focus on price, convenience, delicatessen items and fresh, quality meats. They include the slogans, "More than the price is right" and "Waldbaum's is part of every good meal."

The campaign is designed to attract new customers between the ages of 25 and 49 with families and to reinforce the chain's image with existing customers. Creative and production were handled by American Dream Productions.

Fred Meyer Inc.

Sales	$927,110,000
Advertising	11,000,000

Fred Meyer, Inc., Portland, Ore., operates 61 stores, as well as shopping centers and department stores in Alaska, Montana, Oregon and Washington. It also operates a wholesale grocery business and 24 Fred Meyer Savings & Loan institutions located in-store.

The company invested approximately $5,500,000 in newspaper advertising last year.

Natio al Tea Co.

Sales	$918,635,000
Advertising	5,000,000

National Tea Co., Chicago, operates 100-plus stores. Its major U.S. operation is in St. Louis.

The company is controlled by Loblaw Cos. Ltd., Toronto. Another Loblaw operation, Loblaw Inc., operates stores in upstate N.Y. and other eastern markets.

Allied Supermarkets

Sales	$712,000,000
Advertising	6,500,000

Allied Supermarkets, Livonia, Mich., has filed for reorganization. The 114-store chain operates stores in 12 states, including Wrigley supermarkets, Great Scott stores, Ideal food stores in Kansas and Humpty supermarkets in Oklahoma.

Allied's second half 1978 sales of $346,591,000 were down 17.1% over the same period in 1977. The company showed a loss of $3,625,000. Allied doesn't plan to close any stores and said that advertising is the "key to survival."

Borman's Inc.

Sales	$775,190,000
Advertising	8,000,000

Borman's Inc., Detroit, operates 85 supermarkets and 29 drugstores under the Farmer Jack and Arnold Drug names. The company also operates several Food Fair minimarts.

S.M. Flickinger Co.

Sales	$869,508,000
Advertising	8,000,000

S. M. Flickinger Co., Buffalo, N.Y., operates 49 Super Duper and Market Basket stores in upstate New York, Ohio, and Pennsylvania. It also operates a substantial wholesale business that sells grocery products to more than 700 stores.

Shift focus to marketing

(Continued from Page S-2)

As an advertising person, let me say a few words about retail advertising and how that relates to the positioning of your store. There was a period of time in our country when great copywriters grew out of the retail business. They sharpened their skills daily by writing retail copy.

Retail advertising is a demanding craft. You are tried and tested every day.

Let's bring back creativity to retail advertising. If you define a position for your store, your advertising will improve immediately. It will have a focus, direction and a point of view. You will no longer say to your advertising agency or advertising department, "I need an ad for Thursday," but rather, "I need a campaign for 1980." #

Pressure-Sensitive
Dimensional Letters,
Logos & Graphics

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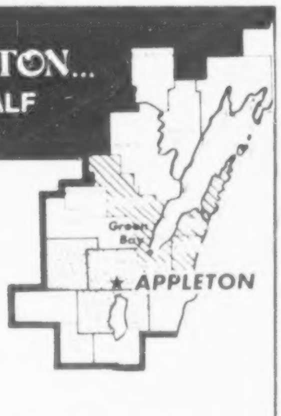
JCPENNEY

SEND FOR FREE CATALOG

SCOTT PLASTICS CO.
P.O. Box 2958
Sarasota, FL. 33578
813 - 355-5171

Name
Company Phone
Address
City State Zip
AA 5

YOU NEED APPLETON...
to reach the BETTER HALF
of the Green Bay ADI



The 4-county Appleton Metro Market is dominant in the ADI accounting for more than one third of the entire potential a far bigger share than Green Bay's

The major ADI dailies The Post-Crescent of Appleton and the Green Bay Press-Gazette deliver different segments of the ADI More important to advertisers — the Post-Crescent delivers the biggest share by far

	THE POST-CRESCENT	% OF ADI	GREEN BAY PRESS-GAZETTE	% OF ADI
Counties	4		4	
1978 Population	332,400	34%	250,000	26%
1977 Retail Sales	$1,096,590,000	36%	$795,190,000	26%

Represented Nationally by Cresmer Woodward O'Mara & Ormsbee

THE Post-Crescent
Wisconsin's fastest growing daily—now over 51,000
P.O. Box 59 Appleton, WI 54912 414/733-4411

LAS VEGAS SUNBELT BUYING POWER

How does a market ranked only 100th in population show up as 34th in retail sales per household? By having a corresponding rank in Consumer Spendable Income of 39th. The Las Vegas metro C.S.I. of $20,833 is the highest among the next 15 larger markets. Four of them are well known high growth Sunbelt metros. Las Vegas own Sunbelt in-migration is at the rate of about 2,500 people per month. So it should come as no surprise how fast retail sales are rising. In 1978 they jumped up 17%. This year's gain is 18%. Next year . . . by the way, are you in this market?

REVIEW-JOURNAL
HIGHEST CIRCULATION OF ANY NEWSPAPER IN NEVADA
78,507 Daily
85,628 Sunday

For your marketing package on the Las Vegas "Top 100" Sunbelt Market, call or write
Trudy Patterson, Nat'l Adv. Mgr., Las Vegas Review-Journal, P.O. Box 70, Las Vegas, NV 89101
(702) 385-4241, Ext. 272

Ad exec's film plan gets approval from Paramount

By JAMES P. FORKAN

NEW YORK—Barrich Productions, formed last summer by two Paramount Pictures advertising and marketing execs, has sold the studio on backing a comedy called "High Finance."

The property was penned by two young ad agency execs, Frank Schwartz, formerly vp-account supervisor, Scali, McCabe, Sloves, and Bruce Feirstein, previously copy supervisor, Ammirati & Puris. Both left their posts a few weeks ago.

Barrich's Gordon Weaver and Steve Rose, who left Paramount as senior vp-marketing and vp-advertising (AA, July 16), hope to start production late this year or in January for release next August or September.

Although the scriptwriters would not divulge much of their plot beyond—"It's a broad-based comedy about people trying to get ahead" in the business world—they said that, unlike most first efforts, "nothing of our past is in our film" and "there are no ad jokes."

Mr. Schwartz, who worked on Hertz, Bantam and other accounts at Scali, and Mr. Feirstein, who wrote copy for BMW and Sony hi-fi components and before that was a Scali copywriter on Pioneer hi-fi components, said they have been working on their script each night and weekend for about a year, having decided to "get into movies and out of advertising."

- Like the Barrich founders, Messrs. Schwartz and Feirstein wanted a script that "could be provocative and could be sold, like a product." Initially, they had mulled some sitcom ideas for network tv but scrapped those to focus on the movie script, said Mr. Feirstein, who has a couple of Clio Awards to his credit.

Messrs. Weaver and Rose, who have some other ventures in various stages of development for the studio, presented Paramount brass with the "High Finance" script along with some ad approaches. The headline on a proposed ad poster was contributed by the two former admen, who said they plan to make advertising and casting suggestions, although final word rests with Barrich and Paramount.

The scriptwriters and Barrich probably will discuss potential merchandising tie-ins such as a board game within a month, said Mr. Schwartz. Mr. Feirstein joked, "We'd like the whole 'Saturday Night Fever' tie-in treatment."

Even as they await production on "High Finance," the two men have developed a second idea, also a comedy, which they and Barrich have presented "in general terms" to Paramount. #

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Multimedia purchases Staunton, Va., paper

Multimedia Inc., Greenville, S.C., has purchased the daily Staunton (Va.) *Leader* and the Sunday *Staunton News-Leader* from the Staunton Leader Publishing Co. for an undisclosed price. The daily paper has a circulation of 17,000; the Sunday paper, 20,000. Multimedia also bought a free-distribution weekly owned by Staunton Leader Publishing.

Hierome L. Opie Jr., president and general manager, will continue in those posts and add the title of publisher. Evarts W. Opie Jr. will continue as vp-treasurer. E. Walton Opie will retire as publisher and editor.

Chilton to sell Advisor

Chilton Co., Radnor, Pa., has been named sales agent for the new Advisor service, a computer model service to guide the setting and allocating of ad and marketing budgets for industrial products.

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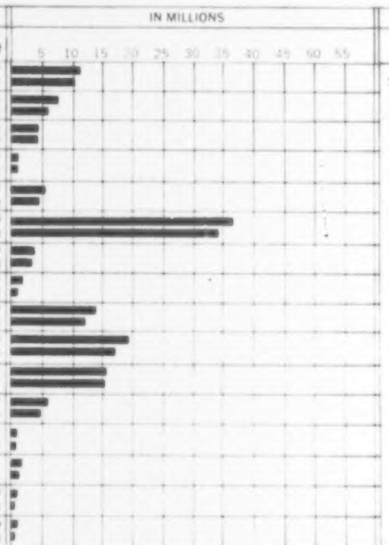
Sources: S&MM, Survey of Buying Power, 1978
National Marketing Associates

FLASH REPORT: Newspaper advertising investment for August

Source: Media Records Inc.



AUGUST—1978 CATEGORIES	YEAR	DOLLARS 1979	DOLLARS 1978	CHANGE ACTUAL $ G OR L	CHANGE % G OR L
Amusements	1979 1978	$11 614 066	$10 139 677	+1 474 389	+14.5
Apparel & accessories	1979 1978	7 838 518	6 849 750	+988 768	+14.4
Auto supply, service shops	1979 1978	4 556 395	4 296 032	+260 363	+6.1
Building contractors	1979 1978	1 110 870	916 264	+194 606	+21.2
Building matls, hardware	1979 1978	5 356 707	4 377 268	+979 439	+22.4
Department stores	1979 1978	36 742 111	34 474 625	+2 267 486	+6.6
Drug stores	1979 1978	3 888 048	3 493 557	+394 491	+11.3
Eating & drinking places	1979 1978	2 140 854	1 639 938	+500 916	+30.5
Food stores	1979 1978	14 174 120	11 929 900	+2 244 220	+18.8
Furniture & furnishings	1979 1978	18 478 975	16 170 808	+2 308 167	+14.3
General mdse stores	1979 1978	14 079 441	13 926 813	+152 628	+1.1
Real estate	1979 1978	6 041 643	4 953 575	+1 088 068	+22.0
Shoe stores	1979 1978	953 048	815 640	+137 408	+16.8
Sptg & leisure time equipment	1979 1978	2 610 487	1 915 756	+694 731	+36.3
Public service utilities	1979 1978	1 116 930	625 652	+491 278	+78.5
Banks & trust companies	1979 1978	1 053 123	652 756	+400 367	+61.3

This Flash Report of newspaper advertiser investment, compiled for ADVERTISING AGE by Media Records, is derived from tabulations that cover 35 dailies and 25 Sunday editions in 15 cities—Atlanta, Baltimore, Boston, Chicago, Cleveland, Dallas, Denver, Detroit, Los Angeles, Miami, New York, Philadelphia, Pittsburgh, San Francisco and Washington. The report indicates marketplace strengths and weaknesses.

Note: For comparability, New York not included in this report due to strike affecting city papers in August 1978.

Utilities hike newspaper $ 78.5%

NEW YORK—Public service utilities newspaper advertising rose 78.5% in dollar spending during August, 1979, compared with the same period last year, the August Flash Report prepared for ADVERTISING AGE by Media Records Inc. shows.

Not far behind was the banks and trust companies category, which registered a gain of 61.3% for the same period.

The two led the way as all 16 categories monitored for AA by Media Records showed gains in ad volume for the last month of the summer. Measurements are based on the newspapers of 15 major cities (see chart). Comparability measurements do not include New York, since its three major papers were affected by a strike in August, 1978.

Department stores, newspapers' leading dollar category, increased 6.6%. It was followed in the top five listing for total ad dollars spent by furniture and furnishings, food stores, general merchandise stores and amusements.

Percentage gains of 20% or better—much better in the aforementioned cases of public service utilities and banks and trust companies—were turned in by the following categories: Sporting and leisure time equipment, up 36.3%; eating and drinking places, up 30.5%; building materials and hardware, up 22.4%; real estate, up 22%, and building contractors, up 21.2%. #

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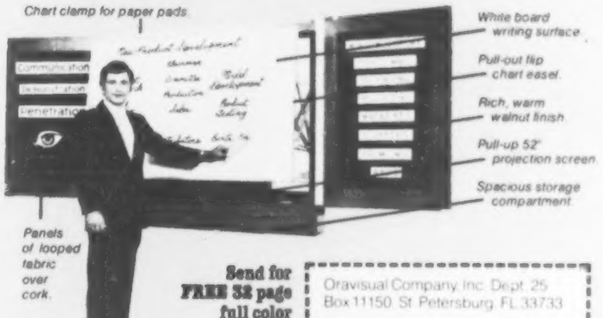
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Special Purpose Easels/Boards/Accessories/Display Products/Paper Pads

Germaine Monteil shifts Canada control

Germaine Monteil, U.S.A., has assumed operational responsibilities for Germaine Monteil, Canada. The two will share marketing and creative services, including a national and co-op ad program. Monteil handles all advertising in-house.

Canadian stores will continue to be serviced by the Canadian field sales force. Both the U.S. and Canadian companies are divisions of British American Cosmetics Ltd.

EUE, Midocean form pact

EUE/Screen Gems, New York, and Midocean Motion Pictures, Hollywood, have entered into an association whereby the Hollywood special effects house will be represented in North America by the tv commercial production company. Midocean, which uses computer-controlled effects, including photo-fusion (a combination of special effects and live action), numbers Zenith among its latest clients.

Advertising Age®

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75¢ a Copy; $30 a Year *The International Newspaper of Marketing* • *In Two Sections. Section 1.* *November 5, 1979*

McDonald's told to alter claim

Nobody can do it in kid ads

By CHRISTY MARSHALL and RICHARD L. GORDON

WASHINGTON—The National Assn. of Broadcasters turned thumbs down last week on clown Ronald McDonald's claim that "Nobody can do it like Ronald can."

In response to a complaint filed last June by J. Walter Thompson Co., New York, with the knowledge and approval of its client Burger King Corp., NAB has ruled that McDonald's Corp. advertising featuring Ronald is in violation of the children's section of the NAB code. Specifically, it runs counter to guideline I-P, which states: "Competitive/-comparison/superiority claims or techniques are disallowed."

McDonald's Corp. appealed the decision, but the appeal was overruled and the nation's leading fast-food chain has been told to change the campaign in 30 days, according to sources.

▪ The final decision was reached by the NAB code board at a recent two-day meeting held in Orlando, in which JWT, McDonald's and Needham, Harper & Steers, its agency, presented final arguments.

When contacted, McDonald's execs declined to comment.

According to sources, the Mighty Mac is following orders, however. Needham is now readying a new campaign theme lined "We know Ronald can do it. We know Ronald can." The commercials feature Ronald saving the day with fantastic feats not possible by regular human beings.

ABC and NBC have yanked the "Nobody can do it like Ronald can" spots off children's programs, while CBS is judging the commercials individually. If the spot shows Ronald leading children in a parade, for example, the net will leave it on the air, but if he is using the claim to sell a product, the spot is pulled.

▪ JWT vp-legal counsel Howard Abrahams said it was "very unusual" for his agency to press a complaint with the NAB, but that Thompson was convinced the McDonald's line "was definitely telling children that McDonald's was doing something that's better than the competition.

"We don't like to bring challenges of any kind concerning advertising, but, at the same time, these guidelines—at least as they are applied to JWT clients—are strictly enforced," Mr. Abrahams said.

Burger King is especially aware of this I-P guideline, since that code point has prohibited BK from targeting its current "We've got the best darn burger" line to young viewers for the exact same reason—making comparative claims.

A company spokesman in Miami said, after viewing the Ronald spots, it was readily apparent to him "there was no way that that would go."

McDonald's has recently stepped up its attack on the children's market as a result of inroads made by Burger King (AA, Feb. 19). According to McDonald's research, Burger King's superior premiums have been swaying young customers away from the Golden Arches.

"It's nice to be the one they are reacting to," a Burger King spokesman said. #

Anacin may stop ads rather than run correctives

By NANCY GIGES

NEW YORK—American Home Products might stop advertising regular Anacin entirely rather than run corrective advertising if it loses its current battle with the Federal Trade Commission, a former AHP exec has indicated.

A consideration to switch all ad support to Maximum Strength Anacin from regular Anacin came out during testimony involving a McNeil Laboratories' suit against AHP, alleging false and misleading advertising for Maximum Strength Anacin.

David McLain, former vp-marketing of AHP's Whitehall Laboratories until joining Carter-Wallace as exec vp of Carter Products last May, stated that corrective advertising could be "ruinous" to Anacin in today's hotly competitive market. That fact was part of the rationale for introducing Maximum Strength Anacin.

Mr. McLain testified the feeling at AHP was: "If we go out there and tell people what we told them before was not true and that there was no substantiation or proof that we are any more effective than aspirin, I think we are going to raise further questions . . . [and] many consumers might agree we are not as effective as aspirin."

▪ The strategy for Maximum Strength Anacin, a 500mg tablet (the same strength as McNeil's Extra Strength Tylenol), was being developed in the fall of 1978 just as a FTC administrative law judge ordered $24,000,000 worth of corrective advertising. The full commission has not yet issued a final order.

Separately, McNeil sued in U.S. district court here last summer when AHP began airing tv commercials claiming Maximum

(Continued on Page 99)

FCC staff gives passing grade to kid ad reforms

WASHINGTON—The future direction of Federal Communications Commission pressure on children's tv was steered toward programing issues last week and not advertising.

A team of FCC staffers studying children's tv turned over an 800-page report that, among its findings, said tv has generally complied with the advertising reforms called for in a children's tv policy statement issued by the commission in 1974.

▪ The report left to the Federal Trade Commission controversial allegations that tv ads to kids were inherently "unfair" or promoted products that were "harmful" to children. FTC is considering whether a children's tv advertising rule is needed and is looking at a wide range of options that include doing nothing, requiring new disclosures or banning outright certain categories of tv ads to kids.

The same FCC staff group, however, said tv had made little or no progress toward increasing the amount of educational and instructional programing for kids, another key part of the 1974 FCC policy statement.

The staff reached the controversial conclusion that only a direct order from FCC would increase the amount of this programing because advertiser interest in child audiences was not enough to move commercial broadcasters.

The staff said that more children's programing might get on the air if advertisers were permitted to sponsor some of the kids' series the government finances through the Department of Health, Education & Welfare.

HEW has spent $52,000,000 on 28 tv series for kids—11 still in production—but they have gotten little air play on commercial tv sta-

(Continued on Page 99)

New routes keep airline ads on course

By JOSH LEVINE

NEW YORK—While a retreat from advertising might cushion an airline against a 1¢ per gallon rise in the price of fuel, deregulation has indirectly made an airline's ad budget as inviolate as its fuel.

With considerable increases in air fares still lagging behind the unflagging march of fuel prices, airlines must rely on healthy traffic and profitable routes to keep them in the black.

While marketing approaches vary, most airline execs agree that the job cannot be accomplished without advertising.

Many airlines, given new freedom on route selection, are still sorting out the routes they plan to add and those they intend to vacate. And while discarded routes had received little advertising support, the new routes drive ad budgets up with the necessary introductory announcements.

"We've increased our budget 20% to 25% this year to cover the new routes we started serving," said Bryan Moon, vp-advertising, Northwest Airlines. "That's the biggest advertising increase in Northwest's history."

Trans World Airlines, which is ironing out a lopsided east-west route system with some 40 daily flights to Florida, is currently in the midst of a major vacation promotion, via Ogilvy & Mather.

Eastern Airlines, a predominantly north-south carrier, is reversing TWA's route pattern by inaugurating new flights to Denver, Phoenix and Albuquerque. The ad budget for the fourth quarter has been augmented to promote them. Eastern's agency is Young & Rubicam.

Pan American World Airways is awaiting Presidential approval of its CAB-sanctioned merger with National Airlines to give it a domestic flight network. That means more advertising.

One exception is United Airlines, which excised 25% of its fourth-quarter budget but, here again, added flights from Chicago and Denver to Florida are expected to restore those cuts next year. Leo Burnett Co. handles.

"I'm sure that most airlines would like to save money on advertising, just as they'd like to save money on whatever they can, but the intense competition that has resulted from deregulation tends to militate against a cutback on the promotion side," and Alfred Norling, an airline analyst with Kidder, Peabody & Co.

A greater intangible than the size of ad budgets, however, is their target, and here airline marketers differ on the most productive audience for their messages. On the one hand, leisure travelers are traditionally viewed as more likely victims of a recession than business fliers. And yet, airline research also shows that it takes more advertising to switch a business flier from one airline to another than to convert a vacationer.

"I think airlines are going to rediscover the business flier," said William Dowse, vp-advertising, Eastern Airlines. "The business segment has not been as well covered as it might have been."

American Airlines, National and TWA, in seeming agreement with Mr. Dowse, are devoting substantial portions of their ad budgets to boast of improved airport service.

Airports are the most visible example of the chaos and confusion resulting from route aggrandizement. Unlike last year's abortive attempt at a separate business class on airplanes, airplanes are also the area of operations where improvement is most feasible. #

last minute news

J&J going into test with Sure & Natural

HILLTOWN, N.J.—J&J's Personal Products Co. is moving into Florida with new Sure & Natural feminine napkins, the "super slim" napkin expected to hit the U.S. following earlier introduction in Europe (AA, Sept. 17). Product will be on retail shelves in about three weeks, with a multimedia ad campaign to start in December. Agency is Cadwell Davis Savage. Sources believe the Sure & Natural name will aggravate the company's legal battle with Procter & Gamble, which sued J&J claiming Assure tampons infringe on its Sure brand (AA, March 5).

'Esquire' plan: Ad money returned for clutter

NEW YORK—*Esquire* is offering a two-pronged, no-clutter guarantee whereby an advertiser doesn't pay if his full-page ad faces another page ad, or if the over-all editorial ratio dips below 57%. The men's magazine, acquired by 13-30 Corp. six months ago and converted from fortnightly to monthly, plans to drop all regional and metro editions and may drop Magazine Network, publisher Christopher Whittle said.

(Continued on Page 8)

NEWSPAPER

Housewares se

Magazines primed for audit battle at ABC

By BERNICE KANNER

NEW YORK—A contingent of publishing execs calling for audits of magazine demographic editions and renewal rates may ignite some sparks at the annual Audit Bureau of Circulations meeting.

At the meet in New Orleans this week, *Scientific American* and others will "make noise to smoke this thing out," vowed vp-ad director John Kirby.

This "thing," shrouded in controversy, first surfaced in 1976 when *SA*, *The New Yorker* and *Business Week* fought to have demographic editions of the newsweeklies, against which they compete, audited.

At the same time, they sought to have voluntary disclosure of renewal percentages made mandatory. Currently, only these publications, plus *National Geographic* and *Reader's Digest*, voluntarily disclose renewal information.

The brouhaha resulting from this year's disparate, and some say suspect, syndicated magazine research reports, plus the fact that two of the three magazine seats on the 33-member ABC board are up for election, seem to have fanned the fiery issue.

But so far, none of the candidates seeking election have made it an issue. They include incumbent Jim Narbor, from Meredith Corp.; Mary Zogott, *New York*; Larry Crutcher and William Deyoe of Time Inc. and *Golf Digest*, respectively. They are vying for the post made vacant by the retirement of *Newsweek's* F. E. Davis. William Campbell, Hearst Magazine circulation director, retains the seat he won in last year's election. A term runs for two years.

What peeves *SA* publisher Gerald Piel is that the first ABC publishers statement in 1948 requested 42 lines of publisher responses. Now it's 18, a drop which "hides significant tests of quality from the media buyer. Major magazine circulations are sold without any audit whatever by ABC on its time-honored standards of either quantity or quality," just "claims of economic identity and social status for subscriptions not submitted" to audit, he charged.

Furthermore, after a one-time full audit of *Time B* and *Newsweek Executive* issues, neither has since "responded to the telltale questions about price, channel and duration of subscription sales," he said.

The reasons, according to the publications gored, have to do with money and propriety.

"We don't feel it's proper to show," said Joseph Acerno, vp-circulation director, *Newsweek*. "You're talking about 125 pink sheets for us. You're talking about megabucks here." Mr. Acerno estimated auditing each edition would cost *Newsweek* at least $100,000.

"I'm not so sure this has value to advertisers. You can extrapolate renewal rates by looking at historical trends, but it's really a moot question," he continued, noting other indicators, such as arrears, show how a magazine is doing. In the 1976 audit "we proved and showed there was no hype in our numbers and that everything that was intimated was untrue. We got a clean bill of health from ABC and don't see any reason to go through it again."

Mr. Acerno's words were echoed by Ted Emery, assistant to corporate circulation director, *Time*, who called Mr. Piel's posture "grandstanding. Disclosing renewal rates doesn't make any sense because it's bound to be inaccurate, and how can you compare apples to oranges? *Seventeen* or *Bride's* has, by nature, a different turnover rate than *Forbes*," he said.

"If a renewal race were set off, everyone would be tearing hair out," trying "to artificially boost re-

(Continued on Page 102)

Sugarman ad takes on FTC

CHICAGO—Direct marketer Joseph Sugarman will take on the federal bureaucracy this week in newspaper ads that claim the Federal Trade Commission is trying to blackmail his company into paying a $100,000 fine.

In page ads scheduled to appear in Tuesday's ***Wall Street Journal*** and ***Washington Post***, Mr. Sugarman details the legal battle he has been waging with the FTC since last winter and urges consumers and elected officials to push for new laws that would strip bureaucrats of their power and return it "to Congress and the people."

▪ Mr. Sugarman, president of JS&A Group Inc., a Northbrook, Ill.-based direct marketer of consumer electronics, claims the FTC slapped a $100,000 fine on the company because it failed to abide by an FTC rule that forces direct mailers to ship their products within 30 days of receiving a consumer's check. However, he notes, the FTC knew the violation occurred because of a computer breakdown and that eventually all the parcels were shipped.

After refusing to pay the penalty, the ad says, JS&A received a subpoena requesting documents requiring "months to gather," "designed to harass or force us to accept their original $100,000 request," a move that Mr. Sugarman said, "sounds like blackmail."

"Federal regulation and the whims of a few career-building bureaucrats is costing taxpayers millions, destroying our free enterprise system, affecting our productivity as a nation and as a result is lowering everybody's standard of living," he writes in the ad.

He adds that he intends to run similar ads "in hundreds of magazines and newspapers during the coming months." #

FIRST OF A SERIES

FTC Revolt

Vowing to fight "blackmail" by the FTC, direct marketer Joseph Sugarman fires the opening shots this week with newspaper ads, while promising more in the future.

Vittorini marches over to 'Parade'

By BERNICE KANNER

NEW YORK—Fourteen months after Carlo Vittorini jumped ship as Charter Publishing Co. president to carve a U.S. magazine empire for Harlequin Enterprises, he's taken another leap. This time it's to Parade Publications, where he'll be president-chief executive officer.

The 50-year-old magazine luminary succeeds Thomas H. Ferguson, who takes over the long-vacant post of president, *Washington Post*. (*See related story on Page 102.*)

Mr. Vittorini, who cut his teeth on the original *Look*, *Farm Journal* and the *Saturday Evening Post* and sharpened them during 13 years at Charter, takes over what is billed as the world's largest circulating publication at a time when it is experiencing solid growth. The Sunday newspaper magazine, distributed by 129 Sunday newspapers with a total circulation of 21,500,000, is expected to rack up more than $140,000,000 in ad revenues this year. Last year the weekly took in just over $121,000,000, 17% more than it did in 1977.

▪ *Parade* strengthened its sales force last year by adding Garey T. Symington as vp-ad sales (AA, Oct. 2, '78) and promoted Matthew Carr to vp-marketing. Mr. Symington had been ad director at *Us*; Mr. Carr was *Parade's* director of planning.

C. Vittorini

Equipped with a fat corporate purse, Mr. Vittorini, who has gained the reputation of a stern and capable leader, laid the foundation for a Harlequin magazine group. His first buys were Laufer Co., the Los Angeles publisher of *Tiger Beat*, a monthly for teens, and Rona Barrett Publications, a monthly for tv fans.

In November, he bought *Texas Woman*, an about-to-be-born entertainment and cultural monthly for women of the Lone Star state. In May, he put together a joint venture with American Baby Inc. to publish *Weight Watchers*. In June, he negotiated for a majority position in *Photo Life*, a three-year-old Toronto-based monthly earmarked for U.S. distribution soon, and in July he announced that Harlequin had bought a 49% interest in *Artnews* and a 60% interest in *Antiques World*.

Why then, after just over a year, has Mr. Vittorini, a man easily recognized by his silvery crew cut—the same hairstyle he has worn for nearly two decades—moved on?

▪ "It's not easy to leave here," Mr. Vittorini acknowledged. "Things were just starting to pull together. But *Parade* is the single biggest print medium, Newhouse is a unique company, and the job will allow me to get back into the marketing end of things." Newhouse Newspapers purchased Parade in

(Continued on Page 102)

highlights

Monday, November 5, 1979

Dr Pepper suffers a sales slump, but increases its ad budget. *See Page 4.*

Pepsi runs its biggest promotion ever in a tie-in with Walt Disney Productions and other marketers. *See Page 4.*

New York Telephone may not print a 1980 Yellow Pages for the borough of Manhattan. *See Page 6.*

Yellow Pages sales groups report growth despite legal challenges. *See Page 6.*

Alvin Hampel abandons the creative helm of Benton & Bowles, a post he held for 10 years. *See Page 10.*

Patricia Bailey officially became the fifth FTC commissioner. *See Page 12.*

Nabisco has sold off its last German subsidiary. *See Page 18.*

Adman Richard O'Connor talks about advertising of advertising. *See Page 24.*

New marketing direction for body massagers is taken in anticipation of expected volume surge. *See Page 30.*

Bali Co. puts its bras on tv as part of an effort to build volume and increase market share. *See Page 34.*

Harte-Hanks Communications executives say it will continue to pursue the diversified communications path in the 1980s. *See Page 34.*

French wines, battered in the U.S. market by less expensive imports, are taking to tv to promote less exalted vintages. *See Page 38.*

Viacom Enterprises, New York, plans increased involvement in the home video market via cartoons, movies and "how-to" shows. *See Page 43.*

Magnavox' bullish outlook for the home video market and Sony's industrial-market videodisc prototype were among the highlights of the ITA video conference in New York. *See Page 52.*

RKO Radio Network signs its first batch of sponsors. *See Page 54.*

Purity Mills is introducing a new popcorn in single-serving foil pouches. *See Page 54.*

British ads show less constraint than their American counterparts, says Bill Tyler, and he presents his choice of the ten best of Britain. *See Page 59.*

T.V. Byor warns against commercials that make a splash but whose effect is short-lived. *See Page 59.*

Volney Palmer answers questions about 16mm vs. 35mm film and being shipped off to the European office. *See Page 62.*

Gene Mahany updates marketers' efforts to promote goods to money-strapped consumers. *See* [illegible]

[illegible] Haugh says the best way to gain new product use is through sampling. *See Page 64.*

Fewer commercials in prime time movies of a Los Angeles tv station attract larger audiences. *See Page 66.*

Drexel Burnham Lambert analysis sees somewhat slower revenue growth for regular tv as newer video forms proliferate. *See Page 70.*

A delay in the U.S. House allows for maneuvering on FTC's funeral sales rule. *See Page 99.*

Thomas H. Ferguson was named general manager and president at the *Washington Post* on the same day that the rival *Washington Star* pitched itself to the New York advertising community. *See Page 102.*

Benton & Bowles completes its acquisition of Hawkins, McCain & Blumenthal. *See Page 102.*

Fragrance Foundation members were told to be wary of stereotypes and market research in communicating to the woman of the '80s. *See Page 103.*

Section 2/Health Care

Health care services have turned to marketing techniques more and more in recent years. Section 2/Health Care Marketing looks at this development and other aspects of the industry—beginning opposite Page 54.

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Advertising Age / Section 2

NOVEMBER 5, 1979

HEALTH CARE MARKETING

'From mom and pop to supermarkets'

Health services discover marketing

BY JEFF DeBRAY

NEW YORK—The health care services business has mushroomed in the past 25 years and, increasingly, the companies that attend to such needs have turned to advertising to enhance their positions and boost revenues.

So-called hospital management companies have come into their own since the 1950s mainly as a result of skyrocketing hospital costs, due largely to ever more sophisticated and expensive technology.

These investor-owned concerns provide a plethora of services, from the most basic, such as inventory planning, to financing, design and administration.

"Hospitals have gone from mom and pop shops to major supermarkets," says Joan Webb of Webb & Silberg, a Los Angeles-based agency that handles corporate advertising for American Medical International, the No. 3 company in the hospital management field.

▪ Traditionally, religious groups, universities, groups of doctors, nonprofit organizations and governments have dominated the hospital field. All that is changing.

The largest of the hospital management concerns are listed on the New York Stock Exchange and are expanding nationally and internationally, but the field is peppered with smaller concerns, such as the New York-based American Practice Management, which offers a smaller range of services in this expanding and highly profitable field.

Humana Inc., founded in 1961, is the largest provider of health care services. This Louisville-based concern expects to post revenue for fiscal 1979 ended Aug. 31 of about $1.1 billion, marking the first time any hospital company has attained the billion-dollar level.

"Our goal is to provide top quality hospital care at reasonable cost," says Humana's communications manager, Brenda Bryant. In 1978, Humana acquired American MediCorp., another hospital-management concern that is expected to contribute significantly to earnings in fiscal 1980, according to Humana's chairman and chief executive officer, David A. Jones.

Humana owns 92 hospitals in 23 states and in England. Three years ago, the company retained its first major agency, Eisaman, Johns & Laws of New York. Charlie Tepele, director of communications for Humana, says that most ads are designed to attract potential investors and are placed in such financial publications as *Barrons*, *Forbes* and the *Wall Street Journal*.

One of Humana's top rivals is American Medical International, Beverly Hills, which expects to post fiscal 1979 revenues of more than $500,000,000—up from fiscal 1978 revenues of $419,182,000 and fiscal 1977 revenues of $341,274,000.

AMI has more than 14,000 health care professionals in over 400 communities on five continents. It owns 45 hospitals in the U.S. and manages or is developing an additional four. Worldwide, AMI owns six hospitals and manages or is developing ten more.

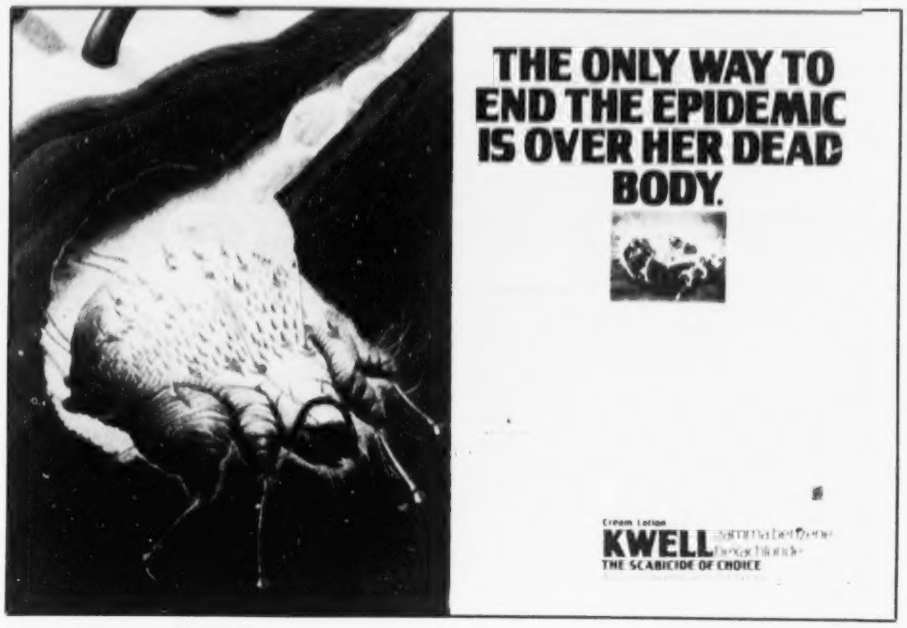
Formed in 1956, AMI is "the most diverse and has the most international capabilities," says Ruth Gallatzer, assistant vp. Webb & Silberg has mounted an aggressive marketing campaign for AMI, with ads in such outlets as *Business Week*, *Dun's Review*, *Money*, *Nation's Business*, *Newsweek*, *Sports Illustrated*, *Time*, *U.S. News & World Report*, *State & County Administrator*, *Modern Healthcare*, *Institutional Investor*, *Fortune* and the *International Herald Tribune*.

▪ "Our corporate identity campaign for AMI was the first such campaign for a health care services company that addressed market places outside of the industry itself," says Ms. Webb, who's been handling the account for about three years. Webb & Silberg has divided the markets for AMI into seven categories: Community, government, physicians, hospitals, the general business community and the international business and government communities.

"The way AMI has made it so big is by going international," says Ms. Webb, who refused to disclose AMI's ad budget.

(Continued on Page S-6)

Jeff DeBray is a free lance writer based in New York.


THE ONLY WAY TO END THE EPIDEMIC IS OVER HER DEAD BODY.
Cream Lotion
KWELL gamma benzene hexachloride
THE SCABICIDE OF CHOICE

Stop the epidemic

Eye-catching graphics lead reader into body copy in this ad promoting Reed & Carnrick's Kwell as an effective way to diagnose and treat the disease of scabies.

Drug companies weather recession

BY DAVID SAKS

NEW YORK—Now that leading economic indicators suggest a recession for the domestic economy, it's important to consider the impact of such an economic climate on the $13 billion U.S. drug industry. In each of the past four recessions (1961, 1967, 1970 and 1975) the industry's profit growth decelerated to an average rate of approximately 5% growth. Depending upon the severity of the recession, U.S. corporate profits in general declined from 5% to 15% during these same intervals. Thus, while the drug industry is not recession proof, it has demonstrated an ability to prosper moderately during tough economic periods.

In the past, profit growth at Syntex and Upjohn has shown the greatest sensitivity to recession. Syntex showed two down years coincident with recession while Upjohn had two down years and a single flat one.

Somewhat less vulnerable were Merck, Pfizer and Warner-Lambert, for each registered only one year of down earnings coincident with recession. American Home, Johnson & Johnson and Schering-Plough, on the other hand, showed excellent performance during each recession.

During the projected recession, the drug industry will record exceptionally strong earnings progress compared to a decline for corporate profits. In 1979, the profit gains for drug companies are expected to average 18% above 1978 levels, *vs.* 10% growth projected for U.S. corporations.

Unlike past recessions, the drug industry's underlying fundamentals appear to be sufficiently strong—so that each company in the core group is expected to record positive earnings comparisons. Dividends for the drug group probably will grow in line with earnings whereas the payout ratio had contracted during the past four recessions.

Several fundamental changes have occurred in the drug industry environment since the 1975 recession. The changes relate to five factors:

- Research productivity—Each major drug company has at least one soon-to-be-introduced drug that has worldwide sales potential in the range of $100,000,000 to $500,000,000 per year.
- Relative size of drug operations—In most companies, these segments have increased in recent years, reversing the prior diversification trend. In the current environment, this should aid profit comparisons.
- Government activities—Regulatory enforcement powers on safety, efficacy and testing requirements for new and existing drugs are being streamlined and made more

(Continued on Page S-2)

David Saks is vp-research for Wertheim & Co.

Highlights

Company profiles **S-2**
Medical devices **S-8**
Broadcast technology **S-9**
Cancer treatment **S-10**
Global marketing **S-10**
Changing consumer **S-12**

Strong underlying fundamentals

Drug companies weather recession

(*Continued from Page S-1*)

constructive. Congressional pressures are now aimed at stimulating drug innovation and expanding availability to medical care, whereas in the past such pressures were exerted to constrain innovation and profitability.

- Demographics—The increasing number of elderly and newborns together (representing a substantial percentage of the population), with constantly expanding health insurance coverage, should minimize economically motivated cutbacks.

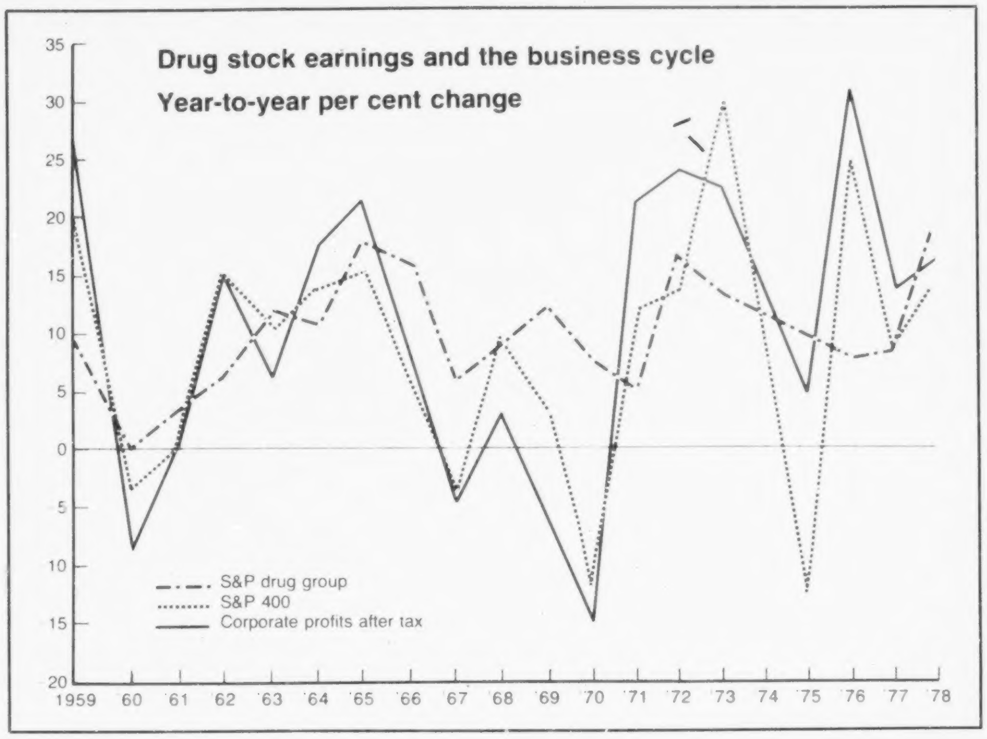
Older people tend to spend considerably more on medical care than any other group (except for newborn babies) and their numbers are increasing substantially within the total population. There are some 35,000,000 Americans over 60 and about half suffer some chronic disease. Drugs for the geriatric market (such as Tagamet, Aldomet, Dyazide, Clinoril) have high refill rates and represent repeat purchase for many years.

- Pricing strategies—Individual products such as newly approved prescription specialties are commanding substantial premiums, sometimes 50% to 100% above established, patented products. Drug companies also have been "price aggressive" on established brands.

Recent major successes include SmithKline's Tagamet and Merck's antiarthritic agent, Clinoril. Other successful new launches are Lilly's Mandol and Nebcin; American Home's Ativan; Merck's Timoptic and Mefoxin; Pfizer's Minipress and Syntex's Naprosyn.

Potential market winners over the next couple of years include Lilly's Ceclor; Merck's Dolobid; Pfizer's Feldene; Schering's Netilmicin; Searle's Aspertame; Squibb's Corgard; Syntex's Anaprox, Upjohn's Halcion and Sterling's Amrinone. Over the longer term the clinical studies now progressing on antivirals, immunosuppressants, prostaglandins and recombinant DNA betalactam inhibitors and enzymes could dramatically affect the sales.

Lastly, earnings generated from the pharmaceutical sources are dependent upon the sale of proprietary (usually patented) products rather than on the extraction of natural resources or the intense use of physical plant and labor, all of which could be subject to unexpected problems, particularly during a recession. Yet almost all drug companies also are financially cushioned and benefit from the unusual strong financial condition and high levels of profit returns. #



Top marketers spend $540,000,000

BY NANCY GIGES

NEW YORK—The 25 largest national medical advertisers invested more than $540,000,000 in medical journals, direct mail and detailing in 1978.

These companies sold an estimated $10.3 billion worth of drugs, devices, diagnostics and other nonconsumer health care supplies last year in this country. Where U.S. figures were not broken out by the companies, they were estimated by ADVERTISING AGE.

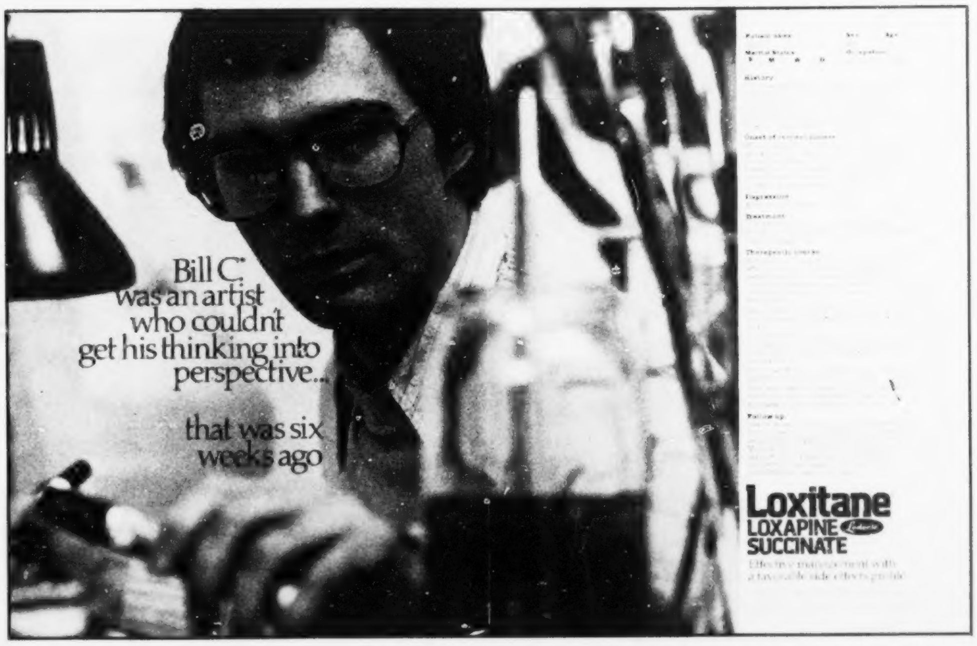
The amount of money spent in journals, mail and detailing is estimated to account for at least 60% of the total promotional budgets of these companies. Unlike in the consumer field, these companies included spending for activities such as symposia, conventions, sampling and a variety of educational programs in their promotional budgets. pending for all these activities is not included in AA's estimates.

- The top 25 companies were selected on the basis of their journal ad spending, according to figures published by *Perspectives*. Ad spending in all three areas was then estimated by AA from responses to a questionnaire mailed to the companies and from other statistical data. The companies were then ranked according to that spending figure.

Of the 25, a total of 12 ranked among the top 100 leading advertisers in the U.S. because of their consumer businesses and are profiled in greater detail in AA's 100 Leading National Advertisers issue (AA, Sept. 6).

American Home Products, which has three major health care subsidiaries, Ayerst, Wyeth and Ives Laboratories, topped the list with an ad spending of $50,000,000. Swiss-based Ciba-Geigy was No. 2 with $45,000,000 in spending, followed by another Swiss company, Hoffmann-La Roche, which invested $35,000,000. Roche, unlike any of the other companies, devoted half of its budget to journal advertising, making it the biggest journal spender of the group.

According to *Perspectives*, the big news in journal advertising in 1978 was Pfizer, which boosted its spending more than three-fold in two years. McNeil, a Johnson & Johnson subsidiary, also showed a considerable increase, as did Syntex. The most widely promoted therapeutic class of drugs in journals in 1978 was tranquilizers, followed by antihypertensives, antiarthritics, broad and medium spectrum antibiotics and psychostimulants, *Perspectives* reported.


Bill C. was an artist who couldn't get his thinking into perspective... that was six weeks ago
Loxitane
LOXAPINE SUCCINATE
Lederle

American Cyanamid's Lederle division uses journal ads to promote medication for mental illness.

Abbott Laboratories

U.S. Sales **$840,000,000**
Advertising **$20,000,000**

Abbott Laboratories, North Chicago, Ill., tied as the nation's 13th largest medical advertiser, invested $20,000,000 in 1978 to promote its professional pharmaceuticals and nutritional, hospital and laboratory products.

Of the total, an estimated 75% went into detailing, 19% into journals and 6% into direct mail. During 1978, Abbott introduced Depakene, described as a major advance in anticonvulsant therapy, and Abbokinase, a drug given intravenously to dissolve clots in the lungs, eliminating the need for surgery in some patients.

Abbott's major established drugs include Erythrocin, the second most frequently prescribed brand-name antibiotic in the world; Tranxene, a mild tranquilizer, and Enduron and Enduronyl antihypertensives. Erythrocin was given a boost in recent years as an effective treatment for legionnaire's disease.

Abbott's U.S. health care products sales are divided almost equally between professional pharmaceutical/nutritional products and hospital/lab products. Of the latter, major products include the Aminosyn line of protein i.v. solutions, LifeCare i.v. pumps, Butterfly winged infusion sets and Abbocath-T catheters.

During 1978, Abbott began marketing Hydron burn bandage, a synthetic bandage used to treat severe burns. Among diagnostics, Abbott created the hepatitis testing market with Ausria, Auscell and Ausab. The company is also a leader in thyroid diagnostics, and during 1978, it introduced Triobead and Thyroscreen to maintain that leadership.

Abbott also markets diagnostic instruments and its ABA bichromatic analyzer line is believed to be used more than any other single-channel chemistry analyzer. Most recently, Abbott introduced MS-2, an automated microbiology system that indicates which antibiotic will most effectively combat infection, and ADC-500 differential cell counter, which will reduce the cost of running a white-cell differential count in a typical large hospital by more than 25%.

American Cyanamid Co.

U.S. Sales **$363,922,000**
Advertising **$18,000,000**

American Cyanamid Co., Wayne, N.J., tied as the nation's 15th largest medical advertiser, invested $18,000,000 in 1978 to promote its pharmaceutical and professional products.

Of the total, an estimated 75% went into detailing, 19% into journals and 6% into direct mail. During 1978, the company introduced Centrum, a multivitamin, multimineral supplement.

Major pharmaceuticals include Minocin minocycline, an antibiotic, and Orimune, a polio vaccine.

(*Continued on Page S-4*)

Health care advertisers

(Continued from Page S-2)

Another major product is Dexon, the first synthetic absorbable suture.

In addition, sales of American Cyanamid's standard products, which are dispensed and developed by the Lederle Laboratories division, were up during the year.

The company has said that its major efforts in the medical business will be concentrated on therapy advances through its research.

American Home Products

U.S. Sales	$860,883,000
Advertising	$50,000,000

American Home Products, New York, is the nation's largest medical advertiser, with 1978 ad expenditures of $50,000,000.

Of the total, 67% was spent on detailing, 30% went into journal advertising and 3% purchased direct mail. In 1978, Wyeth introduced Simeco, an antacid containing simethicone, in the U.S. and two antibiotics: Wymox, a penicillin, and Wyamycin liquid, a nonpenicillin antibiotic for infectious conditions. Ayerst introduced Riopan Plus chew tablets, a companion product for Riopan Plus antacid, which combines magaldrate and simethicone.

Ives Laboratories, a subsidiary, reported record sales in cardiovascular and analgesic markets as Isordil, reportedly the leading product in the coronary nitrate market, continued to increase its market share. Corometrics Medical Systems, which also recorded a record sales volume, is a leading producer of fetal monitoring instruments and accessories.

Boehringer Ingelheim Ltd.

U.S. Sales	$82 000,000
Advertising	$10,000,000

Boehringer Ingelheim Ltd., Ridgefield, Conn., the 23rd largest medical advertiser in the U.S., invested $10,000,000 in advertising in 1978.

Of the total, 69% went into detailing, 23% into journals and 8% to direct mail. Affiliated with Boehringer Ingelheim GmbH, Ingelheim on the Rhine, West Germany, the company was established in this country in 1971. Earlier, from 1956 to 1962, three of its well known products—Preludin appetite suppressant, Dulcolax laxative and Persantine coronary vasodilator—were licensed to the Geigy Corp. in the U.S.

Since 1971, sales have grown to $82,000,000; the sales force exceeds 450 people. The company's biggest drug in the U.S. is Persantine. Other major products are Alupent, a bronchodilator; Catapress, an antihypertensive, and Combipress, an antihypertensive including a diuretic.

Bristol-Myers

U.S. Sales	$584,298,000
Advertising	$20,000,000

Bristol-Myers, New York, tied as the nation's 13th largest medical advertiser, invested $20,000,000 in 1978 to promote its professional and pharmaceutical products.

Of the total, an estimated 71% went into detailing, 24% into journals and 5% into direct mail.

In 1978, Bristol Laboratories introduced Platinol and Lysodren, additions to its line of anticancer products. Bristol-Myers is considered one of the leaders in this field. The laboratories division also continued its development of antibiotics.

Major products in this line are Amikin, a molecular engineered aminoglycoside, and Cefadyl, an injectable cephalosporin. Other major products are Tegopen and Prostaphlin, two antistaph penicillins, as well as Salutensin, an antihypertensive agent, and Naldecon, an antihistamine and decongestant.

Bristol-Myers' Mead Johnson & Co. is a major producer of infant formulas, adult nutritional products, pediatric vitamins and pharmaceuticals. Among pharmaceuticals, Mead Johnson produces Cytoxan and Megace, both anticancer drugs. Other products include Vasodilan, used for vascular disorders; K-Lyte, a potassium supplement; Colace and Peri-Colace, both anticonstipants; Quibron, a bronchodilator, and Ovcon, an oral contraceptive. During the year, Duricef, an oral cephalosporin for urinary tract infections, became Mead Johnson's first antibiotic.

Unitek Corp., Bristol-Myers newest subsidiary, produces orthodontic and dental materials. Considered important products are brackets and buccal tubes for the "Twin Torque" technique and Dyna-Bond bases for the direct bonding of attachments to tooth surfaces.

Zimmer USA manufactures and distributes orthopedic, surgical and hospital equipment, as well as patient care products. In 1978, Zimmer introduced the Micro-Grain Zimaloy, a high strength implant alloy, for use in the TR-28 and Muller type total hip replacement systems. Other products include the Geo-Patella and the Multi-Radius, which complement the division's line of total knee replacement systems. The Key-Free compression hip screw and the Haig nail are innovations in the treatment of hip fractures.

Westwood Pharmaceuticals, which produces and markets dermatological products, saw its Keri lotion and Alpha Keri bath oil adopted for use in many hospitals as therapeutic moisturizers. In addition, Westcort cream, a topical steroid, was introduced in 1978. It is used to relieve inflammatory symptoms that result from contact dermatitis, eczema and psoriasis. Other prescription products include Capitrol cream shampoo, Halotex cream and solution for fungal skin infections and Tacaryl tablets and syrup, used to relieve itching caused by certain allergies.

Burroughs Wellcome Co.

U.S. Sales	$200,000,000
Advertising	$20,200,000

Burroughs Wellcome Co., Research Triangle Park, N.C., the nation's 12th largest medical advertiser, invested $20,200,000 to promote its drugs in 1978.

Of the total, an estimated 65% went into detailing, 30% into journal advertising and 5% into direct mail. A wholly owned subsidiary of the Wellcome Foundation Ltd., London, the company has a detail staff of more than 550 representatives. Although some of the company's drugs are sold without prescription, Burroughs maintains an ethical image for all its products, including Empirin analgesic, Neosporin ointment for topical infections, Marezine for motion sickness and Sudafed for nasal congestion.

Ciba-Geigy Corp.

U.S. Sales	$225,000,000
Advertising	$45,000,000

Ciba-Geigy Corp., Summit, N.J., the second largest U.S. medical advertiser, invested $45,000,000 to promote its pharmaceuticals in 1978.

Of the total, 68% went into detailing, 20% into journals and 12% into direct mail. Worldwide, Ciba-Geigy claims to be the fourth largest pharmaceutical company, with sales of $1.5 billion in 1978. The company reported that it spent close to $30,000,000 in research and development last year for its U.S. operations.

During 1978, the company introduced Lopressor, the first beta-blocking agent approved for medical use in the U.S. in over a decade. The company believes this drug, used for the treatment of high blood pressure, has the potential of becoming the No. 1 product in the Geigy line. Also last year, Ciba took over distribution and marketing of Ocusert ocular therapeutic system, manufactured by Alza Corp. The system is used in conjunction with a drug for treatment of glaucoma.

Other major drugs marketed by Ciba-Geigy include Serapes for treatment of hypertension, Rimactane for tuberculosis, Tofranil for mental depression, Brethine for bronchial asthma, Lioresal for muscle spasticity, Ritalin for minimal brain dysfunction, Butazolidin for rheumatoid arthritis and gout, Tandearil for rheumatoid arthritis, Slow-K for potassium deficiency, Tegretol for epilepsy and Privine and Otrivin for nasal congestion.

DuPont Co. (Endo Laboratories)

U.S. Sales	$75,000,000
Advertising	$8,000,000

DuPont Co.'s Endo Laboratories, Garden City, N.Y., the nation's 24th largest medical advertiser, invested $8,000,000 to advertise its medical products in 1978.

Of the total, 66% went into detailing, 21% into journals and 13% into direct mail.

Endo Labs sells more than 12 prescription drugs, including Percodan narcotic analgesic, Coumadin anticoagulant, Narcan narcotic antagonist and Symmetrel flu vaccine. Its most recent introduction, which came in the summer, was for a new injectable analgesic called Nubain. The drug is touted as an advance because it has the analge-

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sic potency of morphine with a low incidence of side effects and low potential for abuse.

Other medical products marketed by DuPont include Cronex X-ray films, an automatic clinical analyzer that can make dozens of clinical tests, centrifuges used in blood banks and microtomes, which help prepare tissue for analysis.

Hoffmann-LaRoche

U.S. Sales	$750,000,000
Advertising	$35,000,000

Hoffmann-La Roche, Nutley, N.J., the third largest medical advertiser in the U.S., invested $35,000,000 in 1978 to promote its medical products.

Roche invested half of the total in journal advertising, 32% in detailing and 18% in direct mail advertising. The company, a subsidiary of F. Hoffmann-LaRoche & Co., Basle, Switzerland, is the largest non-U.S. based pharmaceutical marketer.

The company's Valium tranquilizer is the largest selling drug in the world, with sales estimated at $600,000,000. In the U.S., Valium and another Roche tranquilizer account for about $350,000,000 in sales annually. Other major Roche drugs include Dalmane, a sleeping aid, which accounts for about $50,000,000 in U.S. sales annually, and Librax, a stomach relaxer, which accounts for $40,000,000.

Although Roche does not market any branded vitamins, it is the leading U.S. supplier of vitamin ingredients to marketers. The company is also the leading U.S. spender in medical journals, and unlike other health care companies devotes a significant portion of its budget to this medium.

ICI Americas (Stuart Pharmaceuticals)

U.S. Sales	$97,000,000
Advertising	$22,000,000

Stuart Pharmaceuticals division of ICI Americas, Wilmington, Del., the nation's 11th largest medical advertiser, invested $22,000,000 to promote its drugs in 1978.

Of the total, an estimated 49% went into detailing, 10% into journal advertising, 9% into direct mail, 4% into educational programs and 28% into others. During 1978, the company introduced Nolvadex, an anti-estrogen for the palliative treatment of advanced breast cancer; Kasof, a high-strength stool softener, and Alternagel, a high-potency aluminum hydroxide antacid. Stuart's other major products include Mylanta antacid and Sorbitrate anti-anginal.

Johnson & Johnson

U.S. Sales	$935,000,000
Advertising	$25,000,000

Johnson & Johnson, New Brunswick, N.J., the nation's seventh largest medical advertiser, invested $25,000,000 in 1978 to promote its professional and pharmaceutical products.

Of the total, an estimated 75% went into detailing, 20% into journals and 5% into direct mail.

During 1978, J&J introduced its first product from the professional products division of the Baby Products Co. The drug, Pancrease, is used to treat pancreatic enzyme deficiency. Its leading pharmaceuticals include Ortho-Novum oral contraceptive; Retin-A acne treatment; Haldol, a neuroleptic used in mental illness, and Tylenol with codeine pain reliever. Other recent introductions include Imodium, an antidiarrheal; Tolectin, an anti-arthritic, and Vermox antiworm tablets. The company holds about 4% of the $8.5 billion domestic pharmaceutical market.

J&J's professional products include ligatures, sutures, diagnostics, dental products, surgical dressings, instruments and other surgical specialties. Recent introductions include Ethibond sutures, Micro-Touch surgeon's gloves and Proximate disposable skin stapler.

J&J holds more than 70% of the suture market, but its share has been declining in recent years with growing competition from American Cyanamid. The company also holds 35% of the disposable linen market and 10% of the domestic diagnostics market.

Eli Lilly & Co.

U.S. Sales	$650,000,000
Advertising	$23,000,000

Eli Lilly & Co., Indianapolis, tied as the nation's eighth largest medical advertiser, invested $23,000,000 in advertising in 1978.

Of the total, 82% went into detailing and the remainder into journal advertising. Lilly is the leading marketer of cephalosporins, a segment of the antibiotic market, in the U.S. The company introduced the first injectable cephalosporin, Keflin, in 1964, and it remains the market leader, with about one-third of the nearly $300,000,000 domestic market. Keflex, an oral cephalosporin, holds about 40%, and two other less important (in sales) drugs, Loridine and Kafocin, hold small shares.

Last year Lilly introduced another major cephalosporin, Mandol, which is expected to surpass Keflin within another several years. Another oral, cefaclor, is awaiting FDA approval and has yet to receive a brand name. Lilly also markets another antibiotic, Nebcin, which competes in the more toxic aminoglycoside segment.

Darvon, Lilly's nonnarcotic pain killer, accounts for about $70,000,000 in sales worldwide. At one time, it was the third most prescribed drug in the U.S. The company also sells insulin and the Salk antipolio vaccine.

Recently, Lilly has diversified into the anti-inflammatory market

(Continued on Page S-6)

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Health care advertisers

(Continued from Page S-5)

with Nalfon and in the cardiovascular area with Dobutrex, an injectable for treating strokes.

Merck & Co.

U.S. Sales $770,000,000
Advertising $30,000,000

Merck & Co., Rahway, N.J., the nation's fifth largest medical advertiser, invested $30,000,000 in advertising in 1978.

Of the total, 64% went into detailing, 32% into journals and 4% into direct mail.

Known as an innovator in the drug industry, Merck reportedly maintains the largest research and development budget in the industry. The r&d figure for 1978 approaches 8% of the company's sales.

In 1978, Merck introduced Timoptic, the first beta-blocker for treatment of glaucoma; Clinoril, a nonsteroidal antiarthritic that reduces the chance of gastrointestinal side effects in such treatments, and Mefoxin, a new type of antibiotic effective against a particularly resistant strain of bacteria.

Pfizer Inc.

U.S. Sales $524,480,000
Advertising $32,000,000

Pfizer Inc., New York, is the nation's fourth largest medical advertiser, with 1978 outlays of $32,000,000.

Of the total, about 72% went into detailing, 24% into journals and 4% into direct mail.

In the U.S., pharmaceutical revenues rose 12% in 1978. The company recorded a 57% worldwide increase in the sale of cardiovascular medicines, outperforming 1978 sales for antibiotics (16% increase), psychotherapeutics (13%), antidiabetic agents (20%) and antiparasitic agents (19%).

Pfizer owns Howmedica Inc., producer of hospital products such as bone and joint prostheses; Shiley Inc., which manufactures and markets heart valves and was added to Pfizer as a subsidiary on March 8; Pfizer Medical Systems, which manufactures and markets computerized tomographic scanners, and Radiologic Sciences, which manufactures Microfocus X-ray systems.

New pharmaceuticals introduced in the last three years include Quantrel brand of pyrantel pamoate and oxantel pamoate; Bacacil brand of bacampicillin, an injectable form of penicillin, and Coptin brand of cotrimazine.

Revlon Inc.

U.S. Sales $110,000,000
Advertising $11,000,000

Revlon Inc., New York, the 22nd largest U.S. medical advertiser, invested $11,000,000 in 1978 to promote its pharmaceuticals and other health care products to professionals.

Of the total, 78% went into detailing, 22% into journals. According to Revlon, its ethical pharmaceutical sales rate outpaced the industry's to establish a new record. Hygroton, a leading diuretic antihypertensive, had an especially good year. Since 1974, sales of this drug have tripled. In 1978, Hygroton 25, a lower dose form, was introduced. Another antihypertensive, Regroton, also showed a rise in new prescriptions last year.

The Armour Pharmaceuticals division, acquired in 1977, introduced Tussar DM, a new cough/-cold remedy, and prepared to apply for a new use of Calcimar for treatment of certain bone diseases. Calcimar continues as a leading drug of choice in the treatment of Paget's disease, a chronic bone condition.

The Reheis division continued to lead the market in light metal compounds, the active ingredients in most major brands of antacids and antiperspirants.

Revlon participates in the diagnostic and research laboratories field through its National Health Laboratories, and last year it acquired American Biological Corp. Its Meloy Laboratories is a contract research organization that conducts high technology studies to determine the nature and mechanism of certain diseases. Revlon also markets ophthalmic grinding equipment, supplies for optical dispensing laboratories, prescription eyeglass lenses and other professional ophthalmic products through its Coburn Optical Industries.

Richardson-Merrell

U.S. Sales $150,000,000
Advertising $15,000,000

Richardson-Merrell, Wilton, Conn., the nation's 19th largest medical advertiser, invested $15,000,000 to promote its professional and pharmaceutical products in 1978.

Of the total, an estimated 75% went into detailing, 17% into journals and 8% into direct mail. During 1978, the company introduced Cepastat mouthwash and gargle and Cepastat lozenges.

U.S. sales were down in 1978, a condition the company attributed to its withdrawal from the vaccine business. Its entire biological vaccine operation, located in Swiftwater, Pa., was donated to the Salk Institute for Biological Studies, a nonprofit corporation based in San Diego.

Increases in '78 U.S. sales, on the other hand, were recorded for the following drugs: Tenuate, an antiobesity agent; AVC, a treatment for vaginal infections; Quinamm, used for nocturnal leg cramps; Clomid, used to induce ovulation in selective cases of infertility, and Cehulac, used to prevent and treat portal-systemic encephalopathy (a condition that results from malfunction of the liver). In addition, sales of Cepacol were reported to be well ahead of 1977 levels.

Meanwhile, Richardson-Merrell planned to resume clinical studies this fall of Aldaban, a nonsedating antihistamine. This would go along with continuing testing of Azadol, a new hypertensive agent, and Buronil, formulated to treat anxiety and confusion among the elderly.

A.H. Robins Co.

U.S. Sales $165,000,000
Advertising $17,000,000

A.H. Robins Co., Richmond, Va., the nation's 18th largest medical advertiser, invested $17,000,000 in 1978 in advertising to health care professionals.

Of the total, an estimated 70% went to detailing, 20% to journals and 10% to direct mail. Among the company's major prescription products are Dimetapp antihistamine/decongestant combination, Dimetane expectorants and Quinidex Extentabs antiarrhythmic. Its products sold to hospitals include Robinul injectable, an anticholinergic; Dopram respiratory stimulant, and Heparin, an anticoagulant.

William H. Rorer Inc.

U.S. Sales $75,000,000
Advertising $7,000,000

William H. Rorer Inc., Fort Washington, Pa., the 25th largest U.S. medical advertiser, invested $7,000,000 in advertising in 1978.

Of the total, 72% went into detailing, 18% into journals and 10% into direct mail. Although the company is considered a pharmaceutical house, the majority of its dollars are invested in the professional promotion of over-the-counter products, Maalox antacid and Ascriptin buffered aspirin. The company also markets Ananase, an enzyme, and Camalox, an antacid.

The Top 25 Leading Medical Advertisers in the U.S.

		Journal %	Mail %	Detailing %	Total (000,000 omitted)
1.	American Home Products	30	3	67	$50
2.	Ciba-Geigy	20	12	68	45
3.	Hoffmann-LaRoche	50	18	32	35
4.	Pfizer	24	4	72	32
5.	Merck	32	4	64	30
6.	Warner-Lambert	18	5	77	28
7.	Johnson & Johnson	20	5	75	25
8.	Sandoz	32	5	63	23
8.	SmithKline	22	11	67	23
8.	Lilly	18	—	82	23
11.	iCI (Stuart)*	10	9	49	22
12.	Burroughs-Wellcome	29	6	65	20
13.	Abbott	19	6	75	20
13.	Bristol-Myers	24	5	71	20
15.	American Cyanamid	19	6	75	18
15.	Schering	27	6	67	18
15.	Upjohn	20	—	80	18
18.	Robins	22	7	71	17
19.	Richardson-Merrell	17	8	75	15
20.	Searle	30	10	70	12
20.	Syntex	20	10	70	12
22.	Revlon	22	—	78	11
23.	Boehringer	23	8	69	10
24.	DuPont	21	13	66	8
25.	Rorer	18	10	72	7

*Of the total, Stuart invested 4% in educational programs and 28% in other areas.

Hospitals turn to marketing

(Continued from Page S-1)

"The problem about being in such a field is that people think it's pretty awful to spend hospital money on advertising. Ads seem insensitive to some people," she says, adding that the job has been done "very frugally."

- It's not only spending money on ads that makes some people wonder about hospital management concerns, but the fact that private investors are, essentially, profiting from the illness of others. President Carter's proposed hospital cost containment legislation could put a crimp on those profits, and hospital management concerns don't like that one bit.

"We don't feel this is the proper way to go," says AMI's Ms. Gallatzer. "In fact, the bill is a revenue cap. It is not cost containment. It would put hospitals on the road to rationing services," she adds.

Humana's Ms. Bryant agrees. "The legislation would amount to a rationing of services and technology," she says. The Federation of American Hospitals, based in Washington, D.C., is lobbying hard against the proposed legislation, which, if enacted, might dilute investor interest in the hospital management field.

Ms. Webb says that a much more sensible approach to the issue is adoption of a catastrophic health care bill, which would cover only major illnesses.

- The specter of cost containment legislation hasn't dampened the industry, however, and even the smaller concerns in the field are gearing up for increased operations.

American Practice Management, which started in 1973, expects 1979 revenues to approach $5,000,000, says Jim Kagen, vp-operations.

"We've doubled our staff in the past 12 months. It's a growing field," he says. Mr. Kagen says American Practice, which doesn't own any hospitals, is "poking around" for its first major ad agency. The core of American Practice's business is its consulting efforts, although it also provides management services and implements projects.

"Hospitals depend on repeat business. We are in the business of discovering about the care patients want and helping hospitals provide that. We will stress the hospitals' strengths through advertising," he says. "It's not unlike the marketing of other consumer services, just slightly more sensitive," he adds. #

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Sandoz Pharmaceuticals

U.S. Sales	**$175,000,000**
Advertising	**$23,000,000**

Sandoz Pharmaceuticals, East Hanover, N.J., tied as the nation's eighth largest medical advertiser, invested $23,000,000 to promote its pharmaceuticals and those of Dorsey Laboratories, also part of Sandoz.

Of the total, 63% went into detailing, 32% into journals and 5% into direct mail. The company's biggest selling drug in the U.S. is Mellaril, a sedative that has sales of about $50,000,000 annually. The company also markets Hydergine, a cardiovascular drug. Dorsey markets the professionally promoted over-the-counter Triaminic line of cold remedies.

Schering-Plough Corp.

U.S. Sales	**$405,000,000**
Advertising	**$18,000,000**

Schering-Plough Corp., Kenilworth, N.J., tied as the nation's 15th largest advertiser, invested $18,000,000 in 1978 to promote its pharmaceutical and professional products.

Of the total, an estimated 67% went into detailing, 27% into journals and 6% into direct mail.

The company's major pharmaceutical products include Garamycin, an antibiotic; Coricidin and Drixoral, cold preparations; Celestone, Diprosone and Valisone, anti-inflammatory steroids; Afrin, a nasal decongestant; Fulvicin, Tinactin, Lotrimin and Gyne-Lotrimin, antifungals; Trilafon, an antihistamine; Vanceril, a prescription antiasthmatic, and A&D hand cream, a dermatological.

G.D. Searle & Co.

U.S. Sales	**$450,000,000**
Advertising	**$12,000,000**

G.D. Searle & Co., Skokie, Ill., tied as the 20th largest U.S. medical advertiser, invested $12,000,000 in 1978 to promote its non-consumer medical products.

Of the total, 70% went into detailing, 30% into journals and 10% into direct mail. Worldwide, Aldactone and Aldactazide drugs for high blood pressure accounted for close to $200,000,000 in sales. Other major drugs include Norpace for treatment of irregular heartbeats, three oral contraceptives—Demulen, Enovid and Ovulen—and Flagyl for vaginal infections. Searle markets Cu-7, the most frequently prescribed intrauterine contraceptive in the U.S.

In 1978, Searle introduced Diulo, a new diuretic for treatment of high blood pressure that can be taken once a day, and acquired rights for Tricandil, a drug for treatment of vaginal infections.

Searle's medical products group manufactures and distributes a wide variety of products, including reusable garments, disposable gowns, surgical drapes, masks, caps, latex gloves, urological products, medical kits and trays.

SmithKline Corp.

U.S. Sales	**$408,142,000**
Advertising	**$23,000,000**

SmithKline Corp., Philadelphia, tied as the nation's eighth largest medical advertiser, invested an estimated $23,000,000 in 1978 to promote its professional and pharmaceutical products.

Of that total, about 67% went into detailing, 22% to journals and 11% to direct mail.

Much of the company's sales success has been attributed to Tagamet, a drug used internationally in the treatment of ulcers and gastric disorders. SmithKline says evidence suggests that use of Tagamet will reduce the need for gastric surgery.

Other major pharmaceuticals include Dyazide, used to treat hypertension and related cardiovascular conditions, and Ancef, an injectable cephalosporin antibiotic. The company also holds great hope for Selacryn, an antihypertensive diuretic for which it holds the U.S. marketing rights.

Among SmithKline's stable of medical instruments are diagnostic ultrasound equipment, products used in clinical laboratories and physicians' offices and Hematrak, an automated differential blood cell counter.

Syntex Laboratories

U.S. Sales	**$112,000,000**
Advertising	**$12,000,000**

Syntex, Palo Alto, Cal., is tied as the nation's 20th largest medical advertiser, with 1978 ad expenditures of $12,000,000.

Of that advertising total, 70% went into detailing, 20% into journals and 10% into direct mail.

The company's principal product, an antiarthritic product called Naprosyn, reportedly accounts for about 25% of sales and about 50% of net income.

Upjohn Co.

U.S. Sales	**$568,000,000**
Advertising	**$18,000,000**

Upjohn Co., Kalamazoo, Mich., tied as the nation's 15th largest medical advertiser, invested $18,000,000 in 1978 to promote its pharmaceutical and professional products.

Of the total, an estimated 80% went into detailing and 20% into direct mail.

Among Upjohn's major pharmaceuticals are Motrin, an antiarthritic compound, and Cleocin, an anaerobic antibiotic.

Warner-Lambert Co.

U.S. Sales	**$768,096,000**
Advertising	**$28,000,000**

Warner-Lambert Co., Morris Plains, N.J., the nation's sixth largest advertiser, invested $28,000,000 in 1978 to promote its professional and pharmaceutical products.

Of that total, an estimated 77% went into detailing, 18% to journals and 5% to direct mail. During the year, Warner-Lambert received marketing approval for Vira-A, a treatment for herpes simplex encephalitis.

Major pharmaceuticals include Fluogen, an influenza vaccine; Dilantin, an anticonvulsant; Choledyl and Brondecon, xanthine bronchodilators; Elase, a topical proteolytic enzyme; Anusol, a hemorrhoidal preparation, and Pitocin, an oxytocic.

The company says it is the leading supplier of empty gelatin capsules, which other manufacturers use in drug production. It also does considerable business in sales of diagnostic products. Hospital products include medical-surgical products, orthopedic products and Deseret products, which include catheters for intravenous procedures. #

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Product contains no glutaraldehyde and is pleasant to use

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75¢ a Copy; $30 a Year *The International Newspaper of Marketing • In Two Sections. Section 1.* *November 12, 1979*

J&J new products a Sure way to irk P&G

By LOUIS A. FANELLI

NEW YORK—If you want Procter & Gamble lawyers to see red, let them find out you are planning to use the word "sure" in your brand name.

Johnson & Johnson has tried it—twice—and it is about to be slapped with a second trademark infringement suit in federal district court here.

Although embroiled in a year-old trademark suit with P&G over the use of Assure deodorant tampons, J&J plans to test Sure & Natural feminine napkins in Florida within the next three weeks (AA, Nov. 5). P&G lawyers now claim the Sure & Natural name is a further abuse of its "Sure" trademark.

■ Cincinnati-based P&G has said the Assure name infringes on its Sure deodorant trademark. In addition, P&G claims it has marketed Sure tampons since 1964, and also has its own Assure mouthwash and shampoo.

Plans to file a second lawsuit came to light last week after Thomas Calder, a P&G lawyer, asked Judge Pierre Leval of the southern district of New York, to incorporate proceedings against J&J's use of the Sure & Natural name into the ongoing Assure trial.

Mr. Calder said he first became aware of J&J's new product from an inquiry by an ADVERTISING AGE editor early this month. He said he didn't believe the report to be true until an item appeared in AA last Monday. A J&J marketing exec, who was being cross-examined by Mr. Calder, confirmed the accuracy of the report.

The trial, which was to be concluded at the end of this week, has been postponed until Dec. 10. P&G lawyers asked for the time to go through a discovery proceeding on J&J's use of the Sure & Natural name.

In response to the planned Sure & Natural introduction, Mr. Calder said, "What started out as one infringement now looks like trademark rape."

Responding to P&G's charges that the Sure & Natural name is an infringement of the Sure mark, a J&J spokesman, in a prepared statement, said, "We do not believe our use of the trademark Sure & Natural for this nondeodorant, ultra-thin, feminine protection product in any way infringes on the rights that P&G has to the Sure trademark as it applies to an antiperspirant."

In its original complaint, P&G alleged that because Assure tampons have deodorant properties, there is

(Continued on Page 105)

EurAm 4 conference in Frankfurt brought together (from left) speaker David Ogilvy of Ogilvy & Mather; Lennart Soderman of ACO Laudemedel, Solna (Sweden); Allan Cederroth, Union Carbide Europe, Geneva; Gunnar Lundgren, Swedish Assn. of Advertising Agencies, Stockholm; Graham Molitor, Public Policy Forecasting, Potomac, Md.; D. Kruidenier and J. Oppenheim, Van Nelle-Lassie, Rotterdam; Nidio Duatre, Johnson & Johnson, Portugal, and Jose Cristo, Uncer, Portugal. *(See meeting coverage Pages 2 and 110.)*

Tough Senate bill would kill many FTC ad cases

By RICHARD L. GORDON

WASHINGTON—The Federal Trade Commission would be limited to regulating only ads that are both false and deceptive under legislation which the chairman of the Senate's consumer subcommittee hopes to push through the Senate before Thanksgiving.

This is only part of the radical surgery proposed in an omnibus FTC revision bill which also wipes out FTC's children's tv ad rulemaking, together with some of FTC's other most controversial projects.

Unveiled by Sen. Wendell Ford (D., Ky.) last week, the change represents a basic departure from existing FTC law by establishing tougher restrictions on FTC's jurisdiction over advertising than over other trade practice situations.

■ The present law, amended by the Wheeler-Lea Act of 1939 and the Moss-Magnuson Act of 1975, gives FTC power to act against any unfair or deceptive act or practice, including advertising, in or affecting commerce.

Sen. Ford's plan is to change the basic FTC law and the Moss-Magnuson Act by specifying that ad cases or advertising rules are possible only if there is both deception and falsity.

The new Ford definition of when FTC could act against advertising would wipe out the commission's current power to challenge any ad or advertising practice as "unfair." Such a step, if approved by Congress, could force FTC to remake many of its industrywide rule proposals which rest largely or in part on unfairness allegations. These would include the children's tv ad rule, but also rules proposed for proprietary drug ads, eyeglass ads, vocational school ads and hearing aid sales, to name a few.

■ An aide to Sen. Ford said the restrictions reflected the senator's concern that FTC meet tight requirements before regulating constitutionally protected "commercial speech."

He also predicted that neither FTC nor its critics would be happy with his approach. He was right.

FTC chairman Michael Pertschuk expressed doubt that his agency could protect consumers or insure fair competition under the Ford formula. But William Hesse, Washington vp of the American Assn. of Advertising Agencies, said he was deeply disappointed that the senator refused to endorse the FTC reform backed by Four A's and some other business groups: The one-house congressional veto

(Continued on Page 105)

last minute news

CBS reportedly buying 'Family Weekly'

NEW YORK—CBS would neither confirm nor deny that it is negotiating to buy *Family Weekly*, but sources say the deal is all but set with a purchase price of $54,000,000. The newspaper supplement reportedly turned down an earlier offer from a major newspaper chain. *Family Weekly* execs were unavailable for comment.

McClure named Ford division ad director

DETROIT—Douglas T. McClure has been named ad director at Ford Motor's Ford division, succeeding Ray Ablondi, who became director of the marketing research office, corporate marketing staff. Succeeding Mr. McClure as division merchandising manager is Terry L. Davis, formerly special [illegible] sales group.

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NEWSPAPER

EurAm nears — Page 2

Coke $$ up; food unit active

By NANCY GIGES

ATLANTA—Coca-Cola Co. promises to increase emphasis on its flagship brand in the U.S. to boost Coke's performance in the take-home market, and at the same time it plans to conduct a variety of new programs for other soft drinks and products of its foods division.

Company officials discussed these plans at a meeting with financial analysts here last week. Highlights of the meeting were:

• Media spending worldwide will be 20% to 30% higher this year than last year, which showed a 47% hike over 1977. Expenditures next year will be up between 10% and 20% in the U.S. for soft drinks.

• Early indications show that awareness of the new Coke "smile" campaign is the highest in more than four years.

• Six senior officers have been named vice-chairmen, and the office of the president, vacant since August, will not be filled.

• The foods division plans new campaigns for several existing products and will test several new items. Among the ad efforts will be a comparative push against General Foods' Country Time.

• The company has bought 9.5% of the shares of Coca-Cola Bottling Co. of New York, valued at about $15,000,000, a purchase described as "solely for investment purposes."

• Unit sales of company soft drinks in the U.S., in both the third quarter and first nine months of 1979, have been hurt by the slow economy, gas shortages, reduced tourism and subsequent reduced away-from-home eating.

• The company is testing the nonnutritive sweetener aspartame for sugar-free formulations in Canada, where saccharin has been banned. The G. D. Searle & Co. sweetener is expected to be approved there soon.

Worldwide and in the U.S., Coca-Cola's share of the soft drink business continues to range between 35% and 40%. Donald Keough, head of the Americas group, noted that the U.S. take-home market, which accounts for 30% of its U.S. soft drink business, remains highly competitive. He pointed out that for the past 36 years Coke has been the No. 1 brand for 18 years and rival Pepsi has led the other 18 years.

■ Another official noted that Pepsi has beefed up competition in Germany and Spain by introducing a 1.5-liter bottle for the same price as Coke's 1-liter bottle. Coke has responded with a 1.5-liter bottle in addition to its 1-liter size.

In the U.S. away-from-home market, the fastest growing segment, Coca-Cola leads its nearest com-

(Continued on Page 105)

OH WHAT A FEELING!

TOYOTA: 1980
COROLLA
COROLLA TERCEL
CELICA
SUPRA
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CATCH THE FEELING!

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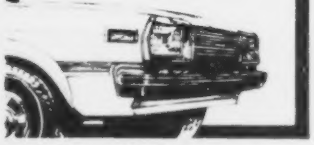

A feeling for ads

Toyota is taking the unusual course of announcing its commercials like programs in four quarter-page ads in the current *TV Guide*. The "all this week" prime time blitz on ABC-TV is the first of three peak spending points for Toyota over the coming year. The leading import car maker and agency Dancer Fitzgerald Sample boosted spending to the 500 grp level for the week (AA, Oct. 15).

Get back in touch, EurAm urged

Can't build up consumer trust from ivory towers: Henkel exec

FRANKFURT—Advertisers have been "extraordinarily reluctant" to defend the cause of advertising and its role in the free enterprise system, says Dr. Helmut Sihler, exec vp for consumer goods marketing for Henkel KGaA, West Germany's leading detergent and household products marketer and second largest advertiser.

Possibly a reason for such anemic efforts, he suggested, is, "There are no more advertising and marketing giants—the leaders we used to follow in the '60s—the era of the grey flannel suits in which you could at least see people. You can't see the faces anymore in today's blue jean-and-bearded crowd, Dr. Sihler told delegates attending ADVERTISING AGE's EurAm 4 conference last week in Frankfurt.

"It is time for advertising to be again the creation of people, addressed to people, expressed in human terms," he said, urging listeners to "get closer to their products.

"How long ago was it that you saw the product produced, and the people who produced the product which you advertise?" he queried, promoting an end to a certain aloofness and "better-than-thou" attitude permeating the industry.

Dr. Sihler noted that much of society's distrust of the advertising profession can be traced directly to deep-seated anxieties and indirectly to advertising's inability, so far, to address these anxieties.

The future runs deeper than the superficial economic analyses might suggest. He termed the oil crisis, for example, as one such superficial condition, and said a return to pre-1973 economic conditions would not wipe the consumer's anxiety slate clean.

Dr. Sihler cited three factors that contribute to the anxiety of today's consumer: "First, there is a psychological uneasiness arising from our traditional attitudes toward material goods and comfort . . . Secondly, there is a conflict between traditional material and emerging values. A conflict develops in our value system as increases in consumption identify more and more the pursuit of happiness with the pursuit of worldly goods. Advertisers hould not shrug off this development that produces so much pessimism in our culture. .

"The third reason for pessimism is ideological. Those who live in a capitalistic system are often accused of bearing a wrong consciousness, and are manipulated by advertising. Students are persuaded along these lines, as are media in Germany, which attack advertising unfairly in their editorial columns while deriving their living from it.

"The time has come," says Dr. Sihler, "for the advertising and marketing community to explain its role to the public—to explain that advertising respects and defends the public's values and champions the public's right to consume as constituting a part of happiness." It must "expose the causes or reasons for current fears and uncertainties, so it can defend itself from unfair or inaccurate editorial/political attacks. The ad community should tell consumers that their right to choose products is an integral part of their freedom."

There are ways to attack the causes of the consumer's pessimistic outlook, he said. "Advertisers must respect our value system and actively support voluntary efforts ensuring that the ethical codes of a majority are not violated. More importantly, we must speak up," he noted. "When there are so many prospects for gloom, why not give space to some positive thoughts?"

(Continued on Page 110)

Nets ready ax for low raters

By COLBY COATES

NEW YORK—While local affiliates anxiously await the results of the critically important November national ratings sweeps, top network execs are at work deciding what programs should be swept from their schedules.

Replacements for about a dozen shows that haven't mustered a passing Nielsen grade will begin to join prime time schedules next month as network tv plunges into part two of the 1979-80 tv season.

NBC-TV execs met in Los Angeles last week, and are continuing to review new product here this week. ABC-TV, meanwhile, has converged on the West Coast while the CBS contingent, led by chairman William S. Paley, is now hashing out their moves in the Bahamas.

▪ The early betting line favors CBS being the first to reveal its strategy. Some agency sources think that while CBS will have to do the most shuffling, making the right moves could give it the sweetest rewards.

"Now that NBC has spent the first month or so chipping away at ABC's shares, CBS can make a serious run at the top if they solve their Wednesday, 8 p.m. to 9 p.m. [EST] and Saturday night problems," said one agency programer.

Though ABC chewed up its rivals with the first tv showing of "Jaws" in the seventh week of prime time competition, CBS followed up with its win of a week earlier to finish second with an 18.8 rating and 31 share.

Leader ABC had a 21.3 rating and 35 share (Sunday's "Jaws" telecast on ABC was the week's top-rated program with a 39 rating and 57 share) while NBC sank to a 16.5 rating and 27 share.

What CBS and its supporters continue to point out—and what serves as the basis for optimistic projections about its ratings future—is the enduring strength of regular series now concentrated on Sunday, Monday and Friday nights. Thus, agency observers in-

(Continued on Page 106)

Publishers called to private delivery

NEW ORLEANS—Private delivery, an alternative to the U.S. Postal Service, is no longer in the testing stages for magazine publishers, but a reality the industry should actively support.

That was one of the main messages some 450 attendees heard at the Audit Bureau of Circulations annual meeting here last week.

Lawrence Flynn, director of customer service for Hearst Magazines, called private delivery "the only viable counterforce to runaway postal costs," noting that Hearst has increasingly delved into private delivery since June, 1978, when a private company was commissioned to deliver 4,000 copies of *Good Housekeeping* in one market. Last month, 174,000 copies of *Good Housekeeping*, *Popular Mechanics*, *Harper's Bazaar* and *Sports Afield* were delivered in 17 markets with the help of seven delivery companies, he said.

Mr. Flynn noted several negatives of private delivery: Delivery quality is not consistent due to personnel turnover in private companies; weather affects private delivery, while not the Postal Service; and efforts to deliver in apartment or townhouse complexes are often made impossible by locked doors (delivery in mail boxes is prohibited by law).

Nevertheless, Mr. Flynn said private delivery, over-all, is "acceptable" in quality and timeliness of delivery, "ranking between seven and nine on a scale of 10" with the Postal Service getting a 10 rating.

▪ Besides reducing costs, private delivery also affords the publisher an opportunity to know who he's dealing with, Mr. Flynn said. "I have greater dialog and greater leverage with the private carrier."

Private delivery, Mr. Flynn said, is necessary "to keep the Postal Service on its toes and competitive," and asked fellow publishing companies to "make a new commitment to alternate delivery to build the numbers in present markets and new markets. We can't afford to lose this new delivery and marketing potential."

Noting that more than 1,200,000 magazines are privately delivered each month, he warned that if more publishers don't participate, "the concept may not be possible because we will not have sufficient density or penetration in the various markets to make it appealing to advertisers."

▪ Raymond Mitchell, director of alternative distribution for Time Inc., agreed that private delivery, which *Time* has tested since 1972, "has arrived."

"We have been fortunate in having carriers who have a sense of urgency for the timeliness of our product . . . What we need now is a transportation network to string

(Continued on Page 106)

highlights

Monday, November 12, 1979

The networks' affiliates chiefs talk about the prime time race. *See Page 4.*

Los Angeles Home/Garden cancels its debut as a competitor "clouds the issue." *See Page 4.*

The low-tar cigaret market remains a battleground as Now takes another swipe at low-tar king, Carlton. *See Page 6.*

Going around agencies to approach advertisers directly is on the rise in radio, say some broadcast executives. *See Page 10.*

Esquire is offering a no-clutter guarantee and taking other steps in a new marketing plan. *See Page 12.*

WCVB-TV plans to supply national access fare pinned to satellites. *See Page 20.*

Continued newsprint shortages have publishers worried about whether they will have adequate supplies to make it through the big holiday advertising season. *See Page 24.*

Cuisinarts is trying tv for the first time in New York. *See Page 32.*

Reynolds Metals will boost media spending 50% to support long-running and successful corporate ad program. *See Page 34.*

Reckitt & Colman exec tells why he thinks the British food marketer will make it in the U.S. *See Page 40.*

Subaru is backing its 1980 line with a $12,000,000 ad budget. *See Page 42.*

Personalized magazines could be a reality within two years as U/Stat Inc. expects to sign up its first publisher for the computerized system. *See Page 47.*

A Frenchman who is selling space on outdoor toilets in Paris says he expects eventually to bring his concept to New York. *See Page 48.*

Hooper White says commercial music is more than a way to fill time when you have nothing to say. *See Page 67.*

Alan Eirinberg believes that government truth in lending requirements force financial advertisers to tell less of the truth. *See Page 67.*

Playing the ABC corporate name game can lead to companies losing their identity, maintains Walter Margulies. *See Page 68.*

Scotty Sawyer launches an attack on the use of the word "got." *See Page 70.*

Weyerhaeuser's expanded broadcast expenditures are built around its "White Paper" sponsorship. *See Page 71.*

Coca-Cola has suggested smiling numerous times over the years in ads. *See Page 72.*

Oak Industries' Everitt Carter sees $85,000,000 gross for stv this year, and triple that amount next. *See Page 74.*

Piedmont Aviation, coming off a surprisingly good third quarter, is looking to tell people just how good it is. *See Page 82.*

The movie industry's biggest rush to sequels in years is under way, with "Superman 2" and the "Star Wars" followup the standouts. *See Page 86.*

Prime Time bows with advertising and circulation strength. *See Page 88.*

Wagner Drink is putting Thirst Quencher into the isotonic drink market. *See Page 96.*

Four A's president Leonard Matthews take a swipe at "back-of-the-book" ads. *See Page 96.*

Usher's scotch takes on the competition in its new ads. *See Page 102.*

The John DeLorean book questions the profitability of the Chevrolet account. *See Page 106.*

DDB breaks into soft drink business with purchase of Catalano & Gornick. *See Page 106.*

U.S. Borax & Chemical Corp. is introducing repackaged 20 Mule Power bathroom cleaner in major markets. *See Page 106.*

Nestle is among several major companies now eager to buy Beech-Nut Foods. *See Page 108.*

Section 2

Advertising in Germany, a special pull-out section highlighting the latest marketing developments in the Federal Republic, begins opposite Page 58.

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Political uses of tax cuts influence economic forecasts

By JOHANNES GROSS
Editor-in-chief
Capital

The West German economy has turned in a stronger performance this year than the thundering herd of forecasters dared believe. In the coming year we stand a good chance of seeing the forecasters pleasantly upset once more. For once again they are telling us to be gloomy, and yet they are overlooking some important positive factors.

I don't want to play down the clouds that are on the horizon, but I do want to point out that the forecasters, as behooves them, are basing their views on the conventional assumption of no change in government policies. If allowed to breach this convention, every economist would rush to assume that policy will change in 1980, because it is an election year here. Moreover, the campaign is already on, a year in advance, and both the conservative opposition and the governing coalition parties (Social Democrats and Liberals) are falling over each other to offer tax cuts to the electorate.

At present, both sides are shadow-boxing over the technical issue of whether parliament should cut income taxes by Jan. 1, 1980, as the conservative Christian-Democrat/Christian-Social-Union suggests, or by Jan. 1, 1981, as the governing parties insist in a coy flourish of fiscal conservatism. My own prediction is that legislative action will come before the elections due in October 1980.

▪ That way, the tax reduction can be nicely timed to give a boost to the economy just when it could well be running out of steam. Even an optimist, of course, has to agree that at some point next year the economy will start levelling off, with a risk of downturn, in the absence of a timely change in fiscal policy.

The debate over tax cuts may seem a bit out of keeping with the other issues in the election campaign: both sides promise to fight inflation and reduce the government's debt. This paradox is explained by the fact that the German revenue system produces a large "fiscal drag" in which tax revenues grow proportionally more rapidly than the economy. Without some reduction next year it's quite likely we would have a deflationary budget just when the economy was levelling off. Some of the presently strong upward forces in the economy should begin to peter out during 1980:

1. Industrial capacity is now being stretched and in some sectors, such as building, it is overstretched.

2. Fiscal stimuli from last year are beginning to wear off.

3. Moderately restrictive credit policy may soon slow the investment boom in manufacturing and in building.

4. Economic slowdown among some of our major trading partners, especially in Europe, should take some of the edge off our buoyant exports.

▪ Given these negative factors, a lot of forecasters predict a sharp slowdown in Germany next year from a 4.5% growth in real gross national product that now seems certain for 1979. The pessimistic estimates vary from 1.5% growth to just over 3%, which suggests "negative growth" late in the year.

But the German Central Bank (Bundesbank) and the government's forecasters in Bonn believe that the present recovery will continue at least to next summer. Although there's no official forecast before December, the early estimates in Bonn suggest the average growth next year could reach 4%, given the government's flexibility on tax cuts, of course. This figure could become a self-fulfilling target.

The major differences between the pessimists and optimists are in their evaluation of the effects of higher oil prices, of export prospects, and of labor union behavior. Pessimists believe that the higher oil prices will cut deeply into spending as consumers try to offset the higher costs of heating oil and gasoline. But the Bundesbank, for instance, believes consumers will simply reduce their savings and maintain a reasonable level of spending.

▪ On the question of exports, I think pessimism is being overdone. The argument is that the transfer of revenues from industrial countries to oil exporting countries will bring a sharp slowdown in some of our major European markets. But by next year the oil exporters will be spending much more of their revenues on capital goods, and Germany is a traditional supplier of capital goods. Already for 1979, a fall-off in exports was forecast, and it seemed certain after the loss of major contracts in Iran earlier this year. Yet our exports this year are growing at close to 10%, and order books are full for delivery well into next year.

The behavior of labor unions in the wage negotiating round that starts in December can influence the 1980 growth appreciably. Industry came through the last wage round with a reasonable overall settlement—about 4.5% average by the time the round closed last spring. Since then, however, the inflation rate has increased, and there has been general concern that the unions would try to make up their losses in buying power next winter. This could turn into a wage explosion that would certainly frighten industry into slowing down its capital spending programs for the coming year.

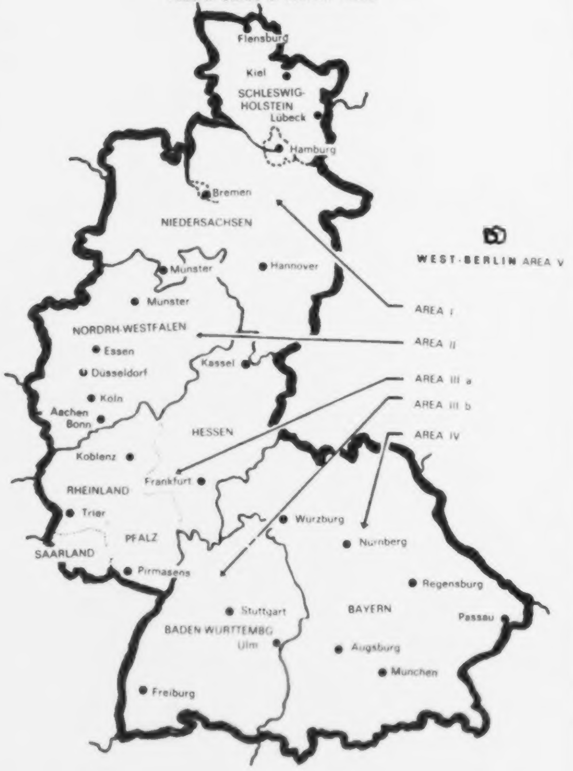
But so far the major unions have been behaving marvelously. The leadership of the confederation of German unions has gone on record opposing any kind of renegotiation

(Continued on Page S-6)

Mr. Gross joined the German business monthly, Capital, *five years ago after a career in daily journalism, radio and television.* Capital, *founded in 1962, now has a paid circulation of more than 200,000, and boasts that it is read by every second senior manager, every fifth company director and every sixth company owner.*

The Federal Republic of Germany

Federal States & Nielsen Areas



Machine, auto exports foster economic health

West Germany has the largest population in Western Europe; with 247 inhabitants per square kilometer, the country is one of the most heavily populated in Europe. The metropolitan areas which have built up around the capital cities in the individual federal states are especially densely populated; over half of the German population is concentrated in these areas. The population contains an unusually high number of single-person households (28%), by far the largest such figure in all Western European nations.

The average net monthly household income is about $1,300, whereby approximately 60% of all households have only one wage-earner. The share of employed women in the population has reached 32%; among women aged 20-29, this figure climbs to about 55%.

The major employers in the West German economy are the trade and service sectors, which together provide employment for 49% of all employed persons in the country. The manufacturing industries, however, account for 48% of the total gross domestic product, the largest single amount.

▪ With an export volume of DM273 billion in 1977, the Federal Republic of Germany is the largest exporting nation in the world. The most important export sectors are finished products which require technical know-how: automobiles, electrical engineering products, machines of all kinds, construction projects, instruments and tools, precision and optical products.

Private consumption accounts for more than half of the GNP; the share of governmental spending in a state like the Federal Republic of Germany is, however, constantly increasing.

About 27% of private expenditures are spent at present on food, beverages and tobacco; with an increasing standard of living this share has been falling in favour of recreational goods and services. #

Demographics data bank on W. Germany

POPULATION AND BASIC DATA

Population:

☐ Total inhabitants = 61,6 million (247 per sq/km)
☐ Inhabitants (over age 13) = 45,7 million
☐ Men/women (over age 13) = 46/54%
☐ Number of cities with population over 100,000 = 69
☐ Governmental form: democratic-parliamentary federal states
☐ Administrative regions = 11 federal states (including West Berlin)
☐ National language = German

Age structure:	in %
14–19	11
20–29	16
30–59	49
60 and over	24

Education (over age 14):	in %
Secondary school without apprenticeship	32
Secondary school with apprenticeship	36
High-school without matriculation	23
Matriculation, university	9

Private households = 24.2 million

Average household size = 2.6 persons

Net household income:	in %
under DM 1,000	9
DM 1,000–DM 1,499	15
DM 1,500–DM 1,999	23
DM 2,000–DM 2,499	21
DM 2,500 and over	32

MONEY, EMPLOYMENT AND PRODUCTION

☐ National currency: 1 Deutsche Mark (DM) = 100 Pfennige
☐ Gross national product (1977) = 1,199 Billion DM

Formation of the gross national product

Agriculture, forestry and fishery	3%
Merchandise	48%
Trade and traffic	15%
Service areas	22%
Other areas	12%
1,199 Billion DM =	100%

Employees in sectors of the economy

Agriculture, forestry and fishery	6%
Merchandise	46%
Trade and traffic	18%
Service areas	30%
25.9 mio. employees	= 100%

PRIVATE CONSUMPTION

● Private consumption (1977) = 669 billion DM's

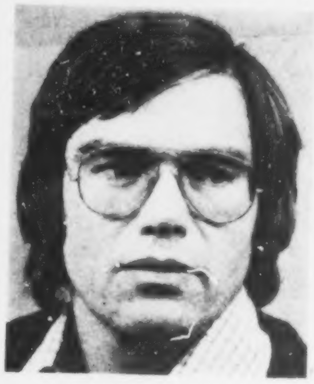
of which:	in %
Food, beverage, tobacco	27
Clothing, personal items	15
Rent, heating, light	17
Household equipment	12
Body and health care	5
Education and recreation	7
Transport, communication	14
Others	3

● Wage and price development (1970 = 100):

	1973	1974	1975	1976
Cost of living	119	127	135	141
Wages (industry)	134	147	159	169

Contents courtesy of Gruner + Jahr.

German retail distributors entrenched for '80s



By HEINER HUNSINGER
Marketing Executive
Deutscher Fachverlag

At the Food Market Institute convention in the U.S. last spring, the owner of a a big midwestern supermarket chain asked me who would be the next German retailer to tackle the U.S. market. I suggested a few names. Then he asked me what the retailing scene in Germany was like. I began to describe it.

We got to talking about manufacturers and couponing. I said that sort of thing would be unthinkable with us, because German retailers set their own prices and won't let industry tell them when to cut prices or how much, or when to accept promotion material and when not.

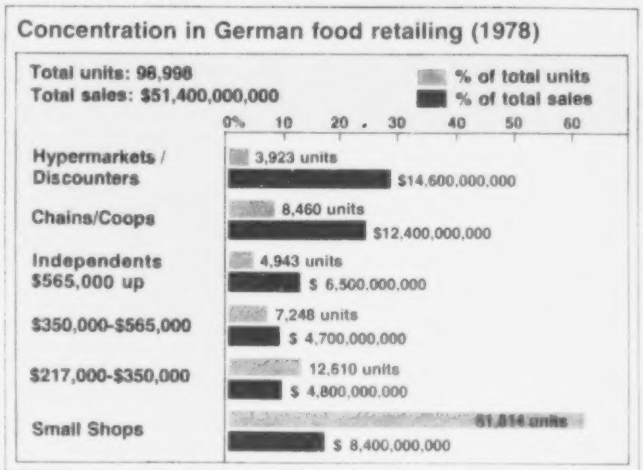
My friend was incredulous. He asked twice if he'd heard me correctly, and I assured him he had. The intent group of retail executives surrounding us nodded wistfully and sipped their ice water.

▪ This anecdote illustrates the fundamental difference between the American and German retailing landscapes, whose contrast is based not so much on types of outlet as on how German retailers see themselves. This contrast affects decisions related to the market and to suppliers.

To show where the German and American retail trade resemble each other, a few general remarks are in order.

German retailing will see no revolutionary changes in food outlets in the 1980s. All the distribution systems are operative and the streams of demand flow through them in an orderly fashion. Supermarket, small-space discounter, box stores of all varieties up to self-service department stores—all have undergone their baptism by fire and are in full operation. In the late '70s, forced by state building codes, a type of operation between 10,000 and 20,000 sq. ft. flourished. Though an offshoot of the traditional supermarket, it catered more to discount demand.

▪ Large and small outlets will be able to fortify their respective competitive positions because the cost advantage of the large outlet in purchasing and distribution is offset by the small outlets' nearness to the consumer, their greater flexibility, and their ability to meet high specific buying needs. Chart at right shows a breakdown of the market by type of distribution.



These figures represent today's situation; it does not show that in the past 15 years some 70,000 independent retailers, organized in voluntary chains and cooperatives, have dropped out. In recent years, however, the mortality rate has definitely declined. In the future this slower process of melting away will hit chains harder than the comparatively solid cooperatives.

Barely hidden behind these figures is a competitive struggle that has swept over the operators in the market like a raging fire, and is still smoldering. With all due modesty, no other country in the world has experienced anything like it.

▪ The competition has forced those German retailing organizations that are bent on survival to build up their resistance by way of mergers, affiliations and takeovers. In recent years huge retail groups have come into being with a concentrated purchasing power that was unthinkable 10 years ago.

Such massing of demand power promptly brought the government into the act. Increased control of mergers and a ban on discrimination are no mere glittering catchwords in Germany, but have very real substance. The big boys defend themselves vehemently against such government intervention and reproaches from the public. Klaus Wiegandt, general manager of the Leibbrand group, a chain with $2.5 billion in annual sales, explains it like this:

"In a highly industrialized society with mass production like ours, the retail distribution machinery cannot retain medieval structures. Modern, highly efficient distribution systems with a variety of outlet forms on the store front today call for tremendous investments of capital and management. Anyone who confronts this economic task of distribution is compelled to strive for unit sizes leading to growth processes that begin by crowding out competitors.

"But this concentration in food retailing comes to a halt in good time even from an economic standpoint, because the locations necessary for mass distribution are in limited supply, and optimum unit sizes generate their own administrative limitations. Accordingly, some 50% market share will remain permanently in the hands of small business, which must concentrate on the weaknesses of the big organizations."

▪ Do you see what I'm talking about? Actually you can't, unless you know the following:

Germany has never had a Wright Patman[*], and so, retail size here means power—easily demonstrable, constantly demonstrated buying power—not only with respect to the quantities of individual products, but particularly to the terms on which individual products are purchased. In other words, each retail group negotiates its own, highly individual terms. Those with insufficient power get poorer terms.

Accordingly, competition aims to drive rivals out of the market, using such weapons as merger, takeover, and frantically aggressive growth. The process of boiling down still continues under full steam.

▪ A great American detergent combine (in Germany the group is believed to have invented marketing), proud of its corporate philosophy and exemplary in its German operations, has finally had to concede, after years of stubborn resistance, that nothing goes in defiance of the newly powerful retailers. The company's profits shrank substantially in 1978, and while it used to sell only 20% special-priced merchandise, the figure today is 80%. It is having more and more trouble with its principle of concentrating on selling out and requiring the retailer just to have the goods available.

But while its German execs are battling the retailers brilliantly on the market front and still encountering problems, the American parent evidently declines to approve more flexible strategies. Whatever works in the United States, the reasoning goes, must necessarily work in Germany.

Naturally, that company is not alone in its battle for market shares. In practically every field of production, overcapacity assures intense pressure for distribution. And the interchangeability of practically all products within classification of merchandise inevitably leads to aggressive undercutting in terms.

A man in the retail camp chose to describe the present situation: "Today we're so strong that we can extort practically any terms from any manufacturer."

▪ To sum up, the battle for distribution in Germany has grown fiercer than the battle for the consumer. This dog-eat-dog struggle for survival already has led to many cases of self-multilation in both retailing and manufacturing, bringing about quiet liquidations and spectacular collapses.

What might be called public documentation of the new brutality of retailers' mercantile relationships is the so-called register of offenses drawn up by the Economic Ministry to combat abuses in terms. It should be remembered that individual forms of rebate, some examples of which are listed at left, are not merely used interchangeably, but usually several are demanded at once.

▪ To be sure, industry is no less active in devising new forms of allowance in order to maintain a pretense of straightforward negotiation. It would, however, be disastrous, and unfair as well, to explain the growth of "Knapsack wholesalers" into huge concerns merely by citing their ability to negotiate terms more rigorously.

When the German public mentions retailing, it is fond of talking about power, but seldom about performance. And it is this capability that has made of the abovementioned Leibbrand group, with $250,000 in 1961 sales, a corporation that this year will do about $2.6 billion.

Aldi, Wertkauf, and Tengelmann (now, of course, also in business in the U.S.) may be mentioned as three examples among many of entrepreneurial talent. Suppliers in Germany have come to realize that you can't fight this kind of dynamic drive—not with conventional push-and-pull strategies, not with couponing. They realize also that new forms of cooperation will help both participants in the market. And this, I believe, was what my midwestern friends were thinking of as they wistfully sipped their ice water. #

Heiner Hunsinger has been involved with German trade journals throughout his working life; he is now a member of senior management in charge of marketing at the Deutscher Fachrerlag in Frankfurt, the largest German trade paper publisher with about $50,000,000 in sales this year, 30 journals, and a payroll of some 500. Among its main publications is the weekly, Lebensmittel Zeitung, *the leading food trade sheet, which is read by all wholesale and large retail outlets in Germany.*

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[*] U.S. Rep. Wright Patman is co-author of the Robinson Patman Act of the early '50s which outlawed price concessions or other "advantages" in doing business under the guise of advertising, sales or promotional allowances, special brokers' fees and commissions, volume discounts not offered to the trade in general, and rebates.

Examples of marketing by rebate in Germany

- Customer demands payment for including vendor's products in assortment.
- Customer demands "shelf or space rent" from vendor for displaying his merchandise.
- Customer demands contribution for his advertising (catalogs, newspaper ads, poster space, etc.) from vendor.
- Customer demands special consideration from vendor when opening new stores.
- Excessive accumulation of special rebates is demanded of vendor.
- Customer demands a future, specified increase in rebates granted as "sales bonuses" by vendor.
- Customer demands that vendor, under threat of sanctions, provides personnel for "inventory assistance."
- Customer makes regular stocking of vendor's line contingent on payment of fees.
- Customer imposes *ex post facto* penalties for failure to reach sales quotas, without previous warning or contractual stipulation.
- Loans are demanded of vendor, on terms not available on market, for expansion or new investments by customer.
- Vendor is required to subsidize new investment or expansion.
- Vendor is asked to share costs of fitting out customer's premises.
- "Fines or penalties" are charged to vendor for errors in shipments, regardless of their importance.
- Customer demands excessively lenient payment terms in general or on particular occasions (*e.g.*, store opening or initial orders).
- Purchaser demands that vendor accommodate retail organization, *e.g.*, by adopting the former's skid dimensions, item numbers, or invoice forms. With a variety of customers the vendor is thus prevented from organizing his own operations with maximum effectiveness.

Hoechst reports '80 capital expenditures

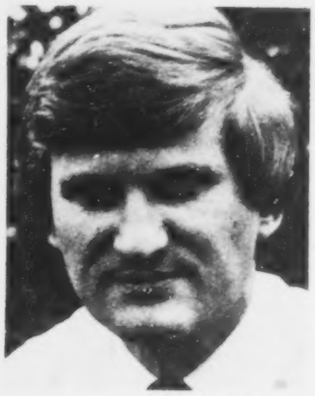
Germany's Hoechst Group, with 459 companies worldwide, plans to invest $1.14 billion worldwide in 1980, an increase of 21% over 1979.

About 50% will be spent in West Germany while approximately 15% will be invested each in the United States and Western Europe.

In the U.S., modernization and expansion will continue for the polyester fiber production facilities of Hoechst Fibers Division of American Hoechst. Outside Germany, capital investment in 1980 will concentrate on pharmaceuticals, fibers, and synthetic resins. Main emphasis will be on pharmaceuticals.

About 15% of total 1980 capital expenditures, or about $171,000,000, will be directly for environmental protection. In addition to this, other capital projects will provide more funds for environmental protection. #

German admen think legal before thinking creative



By VOLKER NICKEL

Why should there be a substantial difference between advertising in Germany and in the United States? Of course, the West German market of 60,000,000 consumers is considerably smaller than that in America. But what the Germans know about advertising they learned from the mother country of modern marketing, the U.S.

America supplied the impulses and provided an advertising grammar for all European business. Many a French, German or Italian advertising man, particularly in the 1950s and '60s, found the American sense of mission getting on his nerves—the glittering, sometimes gaudy externals of the doctrine of advertising salvation, made in U.S.A. But no matter: the thrust and accomplishments of advertising as the motor of marketing continue, even in Germany, to rest on the discoveries of the advertising pioneers from overseas.

Two different ad worlds

Nevertheless, the German advertising scene is completely in contrast to that in the States. Reason No. 1: the media in America are differently structured; their range is wider, and each medium's relative importance is different.

For example, tv advertising plays a far greater role in the U.S., particularly at the expense of magazines, which rank only fourth in advertising income, after newspapers, tv and radio. In the Federal Republic, on the other hand, newspapers have a 46% share of total income, general magazines 18%, direct advertising 12% and tv 10%.

The second difference, as recently expressed by a spokesman for the worldwide ITT group, is that "Germany is the most demanding market there is. It has the highest requirements with respect to product design and quality and technological development. Whatever succeeds in the German market will succeed anywhere." If this opinion is correct, obviously advertising in Germany must be different, too.

Regulations vs. creativity

American ad people always shudder when they hear German colleagues discussing questions of advertising law first and creative problems second in planning advertising activities. And therein lies the third reason why the American and German advertising scenes are so difficult: German advertising legislation is the world's strictest and most specific. Anything and everything is regulated by law.

More than 25 special legal requirements substantially restrict advertising options and lead to a perennial battle between regulations and creativity. The most important 10 laws:

- Law against Unfair Competition, a set of rules that makes up a sort of constitution or central law for the advertising industry.
- Act for the reorganization and amendment of the law governing commerce in foodstuffs, tobacco products, cosmetics, and other articles of daily use.
- Law of Medicaments.
- Law governing advertising in the therapeutic field.
- Federal Data Protection Act.
- Rebate law.
- Ordinance governing price labeling.
- Ordinance of the federal economic minister governing summer and winter clearance sales.
- Model state ordinance governing going-out-of-business, clearance and other special sales.
- State press law.

ZAW

The German advertising industry shows a high degree of organization. Its umbrella organization, the German Advertising Federation, comprises 37 member groups from industry, banking and retailing (8); advertising media (19) and agencies (2), and advertising professions and research (8).

The ZAW represents the entire German advertising industry to the public, and—more significantly, to legislative bodies and public agencies. Within its own industry the federation assures the coordination of interests among the various branches of advertising.

Voluntary booby-traps

Producers and suppliers of goods and services in Germany have to meet not only legal requirements, what might be called outside supervision, but voluntary agreements, internal supervision. Rules of conduct are supposed to prevent harm to the consumer, and also to the ad industry, with its 300,000-odd employees and over $5 billion in 1978 recorded net sales (including those in the zone between permissible and legally prohibited advertising). The filter of self-discipline has three layers:

1. The International Rules of Conduct for Advertising Practice (which have no great significance in the Federal Republic, since they merely elaborate on the existing law here). The guidelines establish as the basic principles of fair advertising that every measure adopted must be in accordance with public morals and truthful.

2. The activity of the German Advertising Council, the self-supervisory institution established in 1972 by the ZAW. This group is the central body for self-supervision in advertising. It steps in on its own initiative or after outside suggestions or complaints, in matters of illegal and dubious advertising on the fringes of legitimacy, and in case of other abuses. The Advertising Council keeps all groups in the advertising industry constantly informed of developments in consumer policy.

In addition, this central institution develops guidelines for advertising. They serve to "prevent aberrations and encourage advertising that does justice to the consumer." The Advertising Council and the media police the observation of these guidelines.

The most important two are:

- Rules of conduct for advertising to and with children on commercial radio and tv (1973). Here the entire German advertising industry undertakes to refrain from any direct appeal to children to buy anything.
- Rules of conduct governing the advertising of alcoholic beverages (1976). This requires, for instance, refraining from minimizing the effects of alcohol consumption and prohibits the use of young people and athletes in alcohol advertising.

3. Special agreements within particular lines of production and commerce also regulate special forms of advertising in the Federal Republic on a voluntary basis.

Obviously, if the Germans impose on themselves this highly perfected advertising legislation with additional voluntary restrictions, the situation will be much the same with respect to advertising supervision. Even advertising practitioners in West Germany find it harder and harder to keep track of who, aside from the state, is supervising advertising. There are more than 50 central institutions and organizations, some with additional networks of regional and local bodies, policing German advertisers. In addition, press, radio and tv follow advertising events with a highly critical eye. Each year the mass media print and broadcast consumer information valued at some $1.5 billion.

Consumer-slanted legislation

One thing America and Germany have in common is their consumer-slanted legislation. Protection of the consumer has absolute priority, whereas in times past the maintenance of competition was the main consideration. There may be trouble with the courts even if statements in advertising are objectively true. What is "true" is determined not merely by the facts in the ad copy but by the opportunities to mislead the consumer with truthful but confusing information.

For example, in a suit between two manufacturers of electric shavers, the Federal Court (the German Supreme Court) stated that even truthful advertising could be misleading and therefore prohibited. The point was that Company X advertised its dry shaver with the truthful assertion that it was "the world's most popular." Company Y, which sold the most dry shavers in the Federal Republic, succeeded in preventing Company X from advertising its world leadership in the German market. Said the Federal Court: Advertising "world leadership" gives a not inconsiderable share of average consumers the misleading impression that this also applies to the German market.

In other words, only the judgment of consumers decides whether the advertiser's objective truth also constitutes truthfulness for the consumer. To determine the opinion of consumers on advertising messages in disputed cases, German courts even conduct opinion surveys. If less than 15% of the consumers interviewed understand the message in the misleading sense claimed, German courts usually dismiss the complaint. With more than 15%, the advertiser must expect to be found guilty, with sentences ranging from fines to a maximum of a year's imprisonment.

All quiet on ad front

All of this sounds pretty terrible. But the German advertising industry has long since adjusted to the situation. Accordingly, advertising missteps are extremely rare. True, this caution of advertising executives prevails at the expense of creativity. German advertising is not nearly as witty and sparkling as American. But what the agencies in Duesseldorf and Hamburg, Frankfurt and Munich turn out is beamed straight at the public ear and taste. And that, after all, is what advertising is about.

The elaborate legal safeguards imposed on advertising in Germany have an additional effect: criticism of advertising from the angle of social policy has never attained a rank such as it holds in the U.S. In this sense, all is quiet on the German advertising front.

Opponents of free enterprise and advertising have by now pitched their tents in Brussels, the headquarters of the European Community. They now attempt to achieve through the EEC advertising bans that won't stick in Germany, but their chances of creating the silence of the grave on the German advertising front are extremely slim. This is because the citizens of the country have no more desire for a planned economy à la Marx and Lenin than have the political parties, unions, churches and other influential social groupings in West Germany.

On the other hand, the prospects for advertising being produced in Germany less with the law code in mind and more with creativity and humor are not bright either. At the moment, no further advertising restrictions are in sight, but the German Parliament is refining the above-mentioned Law against Unfair Competition.

But still, we shall hardly see ad agencies turning into law firms. Even German perfectionism finds its limits at the point where regulations destroy the market mechanism. #

Volker Nickel, 36, heads the Communications Department of ZAW, the German Advertising Federation, in Bonn. After learning the journalist's trade in Berlin, he worked in the information section of the Central Marketing Corporation for German Agriculture (CEMA), and in 1972 started building up the communications department of ZAW.

Advertising Age's Top 25 German Agencies by Gross Income in 1978

Rank Agency	Gross Income (000)	Billings (000)
1. H.K. McCann Co.	$28,919	$192,791
2. Lintas	25,765	171,853
3. Team/BBDO	22,800	152,000
4. J. Walter Thompson	20,090	134,000
5. wilkens wpt	16,533	81,457
6. Gramm & Grey	16,288	108,586
7. Young & Rubicam	14,849	99,043
8. Heumann, Ogilvy & Mather	11,868	79,083
9. Doyle Dane Bernbach	11,501	76,659
10. Dr. Hegemann	10,000	66,761
11. Intermarco-Farner	9,995	66,666
12. Benton & Bowles und Partner	9,923	66,188
13. D'Arcy, MacManus & Masius	9,847	65,676
14. MWI, Norman, Craig & Kummel	9,690	64,600
15. Foote, Cone & Belding	9,472	63,180
16. Slesina-Bates	9,248	61,681
17. GGK Duesseldorf	8,408	56,055
18. Troost-Campbell-Ewald	8,076	53,867
19. R.W. Eggert	5,600	37,400
20. Guenter Blaese	5,081	33,892
21. Luerzer, Conrad	4,939	32,926
22. Compton	4,710	31,410
23. Westag Werbeagentur Prigge, Hawel	4,146	26,674
24. Spiess & Ermisch	4,090	27,300
25. DFS + R Dorland	3,689	24,596

The sheer power of German advertising agencies as money makers is most evident when comparing their gross incomes with those of agencies across the Continent.

Of Europe's Top 25 agencies in terms of gross income, 13 are from Germany, according to ADVERTISING AGE's foreign gross income and billings tabulations for worldwide agencies in 1978.

- Leading the agency pack in Europe is H. K. McCann, followed by other German behemoths, No. 3 Lintas, No. 4 Team/BBDO, No. 8 JWT, No. 10 wilkens, No. 11 Gramm & Grey, No. 12, Y&R, No. 18 Heumann, Ogilvy & Mather, No. 19 DDB, No. 22 Dr. Hegemann, No. 23 Intermarco-Farner, No. 24 Benton & Bowles, No. 25 D'Arcy-MacManus & Masius.

German agencies in Europe's second 25 are No. 26 MWI/NCK, No. 27 FCB, No. 28 Slesina-Bates, No. 33 GGK Duesseldorf, and No. 35 Troost-Campbell Ewald.

Admenting switches to Nissan/Datsun

After seven months without an automobile account, Admenting, D'Arcy-MacManus & Masius of Frankfurt has a car client again. Nissan/Datsun Ltd. of Tokyo has tapped Admenting for a Europe-wide campaign, covering activities for the introduction of new models and sales promotion.

Tv may grab headlines, but press snags the ads

By BERND SCHIPHORST

From Chancellor Helmut Schmidt's cabinet and from parliament, from commissions and conventions one gets the impression that an era of unrestrained television mania has dawned in Germany.

Pundits in this "nation of poets and thinkers" point in horror to the perfidious influence likely to be exerted by cable and satellite on the nation, not to mention the revolutionary aspects they may have on the country's already highly-regulated broadcast media.

Chancellor Schmidt has apocalyptic visions: "We must not stagger into perils that are more acute and more dangerous than nuclear energy." If the country were flooded with private cable and satellite programs, according to the chancellor, this might "change the structure of our democratic society." Many other politicians say amen to the chancellor's words of alarm.

▪ As a result, total cable tv business in Germany in 1979 will be zero DMarks. Although cable tv was installed at least five years ago and test cities selected, it has not been put into practice. Politics seem to always bar the door.

German tv also seems void of the treachery ascribed to it. The Germans have a daily choice of only three channels. Advertising is confined on these networks to five minutes four times a day, and banned on Sundays and holidays. Tv programs are even under supervision of the ruling political parties.

Satellites might change things a bit, but not if Mr. Schmidt holds his ground. Already, he has obtained promises from France that France would join Germany in blocking an attempt by Radio Tele Luxembourg to lease a channel on a French-German television satellite for broadcast of German-language tv programs to Germany. RTL is majority-owned by the French government.

▪ While an important medium, tv's importance as an ad medium hardly measures up to the headlines it is getting in the national press (newspapers), which alone accounts for 43% of total advertising in Germany.

Where else can a citizen choose from among six national dailies? The biggest is *Bild*, a pure newsstand tabloid, 5,000,000 net paid, bought by almost one household in four. The smallest is executive reading, a business and financial paper called the *Handelsblatt*.

Four quality national papers boast between 200,000 and 300,000 net paid. The left-leaning, liberal *Frankfurter Rundschau*, which became a part of the nationwide alternative reading of young people during the student revolt in the late '60s, is now having trouble maintaining its daily national distribution; and *Die Welt*, which is Axel Springer's flagship, has just swung sharply away from the dry, dullish style of the quality papers. While the editors of the *Handelsblatt* (which is published every stock-market business day) read the *Wall Street Journal*, they do not attain its journalistic standard. As a result circulation is static at about 80,000.

▪ Local and regional dailies have a great tradition in Germany. Their economic position at present is in no danger: They reach over 70% of the adult population daily, and advertising is thriving. But this may take a turn for the worse.

Many cities and rural districts have only a single daily left as a result of the concentration during the '60s. With no real competitors, the editors don't put their back into it, the critics say. And the small retail advertiser complains that the local paper today covers too wide an area, and ad rates have risen too high.

In this situation the traditional local press is under pressure from above and below. From above comes the big national tabloid *Bild*, which is digging into more and more regional markets and pursuing an aggressive editorial policy there. From below, local "shoppers" are crowding in: given away to all households, they offer split-run down to the smallest area, a single section of a city.

It took a bit of time for the newspaper publishers to recognize the danger and turn the tables by using the methods of the opposition. They started their own shoppers or bought them up, and when this worked, they turned it against Axel Springer of *Bild*. They published giveaways with topical editorial matter on Sundays. Until then Sunday had belonged solely to two big national papers, both published by Springer: *Bild* and *Welt*.

▪ Even greater is the transformation of advertising sales. In the field of traditional brand-name advertisers, the dailies run a poor third and the trend is static. In 1964 they drew 20% of their ad revenue from that source; by now it is hardly 10%. On the other hand something like 50% of the business now comes from regional retailers—box stores, department stores, shopping centers and chain stores. These are pure special-sale ads.

Whatever the dailies may have lost in the post-war period, the general interest magazines have gained it back twice and three times over. The slick paper business is booming probably more than in any other country in the world. With a share of 45% in the total $3.75 billion of total advertising expenditure in the classical media, the general interest press is the cornerstone medium in Germany.

stern
Capital
essen & trinken
Parents
P.M.
art
Die Welt
WITZE WITZE WITZ

German and foreign titles from Gruner + Jahr, the big Hamburg publishing house.

Such magazines as *Stern* and *Spiegel* average 120 pages of advertising week by week during the year. Individual issues in the busy seasons of March-May and September-November have already hit the mechanical production ceiling. What *Stern* has done is to remove parts of the issue (weighing several pounds, as it is) and insert them as separate supplements—the only possible recourse in dealing with excess demand.

▪ Unusual as this situation is for a magazine, the media planners at German ad agencies are used to standing in line, thanks largely to German tv in which commercial time has been rationed since the beginning of tv, as follows:

- to 20 minutes a day;
- to the time slot between 6 p.m. and 8 p.m.—outside of prime time here, as in other countries;
- to ordinary working days; a ban on Sunday and holiday tv was imposed out of consideration for the churches' position as active members on the boards of the broadcasting networks;

Under pressure from moralists and political health fanatics who have pushed through regulations banning bare bosoms, cigarets and pipe tobacco. Alcohol is advertised only under strict guidelines, and advertising to children is permitted only if the commercials do not urge buying.

This is the cage that tv creatives and film producers move in. Thank goodness they are not reminded every other day that only two-thirds of the population has color tv. In 1978, *Stern* ad manager Rolf Grimm provided proof to American media planners in a study, "The Media Scene in Europe," that "television in Europe is not the basic medium American style: No medium in Europe is marked by so many restrictions, varying from country to country, as tv."

The *Stern* study would not have been needed if all that was involved had been the redistribution of advertising money. This the German politicians had already taken care of. Reason: While the post-war German press developed an extreme reserve toward the state (a subsequent justification of the licensing policy of the Allies from 1945 to 1949), tv fell at once into the hands of the media policy-makers. And German media politicians have a reputation for knowing much more about politics than about media. "In no other sport," grumbles the general manager of a big church weekly, "is amateur status so strictly maintained as in media policy."

The professionals in the magazine trade, on the other hand, had a clear track and exploited it to the

(Continued on next page)

Bernd Schiphorst, who was for some years editor of the German advertising trade newsletter Der Kontakter, *is now at Gruner + Jahr, Hamburg magazine publishers.*

Europe's 4 top markets, U.S. media expenditure trends

		Press				Other					
	1978	Newspaper	Consumer Magazines	Trade Technical Business	Press Subtotal	TV	Radio	Cinema	Outdoor	Subtotal Non-Press	Total
Average of Europe's 4 majors	*%	43	19	7	69	18	6	1	6	31	100
	†Index 1978	192	199	200	195	208	146	161	190	190	194
Germany	%	54	22	4	80	12	3	1	4	20	100
	Index 1978	175	193	159	179	150	155	146	147	150	172
France	%	24	28	6	58	16	10	2	14	42	100
	Index 1978	294	215	212	242	238	119	253	199	182	213
Britain	%	46	8	10	64	29	2	1	4	36	100
	Index 1978	200	224	235	207	264	633	175	223	265	225
Italy	%	32	30	9	71	13	5	3	8	29	100
	Index 1978	194	165	167	177	148	115	100	291	153	169
U.S.	%	45	9	5	57	31	10	—	2	43	100
	Index 1978	159	173	156	161	171	149	—	151	177	167

Source: Jo Lhoest, International Media Consultant, Brussels, who conducted this research for ADVERTISING AGE. Copyright 1979 Jo Lhoest.

*Percent is % of total advertising expenditures (1978) credited to that media-category.

†Index 1978 (1977=100). The 1977 basis is total expenditure in 1977 expressed in current dollars (exchange value at September 1979).

Canada Dry to H&P

Canada Dry, a subsidiary of Norton Simon Inc., has named Herrwerth & Partner, Munich, to handle its recently dormant German account. Distribution build-up will precede general advertising.

"Run-of-the-mill stuff"

Submarines, toupee tape offered in 'Made in Europe' publications

Hermann Reisner of Made in Europe, left, shown with U.S. Secretary of Commerce Luther Hodges at the Hanover Fair in 1961.

"The real sport is what our advertisers want to sell and what our members want to buy," comments Hermann E. Reisner, publisher of a catalog operation in Frankfurt, whose ability to match product to customer the past 25 years has been just short of phenomenal.

"Run-of-the-mill stuff is nylon horseshoes, collar casks for St. Bernard dogs, toupee tape, crapshooting pads, thrones for sheiks in Dubai, submarines for coral-gathering, canvas water bags for Mecca pilgrims," continues Mr. Reisner, who with a staff of five and an ironing-board for a desk, put out in 1954 the first issue of a trade journal planned to sell European consumer goods to North American department stores and importers.

That publication is the English-language *Made in Europe*, distributed only to members of the Made in Europe Organization. Subsequently, Mr. Reisner was to reach out for producers' goods with a TEC Technical Equipment Catalog, and most recently a monthly load of over 200 ad pages per issue has forced him to split the parent book into "General Merchandise" and "Furniture & Interiors."

- Alone among European "export magazines," the *Made in Europe* books have a net paid circulation of some 13,000 around the world, including one hardy subscriber from Kandahar in Afghanistan.

He's a merchant and his business is passenger transportation. On his annual package pilgrimages to Mecca he sets out with a convoy of 10 to 15 used Mercedes buses, including several spares. Not spare parts, spare buses. Some usually fall by the wayside. He is always in search of used Mercedes buses.

"You've heard about the guy who used to sell Brooklyn Bridge to hayseeds. My turn came when Duesseldorf planned to replace the main bridge across the Rhine with a new, wider one. They told me I could try to sell the old bridge, buyer to remove his property. I will say for us that my editorial on the subject pulled enquiries from as far away as Tasmania, but we couldn't compete with the price of scrap: It rose so high that the bridge was worth more as junk.

- "Our most urgent foreign enquiry came by telephone from the middle of a North African desert. They needed a shipload of hay. It seems some progressive Third World authorities had imported large herds of cattle to boost milk production; the only thing they'd forgotten was fodder.

"Of course we can't always tell whether the advertisers are going on results or hope, any more than the enquirers. But our first advertiser in 1954 was Albert J. Thewalt, a producer of beer steins. He's still with us (like 23 more of our original 64 advertisers). And we've never had an issue from then to now without ads for beer mugs of one kind or another.

- "The biggest company among our advertisers, the $4.5 billion Quelle mail-order house, does a lot of business all over the world, and evidently we've been contributing our share. I don't think Quelle advertises on hope.

"I was pleased to see that my friend and fellow native of Berlin Gerardo Joffe—the man who made a sensational success with the Haverhill's and Henniker's mail-order operations in San Francisco—recently wrote a book succinctly called 'How you too can make at least $1 million (but probably much more) in the mail-order business.' One of the things he advises doing is subscribing to *Made in Europe*." #

Tv gets headlines, ads go to press

(*Continued from page 34*)

full. Today the 78 major general-interest magazines reach 90% of the adult population. The 20 biggest—apart from the free membership publications of the ADAC automobile club, two building-and-loan societies, and the German Red Cross—are four tv program magazines, sensational press, five women's books, the general-interest weeklies *Stern* and *Bunte*, a young people's magazine, and *Reader's Digest*.

The bouquet grows ever more varied. In 1978 some 270 publications were launched and well over 100 were discontinued. The year before, the figures were 150 and 100. Main themes are culture, electronic entertainment (hi-fi and phonograph), with a continuing trend toward motoring; in the leisure sector, hobbies and sports; and as always, comics.

Not only that. The special issues and one-shots that had blossomed during the advertising recession reached a total of about 200 titles in 1978, with an aggregate circulation of 40,000,000. Not until this year has the upward curve leveled.

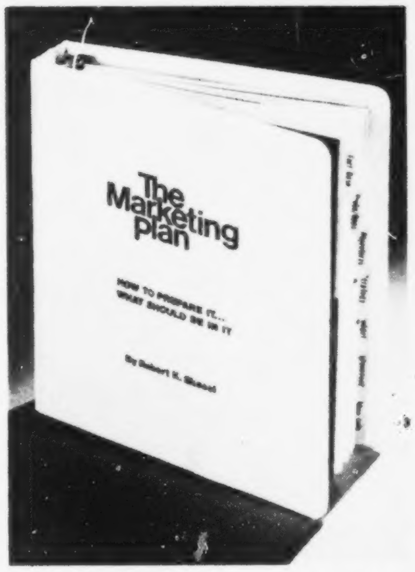
And since brand-name advertisers don't give their business to a publisher for his bonny blue eyes, the publishing houses spend a fortune on research: Two big annual media analyses financed by the advertising industry as a whole, plus out-of-the-ordinary studies (for instance describing target groups by psychological rather than demographic characteristics) and analyses of small special markets, such as the business press. Reader analysis is important because the major part of all circulation still goes through newsstands and moves into unknown channels without market research.

The perfection of the magazine system, the excellent printing of the books, and the high editorial level have given the Germans such self-assurance that a German publisher, Gruner + Jahr, has, for the first time, begun to export its magazine ideas. The monthly *Geo*, started only three years ago, has been recognized as a model of modern magazine and direct marketing; it spread first to France and added a U.S. version.

Even the new electronic media no longer scare them. The magazine market has grown so specialized, with most gains in segments of high-level readership, that tv with its average consumer structure hardly poses a threat.

Besides, cable and satellite tv must still clear the hurdles of political approval. Chancellor Schmidt even wants to make the impact of news media on social policy into an issue for his 1980 election campaign. According to Chancellor Schmidt: "That might be a theme like Prof. Schiller's revaluation of the D-mark in 1969."

Let's hope it doesn't boomerang on the Chancellor. #



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U.S. far from top in most ad regulations

FRANKFURT—"Americans like to think of themselves as always being first and foremost in everything. But we have historically lagged behind the Europeans in areas of consumer policy and advertising regulations," according to Graham Molitor, president of the Maryland-based think tank, Public Policy Forecasting.

The countries to watch, he told a EurAm session, are Sweden and Norway, where most innovative legislation begins. Generally it is picked up by the United Kingdom and Germany, and makes its way to the U.S. with a time lag of six to eight years. "The world is a laboratory," he points out.

"Within the U.S., the same pattern can be traced. New jurisdiction comes out of New York and Dade County, Florida, and is picked up by California and Massachusetts, and from there filtered down to the other states."

Mr. Molitor was joined in his session on "Government, the Uninvited Partner" by moderator Dr. Eduard Grosse, chairman of Foote, Cone & Belding International; Keith Monk, manager of advertising and sales promotion services, Nestle, and Peter Gilow, J. Walter Thompson Co., Frankfurt. He demonstrated that patterns in consumer legislation can be anticipated; by the time the government arrives on the scene, there has usually been a long warning period.

- "I have never seen any issue that didn't have a 20-year time frame before legislation," he said. For instance, the massive ban on cigaret and alcohol ads could have been predicted many years ago. Currently, Mr. Molitor's institute is monitoring 3,000 consumer issues not yet implemented by the U.S. Government.

Areas where warning signals are up, he says, include nutrients, vitamin requirements in food, foods high in fat (especially saturated fat), salt, sugar and alcohol. The whole junk food controversy he sees as having ominous implications for the food industry.

In Europe, he says, vitamin standards vary enormously from country to country. For example, requirements for Vitamin C in breakfast foods in England are 30mg, and in West Germany, 75mg.

He also pointed out that runaway technological capabilities make it possible to do a breakdown analysis on a product like coffee, to reveal an estimated 3,000 individual chemicals. The presence of just one of these chemicals could put coffee on the ban list in certain countries. According to Mr. Molitor, the coffee scenario demonstrates only too well the folly of zero tolerance prohibitions. "It's frightening," he says, "that almost any product now could be indicated for posing risks."

What can be done in the face of government's determination to become more obtrusive and eager to save us from all possible ills?

Mr. Molitor is none too optimistic about voluntary self regulation. Historically, he points out, it always gives way to government-mandated standards. His solution is to nip the problem in the bud by anticipating signals, reformulating products or developing new sources of supply.

- A happier view of the situation came from Peter Gilow. "Why not invite the uninvited partner to join us?" said Mr. Gilow. His words were echoed by the European panelists, all of whom seemed to feel that if you can't beat 'em, join 'em.

Mr. Gilow proposed a three-point plan: (1) More organization to find out in advance what legislation is planned; (2) more cooperation between industries, agencies and media; and (3) more research to influence the government and get its cooperation.

In conclusion, Mr. Gilow said that very much the same approach had been used to convince the EEC to redraft certain consumer legislation. "We found out in Brussels that we could talk to each other." #

David says O&M ads can be laughing matter

The word has gone out from David Ogilvy to Ogilvy & Mather copywriters across the world: Humor is okay.

The grand old man of advertising, whose personal reputation for humor is hard to beat, revealed this major new switch in his ad thinking in the opening address to the 4th annual EurAm conference.

It is now one year since Mr. Ogilvy came out of retirement to head up the Ogilvy offices in Frankfurt. He only had to hop a cab to join the meet.

"Always in the past I've persecuted copywriters who wrote funny commercials," he told the audience," I used to have the awful ordeal of going to conventions and seeing the Y&R reel, all as funny as hell. Made the audience laugh, made the clients want to go to Y&R. And I wouldn't let our people do it. I said you may not be whores.

"But I always envied Y&R," he continued. "Thank God, now we can be funny, too. Our new research reveals that humor can be very effective if the humor is concentrated on the product."

Quickly discarding his red silk-lined coat—all the better to show off the red suspenders—David Ogilvy let 'em have it, as usual.

"Advertising as practiced today is inefficient—grossly, extravagantly, obscenely inefficient," he began. Among his bits of advice: "Don't be cute" in headlines. Put the brand name in the headline, put the promise in the headline, he urges.

"Avoid couples walking through woods, happy families at dinner, sunrises and sunsets. Every food manufacturer wants his commercial to show a family, preferably a very large one, eating huge tonnage of his product." This turns the viewer off, he says.

The most common crime in advertising—next to dullness—is to conceal the name of the product. Polls reveal the shocking numbers of consumers who cannot name the brand in commercials they've just seen. "Identify your brand in the first 10 seconds, repeat it time after time. Play games with it."

The wrong technique won't kill the really big idea, but the odds against people having a big idea are 999 to 1 because there are not many big ideas. "I've been in this trade for 30 years—written as much advertising as anyone alive. In 30 years I had nine big ideas. It's not many, is it? But it's more than most people."

November 'street' prices for spot tv on network affiliates

Average cost per household rating point for 30-second spot

Nielsen market rank	Prime time '79 vs. '78
1. New York	$362 (+ 4.9%)
2. Los Angeles	285 (+ 5.2%)
3. Chicago	192 (+ 3.2%)
4. Philadelphia	157 (+ 2.6%)
5. San Francisco	173 (+ 6.1%)
6. Boston	157 (+ 4.7%)
7. Detroit	119 (+ 4.4%)
8. Washington	103 (+ 3%)
9. Cleveland	73 (+ 7.4%)
10. Pittsburgh	79 (+ 1%)
11. Dallas	109 (+ 5.3%)
12. Houston	106 (+ 1.9%)
13. St. Louis	55 (+ 3.8%)
14. Minneapolis	77 (+13.2%)
15. Miami	98 (+ 3.2%)
16. Seattle	81 (+ 6.6%)
17. Atlanta	90 (+ 8.4%)
18. Tampa	73 (+ 0.0%)
19. Baltimore	78 (+ 8.3%)
20. Indianapolis	56 (+ 7.7%)

Market combinations at a glance — cpp

Ranked by market size	Prime time November	cpm
1-10	$1,700	$6.87
11-20	823	8.69
21-30	519	7.93
31-40	303	5.83
41-50	258	5.77

Source: Spot Quotations & Data, 950 Third Ave., New York 10022. Average cpps for a 30-second spot were determined from ad agency conventional buys on affiliates as of Oct. 27. Excluded are spots bought on a 52-week basis or calling for 150-plus gross rating points weekly. These averages are a yardstick and not a listing of the market's lowest prices. Ratings used are an Arbitron/-Nielsen average. These guides can be applied to 60s—200%, and 10s—50%. Percentage gain or loss over November, 1978, is shown in parentheses.

Henkel exec urges return to human approach

(Continued from Page 2)

he continued.

Advertisers should tell the public that the right to choose between products is a part of freedom, Dr. Sihler said. "Why not explain the correlation between advertising and growth and employment? Do we contrast often enough the socialist liberty 'to want' with the capitalist liberty 'to have?' If each advertiser gave an interview to the local paper or spoke before a school class or wrote a letter to a paper or called up an editor," he suggested, "this would mean a change. Furthermore, why shouldn't advertising agencies create advertising for advertising, media donate space and advertisers support the effort with additional funds?"

Picking up on Dr. Sihler's emphasis on social responsibility, Albert Brouwet, managing director of J. Walter Thompson, Brussels, told a luncheon gathering that public service advertising should bring about changes in traditional product advertising approaches.

Mr. Brouwet, who helped stage Europe's first conference on public service advertising two months ago in Brussels, said that with the growing need for communication in our society—which has certainly manifested itself in public service advertising—advertisers will have to think "public service" at the point of conceiving the product advertising.

"Can cigaret and alcohol advertisers continue to simply promote their products and ignore communications aimed at preventing or avoiding abuse of these products? Can advertisers of bicycles and motorbikes continue to simply advertise their products without promoting the creation of public infrastructure such as urban cycling paths and related facilities which maximize both the user's enjoyment and public benefit that these products can advance?" he posed. #

Spot tv sales sag seen

(Continued from Page 3)

ers face tougher and more expensive financing terms.

Without checking the record, Bud Hirsch, vp, NBC Spot Sales, had the impression over-all November retail sales on NBC owned tv stations are not down from last year, even with some local categories off. For example, auto dealership spending has fallen in California.

The quarter, he said, "will be no bonanza, but it looks comfortable," despite the fact that '79, like '78, did not produce the stimulus from substantial political spending and from NBC World Series telecasts.

There was a similar upbeat report from Jack Bonanni, vp-sales, ABC owned tv stations, who pointed to strong retail activity both from incumbent customers and from new ones being developed. As examples of lavish spenders, he mentioned Macy's in New York, and Marshall Field in Chicago.

A voice from the Midwest was less optimistic. Robert Schmidt, vp-general manager of KAYS-TV, Hays, Kan., said his national spot business in November and December is "very soft," with the first quarter outlook equally unpleasant. "I don't think it's based on network ratings," he said, "but I have to think it represents a certain amount of indecision by advertisers."

Compared to last year's prices, November SQAD prime estimates this year in the top 20 markets were up everywhere (modestly in most cases), except Tampa, where there was no change. The sharpest rise of 13.2% in Minneapolis Mr. Richfield attributed to marketplace activity generated by heavy promotion for a three-network affiliation switchover. (In passing, he said that NBC's improved evening rating position has tended to raise the average prime time fees for spot buyers.)

- Atlanta, still profiting from superstation attention, was second highest in the this-November-*vs.*-last analysis with an 8.4% rise. Late news, in particular, looked strong in Atlanta with a $57 cpp, higher than the level for a number of larger markets. Indies are not included in the prime and day cpps for SQAD, but their costs are factored into estimates for the other day parts in these monthly reports.

Looking ahead to 1980 budgets, SQAD's planners' guide offers these forecasts for prime time 30s for the first and second quarter of next year: New York—$308 and $353; Los Angeles—$244 and $279; Chicago—$162 and $186 and Philadelphia—$139 and $159.

This guide for advertisers and agencies offers cpps projections for all day parts in 200 markets for the next six quarters. #

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AAF enters fray

FTC siege by Congress to run into '80

By RICHARD L. GORDON

WASHINGTON—Congress last week began the process of taking the Federal Trade Commission apart piece by piece but the surgery may drag on into the new year before it's over.

FTC critics in the House easily swamped commission supporters to approve an amendment that would kill FTC's proposed funeral sales rule. The vote was 223 to 147.

The House broke off action on FTC until after Thanksgiving, however, shifting the political action to the Senate this week where the commission faces even more serious trouble.

The American Advertising Federation jumped into the Senate fight by throwing its support behind a controversial bill that would not only kill more of FTC's controversial rule proposals—such as the children's tv ad rulemaking—but also rewrite FTC's basic authority over advertising.

Senate consumer subcommittee chairman Wendell H. Ford (D., Ky.) introduced the legislation earlier this month (AA, Nov. 12). While he delayed pressing for a vote last week, his aides said the senator is determined to have the full Senate commerce committee vote on his plan this Tuesday.

■ Senate and House leaders aren't banking on an early resolution of the FTC debate. They have lined up behind an emergency FTC budget measure that would keep the commission in cash through next March 15, giving Congress more time to debate its FTC options. FTC's current spending authority ends this Tuesday.

While suggesting technical improvements, the AAF is standing behind the most controversial sections of Sen. Ford's bill that would: Bar FTC from acting against "unfair" ads and limit the commission's advertising author-

(Continued on Page 92)

Elsie moo-ves back into ad limelight

By SAM HARPER

NEW YORK—During the Great Depression she was a mere calf, in the '50s she graced milk containers with her cheerful face and daisy-chain necklace, and in the '70s she all but disappeared.

But starting next year, Elsie will return as the central character in Borden Inc. dairy and services division's marketing plans.

"Borden is going to get back to basics," said Thomas Hagerty, vp-marketing for the dairy division. "Elsie is a familiar face in a sea of sterile corporate logos and is essential to the simple, honest image Borden wants to project in the '80s." The exec said Borden intends to lead the dairy industry out of flat sales by capitalizing on emerging growth markets.

The jovial vp for the Houston-based marketer said that the smiling cow will debut in an in-store promotion touting Borden dairy products as the products of the U.S. Olympic team. The effort includes an offer of t-shirts and sweat shirts printed with the flag of the buyer's choice. Profits from the offer will be donated to the U.S. Olympic Committee. Advertising is slated for 20 markets this winter.

■ Mr. Hagerty told ADVERTISING AGE that the promotion effort will be used as a "springboard" for a much larger corporate campaign to break later in 1980, also using Elsie as the central character. "Elsie's going to be right there in the middle of it all," Mr. Hagerty said. Though Borden and its agency, Della Femina, Travisano & Partners, would not be specific about ad plans, they did say that the 1980 corporate effort would be similar in theme to the current Pepsi and Coca-Cola commercials.

Speaking of Borden's advertising budget, Mr. Hagerty said the dairy division is reversing its history of limited spending. Ad expenditures in 1978 were a fraction of what they were in 1950 ... "something that will definitely change in 1980," he indicated. The dairy division's current ad budget is pegged at $5,000,000.

The division's milk, ice cream, cream and fruit beverages accounted for about 28% of Borden's $3.8 billion in sales last year, or about the same as the company's foods division. Borden's chemical division and international division account for 24% and 20% of sales, respectively.

The real Elsie

Mr. Hagerty cited the growth of the youth market and the health market as major reasons for the new advertising and promotion thrusts. "By getting involved with the Olympics we are going to attract the attention of the youthful and the healthful," Mr. Hagerty said. "There are big markets out there that we want to get to, markets that have been dominated by soft drink manufacturers for too long." He added, "By the time the 1984 Olympics roll around, we plan to be a force among the young."

Mr. Hagerty also pointed to the need for leadership in the dairy industry as a primary reason for Borden's coming marketing efforts. "Sales in the dairy industry were pretty flat last year. Not bad, but not great. On the whole the

(Continued on Page 91)

Advertisers say 'Oui' to the new look, Hef not sure

Playboy one-shots may yield new books

By JACQUES NEHER

CHICAGO—Playboy Enterprises is planning to publish up to six new one-shot special interest magazines in the next two years that founder Hugh Hefner said could be eventually converted into monthlies.

The first special interest entry, tentatively titled *Playboy's Guide to Electronic Entertainment*, will be published next June, ADVERTISING AGE learned.

It will be 128 pages and contain editorial on stereo hi-fi, home computers, videotape recorders, videodisc and other state-of-the-art home entertainment gadgetry. The issue, which coincides with the Consumer Electronics Show, will be mailed free to Playboy's 2,200,000 home subscribers. Another 200,000 to 300,000 copies will be printed for newsstand sales, with cover prices to be tested at $1.50, $2 and $2.50.

The second special interest book, *Playboy's Guide to Fashion*, will be published next October. Two other guides, on photography and automotive, are being planned for the spring of 1981, while the company is more tentative about books concentrating on travel and food and drink.

"We're looking at these as one-shot spin-offs in areas where [*Playboy's*] ad support has been particularly strong," said Mr. Hefner at the company's annual shareholders meeting here last week. "They may well end up being repeated the following year, and then maybe quarterly or perhaps even monthly. It seems the sensible way to go."

Ad director Henry Marks later told AA the special interest books were originally conceived as an additional service to *Playboy* subscribers because "there just wasn't space in *Playboy*" for the service-oriented editorial the magazine wanted to provide.

But now Mr. Marks sees the possibility of the spin-offs soon becoming leading books in their fields because of a circulation that automatically tops long-established books. "Nothing comes even close in circulation. In the automotive field,

(Continued on Page 92)

DeLorean shopping for agency

By LOUIS A. FANELLI

NEW YORK—Attention, small agencies with strong creative credentials: An estimated $10,000,000 car account will be yours if you can convince maverick auto builder John Z. DeLorean that your creativity can sell his new sports car.

Mr. DeLorean indicated his advertising needs last week during a press conference at the DeLorean Motor Co. offices here, where he spent approximately two hours discussing a new book he collaborated on and then withheld permission to print (AA, Nov. 12).

The book, "On a Clear Day You Can See General Motors. John Z. DeLorean's Look Inside the Automotive Giant," written by free lance writer J. Patrick Wright, purportedly takes a behind-the-scenes look at GM and its top execs. Mr. DeLorean spent 17 years with the automotive giant before leaving his $650,000 a year job as head of the Pontiac division.

■ As president and chairman of DMC, he is looking for an agency to handle the advertising for his new $16,000 sports car. Half of the ad budget, he said, will come from the company, while the remaining half will be put up by the British government as part of its industrial development campaign.

To date, DMC has been contacted by approximately six agencies but it has not yet begun a review and will not be in a position to select an agency until the beginning of the year.

According to Bill Haddad, DMC's vp-planning, "We are looking for a good, small, talented agency that will spend time with us. We want one small enough so that we won't be a cog in a wheel."

Because of the car's price—

(Continued on Page 92)

For the moment of discovery.

Currently breaking on net spot tv and in teen magazines, new campaign for Love's Baby Soft body mist uses soft, romantic music and shy, tender glances to communicate its message. "In the beginning, there is Love's Baby [illegible] moment of discovery," the announcer says (AA, Oct. 22). [illegible] & James products.

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last minute news

Miller Brewing shifts two brands to Ayer

MILWAUKEE—Miller Brewing Co. has reassigned two brands, one believed to be Oktoberfest (AA, Sept. 10), previously handled by Marschalk Co., to N W Ayer ABH. Earlier, rumors abounded that Philip Morris Inc. planned to drop Ayer from the Seven-Up business and switch it to Backer & Spielvogel, which handles other Miller business. The brewer declined comment and Ayer chairman Louis Hagopian added, "I have nothing to say," when asked for confirmation.

Paper-Mate conducting review for Flair

BOSTON—Gillette Co.'s Paper-Mate division is conducting a review for its estimate[illegible]00,000 Flair line account currently at BBDO. The incumbent reportedly is competing against McCann-Erickson, which has Paper-Mate's Eraser Mate pen, as well as another Interpublic shop, Marschalk. The three have prepared commericals that will be tested to decide the winner.

(Continued on Page 8)

'N.Y. News' clings to No. 1 spot

By LEAH ROZEN

NEW YORK—Dow Jones & Co. employes get to keep their $200 bonuses, even though it now appears that the company's *Wall Street Journal* still trails the *New York Daily News* as the nation's largest circulation newspaper.

Dow Jones mailed out $200 checks (minus tax withholdings) to nearly 2,600 employes two weeks ago, along with a letter from chairman Warren Phillips and president Ray Shaw. The letter said the checks were their way of saying "thanks for all you have done to enable the *Journal* to excel in so many ways."

The celebrating was due to a statement of ownership and circulation which all papers are required to file by law. Published in the Oct. 3 issue, the *Journal* statement said its circulation for the preceding 12 months had averaged 1,616,860 daily and that on Sept. 28, the date nearest to filing, circulation was 1,709,754. In its comparable statement, the *Daily News* could muster only 1,576,118 daily for the year and 1,660,997 for the date nearest filing.

■ However, when the Audit Bureau of Circulations came out this month with its figures for the six months ending Sept. 31, the *News* was still on top with 1,607,040 average daily circulation to the *Journal's* 1,599,559 (putting the *News* ahead by 7,481 papers).

The *Journal's* top executives said the paper's second place finish "reflects our drop in circulation each summer as college subscriptions are suspended." Their assertion was backed up by the pattern in the *Journal's* ABC figures for the three preceding six-month periods: 1,636,254 as of March, 31, 1979; 1,493,387 as of Sept. 30, 1978, and 1,519,805 as of March 31, 1978.

The *News'* hanging-by-its-fingernails hold on the top spot makes it clear that the circulation slippage troubling the Tribune Co.'s tabloid has yet to be either halted or reversed. The latest (Sept. 30) ABC figures give the *News* a 1,607,040 daily circulation, down 2% (that's 29,214 papers) from the six-month period ending March 31. Just a scant year-and-a-half ago, the *News* showed daily circulation of 1,824,836 for the period ending March 31, 1978, which is 12% higher than current figures. (The Sept. 30, 1978, ABC figures were not used for comparative purposes for New York papers in this story; they were based on publisher's estimates due to the pressmen's strike that shut down New York's three major dailies for most of August, September and October in 1978.)

■ Even more worrisome to *News* execs is Sunday circulation, which is sinking faster than daily circulation. The latest ABC figures put the *News'* Sunday circulation at 2,238,344, a 4% drop from 2,328,479 last March and 15.7% lower than March, 1978.

A *Journal* spokesman said the

(Continued on Page 91)

INSIDETRACK™
Pollenex
INSIDE TRACK
Computerized Fitness Machine

"It's the end of every excuse for not being fit," claims commercial for the Pollenex Inside Track computerized fitness machine. Introduced at the housewares show last summer (AA, July 16), the machine retails for about $250, and is getting its first ad drive beginning Nov. 26. The machine records time spent running or walking, distance and calories burned with digital readouts. McCann-Erickson, Chicago, is the agency.

Nevin sees slow Firestone rebound

By JACQUES NEHER

CHICAGO—It's going to take a lot more than clever advertising to brighten Firestone Tire & Rubber Co.'s badly tarnished image, according to the company's new president, John J. Nevin.

"Image tends to come from people's own experiences with your product, not necessarily from what people read about you. The process of putting out products that perform well is the ultimate answer to improving that image." Mr. Nevin told ADVERTISING AGE in a phone interview from his home in Winnetka, Ill.

The-quality-goes-in-before-the-name-goes-on philosophy is a natural for Mr. Nevin, who quit as chairman of Zenith Radio Corp. last month (AA, Oct. 29) to take the second-highest position for the world's second-largest tire maker. He is heir-apparent to the position of chairman when Richard A. Riley retires in 16 months.

While acknowledging that "advertising is one of the very useful ways to communicate the features of your product and stimulate confidence," Mr. Nevin predicted it would take years of producing quality tires for the company to fully recover from its long drawn-out battle with the National Highway Traffic Safety Administration, which last year ended with the "voluntary" recall of all Firestone 500 radial tires—the largest and costliest ($234,000,000) recall in history. Last July, Firestone president Mario DiFederico took early retirement.

J. Nevin

Mr. Nevin, who moves into his new Akron office Dec. 1, admitted that he doesn't know much about the rubber industry, but noted: "With my automotive and marketing background I might be able to learn fast." Before Zenith, Mr. Nevin spent 17 years in planning and marketing with Ford Motor.

"I don't have a set of plans or attitudes or positions that I'm carrying into the job. It'll take some period of time to understand what is being done by hearing out the current management," he said.

The 52-year-old executive said he was "under the impression" that Firestone had suffered "no significant loss" of market share since the recall controversy, and emphasized therefore that the "highest priority" will be given to improving the company's profits.

However, according to industry sources, Firestone's share of the passenger replacement market decreased from 11.8% to 10.1% last year and Firestone is expected to register a similar percentage in 1979. Based on a total replacement market of about 135,000,000 tires, that loss translates into 2,295,000 tires, a good part of which is going to the rapidly expanding Michelin Tire Corp. Michelin's share of market increased from 4.4% to 5% last year and the French tire maker's share is expected to advance at least another percentage point in 1979.

Firestone's problems, however, did not adversely affect its business in the 53,000,000-unit original equipment market, where its share increased slightly to 23.5% last year. Goodyear Tire & Rubber Co.'s share of the market, on the other hand, dropped from 34% to 31.5%, although it still had a solid hold on the top spot. #

Magnavision disc player rolls

By BOB MARICH

UNIVERSAL CITY, CAL.—The Magnavision Optical Videodisc Player will stick to its test theme, "Magnavision. The world on a silver platter," for its planned national rollout next year.

The only consumer disc unit currently sold in the U.S. is now available in only two markets.

Besides movies, software will include sports and educational programs that consumers "don't see in commercial broadcasting," programing that can exploit Magnavision's slow motion and freeze frame capabilities, said an executive.

The Fort Wayne, Ind., unit of North American Philips, New York, produces the player while MCA Inc., the entertainment conglomerate here, is acquiring programing and manufacturing discs. Magnavox vp-advertising and pr Rita Hutner said the player, with a retail price tag of $775, will be in all major markets by the end of 1980, but she declined to specify the rollout pattern.

Retailers in New York and Chicago contacted by ADVERTISING AGE said that Magnavox promised delivery in January, but some expressed skepticism that the target date would be met. Los Angeles and San Francisco retailers are expecting the players around April.

If Magnavision does make its planned introduction date, it is likely to be a step ahead of RCA's SelectaVision videodisc system—whose marketing plans will be announced in early December. The RCA player, which has a stylus-in-groove pickup like a record player, is not compatable with the Magnavision system, which uses a laser beam to "read" discs. (Neither system has a record capability but both are expected to be less expensive than videocassette recorder systems.)

■ Magnavox's agency, William Esty Co., New York, created the "silver platter" campaign which Ms. Hutner said was "very effective" in Atlanta and Seattle tests. Although Magnavox is conducting an agency review, expected to be concluded by February, Ms. Hutner said that "you can't just stop all activity" and intends to proceed with the rollout. The review involves all Magnavox product lines.

While declining to discuss ad expenditures or sales projections, Ms. Hutner said that local print and local tv is planned to back market-by-market introduction "because of the newness of the product, I feel a visualization [in print or tv] is necessary," she said.

MCA software—discs marketed under the consumer trade name of DiscoVision—will be sold simultaneously with the players because "one is no good without the other,"

(Continued on Page 92)

highlights

Monday, November 19, 1979

The Soviet Union is promoting its Chervonets gold coin, hoping people don't find out where it comes from. *See Page 4.*

Arthur Treacher's Fish & Chips is aiming to turn around slumping sales with a giveaway Christmas promotion, improved stores and new menu items. *See Page 4.*

A chain that began as a self-service shoe store in Topeka is going to become part of a major department store chain. *See Page 6.*

Excellence in the creative product was stressed at an American Advertising Federation meeting in Phoenix. *See Page 10.*

Blue Ribbon Sports' Nike brand is for the first time being used on sports apparel, while its competitor, Adidas, prepares its most broadly based consumer advertising effort ever. *See Page 12.*

Cointreau is trying out a "separate country" approach to regions of the U.S. market, starting in Southern California. *See Page 18.*

Dancer Fitzgerald Sample offers brand franchise extension plan to uncover new product opportunities. *See Page 20.*

Alfred Hong finds retail sales growth and population growth are not always related. *See Page 24.*

A bread made with cottonseed kernels is on the market in Texas. *See Page 24.*

Frank Bennack Jr., Hearst chief, foresees 10 challenges for magazines in the 1980s. *See Page 28.*

Popular-price beauty bars are taking a cosmetics approach to marketing. *See Page 30.*

Museums New York, published by 23-year-old Larry Warsh, is set for December debut. *See Page 35.*

British entertainment conglomerate EMI plans to jump on the home video software bandwagon. *See Page 46.*

A device that deletes commercials from home video recordings is now on the market. *See Page 47.*

Franchellie Cadwell and Herman Davis probe why advertising agencies don't advertise themselves. *See Page 51.*

Harry Wayne McMahan reviews memorable product-as-hero commercials. *See Page 51.*

Gail Raphael remembers when writing ad copy was more fun. *See Page 54.*

Al Kaufman offers guidelines on how to create a successful tie-in promotion. *See Page 54.*

When American Cigar planned a sales incentive trip to Greece, it also had to plan how to sustain interest for a year, writes Mort Elliot. *See Page 56.*

Integrated Sound Systems has landed a few clients wanting to test its "sound compression system," which speeds up contents of commercials without creating a "chipmunk" effect. *See Page 58.*

Warranty rules may be eased by the FTC. *See Page 59.*

Scientific American president and publisher Gerald Piel is "publisher of the year." *See Page 62.*

Carlsberg beers are the focus of new marketing effort by Century Importers, which picked up the line last spring. *See Page 66.*

An FTC official urges more study before the commission decides whether antacid ads should include dosage and side effect warnings now required only on package labels. *See Page 94.*

Norton Simon Inc. chairman David Mahoney tells shareholders the Max Factor subsidiary sustained a $16,000,000 loss in fiscal 1979. *See Page 96.*

Section 2

The growth of chains, more sophisticated technology and plans to boost advertising are presenting new challenges to the newspaper industry. Section 2/Newspapers examines these and other topics, beginning opposite Page 46.

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MAGAZINE ADVERTISING EXPENDITURES —SEPTEMBER 1979 47
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Magazine Advertising Data
September, 1979

Ad expenditures:
Sept. '79—$234,362,078
Sept. '78—$215,144,803
Increase: +9%

Ad pages:
Sept. '79—10,803.30
Sept. '78—10,691.41
Increase: +1%

Top Ten Advertisers	1979	1978	% Change
R. J. Reynolds Industries Inc	$11,910,169	$ 5,865,208	+103%
Philip Morris Inc	6,315,488	4,008,005	+ 58
Seagram Co. Ltd	5,142,422	4,691,320	+ 10
Loews Corp	4,077,085	2,121,328	+ 92
B.A.T. Industries Ltd	3,699,908	1,930,223	+ 92
Procter & Gamble Co	3,575,137	3,103,694	+ 15
General Foods Corp	3,233,088	2,792,105	+ 16
American Broadcasting Cos	3,070,919	3,557,362	− 14
Time Inc	2,804,294	2,349,781	+ 19
CBS Inc	2,780,459	3,098,702	− 10

Top Ten Product Categories	1979	1978	% Change
Cigarets & tobacco	$28,149,287	$15,884,081	+ 77%
Toiletries & cosmetics	19,515,365	15,267,247	+ 28%
Beer, wine & liquor	17,074,552	13,814,555	+ 24
Business & consumer services	15,911,239	15,066,362	+ 6
Publishing & media	14,836,971	16,278,226	− 9
Food & food products	13,445,804	15,157,390	− 11
Apparel & footwear	12,204,972	11,644,126	+ 5
Retail &/or direct-by-mail	11,709,307	12,158,678	− 4
Travel, hotels & resorts	8,676,780	7,654,826	+ 13
Automotive	7,872,663	11,869,782	− 34

SOURCE: PIB/LNA Magazine Analysis Service covers 102 consumer magazines constituting about 90% of consumer magazine ad dollars. It is compiled and published for Publishers Information Bureau by Leading National Advertisers Inc.

Vcr device that deletes ads now on the market

VASHON, WASH.—A small electronics company here has started marketing a device called The Editor that it says automatically deletes most tv commercials from home videocassette recordings.

"Eliminate commercials automatically with The Editor," says print advertising in video enthusiast magazines.

The company, Shelton Video Editors, has sold about 1,000 devices in two months, priced at $250 each, and plans to boost production to 3,000 units per month, according to Keith Hodson, vp. Mr. Hodson said there are no plans to expand the in-house-created print campaign to general publications because the product is receiving much publicity in the press.

Shelton offers a one-year warranty and 14-day money back terms on mail order sales for The Editor, which also is sold over-the-counter.

- The device, which Mr. Hodson said "is approximately 95% effective," is triggered by the screen fading to black with no audio, which occurs before a commercial break. About half the size of a cigar box, The Editor restarts recording once it determines that commercials have ended.

"One of the drawbacks is that once the commercials end, there is up to a 30-second delay before the machine starts recording again," Mr. Hobson said. "So some programing is deleted."

He added that the device reads advertisements by "hunting for certain perimeters which commercials fall into" such as standard lengths of 10, 30 and 60 seconds.

- Mr. Hobson also said that "it is very close to impossible" for a fade to black and no audio in the middle of programs to trip the device because of refinements made in testing. The "principle" of The Editor has been patented and at least one imitator has been stopped through legal action from nearly duplicating the device, Mr. Hobson added. #

Okla. Publishing forms film, tv production unit

Oklahoma Publishing Co., Oklahoma City, whose holdings include newspapers, magazines and the Gaylord group of tv and radio stations, has established a Los Angeles-based motion picture and tv production company. Gaylord Productions plans to develop feature films, tv movies, miniseries, pilots and specials and syndicated tv programs under Elmo Williams, exec vp in charge of production. Edward L. Gaylord, president and chairman, Oklahoma Publishing, is chairman-ceo of the production company while James Terrell, exec vp, Gaylord Broadcasting, is president.

Survey finds third-party card use up

NEW YORK—Retailers, especially specialty stores, experienced an increase in third-party credit card transactions in 1978, according to a National Retail Merchants Assn. survey of its 35,000 members.

In all department stores with sales more than $1,000,000, 3.08% of 1978 sales—compared with 2.14% in 1977—were made via non-private label credit cards, such as Visa and Master Charge. Department stores with sales between $1,000,000 and $2,000,000 had the largest percentage of third party transactions—18.15%.

Specialty stores with sales more than $1,000,000 increased such transactions from 8.3% of total sales in 1977 to 9.96% of total sales in 1978. Specialty stores with more than a $5,000,000 volume attributed 10% of their sales to these cards. #

85
A cookieful of
Nestlé
COOKIE MIX
SUGAR
PEANUT BUTTER

The first campaign for Nestle Co.'s cookie mixes by N W Ayer ABH positions the line as "a cookieful of taste." Tv spots aimed at mothers show children singing the praises of the four different cookie varieties—sugar, oatmeal, chocolate chip and peanut butter.

Reynolds holds its lead

NEW YORK—R. J. Reynolds Industries continued its streak as the leading magazine advertiser in September, a month when ad expenditures rose 9% and ad pages climbed 1%.

Reynolds, which upped its magazine budget 103% to almost $12,000,000, has held the top spot for seven of the preceding nine months. In April, Reynolds relinquished the lead to General Motors and in June to Seagram Co. In both those months it held second place.

Philip Morris Inc., which had been the third or fourth largest magazine spender every month this year, advanced to second place, with a 58% budget hike. In August, it had been No. 3.

Seagram slipped to the No. 3 spot, though the liquor marketer increased its magazine advertising budget 10%. Loews Corp., parent company of cigaret maker Lorillard, moved up two spaces to the fourth slot with a 92% increase, a percentage increase matched by B.A.T. Industries, which held fifth place. B.A.T. owns Brown & Williamson Tobacco.

- Procter & Gamble slid two notches to sixth place, although the nation's leading advertiser increased its magazine expenditures by 15%. With a similar increase (16%), General Foods Corp. moved from the eighth to seventh slot.

Time Inc. raised its magazine expenditures 19% over last year to advance one position to ninth place.

Oddly, American Broadcasting Cos. and CBS Inc., the eighth and 10th leading magazine advertisers, respectively, were the only advertisers of the top 10 to trim their magazine budgets: ABC by 14%; CBS by 10%. Both were absent from the August top 10 list. In joining the biggest advertisers in September, they force American Brands and General Motors Corp. off the list.

Cigarets & tobacco was the top product category once again, as well as having the greatest percentage hike—77%. Toiletries & cosmetics remained the second largest category after spending 28% more in magazines this September than the category had spent in September, 1978. Beer, wine & liquor spent 24% more and were the third largest product category again.

- The automotive group, which had the largest magazine advertisers in March, April and May, tumbled from fourth to last place in September. The car dealers and manufacturers also cut their magazine spending 34% from September, 1978.

Eighth-place retailers & direct marketers also cut back 4%, while fifth-place publishing & media trimmed magazine advertising by 9% and sixth-place food & food products cut back by 11%.

Data in the accompanying chart was compiled by the Leading National Advertisers for the Publishers Information Bureau and ADVERTISING AGE. #

Strawberry Pie

To Keep Your Ad Material
up front
WHERE IT COUNTS
Adormenu™
HOLDER
NEW—
MOLDED—
BEAUTIFUL!
Dozens of shapes and sizes available.
Silk screen or printing if desired.
Write for information.
BEEMAK PLASTICS
7424 Santa Monica Blvd.
Los Angeles, Cal. 90046, (213) 876-1770

AN ORGANIZATION THAT TEACHES YOUNG MEN HOW TO FULFILL THEIR DREAMS

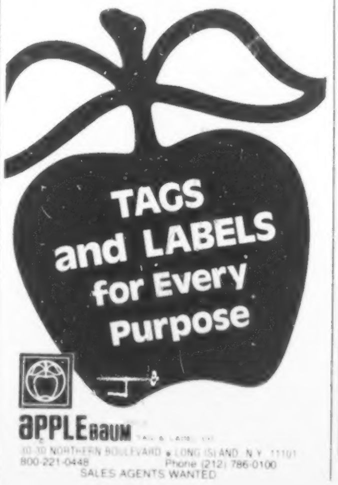
That's the Jaycees, a young men's leadership training organization.

Over the last 60 years, millions of young men have learned how to dream in the Jaycees, then translate those dreams into action. Men such as Gerald Ford, Charles Lindbergh, Warren Burger, Hubert Humphrey . . .

Today there are 385,000 of those "dreamers" realizing their potential in 9,200 communities around the country. They are philanthropists for the young and aged. They are opinion-leaders for the progressives and conservatives. They are fundraisers for the retarded and handicapped. They are social benchmarks for the Joneses and the folks next door.

Here's how these pragmatic leaders stack up:
$21,027 Mean Income
28.8 Average Age
27% Self-employed
47% Contact Government Officials

For more information on these young men and how you can talk directly to them, contact:
National Advertising Office
FUTURE MAGAZINE
1270 BROADWAY
NEW YORK, N.Y. 10001
(212) 564-4285



APPLEBAUM
30-30 NORTHERN BOULEVARD • LONG ISLAND, N.Y. 11101
800-221-0448 Phone (212) 786-0100
SALES AGENTS WANTED

Ranked by circulation

Newspaper groups: The top 25

The growth of newspaper groups has been the talk of newspaper industry in recent years. Listed here are the nation's 25 top groups, as determined by daily circulation. Sources for the figures are the Newspaper Advertising Bureau and the Audit Bureau of Circulations FAS-FAX Report, March 31, 1979. In cases where March 31 data were unavailable, figures were taken from the *Editor & Publisher 1979 Year Book*.

Knight-Ridder Newspapers (1)

One Herald Plaza
Miami, Fla. 33101
Alvah H. Chapman Jr.,
President

Dailies—35
Sunday—23
Circulation—3,746,591, daily; 4,546,328, Sunday
Holdings—Flagship: *Miami Herald*. **California**: *Long Beach Independent, Long Beach Press-Telegram, Pasadena Star-News, San Jose Mercury, San Jose News*. **Colorado**: *Boulder Daily Camera*. **Florida**: *Boca Raton News, Bradenton Herald, Tallahassee Democrat*. **Georgia**: *Columbus Enquirer, Columbus Ledger, Macon News, Macon Telegraph*. **Indiana**: *Gary Post-Tribune*. **Kansas**: *Wichita Beacon, Wichita Eagle*. **Kentucky**: *Lexington Herald, Lexington Leader*. **Michigan**: *Detroit Free Press*. **Minnesota**: *Duluth Herald, Duluth News-Tribune, St. Paul Pioneer Press, St. Paul Dispatch*. **New York**: *Journal of Commerce* (New York). **North Carolina**: *Charlotte Observer, Charlotte News*. **North Dakota**: *Grand Forks Herald*. **Ohio**: *Akron Beacon Journal*. **Pennsylvania**: *Centre Daily News* (State College), *Philadelphia Daily News, Philadelphia Inquirer*. **South Dakota**: *Aberdeen American-News*. **Washington**: *Seattle Times, Walla Walla Union-Bulletin*.
Other media holdings—Newspapers: 12 nondailies. **News services**: Commodity News Services, Knight-Ridder News Service. **Television**: WJRT, Flint, Mich.; WPRI, Providence, R.I.; WTEN, Albany, N.Y.

Gannett Newspapers (2)

Lincoln Tower
Rochester, N.Y. 14604
Allen H. Neuharth,
Chairman and President

Daily—79
Sunday—52
Circulation—3,429,620, daily; 3,268,505, Sunday
Holdings—Flagship: *Rochester Times-Union, Rochester Democrat & Chronicle*. **Arizona**: *Tucson Citizen*. **California**: *Oakland Tribune, Salinas Californian, San Bernardino Sun, Stockton Record, Visalia Times-Delta*. **Colorado**: *Fort Collins Coloradoan*. **Delaware**: *Wilmington News, Wilmington Journal*. **Florida**: *Cocoa Today, Fort Myers News-Press, Pensacola Journal, Pensacola News*. **Guam**: *Pacific Daily News* (Agana). **Hawaii**: *Honolulu Star-Bulletin*. **Idaho**: *Idaho Statesman* (Boise). **Illinois**: *Danville Commercial-News, Rockford Star & Register-Republic*. **Indiana**: *Lafayette Journal & Courier, Marion Chronicle-Tribune, Richmond Palladium-Item*. **Iowa**: *Iowa City Press-Citizen*. **Kansas**: *Coffeyville Journal*. **Louisiana**: *Monroe World, Monroe News-Star, Shreveport Times*. **Michigan**: *Battle Creek Enquirer & News, Lansing State Journal, Port Huron Times Herald*. **Minnesota**: *Little Falls Transcript, St. Cloud Times*. **Missouri**: *Springfield Leader & Press, Springfield News*. **Nebraska**: *Fremont Tribune*. **Nevada**: *Reno Evening Gazette, Reno State Journal*. **New Jersey**: *Bridgewater Courier News, Camden Courier-Post*. **New Mexico**: *Santa Fe New Mexican*. **New York**: *Binghamton Press, Binghamton Sun-Bulletin, Elmira Star-Gazette, Elmira Sunday Telegram, Ithaca Journal, Mamaroneck Times, Mount Vernon Argus, New Rochelle Standard-Star, Niagara Falls Gazette, Nyack-Rockland Journal-News, Ossining Citizen Register, Port Chester Item, Poughkeepsie Journal, Saratoga Springs Saratogan, Tarrytown News, Utica Observer Dispatch, Utica Press, Westchester Today, White Plains Reporter Dispatch, Yonkers Herald Statesman*. **Ohio**: *Chillicothe Gazette, Cincinnati Enquirer, Fremont News-Messenger, Marietta Times, Port Clinton News-Herald*. **Oklahoma**:

Sedate years

(Continued from Page S-51)

owners who are not as solidly based," says Jay Smith, business manager of the *Dayton Journal Herald* and *Daily News*, both owned by Cox Enterprises, Atlanta. "Chain ownership gives editors more strength against advertiser pressure, and thus a more stable base on which to stand."

Some feel as Donald Dwight, publisher of the *Minneapolis Star* and *Tribune*, does when he says: "The jury is still out."

Mr. Dwight, who confesses to having some "negative" feelings about more concentration, says he worries about the bottom line of the balance sheet mitigating against community concerns. On the other hand, he believes group ownership enhances newspapers' abilities to compete with other media.

▪ To Gordon Phillips, director of promotion and public relations of the *Los Angeles Times*, it is difficult to make generalizations. "In some cases, large companies can and do substantially improve the newspapers they acquire," he says. "In other instances, this is not true."

Mr. Phillips' view reflects the content of a lengthy article run last year in his paper and written by the *Times'* media reporter, David Shaw, about the effect chains have had on individual newspapers.

However they feel about acquisitions, newspaper execs do agree on one thing: There will be more of them.

One other thing they agreed on—and with less hesitancy—is the ability of computer technology to gobble up more and more functions of the newsroom, production and circulation. Even the tv show "Lou Grant" has switched from clacking typewriters to beeping computer terminals.

The technology basically comes in two parts. One is in the composing and press rooms, where newspaper execs see the possibility of having a story or ad go from its source virtually directly onto a page. Some of this would involve direct transmission of ads, via satellite, from the advertiser or agency to the newspaper.

▪ The other part is the advent of transmission of news and ads directly to the consumer through home computer terminals or tv sets, an idea that has gone past early experimental stages.

The spinoffs of these developments, of course, would be far reaching. Innovations in composition and production would improve speed and reproduction qualities, making newspapers a more attractive buy for advertisers. Press room capabilities would enable the newspaper to be circulated with more demographic precision. A paper's ad staff would be able to use computer analysis to improve their sales pitches.

▪ The specter of over-reliance on technology, possibly creating fundamental problems in the relations between the various operations of a newspaper, is of lesser concern. "I feel the emphasis," says William Keating, president and publisher of the *Cincinnati Enquirer*, "will be switched to use computers as a management tool rather than a production machine." Computer technology, indeed, may already be showing its financial value through the much revered efficiency it produces.

Yet there are problems today that cut deeply into the industry's heart. One of them—certainly one widely discussed within the industry—is the slipping clutch newspapers have had on national advertising dollars. Measuring about 7.7% of the total in 1978, the rate is hardly where many marketing execs at newspapers would like it to be, 10% and above.

▪ Retail advertising, of course, has been the backbone of the industry, but more national ad dollars would help secure a better position newspapers have *vis a vis* other media, especially tv. One problem here, however, has been the inability of newspapers, with their various sizes and ad structures, to agree on the best way to meet the problem.

Newsplan, a method of offering discounted rates to national advertisers who run a block of ads, is emerging as a promising solution. Newspaper marketing execs are looking at it with guarded optimism, underscoring their hope that newspapers and advertisers and agencies can work out their differences.

Mr. Phillips of the *Los Angeles Times* is particularly high on the plan. "The publicity [it has received] is very richly deserved," he says, "because nearly 900 newspapers have changed their national advertising price structures in an effort to make themselves more uniform and attractive to the national advertiser. Never before have newspapers been able to act in such a widespread uniform manner."

Mr. Dwight of the Minneapolis papers believes that the key is the need for the newspaper industry to "standardize and simplify national ad buying." And, as many of these execs intimate, Newsplan is just a start with which they will meet the new decade.

▪ What that decade promises to deliver is somewhat discernible by the developments of the last few years of the '70s. The business end of newspapers has been through much—much more advertising, much more plant and equipment investment and much more concentration of financial power.

This, it seems, is where the action is today. It is perhaps more than coincidental that of all sections of newspaper editorial coverage the one that has grown the most, especially among bigger papers, is the business section. Not only have newspapers been expanding their coverage of the business world, but also their involvement in that world itself has grown. #

There is more to Georgia than Atlanta. . .the
GEORGIA GROUP
(AND PLAINS)
AUGUSTA • COLUMBUS • MACON • SAVANNAH
The combined SMSA figures for the Georgia Group newspapers rank consistently in the top SMSA's in the country

EFFECTIVE BUYING INCOME (000)
47. New Haven-Waterbury 4,456,131
48. Memphis 4,367,891
49. GEORGIA GROUP $4,318,606
50. Greensboro-High Point-W.S. 4,298,350
Source: Sales Management Survey of Buying Power, 1977

THE GEORGIA GROUP
Represented by
BRANHAM Newspaper Sales
KNIGHT RIDDER Advertising Sales

PEACHTREE RD.

QUICK-NAME THE SOUTH'S FASTEST GROWING MARKET.
WRONG!

If you named any place but Charlotte, North Carolina, you made a big mistake.

In a recent poll of the region's 34 largest SMSAs conducted by South magazine, Charlotte was ranked #1 in growth.

From November, 1977, to November, 1978, Charlotte gained:
6429 new jobs
280 new plants or expansions
$305 million invested
$38 million in added payroll.

And to reach the south's fastest growing market, we've got the media answer — The Charlotte News and The Charlotte Observer. 90.7% penetration in Mecklenburg County with a 66.8% penetration for the metro area.

It's the perfect combination — the south's fastest growing market and the market's largest morning and afternoon papers.

For more information, contact Gene Williams, Vice President and Advertising Director, at 704/374-7087 or contact your local Knight Ridder representative.

Now, when someone asks you where the action is in the southeast...try not to look too smug.

Source: Circulation '78-'79 / March 1978 ABC

THE CHARLOTTE NEWS
The Charlotte Observer

Welcome to Charlotte

Muskogee Phoenix & Times Democrat. **Oregon:** *Salem Oregon-Statesman, Salem Capital Journal.* **Pennsylvania:** *Chambersburg Public Opinion, New Kensington-Tarentum Valley News Dispatch.* **South Dakota:** *Sioux Falls Argus-Leader.* **Tennessee:** *Nashville Tennesseean.* **Texas:** *El Paso Times.* **Vermont:** *Burlington Free Press.* **Virgin Islands:** *St. Thomas Daily News.* **Washington:** *Bellingham Herald, Olympia Daily Olympian.* **West Virginia:** *Huntington Advertiser, Huntington Herald-Dispatch.*

Other media holdings—Newspapers: 18 nondailies. **News services:** Gannett News Service. **Magazines:** *Virgin Islander.* **Radio:** KIIS (am, fm), Los Angeles; KSDO (am), KEZL (fm), San Diego; WVON (am), WGCI (fm), Chicago; WWWE (am), WDOK (fm), Cleveland; WDEE (am), WCZY (fm), Detroit; KSDO (am), KCFM (fm), St. Louis. **Television:** KARK, Little Rock; KTAR, Phoenix; KBTV, Denver; WXIA, Atlanta; WPTA, Fort Wayne, Ind.; WLKY, Louisville; KOCO, Oklahoma City.

Newhouse Newspapers (3)

Court & Plain Sts.
Newark, N.J. 07101

Dailies—29
Sunday—21
Circulation—3,214,306, daily; 3,488,932, Sunday

Holdings—Alabama: *Birmingham News, Huntsville Times, Huntsville News, Mobile Press, Mobile Register.* **Louisiana:** *New Orleans Times Picayune, New Orleans States-Item.* **Massachusetts:** *Springfield Union, Springfield News, Springfield Republican.* **Michigan:** *Ann Arbor News, Bay City Times, Flint Journal, Grand Rapids Press, Jackson Citizen Patriot, Kalamazoo Gazette, Muskegon Chronicle, Saginaw News.* **Mississippi:** *Mississippi Press, Mississippi Press Register* (both in Pascagoula). **Missouri:** *St. Louis Globe-Democrat.* **New Jersey:** *Jersey City Journal, Newark Star-Ledger.* **New York:** *Staten Island Advance, Syracuse Herald-Journal, Syracuse Post-Standard.* **Ohio:** *Cleveland Plain-Dealer.* **Oregon:** *Portland Journal, Portland Oregonian.* **Pennsylvania:** *Harrisburg Patriot, Harrisburg News.*

Other media holdings—News services: Newhouse News Service. **Magazines:** *Parade,* Conde Nast Publications (*Brides, Gentlemen's Quarterly, Glamour, House & Garden, Mademoiselle, Self*). **Radio:** WAPI (am, fm), Birmingham, Ala.; WSYR (am, fm), Syracuse; WTPA (fm), Harrisburg. **Television:** WAPI, Birmingham, Ala.; KTVI, St. Louis; WSYE, Elmira, N.Y.; WSYR, Syracuse; WTPA, Harrisburg, Pa.

Tribune Co. (4)

435 N. Michigan Ave.
Chicago, Ill. 60611
Stanton R. Cook,
President

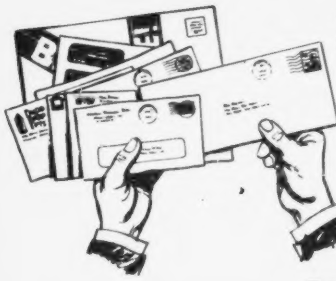
Dailies—9
Sunday—6
Circulation—3,128,739, daily; 4,168,766, Sunday

Holdings—Flagship: *Chicago Tribune.* **California:** *Escondido Times-Advocate, Peninsula Times Tribune* (Palo Alto), *Valley News* (Van Nuys). **Florida:** *Fort Lauderdale News, Fort Lauderdale Sun*

(Continued on Page S-54)

If you know your prospects' names . . .

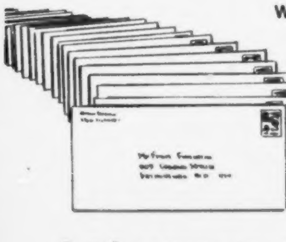
send them personal letters!



There's no other form of marketing communication that works as well. Your message comes across on a one-to-one level. One identified person talking to another. That's probably the way you communicate now with a select few prospects and customers. Wouldn't it be great if you could send a *personally typed* letter to everyone on your mailing lists?

Dear Ms. Sterling:
Tha

Now you can use this powerful communications tool to reach hundreds . . . thousands . . . of your prospects. Wordex makes it possible. We're not talking about computer letters, offset letters, chesire labels . . . or anything else with the obvious mass-produced look that gets lowest priority for reading time. We produce individually typed, addressed and signed letters on your letterhead. Every one looks exactly as if your secretary typed it and you signed it.



Wordex can do everything . . . including affixing stamps and mailing. And we'll maintain your lists, track performance and handle follow-up. All for significantly less than it would cost you to do it yourself.

Personalized communication commands attention . . . and gets response. Wordex will personalize your communications to all your lists, whatever the size. Call or write for complete information on Wordex services.

Let WORDEX work for you.

Wordex Corporation • 39-40 Route 4 Fairlawn, N.J. 07410 • (201) 794-1010
New York City: (212) 724-5113 **Boston Area:** (617) 277-7676

THE 2-BILLION DOLLAR WOMAN.

DIARIO LAS A
Ejecutad
5 Al

She's alive and well and living in the Greater Miami Latin Market

That' right! She's Latin.
And she's affluent. As a matter of fact, she's worth $2-billion each and every year.

$2.2-billion, to be exact*. For that is the aggregate annual income of the more than half-million Spanish-speaking people making up the Greater Miami Latin Market.

Being affluent, this 2-billion dollar woman spends a lot of money. On food. On fashion. On jewelry. On cosmetics. On decoration. On her home. On her kids. On her husband. On her whole family.

Oh!, yes, she's very much family-oriented. Her activities revolve around her whole family. And it's a large family, averaging 3.4 members per household*

But for you--the advertising decision-maker-- the most important aspect of this 2-billion dollar woman is that she speaks and reads in Spanish. Not only does she speak and read it, but she lives, breathes and thinks in Spanish. Therefore, she makes her buying decisions in Spanish.

And the place she goes to every day to get help in making those buying decisions is DIARIO LAS AMERICAS. The No. 1 Spanish-language daily newspaper. Particularly oriented to her and her family.

Make sure you get your fair share of this 2-billion dollar woman. Reach her by advertising in DIARIO LAS AMERICAS

*Source: "Dade Latin Market 1978" Strategy Research Corporation

DIARIO LAS AMERICAS

The Spanish-language daily newspaper
Founded July 4, 1953

26 YEARS OF CONTINUOUS DAILY PUBLICATION

For additional information call (305) 633-3341
Or write: Advertising Department, DIARIO LAS AMERICAS
[illegible] N.W. [illegible] Street, Miami, Florida [illegible]

Top groups in the nation

(Continued from Page S-53)
Sentinel Orlando Sentinel Star. **New York:** *New York Daily News.*
Other media holdings—Newspapers: 10 nondailies. **News services:** Chicago Tribune-New York Daily News Syndicate. **Radio:** KGNR (am), KCTC (fm), Sacramento, Cal.; WICC (am), Bridgeport, Conn.; WGN (am), Chicago. **Television:** KWGN, Denver; WGN, Chicago; WPIX, New York.

Dow Jones & Co. (5)

22 Cortlandt St.
New York, N.Y. 10007
Warren H. Phillips,
Chairman and President

Dailies—20
Sunday—8
Circulation—2,082,187, daily; 291,510, Sunday
Holdings—National: *Wall Street Journal.* **Connecticut:** *Danbury News-Times.* **Massachusetts:** *Beverly Times, Gloucester Times, Cape Cod Times* (Hyannis), *New Bedford Standard-Times, Newburyport News, Peabody Times.* **Michigan:** *Traverse City Record-Eagle.* **Minnesota:** *Mankato Free Press, Owatonna People's Press.* **Missouri:** *Joplin Globe.* **New York:** *Middletown Times Herald-Record, Oneonta Daily Star, Plattsburgh Press-Republican, Port Jervis Union-Gazette.* **Oregon:** *Medford Mail Tribune.* **Pennsylvania:** *Sharon Herald, Pocono Record* (Stroudsburg), *Sunbury Daily Item.* (All except the *Wall Street Journal* are with Ottaway Newspapers, Campbell Hall, N.Y., a subsidiary of Dow Jones.)
Other media holdings—Newspapers: *Asian Wall Street Journal, Asian Wall Street Journal Weekly* (New York). **News services:** Dow Jones News Service, AP-Dow Jones. **Magazines:** *Far Eastern Economic Review.*

Syracuse.

If it plays here, it'll play everywhere.

The old stars of vaudeville used to make an observation you'll appreciate:

"If it plays in Syracuse, it'll play everywhere."

That's the show business way of saying the Syracuse market is full of critical, discerning consumers who correlate to the national profile.

In short, it's the perfect test market.

Manageable size. A strong, stable economy. Two strong daily papers, morning and evening, and a powerhouse Sunday edition — a combination that delivers 87% penetration of the SMSA. TV affiliates for all three networks. And 19 AM and FM radio stations in the metro area. There is excellent media balance and isolation with no spill-in and very little waste. From a media buyer's viewpoint, Syracuse is ideal.

In addition, you'll find demographics that are easily projectable to the national average. And a median household income only $874 above the national average.

Ask any of the nation's top food marketers. They've made Syracuse the #13 market in the country for total food lineage.

Or ask any old vaudevillian. We'll do everything we can to help you have a successful test. Just ask. Call The Syracuse Newspapers at 315/473-7765.

Sources: 1979 Survey of Buying Power, ARBITRON, Media Records & Belden CMS Oct. Dec. 1978

The Syracuse Newspapers

THE POST-STANDARD, MORNINGS. HERALD JOURNAL, EVENINGS.
SUNDAY HERALD AMERICAN.

Times Mirror Co. (6)

Times Mirror Square
Los Angeles, Cal. 90053
Franklin D. Murphy,
Chairman

Dailies—6
Sunday—4
Circulation—1,886,016, daily; 2,272,076, Sunday
Holdings—Flagship: *Los Angeles Times.* **California:** *Orange Coast Daily Pilot* (Costa Mesa). **Connecticut:** *Greenwich Time, Stamford Advocate.* **New York:** *Newsday.* **Texas:** *Dallas Times Herald.*
Other media holdings—News service: Los Angeles Times-Washington Post News Service. **Magazines:** *Golf, How-To, Outdoor Life, Popular Science, Ski, Sporting News.* **Television:** KTBC, Austin, Tex.; KDFW, Dallas-Fort Worth.

Scripps-Howard Newspapers (7)

1100 Central Trust Tower
Cincinnati, O. 45202
Charles E. Scripps,
Chairman

Dailies—17
Sunday—7
Circulation—1,848,092, daily; 1,580,798, Sunday
Holdings—Alabama: *Birmingham Post-Herald.* **California:** *Fullerton Daily News Tribune.* **Colorado:** *Rocky Mountain News* (Denver). **Florida:** *Hollywood Sun-Tattler, Stuart News.* **Indiana:** *Evansville Press.* **Kentucky:** *Covington Post.* **New Mexico:** *Albuquerque Tribune.* **Ohio:** *Cincinnati Post, Cleveland Press, Columbus Citizen-Journal.* **Pennsylvania:** *Pittsburgh Press.* **Puerto Rico:** *San Juan Star.* **Tennessee:** *Knoxville News-Sentinel, Memphis Press Scimitar, Memphis Commercial Appeal.* **Texas:** *El Paso Herald-Post.*
Other media holdings—Newspapers: 21 nondailies. **Radio:** WNOX (am), Knoxville; WMC (am, fm), Memphis. **Television:** WPTV, Palm Beach, Fla.; WCPO, Cincinnati; KBMA, Kansas City; WEWS, Cleveland; KTEW, Tulsa, Okla.; WMC, Memphis.

Hearst Corp. (8)

959 Eighth Ave.
New York, N.Y. 10019
William Randolph Hearst Jr.,
Editor-in-Chief

Dailies—13
Sunday—9
Circulation—1,402,311, daily; 2,166,260, Sunday.
Holdings—California: *Los Angeles Herald-Examiner, San Francisco Examiner.* **Illinois:** *Edwardsville Intelligencer.* **Maryland:** *Baltimore News-American.* **Massachusetts:** *Boston Herald-American.* **Michigan:** *Huron Daily Tribune, Midland Daily News.* **New York:** *Albany Times-Union, Albany Knickerbocker News.* **Texas:** *Midland Reporter-Telegram, Plainview Herald, San Antonio Light.* **Washington:** *Seattle Post-Intelligencer.*
Other media holdings—Magazines: *American Druggist, Colonial Homes, Cosmopolitan, Good Housekeeping, Harper's Bazaar, House Beautiful, Motor, Motor Boating & Sailing, Popular Mechanics, Science Digest, Sports Afield, Town & Country.* **Radio:** WBAL (am), WIYY (fm), Baltimore; WTAE (am), WXKX (fm), Pittsburgh; WAPA (am), San Juan, P.R.; WISN (am), WLPX (fm), Milwaukee. **Television:** WBAL, Baltimore; WTAE, Pittsburgh; WISN, Milwaukee.

Cox Enterprises (9)

P.O. Box 4689
Atlanta, Ga. 30303
Garner Anthony,
Chairman

Dailies—15
Sunday—10
Circulation—1,144,546, daily; 1,175,325, Sunday
Holdings—Flagship: *Atlanta Journal, Atlanta Constitution.* **Arizona:** *Mesa Tribune.* **Colorado:** *Grand Junction Daily Sentinel.* **Florida:** *Miami News, Palm Beach News, Palm Beach Post-Times.* **Ohio:** *Dayton Daily News, Dayton Journal Herald.* **Texas:** *Austin American-Statesman, Longview Daily News, Longview Journal, Lufkin News, Port Arthur News, Waco Tribune Herald.*
Other media holdings—Newspapers: 3 nondailies.

Thomson Newspapers, U.S. (10)

65 Queen St. West
Toronto Ontario
K. R. Thomson,
President

Dailies—67
Sunday—29
Circulation—1,089,889, daily; 657,746, Sunday
Holdings—Alabama: *Dothan Eagle, Opelika News.* **Arizona:** *Douglas Dispatch.* **Arkansas:** *Fayetteville Northwest Arkansas Times.* **California:** *Barstow Desert Dispatch, Eureka Times-Standard, Lancaster-Antelope Valley Ledger-Gazette, Oxnard Press-Courier, San Gabriel Valley Daily Tribune* (West Covina), *Siskiyou News* (Yreka). **Connecticut:** *Ansonia Evening Sentinel.* **Florida:** *Key West Citizen, Marianna Jackson County Floridian, Orange Park Clay Today, Punta Gorda Herald-News.* **Georgia:** *Cordele Dispatch, Dalton Daily Citizen-News, Valdosta Daily Times.* **Illinois:** *Mount Vernon Register-News.* **Indiana:** *New Albany Tribune.* **Iowa:** *Council Bluffs Nonpareil, Oelwein Daily Register.* **Kansas:** *Leavenworth Times.* **Louisiana:** *Lafayette Daily Advertiser.* **Maryland:** *Salisbury Daily Times.* **Massachusetts:** *Fitchburg-Leominster Sentinel & Enterprise, Taunton Daily Gazette.* **Michigan:** *Adrian Daily Telegram.* **Minnesota:** *Albert Lea Evening Tribune, Austin Daily Herald.* **Mississippi:** *Laurel Leader-Call.* **Missouri:** *Cape Girardeau Southeast Missourian, Carthage Press.* **New Hampshire:** *Portsmouth Herald.* **New York:** *Herkimer Evening Telegram, Newburgh Evening News, Oswego Palladium-Times.* **North Carolina:** *Rocky Mount Evening Telegram.* **Ohio:** *Canton Repository, Coshocton Tribune, East Liverpool Evening Review, Greenville Daily Advocate, Lancaster Eagle-Gazette, Marion Star, Middletown Journal, Newark Advocate, Piqua Daily Call, Portsmouth Times, Salem News, Steubenville Herald-Star, Xenia Daily Gazette, Zanesville Times Recorder.* **Oklahoma:** *Ada Daily News.* **Pennsylvania:** *Connellsville Courier, Greenville Record-Argus, Hanover Evening Sun, Kittanning Leader-Times, Lock Haven Express, Meadville Tribune, Monessen Valley Independent.* **South Dakota:** *Mitchell Republic.* **Virginia:** *Petersburg Progress-Index.* **West Virginia:** *Fairmont Times, Fairmont West Virginian, Weirton Daily Times.* **Wisconsin:** *Fond du Lac Reporter, Manitowoc Herald-Times-Reporter.*
Other media holdings—Newspapers: 5 nondailies.

New York Times Co. (11)

229 W. 43rd St.
New York, N.Y. 10036
Arthur Ochs Sulzberger,
Chairman

Dailies—10
Sunday—6
Circulation—1,058,808, daily; 1,608,260, Sunday
Holdings—Flagship: *New York Times.* **Florida:** *Gainesville Sun, Lake City Reporter, Lakeland Ledger, Leesburg Commercial, Ocala Star-Banner, Palatka News.* **North Carolina:** *Hendersonville Times News, Lexington Dispatch, Wilmington Star.*
Other media holdings: Newspapers: 4 nondailies. **News services:** New York Times News Service. **Magazines:** *Family Circle, Australian Family Circle, Better Homes & Gardens* (Australia), *Golf Digest, Golf World* (United Kingdom), *Tennis, Us.* **Radio:** WQXR (am, fm), New York. **Television:** WREG, Memphis.

Capital Cities Communications (12)

485 Madison Ave.
New York, N.Y. 10022
Thomas S. Murphy,
Chairman

Dailies—6
Sunday—4
Circulation—1,022,138, daily; 1,390,058, Sunday
Holdings: Illinois: *Belleville News-Democrat.* **Michigan:** *Oakland Press* (Pontiac). **Missouri:** *Kansas City Times, Kansas City Star.* **Pennsylvania:** *Wilkes-Barre Times Leader-News Record.* **Texas:** *Fort Worth Star-Telegram.*
Other media holdings—Newspapers: *Women's Wear Daily, Daily News Record, American Metal Market, HFD-Retailing*

For the third year in a row The Daily Breeze is 2nd in total advertising linage among all 21 of L.A. County's daily paid newspapers!

NEWSPAPER	RETAIL	CLASSIFIED	TOTAL
L.A. Times	54,389,000	37,435,000	104,975,000
DAILY BREEZE	23,145,374	17,709,000	42,948,626
Long Beach IP-T	17,856,000	14,635,000	37,534,000
San Gabriel Valley Tribune	13,666,856	13,850,886	28,827,610
Herald Examiner	7,984,000	3,856,000	15,010,000

Source: Editor & Publisher 1978 report of newspaper linage; Scripps League research comparative newspaper linage report, 1978.

The Daily Breeze — #1 in Circulation: 102,636, #1 in Sales Results, #1 Newspaper Buy in Southwest Los Angeles County!

The Daily Breeze

5215 Torrance Blvd., Torrance, Calif.
90509 (213) 540-5511

A Copley Newspaper. Represented nationally by Sawyer-Ferguson-Walker Co., Los Angeles. Sales Office (213) 850-0777, ask for Ted Kenessey P.O. Box 2368, Toluca Lake Station, No Hollywood, Calif., 91602

Home Furnishings, Energy User News, Footwear News, Supermarket News, Electronic News, Metalworking News, W. **Magazines:** *International Medical News Group* (controlled circulation—*Family Practice News, Internal Medicine News, Obstetrics-Gynecology News, Pediatric News, Clinical Psychiatry News, Skin & Allergy News), Men's Wear, Metal/Center News.* **Radio:** KPOL (am), KZLA (fm), Los Angeles; WJR (am, fm), Detroit; WPAT (am, fm), Paterson, N.J.; WROW (am, fm), Albany, N.Y.; WKBW (am), Buffalo; WPRO (am, fm), Providence, R.I.; WBAP (am), KSCS (fm), Fort Worth. **Television:** KFSN, Fresno; WTNH, New Haven, Conn.; WKBW, Buffalo; WTVD, Raleigh-Durham, N.C.; WPVI, Philadelphia; KTRK, Houston.

Cowles Newspapers (13)

Register & Tribune Co.
715 Locust St.
Des Moines, Ia. 50304
David Kruidenier,
President

Star & Tribune Co.
425 Portland Ave.
Minneapolis, Minn. 55488
John Cowles Jr.,
Chairman

Dailies—10
Sunday—7
Circulation—1,027,191, daily; 764,561, Sunday
Holdings—Cowles Newspapers comprises papers held by two autonomous organizations, the Register & Tribune Co. and the Star & Tribune Co. **Register & Tribune—Flagship:** *Des Moines Register, Des Moines Tribune.* **Tennessee:** *Jackson Sun.* **Wisconsin:** *Waukesha Freeman.* **Star & Tribune—Flagship:** *Minneapolis Star, Minneapolis Tribune.* **Idaho:** *South Idaho Press* (Burley). **Montana:** *Great Falls Tribune.* **New York:** *Buffalo Courier-Express.* **South Dakota:** *Rapid City Journal.*
Other media holdings—Newspapers: Register & Tribune—2 nondailies. Star & Tribune—17 nondailies. **Magazines:** Star & Tribune—*Harper's.* **Radio:** Register & Tribune—KLAK (am), KPPL (fm), Denver; KYXI (am), KGON (fm), Portland; WIBA (am, fm), Madison, Wis. **Television:** Register & Tribune—KHON, Honolulu; KAII, Wailuku, Hawaii; WQAD, Moline, Ill. Star & Tribune—KTVH, Wichita; WDRB, Louisville.

Central Newspapers (14)

307 N. Pennsylvania St.
Indianapolis, Ind. 46206
Nina M. Pulliam,
President

Dailies—7
Sunday—4
Circulation—795,428, daily; 798,377, Sunday
Holdings—Arizona: *Arizona Republic* (Phoenix), *Phoenix Gazette;* **Indiana:** *Indianapolis Star, Indianapolis News, Muncie Star, Muncie Press, Vincennes Sun Commercial.*

News America Publishing (15)

730 Third Ave.
New York, N.Y. 10022
Rupert Murdoch,
Chairman

Dailies—3
Sunday—1
Circulation—781,287, daily; 183,865, Sunday
Holdings—New York: *New York Post.* **Texas:** *San Antonio Express, San Antonio News.*
Other media holdings—Newspapers: 17 nondailies. **Magazines:** *New West, New York, The Star, Village Voice.*

Freedom Newspapers (16)

625 N. Grand St.
Santa Ana, Cal. 92711
C.H. Holles,
Chief Executive Officer

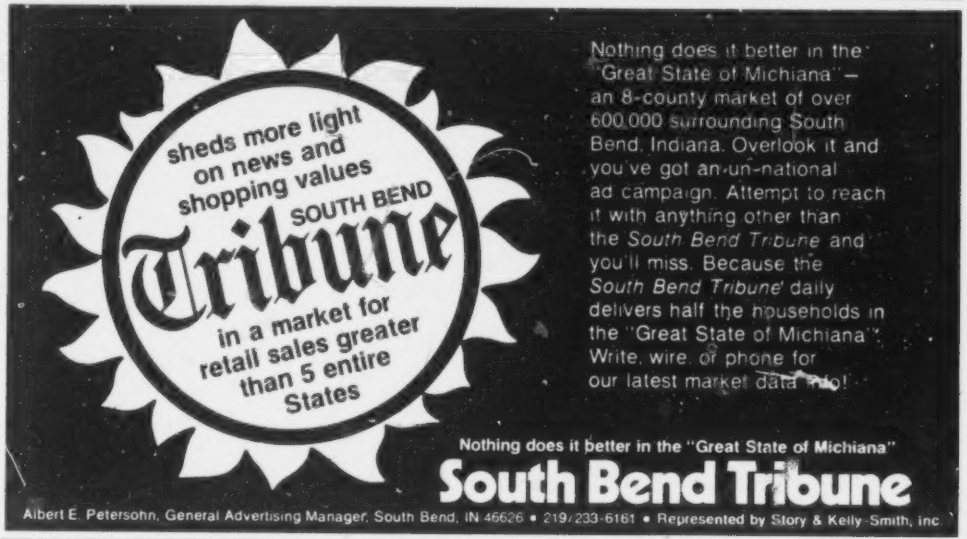
Dailies—29
Sunday—15
Circulation—740,835, daily; 682,011, Sunday
Holdings—Flagship: *Santa Ana* (Cal.) *Register.* **California:** *Anaheim Bulletin, LaHabra-Brea Star-Progress, Marysville-Yuba City Appeal-Democrat, Porterville Recorder, Turlock Journal, Victorville Press.* **Colorado:** *Colorado Springs Gazette-Telegraph.* **Florida:** *Fort Pierce News Tribune, Fort Walton Beach Playground Daily News, Panama City News-Herald.* **Indiana:** *Crawfordsville Journal-Review, Seymour Tribune.* **Nebraska:** *Columbus Telegram.* **New Mexico:** *Clovis News Journal.* **New York:** *Hornell Tribune, Wellsville Reporter-Spectator.* **North Carolina:** *Burlington Times-News, Gastonia Gazette, Jacksonville News, Kingston Free Press, New Bern Sun-Journal.* **Ohio:** *Bucyrus Telegraph-Forum, Lima News.* **Texas:** *Brownsville Herald, Harlingen Valley Star, McAllen Monitor, Odessa American, Pampa News.*

Washington Post Co. (17)

1150 15th St. N.W.
Washington, D.C. 20071
Katharine Graham,
Chairman

Dailies—3
Sunday—2
Circulation—728,521, daily; 909,423, Sunday
Holdings—Flagship: *Washington Post.* **New Jersey:** *Trenton Times.*

(Continued on Page S-56)



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South Bend Tribune
Albert E. Petersohn, General Advertising Manager, South Bend, IN 46626 • 219/233-6161 • Represented by Story & Kelly-Smith, inc.

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EASTBAY TODAY /BUSINESS
EASTBAY TODAY 10¢
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EASTBAY TODAY is the new sunrise edition of the Oakland Tribune . . . an innovative product that boasts the latest news deadline of any morning paper in the area.

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With strong morning distribution to commuters, EASTBAY TODAY taps the cream of the Eastbay market: executive and professional workers, men and women in the prime 25 to 49 year age group with above average discretionary income. In short, the Eastbay's best sales prospects.

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Atlanta (404) 233-9466
Dallas (214) 688-0441
Chicago (312) 861-1122
San Francisco (415) 433-4310

An industrywide problem

Shortage of newsprint creates a drag

BY BARBARA BONHAM

CHICAGO—The current tight paper supply is a fact of life for newsprint-hungry publishers throughout the U.S. The shortage is the combined result of an increased demand for newsprint caused by a strong growth in advertising pages, a number of pulp and paper mill strikes in the western U.S. and eastern Canada and the lagging pace of new plant capacity coming on-stream to meet demand.

Most industry analysts agree that the current newsprint crunch will continue through next year and ease off in the early '80s as several new paper mills reach top production capacity.

- Statistics from the American Newspaper Publisher's Assn., Washington, indicate that the average newspaper's inventory for the first half of 1979 amounted to only a 27-day supply, with another seven-day supply in transit. Last year, most papers had a 38-day supply available.

Nick Nocella of ANPA said, "The newsprint is there, but you can't always get at it."

The Canadian paper industry makes about two-thirds of the newsprint used in the U.S. Recently, Canadian supplies have been crimped by a strike at a mill in New Brunswick and by short strike-enforced closings in British Columbia.

These labor problems have forced many publishers to dip into overseas newsprint, especially paper from Sweden, Finland and Japan. The *Wall Street Journal* said that 1979 was the first year of significant buying from overseas suppliers since 1976.

Newsprint from Japan has been unloaded on docks in Los Angeles, and newsprint from Finland has been delivered to both San Francisco and Los Angeles. According to the U.S. Census Bureau, Charleston, New Orleans, Houston and San Diego have also received newsprint from overseas.

Newspaper publishers are paying high prices for overseas paper. Although purchasers won't disclose the actual costs, estimates run as high as $550 per ton, almost $200 more than the estimated going rate.

With U.S. newspapers posting strong gains in advertising linage, analysts forecast more buying from overseas. The amount may reach 100,000 tons in 1979, and it is convincing evidence of a seller's market. If the 100,000-ton level is reached, it will be the biggest year for foreign newsprint makers since 1974, when 213,000 tons came to the U.S. from suppliers other than Canada.

- In addition to buying from overseas, publishers are purchasing newsprint from each other, when possible, and paper mills are digging into their rapidly depleting inventories to meet customer demands.

A major result of the newsprint shortage is the rising cost of newsprint from North American suppliers. On Nov. 1, Canada's Abitibi Paper Co., one of the world's largest producers of newsprint,, raised prices from $345 to $375 per ton. On Oct. 1, Consolidated Bathurst Ltd. announced that a similar price increase went into effect, and on the same day, Great Northern Nekoosa imposed an 8% price increase on most major products. Industry analysts predict similar newsprint cost increases will spread throughout the country.

A case study in inflation is the *Chicago Tribune's* history of newsprint purchasing. In 1974, the *Tribune* paid $203 per ton of newsprint. The price rose to $259 in 1975 and $285 in 1976. Today the paper pays about $375 per ton.

Prices may continue to soar, but the problem of newsprint availability should level off. New mills are being started in a number of states, including Georgia and Washington. Because of the new mills, newsprint production in the U.S. and Canada is expected to climb 3.9% in 1980, 4.5% in 1981 and 5.6% in 1982. The American Paper Institute, New York, predicts that the annual demand for newsprint is expected to rise by only 2.5% in the same time period.

- Most newspaper publishers seem resigned to coping with the shortage. Robert M. Hunt, president and publisher of the *New York Daily News*, emphasized that the paper shortage is affecting all publications, and both coated and uncoated stocks. "It is forcing management to find ways to creatively reduce waste," he said.

Smaller newspapers are also feeling the crunch. John Dewy of the purchasing department of Gannett Newspapers in Rochester, N.Y., sees the shortage as something newspapers will just have to live with

Dick Suthers, *Chicago Sun-Times* newsprint manager, believes the blame for the shortage isn't completely in the mills' hands. "Some publishers played a hand in their current shortage by reducing their inventories in 1977 in an attempt to reduce their cash flow and be cost conscious," Mr. Suthers said. He predicted that the shortage will ease around July.

Currently, the *Sun-Times*, like most other major publications, is trying to be economical mechanically. The paper is also making sure that no space is wasted between columns and that newsprint-saving policies are enforced in the pressroom.

- The *Los Angeles Times* feels the shortage only moderately because the paper owns mills, which provide 75% of the newspaper's annual paper supply. However, one official said the *Times* is also trying to control waste carefully and eliminate nonpaid subscriptions.

Ironically, the current economic slowdown probably won't help ease the paper shortage. There are few signs of a slowdown in demand for newsprint, and most paper mills are running at full capacity. Demand for newsprint is still far greater than the available supply. It will probably take several new mills and a couple of years before the situation clears. #

Barbara Bonham, a free lance writer living in Chicago, has been a contributor to Graphic Arts Monthly *and the* Printing Industry.

Top newspaper chains

(Continued from Page S-55)

Washington: *Everett Herald.* **Other media holdings—News services:** Los Angeles Times-Washington Post News Service. **Magazines:** *Newsweek.* **Television:** WFSB, Hartford, Conn.; WJXT, Jacksonville; WPLG, Miami; WDIV, Detroit.

Evening News Assn. (18)

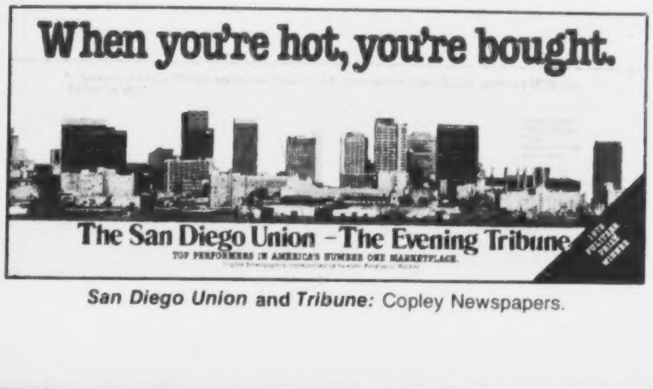
615 Lafayette Blvd.
Detroit, Mich. 48231
Peter B. Clark,
President

Dailies—5
Sunday—1
Circulation—685,256, daily; 828,052, Sunday
Holdings—Flagship: *Detroit News.* **California:** *Indio Daily News, Palm Springs Desert Sun.* **New Jersey:** *Milville Daily, Vineland Times-Journal.* **Other media holdings—Newspapers:** 3 nondailies. **Radio:** WWJ (am, fm), Detroit. **Television:** WALA, Mobile, Ala; KOLD, Tucson, Ariz.; WDVM, Washington; KTVY, Oklahoma City; KVUE, Austin, Tex.

Copley Newspapers (19)

7776 Ivanhoe Ave.
La Jolla, Cal. 92037
Helen K. Copley,
Chairman

Dailies—9
Sunday—6
Circulation—648,091, daily; 639,415, Sunday
Holdings—Flagship: *San Diego Union, San Diego Evening Tribune.* **California:** *San Pedro News Pilot, Torrance Daily Breeze.* **Illinois:** *Aurora Beacon-News, Elgin Courier News, Joliet Herald-News, Springfield State Journal-Register, Wheaton Daily Journal.* **Other media holdings—Newspapers:** 20 nondailies.



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The San Diego Union – The Evening Tribune

TOP PERFORMERS IN AMERICA'S NUMBER ONE MARKETPLACE.

San Diego Union **and** *Tribune:* Copley Newspapers.

Lee Enterprises (20)

130 E. Second St.
Davenport, Ia. 52801
Lloyd G. Schermer,
President

Dailies—19
Sunday—12
Circulation—590,486, daily; 604,366, Sunday
Holdings—Illinois: *Decatur Herald, Decatur Review, Kewanee Star-Courier, Southern Illinoisan* (Carbondale). **Iowa:** *Quad City Times, Mason City Globe-Gazette, Muscatine Journal, Ottumwa Courier.* **Kansas:** *Kansas City Kansan.* **Montana:** *Billings Gazette, Butte Standard, Helena Independent-Record, Missoula Missoulian.* **Nebraska:** *Lincoln Star.* **North Dakota:** *Bismarck Tribune.* **Oregon:** *Corvallis Gazette-Times.* **Wisconsin:** *LaCrosse Tribune, Racine Journal Times, Wisconsin State Journal* (Madison). **Other media holdings—Magazines:** *Equine Events, Wisconsin.* **Radio:** WTAD (am), WQCY (fm), Quincy, Ill. **Television:** KGMB, Honolulu; KHQA, Quincy, Ill.-Hannibal, Mo.; KIMT, Mason City, Ia.; KOIN, Portland; WSAZ, Huntington-Charleston, W. Va.

FLORIDA'S 2ND LARGEST TRAVEL MARKET IS TAKING OFF FAST!

THE TAMPA TRIBUNE · The Tampa Times

Tampa Tribune **and** *Times*: Media General.

Media General (21)

333 E. Grace St.
Richmond, Va. 23219
David Tennant Bryant,
Chairman

Dailies—6
Sunday—3
Circulation—581,088, daily; 539,412, Sunday
Holdings—Flagship: *Richmond Times-Dispatch, Richmond News-Leader.* **Florida:** *Tampa Tribune, Tampa Times.* **North Carolina:** *Winston-Salem Journal, Twin City Sentinel* (Winston-Salem).

Harte-Hanks Communications (22)

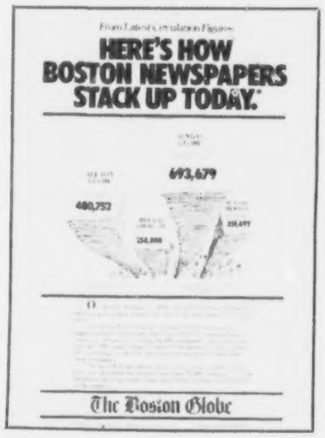
901 N.E. Loop 410
P.O. Box 269
San Antonio, Tex. 78291
Houston H. Harte,
President

Dailies—28
Sunday—20
Circulation—540,621, daily; 535,532, Sunday
Holdings—Arkansas: *Malvern Daily Record, Russelville Courier-Democrat, Searcy Daily Citizen, Stuttgart Daily Leader.* **Massachusetts:** *South Middlesex News* (Framingham). **Michigan:** *Ypsilanti Press.* **New Jersey:** *Gloucester County Times* (Woodbury). **Ohio:** *Hamilton Journal-News.* **South Carolina:** *Anderson Independent, Anderson Mail.* **Texas:** *Abilene Reporter-News* (considered two daily papers), *Big Spring Herald, Bryan Eagle, Corpus Christi Caller, Corpus Christi Times, Corsicana Sun, Denison Herald, Greenville Herald-Banner, Huntsville Item, Marshall News-Messenger, Paris News, San Angelo Standard, San Angelo Times, Wichita Falls Record News, Wichita Falls Times.* **Washington:** *Yakima Herald-Republic.* **Other media holdings—Newspapers:** 62 nondailies. **Magazines:** *Fashion Showcase, Radio & Records.* **Radio:** WSGN (am), Birmingham, Ala.; KOY (am), KQYT (fm), Phoenix; WLCY (am), WRBQ (fm), Tampa-St. Petersburg; KMJK (fm), Lake Oswego-Portland, Ore.; WEZI (fm), Memphis; KULF (am), KYND (fm), Houston; WRVA (am), WRVQ (fm), Richmond, Va. **Television:** WLTV, Jacksonville; WFMY, Greensboro, N.C.; KENS, San Antonio; KYTV, Springfield, Mo.

Independent Publications (23)

P.O. Box 8257
Philadelphia, Pa. 19101
Robert L. Taylor,
Chairman

Dailies—2
Sunday—2
Circulation—518,596, daily; 612,095, Sunday
Holdings—Flagship: *Philadelphia Bulletin.* **California:** *Santa Barbara News-Press.*



Boston Globe: Affiliated Publications.

Affiliated Publications (24)

135 Morrissey Blvd.
P.O. Box 2337
Boston, Mass. 02107
William Davis Taylor,
President

Dailies—2
Sunday—1
Circulation—493,709, daily; 693,679, Sunday
Holdings—Massachusetts: *Boston Globe, North Adams Transcript.* **Other media holdings—Radio:** WSAI (am, fm), Cincinnati; WFAS (am), WWYD (fm), White Plains, N.Y.; KRAK (am), KEWT (fm), Sacramento; KMTS (am, fm), Seattle; WHYN (am, fm), Springfield, Mass.

The Journal Co. (25)

333 W. State St.
Milwaukee, Wis. 53201
Donald B. Abert,
Chairman

Dailies—2
Sunday—1
Circulation—491,570, daily; 532,638, Sunday
Holdings—Wisconsin: *Milwaukee Journal, Milwaukee Sentinel.*

Advertising pages in November consumer publications

Current and November, '78, figures for U.S., Canadian and foreign publications reporting to Advertising Age

Women's

	Pages Nov. 1979	Nov. 1978	Jan.-Nov. 1979	Jan.-Nov. 1978
†§Bride's Magazine	160.8	153.3	1,297.5	1,071.4
§Cosmopolitan	239.0	230.4	2,239.8	1,940.9
Essence	82.0	91.0	811.0	76.0
§Family Circle	273.3	170.7	1,655.3	1,563.5
▲Family Health	35.3	25.3	291.2	278.9
§Good Housekeeping	235.3	233.2	1,816.3	1,892.9
Ladies' Home Journal	155.2	155.6	1,239.3	1,280.4
Lady's Circle	8.8	10.9	102.9	126.6
McCall's	147.5	176.8	1,232.3	1,430.4
†Modern Bride	124.4	125.9	1,204.1	1,213.5
Ms.	65.0	47.7	525.5	477.5
○New Woman	——	——	216.8	166.0
§Parents Magazine	68.6	74.7	577.9	523.6
Playgirl	37.4	33.2	408.6	339.5
Redbook	156.5	141.2	1,383.0	1,408.3
Self	47.0	——	475.2	——
Seventeen	115.4	101.1	1,299.2	1,237.1
*Talk	28.0	10.3	180.2	158.7
'Teen Magazine	50.1	40.3	494.5	511.2
§True Story	52.7	56.7	624.4	511.8
§Woman's Day	229.9	179.4	1,493.0	1,586.4
A. The Workbasket	49.5	47.5	306.8	285.7
Working Woman	45.3	29.8	309.6	230.5
Total Group	2,407.0	2,135.0	20,184.4	18,311.5

General

	Nov. 1979	Nov. 1978	Jan.-Nov. 1979	Jan.-Nov. 1978
▲ A.D. Publications	18.0	17.3	133.0	155.0
After Dark	42.3	39.0	388.8	364.9
Air Progress	33.6	21.8	272.8	242.1
American Forests	21.4	17.6	181.3	158.0
§American Legion	37.1	38.3	307.0	318.1
○Americana	37.5	43.0	192.1	190.2
Apartment Life	74.1	68.1	575.3	463.7
§▲Architectural Digest	157.5	124.5	1,041.2	910.7
§The Atlantic	32.8	29.6	328.5	317.0
○Audubon Magazine	46.4	40.0	217.6	181.8
§Bon Appetit	134.4	106.8	723.2	530.1
Book Digest	39.8	50.1	425.9	375.9
Christian Herald	58.3	59.8	428.0	422.8
Christian Life	33.3	35.0	326.7	329.5
*Christianity Today	80.5	69.1	616.0	499.5
Complete Men's Group	26.7	24.3	267.6	275.2
Country Journal	64.1	64.9	522.7	526.5
Creative Computing	76.8	42.7	658.1	193.4
▲Cuisine Magazine	62.1	44.6	377.4	271.5
Ebony	118.7	118.5	1,010.7	1,007.6
Elks Magazine	37.6	35.5	283.3	288.8
§Esquire	44.8	——	504.3	——
50 Plus	35.5	24.7	308.3	283.0
Flying	66.4	63.2	598.4	579.0
§Gentlemen's Quarterly	115.0	99.0	905.2	690.2
Golf Digest	65.2	61.4	874.6	946.3
§Golf Magazine	33.6	49.2	715.5	715.3
Gourmet	92.2	87.9	639.2	567.8
§Harper's Magazine	41.2	40.1	380.1	359.6
○Hi-Fi/Stereo Buyer's Guide	33.3	34.7	177.2	157.9
*High Fidelity	80.2	93.2	764.7	732.9
Income Opportunities	51.1	57.2	482.7	519.2
Kiwanis Magazine	22.2	18.3	199.3	152.1
Let's Live	104.0	90.0	1,035.3	923.8
Life	78.6	44.9	564.7	100.9
Lion Magazine	18.8	15.8	200.0	154.9
Modern Photography	132.3	131.6	1,379.0	1,341.9
§Money	95.8	84.6	777.3	761.5
Moneysworth	17.3	45.7	225.9	227.9
Moody Monthly	68.3	69.2	559.7	539.4
Moose Magazine	24.0	24.0	272.0	223.0
○Mother Earth News	66.9	52.6	289.0	287.7
National Geographic	44.8	52.5	371.4	347.3
National Jewish Monthly	34.1	38.5	284.8	344.2
National Lampoon	42.8	37.6	392.8	336.2
▲Natural History	53.7	51.6	419.5	400.7
Omni	51.1	26.6	403.1	83.5
§Oui Magazine	27.2	23.0	223.9	231.6
§Penthouse Magazine	96.9	76.0	807.2	687.6
Petersen's Photographic	52.3	64.7	547.5	630.2
Playbill	66.7	65.5	471.2	464.8
§Playboy	132.0	148.8	1,247.0	1,121.3
Popular Photography	153.6	169.2	1,722.6	1,728.8
Prevention	113.6	107.9	1,188.8	1,158.9
Psychology Today	84.2	85.9	653.5	692.9
▲Quest '79	43.7	39.2	272.6	242.2
§Reader's Digest	148.7	144.7	1,250.1	1,288.2
Rotarian	25.3	29.0	236.7	239.4
††Saturday Evening Post	45.6	39.4	353.2	296.9
Scientific American	113.0	106.2	941.9	824.6
Signature	71.0	61.6	516.2	447.3
F. Smithsonian	96.2	103.6	756.3	724.1
Stereo Review	93.5	107.2	847.6	896.5
Success Unlimited	24.0	34.0	381.6	386.8
Tennis Magazine	41.7	50.2	674.2	764.3
Town & Country	191.4	161.0	1,036.5	955.3
Travel/Holiday	55.0	50.6	529.5	448.6
Travel & Leisure	110.8	112.3	895.2	828.8
VFW Magazine	35.6	32.4	311.3	277.8
Weight Watchers	21.6	21.2	196.9	180.0
World Tennis	34.2	35.3	452.8	550.2
Writer's Digest	20.3	18.8	209.8	194.2
Yankee Magazine	172.0	160.8	1,149.8	1,166.0
Total Group	4,816.3	4,532.8	40,875.1	37,225.8

Arts & antiques

	Nov. 1979	Nov. 1978	Jan.-Nov. 1979	Jan.-Nov. 1978
○American Art & Antiques	54.9	47.5	281.8	135.5
American Artist	59.2	73.7	614.4	637.3
Antiques	165.2	152.3	1,523.2	1,427.4
Antiques World	54.5	56.5	524.8	56.5
▲Artnews	124.0	118.0	982.0	863.0
Total Group	457.8	448.0	3,926.2	3,119.7

Fashion & service

	Pages Nov. 1979	Nov. 1978	Jan.-Nov. 1979	Jan.-Nov. 1978
Glamour	200.1	196.8	1,909.2	1,811.2
Harper's Bazaar	133.7	107.3	842.7	776.7
Mademoiselle	140.9	148.7	1,390.2	1,362.3
L'Officiel/USA	94.3	144.0	571.7	565.5
Vogue	271.1	246.6	2,137.1	1,984.7
Total Group	840.1	843.4	6,850.9	6,500.4

Home

	Nov. 1979	Nov. 1978	Jan.-Nov. 1979	Jan.-Nov. 1978
§Better Homes & Gardens	210.5	216.3	1,543.6	1,675.2
○Colonial Homes	48.5	——	264.5	211.0
○Decorating Showcase	28.3	22.4	112.9	85.8
▲Family Handyman	65.5	56.0	542.9	442.2
A. Flower & Garden	37.8	30.3	315.5	275.8
The Hometown Magazines:				
Dallas-Ft. Worth Home/Garden	60.8	24.3	446.8	——
Houston Home/Garden	130.4	137.5	1,221.2	1,152.2
Horticulture	24.0	30.3	327.2	352.2
House Beautiful	128.0	127.0	1,094.5	1,008.7
House & Garden	161.0	183.9	1,296.4	1,210.8
†Homeowners How-To	35.0	21.2	160.6	156.8
Hudson Home Guides	32.8	47.5	524.6	528.0
Living:				
○Dallas	123.9	100.0	724.3	667.7
○Houston	107.2	108.2	695.4	679.2
○Denver	93.0	81.2	522.8	472.7
‡Austin	——	——	131.9	126.9
‡San Antonio	36.6	33.2	111.8	91.3
○Phoenix	——	——	174.5	——
○Tampa	——	——	58.0	——
▲1001 Decorating Ideas	273.3	170.7	1,655.3	1,563.5
Organic Gardening	82.3	79.5	886.5	927.8
○Plants Alive	22.0	29.8	173.4	238.5
San Diego Home/Garden	29.9	——	79.6	——
Southern Living	183.1	194.1	1,500.8	1,541.0
§Sunset Magazine	173.1	186.5	1,529.2	1,596.8
○Texas Homes	93.0	62.6	518.0	258.2
○Workbench	76.7	72.6	374.5	359.7
Total Group	2,256.7	2,015.1	16,986.7	15,622.0

In-flight

	Nov. 1979	Nov. 1978	Jan.-Nov. 1979	Jan.-Nov. 1978
#Aboard Group	——	——	228.0	212.0
Air California	63.0	55.5	669.0	602.0
○Aloft/National Airlines	72.2	53.8	383.6	224.1
American Way	71.8	56.2	692.7	460.6
Braniff's Flying Colors	53.7	34.0	338.8	320.3
Delta Sky	59.5	——	511.8	——
East/West Network:				
○Air New England Flying Your Way	——	——	97.5	——
Eastern Review	103.6	102.5	931.6	768.9
Hughes Airwest Sundancer	——	88.8	840.0	817.2
Continental News Extra	85.1	80.6	817.2	647.1
Ozark Flightime	——	78.3	640.2	558.3
Pan Am Clipper	57.3	48.4	494.6	395.3
PSA California	138.2	133.8	1,321.1	1,094.6
Texas International/The Texas Flyer	84.3	30.3	734.4	286.1
United Mainliner	113.7	107.5	1,069.7	920.9
○Pace	19.7	13.8	119.2	78.4
Republic Scene	33.2	——	140.3	——
Southwest Airlines	70.4	44.7	573.2	502.8
USAir	39.8	——	150.9	——
Webb Publications:				
○Frontier Magazine	53.7	37.0	258.6	123.0
Passages	67.0	43.2	359.2	154.5
TWA Ambassador	74.9	50.4	637.5	434.7
Total Group	1,261.1	1,058.8	12,009.1	8,600.8

Metropolitan

	Nov. 1979	Nov. 1978	Jan.-Nov. 1979	Jan.-Nov. 1978
○Aloha	30.5	6.0	74.5	9.0
Atlanta	104.6	81.6	886.1	798.6
Baltimore	97.9	86.0	910.2	628.4
Bay Life	52.5	40.6	491.5	320.1
◇Bay Views	34.3	34.5	359.5	269.9
Birmingham	28.9	28.0	342.1	360.3
Boston	142.1	123.3	1,127.8	982.8
Broward Life	49.4	49.4	502.1	442.2
Brown's Guide to Georgia	43.0	53.5	485.3	312.0
Central Florida Scene	30.5	29.2	182.9	172.1
○Charlotte	80.0	72.0	491.7	457.1
Chicago	201.4	200.8	1,646.5	1,586.5
○Chicago Elite	——	——	242.8	240.1
▼Chicago's North Shore	46.0	44.3	309.9	204.5
Cincinnati	84.2	71.8	611.5	579.5
Cleveland	86.3	116.0	881.7	1,010.5
Columbus Monthly	106.5	103.8	989.1	938.0
Connecticut	85.4	88.3	804.7	781.2
D/Magazine, Dallas/Fort Worth	137.2	137.4	1,180.9	1,185.7
Delaware Today	36.2	40.0	339.6	326.9
Denver Monthly	34.0	21.3	296.4	227.8
Monthly Detroit	50.8	67.0	428.9	296.0
Exclusively Yours Wisconsin	85.6	102.0	959.9	971.4
Gold Coast of Florida/-Indian River Life	116.5	109.4	1,062.9	824.9
Grand Rapids	31.0	15.7	285.0	194.5
Honolulu	116.9	112.9	872.2	752.2
Houston City	51.0	39.8	443.6	227.1
Indianapolis	35.5	30.5	347.8	349.4
Kansas City	27.5	24.4	352.9	297.2
Los Angeles	270.0	265.5	2,268.7	2,121.3
Madison	43.6	36.0	311.0	282.0
Mesa	52.8	——	362.7	88.0
Miami	61.9	44.4	545.5	413.2
Milwaukee Impressions	25.0	23.0	171.0	57.0
Mpls./St. Paul	85.8	60.9	594.5	423.0
Nashville!	220.1	206.3	775.7	800.2
New Jersey Monthly	89.0	83.3	730.9	588.1
New Mexico	33.3	23.9	246.7	201.6
New Orleans	56.5	65.0	552.8	538.6
Ohio	30.3	62.0	381.8	359.5
Omaha	36.7	23.8	289.5	186.4
Oregon	22.2	24.7	252.1	214.8
Palm Beach Life	55.4	50.7	497.5	384.9
Palm Springs Life	138.2	99.3	1,332.7	1,175.7
Philadelphia	193.2	197.9	1,618.5	1,652.1
Phoenix	126.6	85.3	1,048.2	724.0
Pittsburgh	57.7	72.8	555.2	559.2
Pittsburgher	32.3	31.8	303.8	287.0
Reno	9.2	——	86.2	——
○Roanoker	——	——	245.5	178.1
SA, The Magazine of San Antonio	46.5	37.7	365.3	346.7
Sacramento	37.6	57.6	370.8	509.0
St. Louis	136.0	116.0	1,092.0	942.0
San Diego	183.7	205.8	1,755.0	1,671.8
San Francisco	84.5	72.3	637.4	630.7
San Francisco Focus	22.2	30.7	245.3	254.9
○Sarasota Town & Country	46.5	51.0	248.6	241.8
▼Shenandoah Valley	20.0	——	36.0	——
Spokane	48.8	34.8	437.8	267.1
Texas Monthly	186.0	191.0	1,257.2	1,219.2
○Triad	——	——	123.3	75.2
Tucson	57.5	58.0	573.2	446.0
Washington Dossier	48.0	47.0	461.2	455.5
The Washingtonian	173.5	166.5	1,373.9	1,384.6
Westchester	56.7	55.0	486.5	534.4
Westchester Illustrated	57.0	36.3	435.4	336.5
Wichitan	63.9	55.8	619.0	348.1
Total Group	4,933.9	4,601.6	41,598.4	36,644.1

Movie-romance-radio-tv

	Nov. 1979	Nov. 1978	Jan.-Nov. 1979	Jan.-Nov. 1978
○Complete Women's Group	——	——	150.9	167.7
Ideal Women's Group:				
Daytime Stars	28.1	32.6	318.0	331.2
Intimate Story	27.7	33.5	320.7	347.4
Movie Life	——	30.5	258.6	320.2
○Movie Stars	——	32.6	147.8	328.5
Personal Romances	27.7	33.4	321.7	347.3
○Screen Stories	28.2	32.6	113.1	331.4
TV Star Parade	28.8	32.6	257.4	330.9
KMR Women's Group:				
Real Romances	11.0	15.7	149.4	160.1
Real Story	11.0	15.7	149.4	160.1
○Teen Bag	8.8	15.3	69.7	131.5
Macfadden's Women's Group:				
Modern Romances	33.7	35.2	402.5	342.2
Photoplay	35.6	33.4	397.8	308.5
Secrets	32.7	33.7	401.5	335.1
True Confessions	33.3	34.7	401.3	339.1
True Experience	32.7	33.7	399.5	336.3
True Love	32.7	33.7	400.5	335.3
True Romance	32.7	33.7	399.5	335.3
Sterling Women's Group:				
Daytime TV	30.8	32.2	348.4	351.9
Modern Love	——	31.8	301.2	330.9
Modern Screen	32.3	33.2	355.0	332.0
○Movie Mirror	32.3	33.2	193.2	359.6
Photo Screen	——	32.2	161.4	362.3
Real Confessions	30.8	31.8	332.0	328.9
TV Movie Screen	32.3	33.2	194.3	363.3
TV Picture Life	——	33.2	161.4	359.6
Total Group	563.2	773.4	7,106.2	8,076.6

Youth

	Nov. 1979	Nov. 1978	Jan.-Nov. 1979	Jan.-Nov. 1978
Boys' Life	26.2	20.4	250.1	271.3
Campus Life	51.3	37.7	358.1	303.4
††Scholastic Magazines	44.9	48.0	325.3	331.1
Total Group	122.4	106.1	933.5	905.8

Mechanics & science

	Nov. 1979	Nov. 1978	Jan.-Nov. 1979	Jan.-Nov. 1978
○Elementary Electronics	26.5	37.5	188.5	214.3
§Mechanix Illustrated	96.2	111.6	952.4	1,007.8
Popular Electronics	74.8	70.8	634.0	661.9
Popular Mechanics	133.4	137.4	1,332.4	1,316.3
§Popular Science	102.7	95.2	1,005.9	1,179.9
Total Group	433.6	452.5	4,113.2	4,380.2

Boating & yachting

	Nov. 1979	Nov. 1978	Jan.-Nov. 1979	Jan.-Nov. 1978
Boating	81.2	81.3	836.4	870.6
Cruising World	86.0	79.2	1,253.3	944.7
Motorboat	33.4	41.4	685.0	746.0
Motor Boating & Sailing	106.6	79.3	1,363.6	1,205.6
§Sail	112.2	100.5	1,469.7	1,505.3
§Sea	60.8	75.0	948.6	889.9
Trailer Boats	12.1	16.3	270.4	257.5
Yachting	163.1	160.3	2,086.7	2,039.3
Total Group	655.4	617.0	13,172.7	8,201.4

Automotive & recreational vehicles

	Nov. 1979	Nov. 1978	Jan.-Nov. 1979	Jan.-Nov. 1978
Car & Driver	80.9	84.8	805.2	735.2
Car Collector & Car Classics	25.4	19.2	278.3	189.4
Car Craft	49.3	46.5	676.6	706.3

§Sectional linage included but prorated to circulation of regional editions. *Sectional linage included but NOT prorated to circulation of regional editions. †Published 6 times a year. ○Published every other month. ▲Published 10 times a year. ††Published 9 times a year. ‡Published 3 times a year. #Published quarterly. Published twice a month. ‡‡Published 7 times a year. ◇Published 11 times a year. ▼Published 8 times a year. **Published weekly. ▶Published every two weeks. A. Starting Nov. 79, combining Nov./Dec. and June/July issues. B. Preprinted inserts included. C. Includes Budget Decorating & Remodeling. D. Replaced Allegheny Flightime Sept. '79. E. Replaced Northliner July '79. F. Jan.-Nov. '79 is adjusted total. G. First issue Oct. '78. H. First issue Sept. '78.

(Continued on Page 80)

Advertising pages in November consumer publications

Current and November, '78, figures for U.S., Canadian and foreign publications reporting to Advertising Age

(Continued from Page 79)

	Pages			
	Nov. 1979	Nov. 1978	Jan.-Nov. 1979	Jan.-Nov. 1978
Choppers	11.5	14.5	140.8	148.0
○Custom Bike	——	21.6	194 9	246.7
Cycle	61.8	45.4	1,007.5	853.4
Cycle Guide	26.8	16.3	528.7	350.6
Cycle World	45.3	36.7	801.3	689.2
Dirt Bike	16.2	13.1	245.4	210.7
Dune Buggies & Hot Vw's	33.8	30.7	365.4	312.0
Family Motor Coaching	67.6	77.3	955.2	911.9
4 Wheel & Offroad	21.0	19.5	313.3	183.3
Four Wheeler	33.0	42.0	496.6	490.5
Hot Rod	41.8	52.9	594.1	595.3
Motocross Action	60.2	55.2	319.9	227.2
Motorcyclist	22.2	18.6	442.0	433.8
Motor Trend	57.2	58.7	494.8	545.8
††Motorhome Life	50.8	71.2	613.4	662.0
Pickup, Van & 4 WD	38.9	49.3	603.5	552.3
Road & Track	101.1	108.4	992.2	954.8
Touring Bike	8.3	12.0	183.2	100.3
Trailer Life	86.0	113.7	1,445.0	1,576.2
Van Pickup & Off-Road World	8.7	12.5	122.6	207.8
Woodall's Trailer & RV Travel Magazine	41.6	72.0	771.9	943.4
Total Group	989.4	1,092.1	13,391.8	12,826.1

Outdoor & sport

	Pages			
	Nov. 1979	Nov. 1978	Jan.-Nov. 1979	Jan.-Nov. 1978
Alaska	49.5	49.5	484.4	443.8
○The American Handgunner	30.5	18.0	163.2	106.0
American Rifleman	36.0	40.6	367.5	412.0
○Archery World	41.0	41.3	214.0	246.3
○Backpacker	——	——	239.8	223.0
§Bass Master	41.4	48.5	371.5	362.9
††Bicycling	43.8	36.6	404.4	427.2
Camping Journal	19.6	29.7	242.5	234.9
Field & Stream	81.2	109.3	988.0	1,089.7
Fins and Feathers	27.0	15.6	378.9	249.9
○Fishing World	20.3	26.3	188.8	204.2
Florida Sportsman	57.9	46.9	668.4	481.1
‡‡Fly Fisherman	63.7	45.8	356.0	314.6
Fur-Fish-Game	42.0	37.2	302.4	309.0
Guns	37.7	35.9	323.6	324.9
Guns & Ammo	53.8	59.6	542.2	555.5
Horseman	33.2	35.5	364.4	439.2
Outdoor Life	73.8	82.8	917.0	1,056.6
Petersen's Hunting	31.2	36.5	326.8	322.5
The Runner	26.8	20.9	330.6	51.9
Runner's World	57.8	39.8	656.7	565.1
Salt Water Sportsman	39.3	37.8	610.5	550.6
Shooting Times	43.3	52.1	460.6	471.0
SkateBoarder	25.0	91.0	398.6	1,047.5
‡‡§Ski	133.5	150.5	491.4	495.3
‡‡Skiing	173.9	167.0	614.8	583.4
Skin Diver	48.9	53.9	650.5	574.4
○Southern Outdoors	43.5	35.7	346.3	240.7
§Sport	52.1	43.0	464.2	483.7
Sports Afield	75.4	89.1	883.3	720.2
▼Spray	52.6	41.3	410.8	288.5
Western Outdoors	22.2	23.9	256.1	330.2
Total Group	1,577.9	1,641.6	14,418.2	14,214.8

Comics

	Nov. 1979	Nov. 1978	Jan.-Nov. 1979	Jan.-Nov. 1978
○Archie Comic Group	——	——	50.0	50.0
DC Comics	13.0	12.5	130.5	135.0
Harvey Comics Group	8.0	8.0	88.0	88.0
Marvel Comics Group	13.5	13.0	141.5	150.5
Total Group	34.5	33.5	410.0	423.5

Newspaper Magazines I

	Pages			
	Nov. 1979	Nov. 1978	Jan.-Nov. 1979	Jan.-Nov. 1978
§Family Weekly	90.1	95.4	950.6	878.5
Parade	87.0	87.3	852.3	826.8
Total Group	177.1	182.7	1,802.9	1,705.3

Canadian National Weekend Magazines

	Nov. 1979	Nov. 1978	Jan.-Nov. 1979	Jan.-Nov. 1978
B §Canadian Weekend	54.6	49.1	489.3	411.1
B Perspectives	70.7	58.2	456.7	415.1
Total Group	125.3	107.3	946.0	826.2

Canadian

	Nov. 1979	Nov. 1978	Jan.-Nov. 1979	Jan.-Nov. 1978
L'Actualite	65.7	60.5	490.5	440.7
Chatelaine:				
§English Edition	124.1	105.2	875.7	691.7
French Edition	112.6	89.8	770.4	634.5
§Financial Post	57.1	38.5	395.7	269.8
▲§Flare	75.5	57.9	554.7	464.9
▲§Homemaker's Magazine:				
English Edition	112.5	131.3	764.4	800.9
French Edition	100.0	114.0	616.6	654.7
**§Macleans	140.7	126.1	963.4	861.4
§Quest Magazine	49.2	50.7	319.2	281.2
§Reader's Digest:				
Canada-English	137.9	131.9	956.7	909.8
Canada-French	108.3	124.0	855.3	837.6
Total	246.2	255.9	1,812.0	1,747.4
▲Saturday Night	54.8	66.5	365.9	339.4
Toronto Life	145.0	117.0	1,032.7	953.3
Total Group	1,283.4	1,213.4	8.961.2	8,139.9

Oct. pages

Business

	Pages			
	Oct. 1979	Oct. 1978	Jan.-Oct. 1979	Jan.-Oct. 1978
Atlanta Business Chronicle	25.0	16.3	163.0	58.7
Barron's	231.3	193.5	1,643.1	1,381.1
Black Enterprise	58.1	64.8	451.9	392.5
§Business Week	654.5	618.3	4,163.0	4,002.1
Corporate Report	68.0	52.4	617.9	529.3
Crain's Chicago Business	77.7	34.4	440.4	117.9
Dun's Review	118.3	98.3	820.4	788.6
☆Financial World	115.9	91.7	789.7	599.3
Florida Trend	66.7	66.0	585.2	574.9
☆Forbes	337.8	337.9	2,157.9	1,815.9
§☆Fortune	241.3	238.4	1,942.4	1,791.2
Houston Business Journal	152.6	139.3	1,213.3	1,020.7
§Inc. Magazine	60.3	——	344.5	——
☆§Industry Week	231.2	211.0	1,737.9	1,659.4
§Nation's Business	46.4	44.5	450.3	387.0
Outlook	37.6	36.5	376.7	233.0
The South	15.2	18.3	173.9	233.1
Texas Business	44.9	25.0	406.6	340.9
Total Group	2.582.8	2.286.6	18,478.1	15,925.9

Canadian

	Oct. 1979	Oct. 1978	Jan.-Oct. 1979	Jan.-Oct. 1978
§Time-Canada	207.7	221.0	1,216.4	1,083.3

Newspaper magazines II

	Oct. 1979	Oct. 1978	Jan.-Oct. 1979	Jan.-Oct. 1978
Boston Globe	165.0	208.2	1,361.8	1,433.0
Chicago Tribune	165.8	203.6	1,380.0	1,438.9
*Cleveland Plain Dealer	175.6	187.1	1,613.5	1,355.6
§Los Angeles Times Home Magazine	160.8	191.3	1,412.1	1,321.5
New York News	160.3	——	1,259.8	739.1
New York Times Magazine	447.2	——	3,424.8	2,082.6
Philadelphia Inquirer	96.0	121.7	905.9	906.2
Washington Post Magazine	132.5	176.1	1,123.7	1,375.8
Washington Star, Home/Life Magazine	78.3	72.7	672.4	680.8
Total Group	1,581.5	1,160.7	13,154.0	11,333.5

Weeklies, bi-weeklies, semi-monthlies

	Oct. 1979	Oct. 1978	Jan.-Oct. 1979	Jan.-Oct. 1978
§Army Times Military Group:				
Air Force Times	188.5	171.9	1,553.3	1,495.8
Army Times	182.9	164.8	1,521.5	1,402.2
Navy Times	203.4	172.3	1,672.0	1,497.5
The Times Magazine	15.4	26.2	191.0	183.1
The Blood Horse	526.1	327.4	3,535.2	2,826.5
Circus Weekly	19.3	62.2	255.3	395.0
Commonweal	6.0	8.5	70.3	80.3
▶Cue/New York	112.6	125.8	944.8	862.6
Golf World	26.4	23.6	559.2	535.1
§Grit	43.8	56.8	396.9	424.7
National Review	41.0	40.0	307.4	308.0
New York Magazine	259.3	414.7	1,723.3	1,876.3
New Yorker	592.2	564.8	3,091.7	3,030.4
§Newsweek	407.3	434.2	2,710.5	2,674.9
People Weekly	378.9	370.7	2,760.9	2,464.2
Rolling Stone	85.7	114.9	879.5	918.3
▶§Saturday Review	71.3	56.3	533.4	464.4
Sporting News	78.9	59.0	610.0	463.0
§Sports Illustrated	343.6	380.2	2,223.9	2,358.2
§Time	378.0	435.0	2,461.0	2,519.0
§TV Guide	322.0	297.2	3,030.6	2,844.9
▶Us Magazine	66.0	89.7	510.8	503.9
§U.S. News & World Report	259.5	260.9	1,633.6	1,608.2
Total Group	4,608.1	4,657.1	33,176.1	31,736.5

Foreign

	Pages			
	Oct. 1979	Oct. 1978	Jan.-Oct. 1979	Jan.-Oct. 1978
Buenhogar:				
Mexico	90.7	76.2	616.5	444.0
Puerto Rico	21.2	19.5	196.2	138.3
Venezuela	53.2	65.0	407.2	440.5
Colombia	95.3	117.8	603.0	643.0
Peru	27.5	25.3	159.0	170.2
Central America	18.0	14.2	146.2	112.0
U.S.	9.8	12.7	99.7	101.7
Fascinacion:				
Mexico	12.2	11.2	89.8	94.3
Puerto Rico	1.8	0.2	11.2	7.8
Venezuela	17.8	23.0	115.5	190.8
Colombia	6.0	11.5	47.3	101.5
Central America	——	——	0.3	3.2
U.S.	2.0	2.0	28.0	29.2
Geomundo:				
Mexico	24.7	9.5	112.0	72.0
Puerto Rico	13.7	12.0	84.5	88.0
Venezuela	14.2	14.0	111.3	52.3
Colombia	19.2	24.5	146.2	127.5
Peru	13.7	9.0	62.0	46.0
Central America	11.7	8.0	61.3	34.0
U.S.	3.0	2.0	36.5	20.8
Hombre De Mundo:				
Mexico	39.0	19.8	199.0	119.0
Puerto Rico	17.0	17.5	166.0	82.3
Venezuela	24.5	17.8	136.7	93.8
Colombia	22.0	23.3	161.8	122.7
Peru	7.0	——	23.2	——
Central America	13.0	8.0	62.7	37.5
U.S.	7.0	5.3	68.8	41.0
Ideas Para Su Hogar:				
Mexico	12.0	5.0	80.5	14.2
Puerto Rico	5.8	3.3	31.8	6.5
Venezuela	10.5	10.7	117.0	53.8
Colombia	35.7	9.5	186.3	36.3
Peru	2.5	——	14.0	3.3
Central America	0.5	——	6.0	0.3
U.S.	1.0	——	5.5	0.3
G. Intimidades:				
Mexico	13.3	2.5	63.0	——
Puerto Rico	7.0	—	39.0	——
Venezuela	13.0	4.0	105.0	——
Colombia	4.0	——	10.0	——
Central America	2.0	——	5.0	——
U.S.	2.0	——	14.0	——
Mecanica Popular:				
Caribbean	36.3	37.8	305.5	278.2
Mexico	16.2	14.0	172.7	154.3
Argentine	9.8	5.0	42.8	41.0
H. The Ring en Espanol:				
Mexico	2.2	2.0	16.0	——
Puerto Rico	2.0	——	25.7	——
Venezuela	3.0	9.5	38.2	——
Colombia	——	1.0	4.2	——
Central America	——	——	2.2	——
U.S.	4.0	1.0	30.7	——
Vanidades Continental:				
Mexico	198.7	141.5	1,152.8	869.7
Puerto Rico	85.2	74.7	501.7	412.7
Venezuela	83.0	93.7	569.0	562.5
Colombia	163.7	168.8	862.8	801.2
Peru	36.2	33.8	221.2	193.5
Central America	48.8	36.2	276.3	191.7
U.S.	43.8	46.2	314.5	295.7
Cosmopolitan Foreign Editions:				
Australia	84.6	68.6	564.1	428.9
Brazil	75.0	35.0	274.0	190.0
France	121.0	79.0	702.0	534.0
Great Britain	215.0	172.0	1,271.0	1,026.0
Italy	38.0	31.0	312.0	173.0
Cosmopolitan en Espanol:				
Central America	7.8	8.7	67.5	57.5
Colombia	38.7	40.0	247.5	277.8
Mexico	86.8	59.0	560.0	389.5
Puerto Rico	30.0	30.0	257.8	207.3
U.S. (Spanish Language)	14.8	14.7	159.7	133.0
Venezuela	29.7	41.3	277.3	294.5
International Communications:				
African Business	15.9	6.5	217.7	23.5
The Middle East	66.3	68.9	544.1	493.1
New Africa	55.0	50.8	345.7	435.8
Al-Iktissad Al-Arabi	16.7	20.5	163.6	154.9
International Herald Tribune	126.8	124.7	920.2	972.8
International Management:				
Africa	31.2	22.0	196.7	190.3
Europe	74.8	49.8	407.8	365.2
Latin America	31.2	25.3	213.2	115.3
Middle East	51.2	47.2	334.2	372.7
Pacific	29.7	22.0	186.7	190.3
§Newsweek International:				
Atlantic	168.0	170.1	975.6	939.8
Latin America	42.7	——	303.2	——
Pacific	127.7	117.5	809.4	722.3
††Progreso	30.7	25.2	184.1	149.7
§Reader's Digest:				
Arabic	27.5	——	159.5	——
*Asian	323.3	29.2	2,250.3	429.0
Australian	83.7	62.0	606.2	483.7
Belgian-Flemish	102.0	95.8	782.4	675.2
Belgian-French	88.5	104.3	734.6	682.5
British	158.3	134.1	868.7	812.9
*Chinese	173.0	33.6	1,174.0	331.3
Danish	41.3	47.3	356.9	470.3
Dutch	120.3	89.3	551.9	482.8
Finnish	58.3	72.5	537.2	540.6
French	121.5	107.8	632.0	646.7
German	111.9	97.5	771.2	765.2
Iberian	48.0	36.5	354.1	333.0
Indian	146.5	83.5	881.0	719.3
Italian	83.0	87.0	547.0	612.5
Japanese	51.3	51.3	629.4	551.8
Korean	17.5	——	147.5	——
Latin America:				
Argentine	72.0	53.5	522.5	342.0
Brazil	15.9	16.4	111.4	122.4
Central America	30.5	32.0	200.5	230.0
Chile	31.0	23.0	226.5	199.0
Colombia	68.5	63.0	457.0	397.5
Ecuador	29.0	——	191.0	——
Mexico	54.7	41.2	411.3	281.0
Peru	10.5	10.0	83.5	83.0
Puerto Rico	21.0	17.5	140.5	108.5
U.P.B.	25.0	25.5	296.0	153.5
U.S. Spanish	22.0	20.5	156.0	[illegible]
Venezuela	30.5	25.0	364.3	[illegible]
Portugal	43.0	55.0	411.8	323.8
New Zealand	79.5	44.2	497.7	247.4
Norwegian	101.0	107.0	517.6	534.3
South African	122.0	83.5	720.5	750.0
Swedish	43.3	41.8	304.1	264.9
Swiss-French	43.0	53.0	301.0	315.0
Swiss-German	56.0	62.0	411.0	420.0
Canada-English	85.5	99.3	813.4	777.2
Canada-French	92.3	86.8	746.2	710.3
Total	2,832.1	2,091.9	20,681.2	15,083.6
§Time International:				
Time-Asia	781.4	651.8	938.1	799.0
Time-Atlantic	964.7	816.7	1,167.5	1,009.6
Time-Latin America	570.9	480.4	686.5	580.9
Time-South Pacific	203.4	206.8	1,345.6	1,129.9
▶Visao	149.0	149.8	1,146.9	1,218.7
▶§Vision/Latin America	57.6	52.9	391.1	406.6
Total Group	8,595.8	7,029.6	46,017.3	36,244.1

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Winston's drop to No. 2 doomed DFS

By JOHN J. O'CONNOR

NEW YORK—Despite Dancer Fitzgerald Sample's expressions of "shock and surprise" at having been fired as the agency for Winston cigarets, a source close to R. J. Reynolds Tobacco said that "Dancer would have to be blind not to realize it was in trouble."

"It was a business decision," William D. Hobbs, RJR Tobacco chairman, said of the announced Jan. 1 move of Winston to William Esty Co.

In gaining Winston, a $40,000,000-plus account, Esty yielded the Camel cigaret line, billing more than $30,000,000 this year, to Batten, Barton, Durstine & Osborn. But Esty keeps Salem, the second largest brand behind Winston in the stable of the nation's No. 1 cigaret company.

- "It was shabby and shoddy," Stuart B. Upson, DFS chairman, said of the Reynolds' action. "It's sad that a big company would act in such a manner."

In his internal memo, Mr. Upson said, "I am particularly incredulous because we are doing exceptionally good work on Winston. Our new advertising has tested extremely well. Our Reynolds account, creative and media people have done a superb job under the constant heavy pressure inherent in the cigaret business. We do not take a back seat to any Reynolds agency, in any way. On the record, I believe we have outperformed all the rest."

Mr. Upson was referring to the new Winston ads for Winston and Winston Lights that broke in recent months. The agency apparently felt RJR, based in Winston-Salem, N.C., was well satisfied by the efforts.

- Execs at other Reynolds agencies took turns shooting down some of Mr. Upson's remarks. "Look at the record," said one. "Winston was No. 1 in sales when Dancer succeeded Esty on the brand in 1974. Winston is now No. 2 (behind Philip Morris' Marlboro) and continues to decline. Dancer had five years on Winston. Who have they

(Continued on Page 94)

Camel walks to BBDO.

Life Savers, Chicle ready for candy roll market clash

By SAM HARPER

NEW YORK—Life Savers Inc., traditionally the aggressor in pitting its products against those of American Chicle, is leaving comparative advertising to its archcompetitor this time as the two gum and candy marketers gear up for a head-on marketing collision in the sugar-free, fruit-flavored roll candy segment.

Life Savers' Sweet Nothings, tested late last year in Green Bay, Peoria and Tucson, and introduced nationally two months ago, will be the subject of a major advertising effort that will steer clear of comparisons and focus on taste, according to Jerry Pulley, exec vp at the Squibb Corp. subsidiary.

Introductory commercials for the fruit, cherry, assorted and mint-flavored candies will begin this week with larger ad schedules slated for January.

American Chicle, on the other hand, will use commercials comparing its new sugarless Trident Candy Fruits with Life Savers' 70-year-old roll candy containing sugar. The new product from the Warner-Lambert unit was launched in Omaha earlier this month, but a source at Ted Bates & Co. confirmed that a national rollout is due soon. The candies come in grape, cherry and assorted flavors.

- "We expected Chicle to follow us into this category," Mr. Pulley said. "We've been the innovator behind other products, and Chicle always is right behind us." He added, "Now we're coming out with an innovative hard candy and, sure enough, here comes Chicle."

While Chicle did follow Life Savers' Bubble Yum into the soft

(Continued on Page 96)

What can be conceived can be created
Ferrari

Shifting into advertising, Ferrari North America, a division of Turin, Italy-based Fiat, kicked off its first U.S. campaign with an ad in the *Wall Street Journal*. The company will spend approximately $500,000 through 1980 to promote its $40,000 sports car. Ads are in *WSJ* and upscale magazines. Hank Forssberg Inc., Hackensack, N.J., handles.

'Time' working on way to offer readers a talkie

By JACQUES NEHER

KANSAS CITY—*Time* soon may be making waves. Sound waves.

Time Inc. now is sewing up a licensing agreement that will give it the technology to produce the first talking magazine—an innovation that could add the dimension of sound to both editorial and advertising in *Time* within a year.

"We have a talking magazine . . . we are working on one right now," Malcolm Ochs, research director, *Time*, told a stunned audience of media buyers and planners at ADVERTISING AGE's Media Workshop here last week.

"There is technology available right now that can imprint grooves right on the page of the magazine," Mr. Ochs explained. "You then have a little box—a scanner—that goes over these grooves and can actually pick up the voice that's impregnated in them."

- Mr. Ochs said the development could allow readers to hear segments of speeches or other quotations reported on the printed page.

"This adds sound to the sight," he added. "If you did something like that with an advertisement and could get another minute's worth of copy onto your printed page, you could do a lot more with your ad than just the regular color or black and white layout."

Because the recording would be a part of the page, Mr. Ochs said, the magazine would be able to "get around" postal regulations that prohibit the inclusion of separate sound recordings for mailings at the regular second class rate.

Mr. Ochs and Time Inc. refused

(Continued on Page 95)

P&G, GM pare tv? Nets say no

By JAMES P. FORKAN

NEW YORK—Reports that major spenders like Procter & Gamble and General Motors' Chevrolet division are slashing ad budgets, especially in network tv, prompted quick denials from the nets, who maintain that their sales climates are healthy into 1980.

P&G is said to be chopping up to $30,000,000 off its total ad expenditures, and allegedly tv—chiefly NBC daytime—would be the big loser. In Cincinnati, P&G's only official comment was that it has no plans to cut back on its NBC soap opera, "Another World."

- According to reports, part of the $30,000,000 will be moving into a broadening of P&G's magazine list beyond the women s service books. P&G began putting more of its money into magazines in 1974 and since then has tripled actual magazine dollars to perhaps $40,000,000 or more this year.

Chevrolet, which has decided not to renew basketball and golf packages, said its move was "absolutely not a budget cutback."

NBC execs professed surprise at the speculation about a P&G reduction in daytime or any other daypart. "They're very strong with us. There's nothing like that [major cuts] happening." Indeed, one said, "P&G just made a couple of new buys in the last month."

- Despite the P&G silence and NBC denial, some agency buyers steadfastly maintained that P&G's cuts take effect in the remaining weeks of the final quarter and stretch at least into January. These sources added that they themselves have bought some of that vacated time at bargain rates. They could not explain the rationale behind the P&G move.

One NBC exec suggested the cutback reports may have been triggered in part by published reports that P&G's "Shirley" prime time series was on its last legs. That series has not been canceled, he said, and looks "secure" since it has built, hitting a satisfactory 29 share in the Nielsens for the week ended Nov. 25.

Some rival network salesmen, too, said they were unaware of any big P&G reduction. The latest P&G drama special due in "Seizure" (subtitled "The Story of Kathy Morris") which will fill two CBS prime time hours on Jan. 9.

- There also was some confusion surrounding Chevrolet's decision

(Continued on Page 94)

last minute news

FTC 'restructuring' power survives Senate test

WASHINGTON—The Senate commerce committee Friday balked at acting on a proposal to strip FTC of its power to "restructure" industries as commission staffers have proposed in cases against the oil and ready-to-eat cereal industries. Earlier support for the proposal (AA, Nov. 26) evaporated as all seven committee Republicans said they opposed the plan.

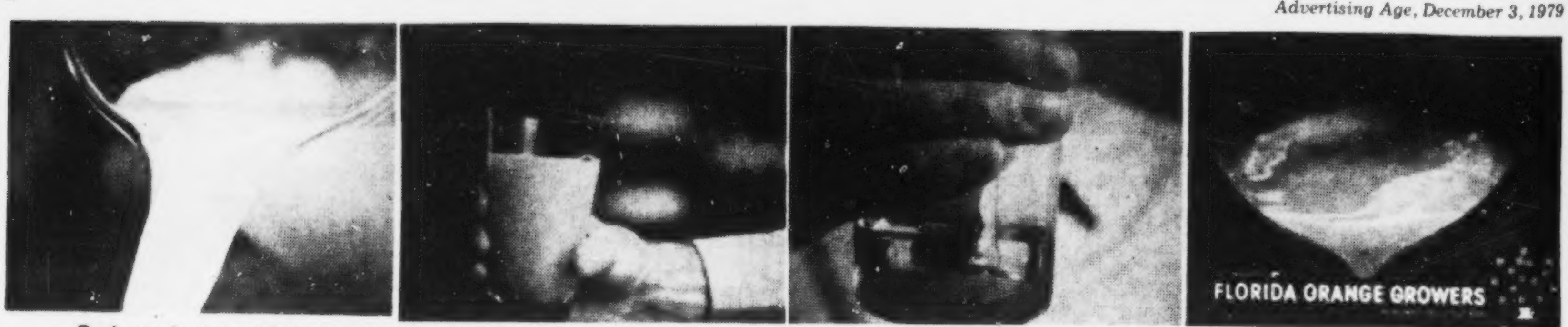
M-H decides against starting 'Muse'

NEW YORK—McGraw-Hill Publications Co. has decided not to publish *Muse*. Its first consumer monthly magazine had been slated to bow in April. M-H Publications president Paul McPherson noted that reaction from potential readers and advertisers was favorable but "circulation test results do not jusfity continuing this project." A pilot issue came out in October.

(Continued on Page 8)

NEWSPAPER

AA MAR80
DC2001 4CNGLIHGENR 94187 920011
R HAGERMAN SECY TO SR VP
CONGRESSIONAL INFO SERVICE
7101 WISCONSIN AVE
WASHINGTON DC 20014



Real people (not celebrities) agree orange juice "isn't just for breakfast anymore," in Florida Citrus Commission spots via Dancer Fitzgerald Sample (AA, Nov. 26).

CBS 'looking good'; ABC looking ahead

By COLBY COATES

NEW YORK—On the 28th and final night of the November local ratings sweeps, CBS-TV was "looking good."

In the latest twist to a prime time tv season that's already produced one startling development after another, CBS captured the sweeps with a 20 rating, according to Arbitron, and a 20.1 rating as measured by Nielsen.

ABC-TV, the winner of every November and February sweeps since 1975, finished second in both polls with 19.6 (Arbitron) and 19.7 (Nielsen) ratings with NBC-TV in third place with a 17.7 from both.

In general, sources attributed CBS' win to the blockbuster performance of a half-dozen series throughout the month, as well as the substantial numbers generated by theatrical and made-for-tv releases over the last two weeks.

Although some sources tended to hang a "brilliant strategy" tag on CBS, others thought the larger issue was the continuing decline of ABC. Subpar numbers for the three-part "French Atlantic Affair," "The Birth of the Beatles," "When She Was Bad," as well as a number of specials run in to fill other weak links, also were thought to have aided CBS.

Moreover, since NBC made the decision to unleash some of its blockbuster theatricals and made-for-tv movies early in the season to insure a quick ratings getaway, the network's November arsenal wasn't as meaty as NBC would have liked. For the long haul, however, observers generally think NBC's strategy was the right one.

Some preliminary results from the sweeps suggests that CBS was the only network to post a gain in share of audience this year vs. last. And, in terms of ratings, CBS was the sole network to post any substantive ratings gain. While NBC was about unchanged from a year ago, ABC was a ratings loser.

ABC is betting, however, that its newly devised second season schedule and Winter Olympics coverage in February will reverse that trend.

For the second season, ABC will introduce seven new programs—a mix of hour shows and half-hour

(Continued on Page 94)

Crain plots 'Collector-Investor'

THE
COLLECTOR
INVESTOR
THE INTERNATIONAL MAGAZINE OF ALTERNATIVE INVESTMENT

Something for investors

The realm of tangible investments including antiques, coins and fine stamps will be explored in the new monthly magazine, *The Collector-Investor.*

CHICAGO—A new monthly magazine aimed at the fast-growing market of institutional and individual collectors will be launched this spring by Crain Communications Inc., publisher of ADVERTISING AGE and 14 other publications.

The Collector-Investor, printed on glossy paper in an 8½x11-in. format, will concentrate on investment aspects of the top end of the collecting world. Major categories for editorial coverage will include fine art, antiques, Oriental carpets, coins, jewelry, stamps and classic model automobiles, as well as the newer investment-grade "collectibles."

"The magazine will report on all aspects of these tangible forms of investment, ranging from advice about prime investing areas within the total collecting market, to detailed tips about insuring and caring for your Dresden china and precious jewelry," said publisher Steven Yahn. "Of course, since these markets are international, we'll be covering our beats on an international basis, with correspondents around the world."

- To target the magazine at key investment decision makers in the U.S. and overseas, *C-I* will have an initial controlled circulation of 20,000 top corporate executives and investment advisers. This includes about 10,000 U.S. corporate chief executives and high-level financial officials, and about 10,000 investment advisers at banks and other institutions in the U.S. and overseas.

A b&w page will cost $2,500, and a four-color page $2,950. Subscription price is $20 per year; newsstand price is $2. The magazine is scheduled for introduction in late March with an April cover date.

Among a roster of regular features will be an in-depth examination of one market—in the premiere issue Oriental rugs will be highlighted. Other regular features include "Auction Block," an analysis of action at the big and small auction houses, and "Counting House," a section devoted to charting the investment performance of a variety of alternative investments.

"With the difficulties in traditional investment markets in the last 10 years, we're sure that top investment pros around the country will have professional—not to mention personal—reasons for carefully watching the burgeoning alternative investment markets," noted Rance Crain, editorial director and president of Crain Communications.

Mr. Crain added that *The*

(Continued on Page 93)

highlights

Monday, December 3, 1979

Warner Communications' new WCI Home Video unit plans to market 20 movie titles in videocassette format early in 1980. *See Page 4.*

FTC supporters are being forced to fight a delaying action. *See Page 6.*

More clients toughen audit policies toward agencies as a result of a scandal over discrepancies found by Ford Motor Co. *See Page 10.*

The head of SFM Media Corp. called for a halt to the incentives practice in media buying. *See Page 12.*

Media buyers get future insights at AD AGE's Media Workshop. *See Page 12.*

Subscription tv competition in Los Angeles heats up with comparative ads and a free programing offer. *See Page 14.*

In the wake of the collapse of the ABC-Macmillan merger and sealed lips at both companies, sources are speculating what went wrong. *See Page 16.*

Companies need to abolish their old rewards systems to improve output of product management. *See Page 30.*

At least 52 major promotion campaigns tied to the 1980 Winter Olympics have broken or are en route, according to Capital Sports Inc. *See Page 37.*

A new Miami promotional poster of a scantily clad snorkeler has drawn some heated attention. *See Page 44.*

Continental Grain uses advertising for communications success. *See Page 47.*

British moms are being lured away from home by a British Rail and Lever Bros. promotion. *See Page 54.*

Robert Rees spots a move from the "Me" decade to the "We" decade for the '80s. What does the shift mean for advertisers? *See Page 59.*

Bill Tyler asks for examples of ad campaigns that have turned declining sales into soaring ones, and presents this month's pick of ten print ads. *See Page 59.*

Bill Robinson writes about women's magazines as a powerful promotional medium. *See Page 62.*

Rustproofing products vie for car owners' attention. *See Page 66.*

BBDO International's November magazine offers hints and strategies for getting the most out of the advertising dollar during an economic slowdown. *See Page 72.*

FCC finds first traces of advertising income for cable tv in reports for 1978. *See Page 74.*

Black Entertainment Television's satellite cable tv program service gets financial support from the No. 3 catv system operator as sponsor pursuit continues. *See Page 76.*

A New York teacher shows creatives how to make themselves use their talent for individual goals. *See Page 76.*

Tv network competition should take much credit for escalating tv production costs, Tandem/T.A.T.'s president Alan Horn said. *See Page 91.*

A new campaign from Paine Webber reflects an upsurge in advertising competition among brokerage firms. *See Page 98.*

The Minute Maid chilled juice introduction is cited as a prime example of a successful partnership between client and agency. *See Page 98.*

Section 2

Increasingly sophisticated and businesslike farmers are requiring increasingly sophisticated approaches by those who sell for and to the agricultural community. Articles in Section 2/Agrimarketing examine how to pick an agri agency, how consumer and agri ads differ, company profiles and more, beginning opposite Page 54.

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CBS sells 5 minutes to Carter team

WASHINGTON—Candidate Jimmy Carter will have the network tv launch this week that his reelection strategists have been counting on, but it will be a 5-minute program at 8:55 p.m. (EST) this Tuesday, and not the half-hour program his aides have been battling to buy from the networks.

The Carter team bought the Tuesday slot from CBS late last week after the three nets had gone to federal court to fight a Federal Communications Commission order that a bigger prime time slot had to be made available this month for Presidential campaign commercials.

- The Carter campaign also bought 5-minute prime time segments on independent tv stations in Atlanta, Chicago, New York, Los Angeles and Washington.

CBS has previously sold 5-minute segments to Republican candidates John Connally and Ronald Reagan, and had offered the Carter campaign 5 minutes at 10:55 p.m. this Saturday. Carter ad chief Gerald Rafshoon had rejected that

(Continued on Page 96)

Court ruling revives case against 15% commission

By BERNICE KANNER

NEW YORK—The advertising industry faces a new court challenge revolving around the question of whether the 15% agency commission system discriminates against direct advertisers.

The new challenge arose a month ago when a U.S. court of appeals upheld a lower court dismissal of a much broader, class-action attack on the commission system. But it told the lower court it should hold a trial on charges against Time Inc. and the *New York Times* as individual defendants. Last week these defendants petitioned the appeals court for a rehearing, a request rarely granted. A rehearing was also sought by the plaintiff, the now-defunct Ambook Enterprises book club.

In its original action, seven years ago, Ambook had named J. Walter Thompson; Young & Rubicam; BBDO and the American Assn. of Advertising Agencies as members of a class. The appeals court reaffirmed the denial of the class action, while reversing the dismissal of Time and the *Times*.

- The private antitrust action charges that ad agencies and publications acted illegally in granting a 15% discount from the card rate to agency-placed orders, with no discount available for ads placed directly by the advertiser.

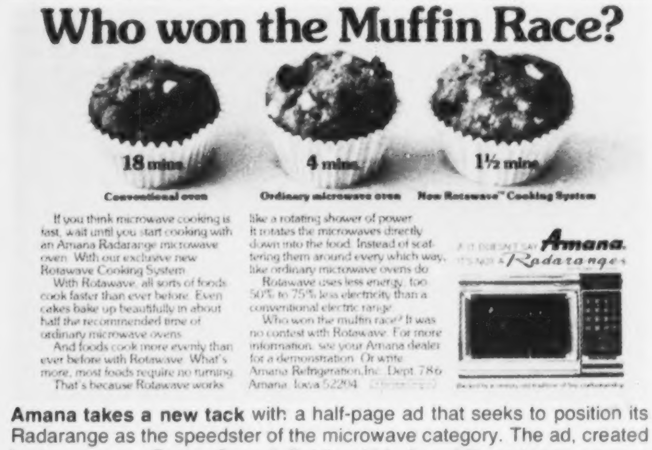
Ambook, also known as the American Book Club, named Ted Bates & Co. as another defendant when the case first surfaced in federal district court for eastern Pennsylvania in June, 1972. In early 1978, Bates settled out of court for $25,000.

Ambook discontinued operations shortly after filing its suit, but the Pennsylvania partnership is legally entitled to wind up its affairs, including litigation, with no time limit. L-Club Corp., a New York investment company and Ambook's partner in the American Book Club,

(Continued on Page 93)

MOULIN-AIR
moulinex
MOULIN-AIR convection oven

This is the $1,000,000 week for Moulinex (AA, July 16) as it launches a tv blitz for its Moulin-Air oven and La Machine. AC&R Advertising, New York, handles.



Who won the Muffin Race?

18 mins. Conventional oven

4 mins. Ordinary microwave oven

1½ mins. New Rotawave™ Cooking System

If you think microwave cooking is fast, wait until you start cooking with an Amana Radarange microwave oven. With our exclusive new Rotawave Cooking System.

With Rotawave, all sorts of foods cook faster than ever before. Even cakes bake up beautifully in about half the recommended time of ordinary microwave ovens.

And foods cook more evenly than ever before with Rotawave. What's more, most foods require no turning. That's because Rotawave works like a rotating shower of power. It rotates the microwaves directly down into the food. Instead of scattering them around every which way, like ordinary microwave ovens do.

Rotawave uses less energy, too. 50% to 75% less electricity than a conventional electric range.

Who won the muffin race? It was no contest with Rotawave. For more information, see your Amana dealer for a demonstration. Or write Amana Refrigeration, Inc., Dept. 786, Amana, Iowa 52204.

IF IT DOESN'T SAY Amana. IT'S NOT A Radarange

Amana takes a new tack with a half-page ad that seeks to position its Radarange as the speedster of the microwave category. The ad, created by new agency Foote, Cone & Belding (AA, Aug. 27), portends a "more single-minded approach" in Amana's upcoming national campaign, due next spring. The ad above will run in Dec. 10 issues of *Sports Illustrated* and *Us*.

Seguela charts select expansion

Out to spread 'Latin' style

By PAUL ZAHN

BRUSSELS—On the occasion of the official opening of the Roux, Seguela, Cayzac & Goudard affiliate in Brussels, Messrs. Cayzac and Goudard affirmed to ADVERTISING AGE the company's intention to expand to a "European dimension" and export worldwide a distinctly "Latin" approach to advertising and communications.

They confirmed that RSC&G aims to become the first truly "European" agency, with affiliates scheduled to open in Britain, West Germany and "possibly the U.S." in 1980.

The Paris-based parent always will hold a majority share, with the minority holders always being active nationals in the affiliate. The choice of these "active nationals" will not be easy because, according to Messrs. Cayzac and Goudard, the goal is not simply expansion. Mr. Goudard notes "We are only interested in working with individuals who share our ideals and believe in our philosophy of communications."

That philosophy is described as resting on "the star system," Mr. Goudard elaborated. "A brand or product must be a star to have durability and longevity on the market. We must always aim to create a distinct personality for the brand or product composed of three factors. First, the physical—the product itself, often a 'me-too' product. Second, a style—a distinct imagery and way of presentation. Third, a character—every product or brand must be endowed with a distinctive character, a special imaginary universe of its own that sets it uniquely apart."

- Messrs. Cayzac and Goudard further explain, "The Marlboro cowboy and the Volkswagen campaigns have these three qualities, and when a product or brand has them all the campaign cannot be copied or emulated without the consumer identifying with the original product or brand because the imaginary universe is absolute and exclusive."

The RSC&G approach means, according to Mr. Cayzac, cutting the umbilical cord of the standard Anglo-Saxon approach to advertising. "The objective of advertising in the marketing mix is not always, or at least not exclusively, concrete, quantifiable, and measurable. Human beings have a dimension of spirit and fantasy. Communications built entirely to conform to the concrete, quantifiable and measurable fail to appeal to this dimension and lose any hope of achieving any lasting impact."

Putting this vital dimension into advertising and communications means developing what Jacques Seguela calls the "Latin cultural mode of expression" and moving away from what Mr. Goudard calls "The Stagnant Anglo-Saxon model." It also means, according to

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Carter gives $50 million energy ad nod

By RICHARD L. GORDON

WASHINGTON—President Carter has signaled the Energy Department to look beyond an initially modest government energy conservation ad campaign and plan a $50,000,000 nationwide drive that could be launched next fall.

ADVERTISING AGE learned last week that White House budget planners told Energy Department execs that the President will seek an immediate $7,000,000 for the ad project and an additional $50,000,000 budget for the fiscal year starting next Oct. 1.

The push to do something quickly, however, has energy ad planners scrambling to review their options for how the first hunk of ad cash might be spent.

Both White House aides and department officials declare they intend to have a wide open competition to select not only the ad agency to run the campaign, but also a market researcher to do consumer research.

But energy ad planner Joan Michello was reluctant last week to speculate when the assignment would be open for bids. And Presidential aide Anne Wexler complained it could take "six months" or more to complete the required cumbersome government contracting procedures.

This time frame does not fit with the administration's sense of urgency about the real threat of energy shortages, particularly if the Middle East situation takes a drastic turn for the worse.

"We need to create a conservation ethic in this country, and do it quickly, or face possible brownouts," Ms. Wexler said.

As interim measures to crank out an early ad campaign, energy execs have the option of creating the initial ads in-house or turning to two small ad agencies currently handling other department assignments.

Denver agency Evans & Bartholomew winds up a $1,000,000 test of paid energy conservation ads in New England this month. Minneapolis-based Vanguard Advertising, a minority-owned agency, is running another $1,000,000 test of paid ads for the department urging homeowners in six states to modify their oil burning furnaces to use less oil.

Officials of both agencies said the department has had informal discussions with them about the possibility of additional assignments in 1980.

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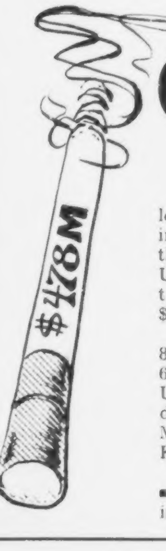
Cigaret ad budgets up 15.4% in '78



By SAM HARPER

NEW YORK—The nation's six leading cigaret companies last year invested $478,332,300 to advertise the 20 best-selling cigarets on the U.S. market. The companies' 1978 total was 15.4% above their $404,304.000 outlay in 1977.

The 20 top brands accounted for 89.5% (551.2 billion units) of the 605.5 billion cigarets smoked in the U.S. last year, according to sales data compiled by analyst John C. Maxwell Jr. of Lehman Bros./-Kuhn Loeb.

- In an effort to capitalize on an increasingly health conscious public that is moving away from higher tar cigarets to the low-tar segment, cigaret manufacturers continued to add low-tar products to their brand rosters in 1978. The low-tar segment, which includes all cigarets under 15mgs tar, and the burgeoning ultralow-tar segment presently account for more than 40% of the cigarets smoked, up from about 30% in 1978.

Although R. J. Reynolds Tobacco's Vantage, Philip Morris' Merit and Lorillard's Golden Lights were in the limelight last year as a result of sales growth, American Brands' Carlton has become this year's rising star because it's currently the fastest growing brand in the top 20.

Introduced in 1962, Carlton's sales spiral began only in recent years. The advance of the low and ultralow segments' popularity pushed Carlton from the 20th spot on the brand roster in 1977 to 16th in 1978, when unit sales reached 10.09 billion units, or nearly 2% of the total market. Carlton's ad budget of $23,847,700 was slightly higher than the $22,477,100 American Tobacco invested for brand advertising in 1977.

Perhaps more significantly, Carlton sales this year are expected to be 50% higher than in 1978. Carlton is threatening to break into the top 10 best-selling brands, a first for an untralow-tar brand.

Pitted against Carlton in the ultralow-tar segment are Lorillard's 3mg Kent III, presently Carlton's stiffest competition with 0.8% of the total market; RJR's 2mg Now, currently battling Carlton in a comparative advertising effort, and 3mg Triumph, also from Lorillard.

With 80% of its output dedicated to the low-tar and ultralow-tar segments and two new product introductions, Lorillard was the most aggressive of the low-tar cigaret marketers in 1978, gaining more than a 1% market share. (A 1% share of the market translates to

(Continued on Page 88)

Cigaret ad costs rise

(Continued from Page 3)

about $100,000,000 at the manufacturers level.)

Despite a $44,149,000 ad outlay by Philip Morris on behalf of Merit, RJR's Vantage remained the leading low-tar in 1978. Since January, however, Merit has surged ahead of Vantage with the support of what sources say is a monumental advertising investment. RJR spent $30,786,300 on advertising for Vantage in 1978, good for eighth position in the rankings and 18.5 billion unit sales.

Unable to make significant inroads in a Merit/Vantage dominated low-tar segment, Brown & Williamson Tobacco discontinued its 14mg Fact brand, putting its advertising muscle behind 9mg Arctic Lights and the burgeoning 9mg Viceroy Rich Lights brand.

- Despite sizable ad outlays, RJR's flagship brand, Winston, continued to decline in sales from 88.1 billion units in 1977 to 84.7 billion units in 1978. Ad spending dropped from $44,290,900 to $41,912,000.

At the same time, PM's *Marlboro, the leading cigaret in the* U.S. as well as the world, saw its domestic share rise in 1978 to 101.25 billion units, up 4.3% over the previous year. Marlboro's ad budget also rose 4.5% to $43,681,500 in 1978.

As for 1978 market shares, Reynolds remained the leader with 32.9%, according to Maxwell data. RJR was followed by Philip Morris, 27.8%; Brown & Williamson, 15.2%; American Brands, 11.7%; Lorillard, 9.1%, and Liggett & *Myers Tobacco*, 3.3%.

The two newcomers to the top 20, Newport and Golden Lights, forced Lucky Strike and Parliament out of the standings. Lucky Strike and Parliament had held 18th and 19th positions, respectively, in 1977. Golden Lights became a separate brand in 1978 and is now the 11th best-selling brand.

Merit was the least efficient among the top 20 brands, with a 52.2¢ per carton advertising outlay. Pall Mall was the most efficient brand with a 5.1¢ per carton ad investment. #

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the advertising market place

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Background or knowledge of the Aerospace industry associated with military/government contractors is a plus.

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Costs of cigaret advertising: 1978-1972

Per carton and per million cigarets sold

Copyright 1979 by Crain Communications Inc.

The top 20 cigaret brands based on 1978 sales, related to the amount invested for each brand in general magazines, newspapers (including Sunday sections), network tv, spot tv, network radio, spot radio and outdoor. The figures are not offered as complete records of expenditures; tobacco companies spend large sums for point of purchase materials and in other nonmeasured media. Sales figures for this study were taken from the 1978 Maxwell Report. Advertising expenditures were compiled from figures supplied by Broadcast Advertisers Reports; Institute of Outdoor Advertising; Leading National Advertisers; Radio Advertising Bureau; Radio Expenditure Reports, and Television Bureau of Advertising. Newspaper expenditures for 1975, 1976, 1977 and 1978 were supplied by sources in the tobacco industry; newspaper totals for the years previous to 1975 were compiled from figures supplied by the Newspaper Advertising Bureau (compiled by Media Records).

	1978	1977	1976	1975	1974	1973	1972
Marlboro (Philip Morris)[1,2,3,4]							
Sales (billions)	101.25	96.9	94.2	91.3	86.1	78.8	69.5
Ad investment	$43,681,500	$41,690,000	$31,558,100	$22,093,000	$25,622,046	$20,968,982	$21,472,445
Ad cost per million	$431.42	$430.23	$335.01	$241.98	$297.44	$266.03	$308.96
Ad cost per carton	8.6¢	8.6¢	6.7¢	4.8¢	5.9¢	5.3¢	6.2¢
Winston (Reynolds)[1,2,3,4]							
Sales (billions)	84.7	88.1	90.1	91.5	90.1	87.9	84.5
Ad investment	$41,912,000	$44,290,900	$30,646,800	$31,733,000	$32,874,523	$22,131,689	$21,915,149
Ad cost per million	$494.82	$502.62	$340.14	$346.80	$364.54	$251.78	$259.35
Ad cost per carton	9.8¢	10¢	6.8¢	6.9¢	7.3¢	5¢	5.2¢
Kool (Brown & Williamson)[2,4,5]							
Sales (billions)	59.0	59.3	60.7	61.8	60.8	56.1	49.9
Ad investment	$37,313,900	$28,857,200	$23,062,400	$20,064,100	$17,093,560	$15,915,007	$20,103,779
Ad cost per million	$632.43	$486.38	$379.94	$324.18	$281.05	$283.64	$402.88
Ad cost per carton	12.6¢	9.7¢	7.5¢	6.4¢	5.6¢	5.7¢	8.1¢
Salem (Reynolds)[2,4]							
Sales (billions)	54.4	53.7	52.6	50.5	50.8	49.0	47.0
Ad investment	$43,948,900	$33,919,500	$24,749,700	$23,778,500	$21,704,195	$20,114,633	$17,611,766
Ad cost per million	$807.88	$631.64	$470.52	$470.86	$426.82	$410.50	$374.72
Ad cost per carton	16.1¢	12.6¢	9.4¢	9.4¢	8.5¢	8.2¢	7.5¢
Pall Mall (American Tobacco)[3,4,5]							
Sales (billions)	37.3	40.2	43.2	49.9	51.6	52.5	53.2
Ad investment	$9,542,200	$10,668,600	$12,411,500	$10,379,700	$9,551,971	$6,224,501	$9,722,289
Ad cost per million	$255.82	$264.79	$265.20	$208.01	$185.04	$118.61	$182.79
Ad cost per carton	5.1¢	5.2¢	5.3¢	4.1¢	3.7¢	2.4¢	3.7¢
Benson & Hedges (Philip Morris)[1,3,4]							
Sales (billions)	27.6	26.1	26.2	26.2	25.2	20.8	18.5
Ad investment	$29,993,800	$27,990,600	$14,110,700	$14,804,600	$18,336,538	$16,127,011	$15,475,415
Ad cost per million	$1,086.73	$1,069.97	$538.57	$565.06	$727.64	$776.08	$836.51
Ad cost per carton	21.7¢	21.3¢	10.7¢	11.3¢	14.5¢	15.5¢	16.7¢
Camel (Reynolds)[1,5]							
Sales (billions)	26.4	24.3	26.0	27.4	28.9	29.9	29.9
Ad investment	$36,008,600	$6,601,000	$6,643,000	$9,946,500	$11,208,661	$6,667,037	$6,658,795
Ad cost per million	$1,363.96	$270.64	$255.50	$363.01	$386.77	$222.97	$222.70
Ad cost per carton	27.2¢	5.4¢	5.1¢	7.2¢	7.7¢	4.5¢	4.5¢
Vantage (Reynolds)[1,2,3,4]							
Sales (billions)	18.5	17.3	14.3	12.2	9.6	7.3	6.0
Ad investment	$30,786,300	$34,887,300	$20,069,700	$15,480,100	$10,121,232	$8,128,622	$6,191,707
Ad cost per million	$1,664.12	$2,010.79	$1,403.47	$1,268.86	$1,055.39	$1,113.50	$1,040.62
Ad cost per carton	33.2¢	40.2¢	28¢	25.3¢	21.1¢	22.3¢	20.8¢
Merit (Philip Morris)[1,2,3,4]							
Sales (billions)	16.9	14.2	8.5	—	—	—	—
Ad investment	$44,149,000	$42,698,600	$44,597,000	—	—	—	—
Ad cost per million	$2,612.36	$2,990.09	$5,246.70	—	—	—	—
Ad cost per carton	52.2¢	59.8¢	$1.05	—	—	—	—
Kent (P. Lorillard)[1,3,4]							
Sales (billions)	15.9	30.1	27.8	26.9	29.0	29.9	29.5
Ad investment	$12,726,400	$29,114,800	$22,724,000	$16,678,900	$15,056,823	$15,629,561	$12,206,782
Ad cost per million	$795.40	$967.26	$817.41	$620.03	$517.59	$522.38	$413.79
Ad cost per carton	15.9¢	19.3¢	16.3¢	12.4¢	10.3¢	10.4¢	8.3¢
'Golden Lights (P. Lorillard)[1,2,3,4]							
Sales (billions)	14.7	—	—	—	—	—	—
Ad investment	$26,101,200	—	—	—	—	—	—
Ad cost per million	$1,775.59	—	—	—	—	—	—
Ad cost per carton	35.5¢	—	—	—	—	—	—
Tareyton (American Tobacco)[1,2,3,5]							
Sales (billions)	13.4	14.9	16.5	18.2	18.9	19.3	19.1
Ad investment	$14,477,900	$14,749,700	$7,263,500	$8,902,900	$10,914,698	$5,155,306	$6,397,147
Ad cost per million	$1,080.44	$985.28	$440.21	$489.17	$575.97	$266.70	$334.93
Ad cost per carton	21.6¢	19.7¢	8.8¢	9.7¢	11.5¢	5.3¢	6.7¢
Raleigh (Brown & Williamson)[1,3,5]							
Sales (billions)	12.4	12.4	12.9	14.1	15.4	16.4	16.6
Ad investment	$11,901,000	$9,332,100	$6,065,300	$5,601,500	$10,166,600	$7,695,799	$7,215,266
Ad cost per million	$959.75	$748.96	$470.17	$397.26	$660.16	$470.40	$434.65
Ad cost per carton	19.2¢	14.9¢	9.4¢	7.9¢	13.2¢	9.4¢	8.7¢
Viceroy (Brown & Williamson)[1,3]							
Sales (billions)	11.9	12.8	14.2	15.9	17.5	18.5	19.0
Ad investment	$10,313,400	$9,117,700	$5,622,000	$10,012,400	$13,119,464	$9,166,193	$9,837,991
Ad cost per million	$866.67	$708.99	$395.91	$629.71	$750.11	$495.74	$517.79
Ad cost per carton	17.3¢	14.1¢	7.9¢	12.5¢	15¢	9.9¢	10.4¢
True (P. Lorillard)[1,2,3,4]							
Sales (billions)	11.5	10.8	8.9	9.3	8.9	8.8	8.6
Ad investment	$16,086,000	$10,675,300	$12,140,800	$7,322,800	$8,249,496	$6,965,228	$6,367,000
Ad cost per million	$1,392.72	$980.28	$1,364.13	$787.39	$922.76	$787.11	$740.35
Ad cost per carton	27.8¢	19.6¢	27.2¢	15.7¢	18.4¢	15.7¢	14.4¢
Carlton (American Brands)[1,2,3,4]							
Sales (billions)	10.1	7.9	7.3	5.0	2.9	2.4	1.9
Ad investment	$23,847,100	$22,477,100	$21,433,700	$10,161,600	$3,647,000	$2,088,000	$967,500
Ad cost per million	$2,361.15	$2,834.43	$2,936.12	$2,032.20	$1,257.58	$1,098.94	$509.21
Ad cost per carton	47.2¢	56.6¢	58.7¢	40.6¢	25.1¢	21.9¢	10.1¢

(Continued on Page 90)

adbeat Coke vaults into an Olympic effort

COCA-COLA CO., Atlanta, in conjunction with the U.S. Olympic Committee, is establishing an Olympic Hall of Fame and Museum in Colorado Springs. Once an exhibit is put together, it will be available for tour by Coca-Cola bottlers across the country. In an unrelated promotion, Coke is offering a portable radio in the shape of its 6½-oz. bottle. Ads by McCann-Erickson that will run in several media note, "Turn on a smile with a bottle radio from Coca-Cola. Your ears are going to love it." Prices of the radio vary by market . . .

"OUR TOWN" will go into syndication in March and September under partial AT&T sponsorship via Syndicast Services, New York, which is offering half the 22-minute commercial load for local station sales. Originally shown on NBC in 1977 under full AT&T backing, "Our Town" will be bartered in March and again in September as a 2½-hour special . . .

THE PR CALENDAR is the title of a new weekly publication that lists all of the week's coming press conferences, meetings, openings, receptions and pr events. The calendar also contains information concerning available speakers for events, changes in media personnel and general news items. Subscription cost: $100 per year. For subscriptions and information write to The PR Calendar, Suite 4055, Time & Life Bldg., Rockefeller Center, New York 10022 . . .

"INTERBANG" is the name of a pilot for a comedy series satirizing the world of commercial tv in the style of "Saturday Night Live" and "The Groove Tube." The producer/packager, Azure Media Group, New York, says it's prepared to seek cable, pay cable or videocassette distribution should it fail to interest commercial broadcasters . . .

NBC-TV'S SATURDAY morning kiddie lineup has been changed to combine "Godzilla" and "Super Globetrotters" into "The Godzilla/Globetrotters Adventure Hour" and to merge "The New Shmoo" with Barney and Fred Flintstone, to get "Fred and Barney Meet the Shmoo." Formerly, the latter was titled "Fred & Barney Meet The Thing." These changes, and the shifting of three other series to new time slots, take effect on Dec. 8 . . .

"BENJI'S VERY OWN CHRISTMAS STORY" will air on ABC-TV under the sponsorship of General Foods' Cycle dog food (Y&R) on Dec. 21 at 8 p.m. (EST) . . .

THE CENSUS BUREAU has released 1978 median income figures showing white family income of $18,370, up 2% in real terms from the previous year; Hispanic family income of $12,570, basically unchanged from 1977 in real buying power, and black family income of $10,880, up 6% in real terms. By regions: The median family income in the West was $18,410, up 4% in real terms over 1977; up 3% in North Central states to $18,600, and unchanged from 1977 in the Northeast, $18,900, and the South, $15,940 . . .

SUN SIGNS: Regent Box Co., Philadelphia, is marketing Sunbrero, a sun shade that can be imprinted with a company or brand name for use as a promotion item. Because of flexible vinyl construction, Sunbrero can be bound into a magazine as a page ad, rolled into a tennis can or merchandised with picnic foods . . .

INTERNATIONAL HARVESTER'S first program sponsorship in 25 years will be three one-hour tv specials about the weather, developed by Playback Associates. The first special, due in January, is "Weather Report '80: The Almost, Not Quite, Sure Thing." Playback execs said each station will be able to insert its own local weathercaster segment. George Back & Associates, headed by the former president of Hughes Television Network, is handling clearances . . .

THE NEXT BARBARA WALTERS interview special sponsored by General Electric (BBDO) on ABC-TV will feature Suzanne Somers, Sylvester Stallone and Stevie Wonder. It will air Dec. 5 at 10 p.m. (EST) . . .

Hanna-Barbera Productions

HANNA-BARBERA PRODUCTIONS' new star logo is beginning to show up tagging its 1979-80 tv programs and in entertainment trade advertising. It also may be used on the four theme parks of the cartoon company's parent, Taft Broadcasting, Cincinnati. Saul Bass/Herb Yager & Associates, Los Angeles, created the design . . .

TO QUIET RUMORS THAT *Playgirl's* readership is heavily male, the Santa Monica-based magazine conducted research charting new subscription trends. According to the research, via Media Selection Corp., San Diego, *Playgirl* has received 17,773 new subscriptions in the last two months, 84.38% of which were female. Less than 10% were male and the rest were unidentified, the magazine said . . .

CREDIT UNION NATIONAL ASSN., Madison, Wis., which was the first sponsor to sign for ABC-TV's 1980 Winter Olympics, also will present an "Olympic Preview" special in early January prime time. CUNA also is selling "Dorothy Hamill's Guide to Enjoying the 1980 Winter Olympics on TV" at credit unions, with Ms. Hamill promoting the booklet in a 30-second spot due in the January special. The agency is Garrison, Jasper, Rose & Co., Indianapolis . . .

SLAMMER HAMMER, a lightweight noisemaker and whistle shaped like a gavel, is being distributed in the U.S. by Hana-Bob Ltd., New York, an importer of plastic toys and novelties from Israel. About 2,000,000 of the hammers, which give off a musical sound when rapped on a surface, have been sold in Israel. New Year's revelers at New York's Waldorf-Astoria will have Slammer Hammers as noisemakers when the Guy Lombardo Orchestra isn't playing. The agency is Francis Kane Associates, New York . . .

WILLIAM McCAFFREY INC., New York, has created and produced two radio commercials for Fieldcrest and St. Mary's automatic blankets. Both spots use celebrity endorsers, one featuring Doc Severinsen and Della Reese and the other, comedians Bob & Ray. Cost and energy savings are the focus of both spots . . .

LAST CHRISTMAS SEASON, teen girls shelled out an all-time high of $2 billion on gifts, about 75% more than they spent during yuletide five years ago. The girls spent more than $1 billion on their families, including an average $30 on gifts for their mothers. The three most popular choices were perfumes, sweaters and blouses respectively, according to a *Seventeen* survey. The girls spent an average of $25 to buy dad a shirt or cologne . . .

METROMEDIA PRODUCERS CORP., Los Angeles, will support the late January telecast of the "Wild Times" miniseries with four-color spreads in *Good Housekeeping, McCall's, Woman's Day* and regional *Newsweek* issues via Pearlman/Rowe, New York. So far, 44 stations have cleared (33 affiliates) for the two-part, four-hour show; stations will sell commercial time locally . . .

LUNCHEON IS SERVED, Tucson, a sampling medium that puts on luncheons and dinners for fund-raising groups for a small fee, now reaches an estimated 800,000 consumers each year. Advertisers pay to have their products served and/or displayed, and the groups are given tickets to sell. The group keeps all funds raised except for a service fee. Luncheon Is Served is part of Adia, a Swiss-based temporary employment agency . . .

NOT SURPRISINGLY, Miles David, president of Radio Advertising Bureau, advised the National Assn. of Realtors at a session in New Orleans that radio is the best way to sell homes and apartments. Radio, he argued, can reach the young, two-income families better than newspapers, which working women may not have time to read, and do it with updated reports countering negative economic reports . . .

TED VAN DYK, vp-communications at Weyerhaeuser Co., Tacoma, Wash., has taken a leave of absence to join the Presidential campaign staff of Sen. Edward Kennedy (D., Mass.) His first assignment will be preparation for the Carter-Kennedy debate in January. Mr. Van Dyk previously worked in the Presidential campaigns of Hubert Humphrey, George McGovern and President Carter.

Costs of cigaret advertising: 1978-1972

Per carton and per million cigarets sold

(Continued from Page 89)

	1978	1977	1976	1975	1974	1973	1972
Virginia Slims (Philip Morris)[3,4]							
Sales (billions)	9.7	9.5	9.0	8.7	8.1	7.2	6.3
Ad investment	$10,189,200	$8,508,500	$7,264,300	$6,482,300	$7,633,103	$6,865,204	$5,347,528
Ad cost per million	$1,050.43	$893.38	$807.14	$745.09	$936.58	$950.85	$848.81
Ad cost per carton	21.0¢	17.8¢	16.1¢	14.9¢	18.7¢	19¢	17¢
L&M (Liggett & Myers)[illegible]							
Sales (billions)	8.7	9.2	9.7	11.1	12.2	13.2	13.7
Ad investment	$13,382,600	$9,750,700	$7,544,800	$8,620,200	$7,698,953	$4,537,870	$8,942,308
Ad cost per million	$1,529.44	$1,059.85	$777.81	$776.59	$631.06	$345.09	$652.72
Ad cost per carton	30.6¢	21.1¢	15.4¢	15.5¢	12.6¢	6.9¢	13.1¢
•Newport (P. Lorillard)[2,4]							
Sales (billions)	8.6	7.3	6.2	5.8	5.2	4.6	—
Ad investment	$10,224,300	$6,530,800	$5,452,200	$5,980,600	$5,119,900	$3,625,500	—
Ad cost per million	$1,188.87	$894.63	$879.38	$1,031.13	$984.59	$788.15	—
Ad cost per carton	23.7¢	17.8¢	17.5¢	20.6¢	19.6¢	15.7¢	—
Belair (Brown & Williamson)[2,4]							
Sales (billions)	8.4	8.6	8.8	9.3	9.4	9.6	9.4
Ad investment	$11,746,400	$8,101,900	$5,147,600	$5,189,900	$5,356,411	$4,375,991	$5,569,850
Ad cost per million	$1,398.38	$932.32	$584.95	$558.05	$566.81	$455.35	$592.54
Ad cost per carton	27.9¢	18.6¢	11.6¢	11.1¢	20¢	9.1¢	11.9¢

[1] Plain standard filter; [2] menthol filter; [3] plain 100mm filter; [4] menthol 100mm filter; [5] nonfilter; #revised; •does not include newspaper advertising investments; [6] marketed as Kent Golden Lights until 1978.

Farmland Industries

Co-op effort binds farmers

BY CYNTHIA E. HARDIE

KANSAS CITY—The red and blue CO-OP signs are sprinkled throughout midwestern farmlands atop grain elevators, on petroleum tanks, hopper cars and animal feeders. They make a friendly impression and conjure images of farmers working together in small rural areas for their common good.

This is true, but co-ops are sophisticated businesses today, as is farming.

Farm co-ops began in the 1920s. For the most part they were formed to market grain. But as farmers shifted from horses to tractors, other needs became apparent, such as obtaining petroleum products.

In 1929, six cooperatives formed what was called Union Oil Co. (Cooperative), predecessor of Farmland Industries, today the largest farm co-op in the nation with 2,300 member co-ops, about 500,000 farmers and ranchers in 15 midwestern states and annual sales exceeding $3 billion.

The essence of the co-op, even a giant such as Farmland, is that it is owned by the membership.

▪ Farmland was begun to save farmers money through mass purchasing of agricultural "inputs." It continues to save farmers money, but now mass purchasing has given way to mass production. Today Farmland makes most of the products it sells and its savings are mainly at the manufacturing level.

The cooperative not only guarantees producers a source of fuel, fertilizer, feed and other supplies, it helps them market their products. Company earnings are also returned to the farmers and ranchers through their local member cooperatives through what are called "patronage refunds."

Farm co-ops had a stormy beginning because they were seen as socialist by some. Although the Sherman-Clayton Antitrust Act recognized the cooperative form of business, the Capper-Volstead Act in 1922 made it possible for farmers to join and market their products without violating antitrust law so long as their actions did not "unduly enhance" prices.

Because of the growth and success of co-ops today and certain special privileges, co-ops have been under scrutiny by government agencies as well as under fire from industry groups that say private enterprise will be squeezed out of agribusiness.

▪ Randall E. Torgerson, writing in the "Annals of the American Academy of Political and Social Scientists" in January, 1977, said, "Cooperatives came of age in the past decade in their capacity to serve farmers' and ranchers' needs for farm supplies, credit, marketing and related services. Capability to meet these needs was not possible until co-ops developed into large-scale efficient operations with a high degree of sophistication."

Mr. Torgerson also points out that co-ops differ from most corporations because the co-op is oriented to needs of users not investors.

Also, co-ops enjoy a considerable tax break because they do not pay federal income tax on profits returned to their owners (farmers). The owners pay personal income tax on these refunds.

The General Accounting Office recently completed a two-year study of farm cooperatives undertaken because it said most of the legislation affecting cooperatives was enacted many years ago.

The GAO wants a set of conduct principles in addition to the laws that already govern the co-op and believes "undue price enhancement" needs a more precise definition than it is given in the Capper-Volstead Act.

Farmland Industries is a success story not many outside the Midwest know about. Its first office was in a two-car garage in North Kansas City and it is now the largest corporation based here. Farmland is governed by a board of 22 directors, a majority of which must be farmers/producers. This means that the board knows problems of its membership first hand.

Farmland's service to farmers was made clear in the early '70s, the 1978 annual report stated, "when fuel and fertilizer shortages tested the skill and dedication of Farmland and member cooperatives. As scarcity and higher prices for fuel and fertilizer spread across the Midwest, farmers complained bitterly that local noncooperative fertilizer dealers were selling outside their area, sometimes overseas for higher profits.

▪ "Farmland and the locals shared the problem of allocating their fertilizer equitably, and co-op members were able to get most of the supplies they needed. Thousands of midwestern farmers realized, some for the first time, that Farmland and their local associations stood between them and disastrous shortages of farm inputs."

The giant co-op manufactures almost everything farmers need (except heavy equipment) including petroleum products, feed, fertilizer, agricultural chemicals, seed, paints, tires, batteries and steel buildings.

It is also a processor and marketer of beef and pork products; it is a grain exporter, and an operator of feed mills and grain elevators.

Although the farmer may be a co-op member, he is not compelled to buy co-op products nor does he receive a discount because he is a member. All products are sold at retail price.

The focus of Farmland's 1980 campaign, which began in September, is the testimonial ad using co-op members. The heaviest concentration of the campaign comes in spring, although advertising does continue throughout the winter.

Jim Rathbun, director of agency relations for Farmland, said a combination of tv in rural markets, 96 radio stations and about 15 farm publications are being used. The media budget, he said, is $2,000,000.

For the testimonial campaign, co-op members from all over the Midwest are participating. This allows a producer from each radio market to speak to his fellow producers in the area about Farmland products. For tv and print, not as many spokesmen are used because of production costs, Mr. Rathbun said.

▪ The farmer is paid only the courtesy $1 release consideration unless his work day is totally disrupted by the making of the commercials, Mr. Rathbun said. There are no reduced prices or free products for appearing in the ads.

He said the farmers view the testimonial ads as an advantage for themselves as well as the co-op. This is because the more products sold through a member co-op, the greater the patronage refunds will be for that co-op.

Barickman Advertising, Kansas City, is Farmland's agency. #

Cynthia Hardie is a Cincinnati-based free lance writer who writes frequently for Section 2.

Top 25 advertisers in agripublications

Rank	Company	1978 Expenditures	1977 Expenditures
1	Elanco Products	$4,531,853	$4,106,094
	Animal Health	(1,886,686)	(1,514,088)
	Crop Chemicals	(2,645,167)	(2,592,006)
2	Deere & Co.	3,738,479	3,242,493
3	American Cyanamid	3,736,245	4,407,831
	Animal Health	(1,342,851)	(1,200,147)
	Crop Chemicals	(2,393,394)	(3,207,634)
4	International Harvester	3,176,457	1,944,775
5	Shell Chemical	2,646,178	2,224,578
	Animal Health	(784,973)	(871,738)
	Crop Chemicals	(1,861,205)	(1,352,840)
6	Ciba-Geigy Corp.	2,585,599	2,337,009
7	Monsanto Agricultural Products	2,444,898	2,573,523
8	FMC Corp. Agri Chemicals Div.	2,104,150	2,035,517
9	Stauffer Chemical Co.	2,068,929	1,684,784
10	Ford Motor Co.	1,971,700	1,871,467
11	New Holland—Sperry Rand Corp.	1,887,294	2,094,826
12	Mobil	1,810,984	1,175,955
	Mobil Oil	(542,726)	(424,896)
	Mobil Chemical	(1,268,258)	(751,059)
13	E. I. DuPont	1,723,750	1,443,891
14	Union Carbide Corp.	1,706,042	1,773,322
	Union Carbide Products	(418,953)	(434,454)
	Amchem	(405,992)	(733,874)
	Jacques	(881,097)	(604,994)
15	Mobay Chemical Corp., Agri Chemicals Div.	1,607,085	1,251,983
16	Upjohn (Includes Tuco & Asgrow)	1,585,392	1,362,157
17	Northrup King & Co.	1,454,315	1,225,624
18	DeKalb Agresearch	1,271,266	1,194,538
19	Pfizer & Co.	1,247,196	1,245,772
	Pfizer	(634,717)	(624,268)
	Pfizer Genetics (Trojan)	(572,204)	(600,135)
	H&N	(40,275)	(21,369)
20	Chevrolet	1,242,241	1,406,416
21	Dow Chemical Co.	1,223,319	1,319,088
22	Pioneer Seed Div.	1,120,846	910,549
23	Allis Chalmers	1,086,598	1,167,266
24	Butler	969,088	760,874
	Mfg.	(691,266)	(483,038)
	Higromatic	(17,753)	(55,577)
	Jamesway	(229,151)	(200,495)
	Oswalt	(30,918)	(21,764)
25	J I Case	931,087	1,037,733

Source: AgriCom

agribusiness consultants in animal health, pesticides, seed, feed and equipment

- corporate growth and strategic planning
- new business venture and diversification planning
- acquisition evaluations
- marketing and product planning
- marketing research
- multinational investigations

Contact: Jack Salter, Exec. Vice President

TECHNOMIC
CONSULTANTS

1 North Wacker Drive
Chicago, Illinois 60606 •
312 346 5900

1600 Broadway
Denver, Colorado 80202
303 839 1771

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Twin benefit ads work

Crest gets an Aqua-fresh cavity

By NANCY GIGES

NEW YORK—For the first time in six years, a new toothpaste—Aqua-fresh—appears to be capturing a respectable share of the $650,000,000 dentifrice market. In so doing, it has eaten a hole in the share of perennial leader Crest.

Performing even better nationally than in test market (AA, July 30), Beecham Inc.'s white paste with blue gel stripes brought in a 12% market share in one recent two-month period, thus moving into the No. 3 spot behind Procter & Gamble's Crest (now under 35%) and Colgate-Palmolive's Colgate toothpaste (16%).

The question industry observers are now asking is what P&G will do to regain the close to five share points it has lost. Most of this business has come from Crest; P&G's Gleem has lost less than a share point. Earlier this year, prior to this decline to the lowest share Crest has seen in recent years—under 35%—P&G's bellwether brand had seen shares of over 40% of the market.

■ Aqua-fresh is performing so well here that Beecham has followed its U.S. rollout with national expansion in Canada, where the dentifrice market situation is similar in some ways to the U.S.

Although it is understandable that the top two brands in the U.S. have contributed the most to the newcomer's share, it is considered surprising that the two gel entries on the market, Lever Bros.' Close-up and Aim, have so far escaped serious damage, each with a share loss of under a point.

The positioning that propelled Aqua-fresh to the No. 3 slot is one of "double-protection," offering both cavity-fighting and breath-freshening benefits. Tv spots show various situations in which two people argue over whether to buy a breath-freshener or cavity-fighting dentifice. Aqua-fresh satisfies both. Grey Advertising

(Continued on Page 70)

"As long as I'm paying
your dental bills,
you're using a fluoride toothpaste."
Aqua-fresh
New double-protection Aqua-fresh
fights cavities and freshens breath.

Double protection is the theme for Aqua-fresh in tv and print—fluoride plus breath freshener.

Arco takes on convenience stores

If you could stock
only one convection oven,
it should be Rival's.
RIVAL Convection Oven

The latest entry into the burgeoning convection oven field is from Rival Mfg. Co., Kansas City. Trade ads introduce the $175 oven; consumer magazine ads start in April. Barickman Advertising is the agency.

By JOSH LEVINE

NEW YORK—The first sproutings of a convenience store network at Atlantic Richfield gas station sites may represent the oil industry's next cash crop as Arco Co. and its colleagues look for a more stable and more profitable harvest than gas alone can provide.

Arco has converted some 300 service stations to new 24-hour entities called AM/PM Minimarkets, but the real thrust against Southland's 7-Eleven chain—the direct target of Arco's move—will be launched next month. It is then that Arco will open up AM/PM to franchisees from its jobber and distributor network, and back the new venture with an extensive campaign. Arco markets are concentrated on both coasts and in the Great Lakes region.

Foote, Cone & Belding handles Arco ads; Landor Associates created the name and marketing concept.

The converted and newly built stores these franchisees will occupy will be promoted by the theme, "Just around the corner, all around the clock." Commercials for the $2,500,000 to $3,500,000 effort use the music of Bill Haley's classic, "Rock around the clock," with the new lyrics, "Shop around the clock."

■ And while shoppers are bopping, other oil companies and the nation's 33,000 convenience stores will be looking either expectantly or nervously at AM/PM's success. Gulf Oil is experimenting with several convenience store Gulf stations in Atlanta and Houston, and Sun Oil and Mobil recently bought convenience store chains which are currently run independent of their service station networks.

"It's clearly beneficial to find other ways of developing a return on gas stations," said Jim Gordon, Gulf's gasoline advertising manager. "Gas is an uncontrollable variable—anything could happen to it, so it's a good idea to supplement that with a more dependable business."

Gas stations have traditionally relied on what is known as their "bay business," the parts and repair operation in their garage bays, to supplement gas retailing. The profitability of that bay business is being drained, however. Parts outlets and specialty repair shops like Midas Muffler have cut into bay business profits, along with a growing trend among drivers to work on their own cars.

At the same time, the volatility in supply that oil companies hope to cushion has made the convenience store the perfect tenant for underutilized bays. In the wake of last summer's gas shortage, Benton & Bowles conducted a study of developing retail patterns. The study found that neighborhood stores will grow in importance as drivers seek to limit the radius of their shopping trips.

That trend will accelerate, the study found, even if conservation or increased production bulldoze the peaks and valleys of gasoline availability and assure more dependable supplies. It is the shopper's perception, not the gauge at the pump, that is feeding widespread anxiety, said the study.

■ The ability to sell food at high margins also gives the convenience store a flexibility on gas pricing that it wouldn't have if gas were its only product. "It's a synergistic effect," said Edward Reilly, vp-retail marketing, Arco, explaining that low-price gas can lead a customer straight to the counter for high-

(Continued on Page 68)

last minute news

GF consolidating cereals at Grey, O&M

NEW YORK—General Foods has moved $20,000,000 in breakfast cereal billings from Benton & Bowles. Moving to Grey are Honeycombs and Grape Nuts, worth about $15,000,000, to O&M is Alpha Bits, $5,000,000. GF said the move, unrelated to its search for a fifth agency, is in the interest of narrowing its cereal agencies from three to two. GF said it will make a "major" assignment to B&B in the spring. B&B continues with GF's pet foods and dessert product assignments.

U.S. wins more time to attack NAB code

WASHINGTON—Federal judge Harold Greene, on the verge of quashing the antitrust case against NAB's tv code, has given Justice Department 45 days to find more evidence supporting its claim that the code keeps tv ad prices up. NAB had moved to kill the case.

NAD rules AmEx ads misleading despite revisions

NEW YORK—National Advertising Division has ruled that ads for American Express Travelers Cheques were misleading, despite modifications made after competitors' objections. AmEx disagreed, but said the ads

(Continued on Page 8)

New York p.m. daily on the way

By LEAH ROZEN

NEW YORK—East side, west side, all around the town, New Yorkers will be able to buy a new daily newspaper soon.

Scheduled to begin publication sometime during the first quarter of 1980, the planned afternoon tabloid is tentatively being titled the *Wall Street Final*. It will cost 25¢, be sold only on Manhattan newsstands and appear Mondays through Fridays.

■ The paper is the creation of Michael Goldstein, the 41-year-old founder and former publisher of the *Soho Weekly News*. He sold the Manhattan weekly to the London-based Associated Newspapers earlier this year.

"I intend to prove that there is a place and a need and a way for an afternoon newspaper to survive and be effective," Mr. Goldstein said in revealing his plans for the newspaper. The *New York Post* is now the city's only general circulation afternoon daily.

■ In recent years, afternoon newspapers have suffered declining circulation, particularly in big cities. Between 1960 and 1978, the number of afternoon dailies decreased by 29, while morning dailies increased by 48 during the same period.

Mr. Goldstein says that "he is going to succeed where others have failed[most recently the short-lived *Trib* in early 1978] because he is going to be publishing a specific package aimed at a specific audience."

That package is scheduled to include short international, national and local news reports, business stories and a "heard on the street" column covering Wall Street doings, the 3 p.m. and closing stock tables, and sports news and odds information.

The package is being aimed at businessmen and women heading home from the office. The paper will be sold at 100 newsstands, primarily downtown and midtown lo-

(Continued on Page 70)

U.S. bid in early stage: Saatchi

LONDON—The Saatchi & Saatchi Co. last week earned a round of stock market applause with its latest year-end results showing pretax profits up 30% at £2,440,000 ($5,368,000) on turnover of £71,500,000 ($153,700,000).

But while the agency holding company was basking in its good fortune—just one more profitable year tacked on to many which have combined to catapult Saatchi into the front ranks of London agencies—the company was at pains to dampen speculation about a reported tie-up with Cunningham & Walsh (AA, Dec. 10).

According to a company spokesman, "We have been consistently saying the same thing for several months—that we are exploring the U.S. market by talking to a number of agencies and advertisers, but that our plans are still at an early stage."

However, Saatchi is clearly in a

(Continued on Page 68)

NEWSPAPER
AA MAR80
DC2001 4CNGLIHGEN3 94187 920011
R HAGERMAN SECY TO SR VP
CONGRESSIONAL INFO SERVICE
7101 WISCONSIN AVE
WASHINGTON DC 20014

Cigaret makers ready for low-tar dogfight in '80s

By SAM HARPER

NEW YORK—As expected, the nation's leading cigaret marketers are going at each other's throats with comparative advertising campaigns.

That cigaret companies would be coming with ad strategies and marketing tacks designed to "take it away from the other guy" was predicted by a cigaret exec several weeks ago (AA, Nov. 12).

Supporting the conclusion that the '80s will be a low-tar dogfight among R. J. Reynolds Tobacco, Philip Morris U.S.A., Lorillard and American Tobacco are recent ads for brands like Merit, Now, Triumph and Carlton.

- "Comparative advertising is not new in the cigaret industry," an industry source explained. "But we're definitely going to see more of it in 1980." He added that no one company has cornered the low-tar segment, which now claims 42% of total cigaret sales.

Marketers also have been using banner headlines in ads emphasizing the findings of research and tests. As a result, most of the major marketers have created campaigns for their low-tar products that are reminiscent of the front pages of some New York tabloids.

As one agency exec explained, "The louder one yells, the better chance one has of attracting attention. Headlines excite people but you've got to have the facts to back up the headlines."

Lorillard, a company that has billed itself as the "most aggressive of the low-tar marketers," with more than 80% of its volume concentrated in the low-tar segment, is showing no signs of altering its tough marketing stance in that segment.

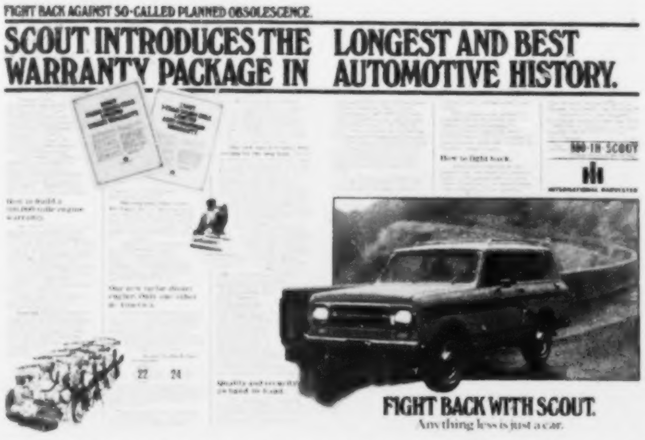
Lorillard's year-old Triumph brand has close to a 0.4% market share and is the subject of a new comparative campaign appearing in newspapers and magazines nationwide. The campaign uses the theme, "Triumph at 3mg tar scores in the same taste league with Merit, Vantage and Winston Lights." The three brands contain tar levels of 8mgs, 11mgs and 12mgs, respectively.

Though the ads do not explain what research was conducted to reach that claim, nor how high Triumph scored in the "taste league," Lorillard said it has not received any complaints from RJR or Philip Morris, marketers of the brands in question.

A spokesman at Lorillard said Triumph was in need of a stronger message following its "Good taste at only 3mgs tar" introductory campaign. The spokesman also said Lorillard would stick with the campaign through 1980.

- Meanwhile, Lorillard continues its comparative strategy in advertising for its Golden Lights brand,

(Continued on Page 68)



FIGHT BACK AGAINST SO-CALLED PLANNED OBSOLESCENCE.

SCOUT INTRODUCES THE LONGEST AND BEST WARRANTY PACKAGE IN AUTOMOTIVE HISTORY.

FIGHT BACK WITH SCOUT.
Anything less is just a car.

22
24
INTERNATIONAL HARVESTER

Aware that its 1,700 dealers are "hard to find," International Harvester's Scout is including a toll-free number in its 1980 magazine and tv advertising. Dealers will be notified by headquarters of the call so they can follow through with direct mail.

Scout hot on trail of Detroit

By JACQUES NEHER

CHICAGO—Jolted by a three-year loss in market share, International Harvester is preparing to mount a battle against its competitors in Detroit with an ad campaign that invites buyers of conventional cars to "fight back with Scout" against Detroit's "planned obsolescence."

"It seems like clockwork," begins the copy in a magazine ad scheduled to run in up to 32 publications beginning in mid-January. "Just when the repair bills start rolling in, you discover your car's warranty has run out. Call it planned obsolescence. Call it anything you want. At International Harvester, we call it disgraceful."

The campaign for the 1980 Scout line gets its initial kickoff with a "newsy" ad in the *Wall Street Journal* Dec. 21 that introduces the company's free five-year, 100,000-mile engine and rust-through warranties (AA, Dec. 3).

- Tv spots touting the bold warranties—one pictures the Scout at the foreground of a towering auto junkyard—begin Dec. 26 and will peak in February and March with up to 125 grps per week on network tv.

"We're not trying to wage war

(Continued on Page 67)

Even without pressure from Scout, Detroit is having its sales woes. See Page 68.

Testimony shows P&G's hoarding ways

By LOUIS A. FANELLI

NEW YORK—Procter & Gamble Co. apparently hoards trademarks the way some people collect Picassos.

The multi-billion-dollar, Cincinnati-based company has established a bank of trademarked words for possible use as brand names for products not yet on the market.

While it is not uncommon for companies to trademark names for future use, P&G is currently suing Johnson & Johnson in order to protect its marks.

The year-old suit centers around J&J's decision to market Assure deodorant tampons and to begin testing Sure & Natural feminine napkins. P&G lawyers are arguing that the use of the two names infringes on the company's "Sure" trademark (AA, Nov. 12).

Further, P&G claims it has marketed Sure tampons since 1964 and also has its own Assure mouthwash and shampoo.

- J&J, however, argues that, in fact, P&G does not market Sure tampons or Assure mouthwash and shampoo, but only brings them out when it is necessary to keep the trademark in force.

According to J&J lawyers, P&G invoices show that since 1964 it "made a total of 95 shipments" of Sure tampons resulting in gross revenues of only $836.70. The lawyers also pointed out that the tampon P&G was selling under the "Sure" name was actually a Tampax Inc. tampon.

In testimony given before federal district court judge Pierre Leval, J&J lawyer Thomas Morrison said P&G currently holds tampon trademarks for Soft Shape, Merit, Always, Soft & Certain and Sure.

In addition, Mr. Morrison said, P&G holds shampoo trademarks for Assure, Extend, Abound, Ample, Shasta, Wondra, Rejoice, Drene, Calico, Pace, Cova, Inspire and Ivory. He also noted seven mouthwash names are owned by P&G. They are Assure, Therex, Helix, Counter, Confide, Extend and Share.

In order for a product name to be trademarked it must first be sold at the retail level for a period of time. According to Mr. Morrison, P&G was able to obtain its shampoo trademarks by putting Prell sham-

(Continued on Page 70)

highlights

Monday, December 17, 1979

Clairol's success in appliances can be traced to its approach to new products. *See Page 4.*

A new products director recommends copying as a sure-fire way to succeed with new products. *See Page 4.*

McCann-Erickson has been named to assist Western Airlines in its move to bolster business travel and expand routes. *See Page 6.*

Home Box Office follows ABC-TV in Nielsen's May ratings, beating CBS-TV and NBC-TV. *See Page 10.*

Marvel Comics' superheroes will be turning up in many media, thanks to the publisher's multifaceted interests. *See Page 12.*

Charles D. Peebler, chief executive of Bozell & Jacobs International, temporarily assumes presidency of B&J Inc. as William Overmyer resigns. *See Page 16.*

Technical Publishing Co. will introduce *Output*, a monthly for the semi-lay data processing audience. *See Page 18.*

Federal agencies beef up in-house consumer units, giving consumerists more clout. *See Page 20.*

International Talent Negotiators is the newest entry in seeking celebrity talent for advertising and other fields. *See Page 22.*

Net tv buyers size up the chances of midseason prime time replacements. *See Page 30.*

Nielsen is expanding its July local tv ratings book. *See Page 33.*

Three Southern California publishers are launching new magazines on diesel-powered cars and fuel economy. *See Page 33.*

Advertisers will pay 35% more for commercials on Mexico's Televisa in 1980. *See Page 36.*

A four-month-old financial advertising agency hopes to increase its fame by decreasing its rates. *See Page 38.*

Industrial designer Peter Ryckman says that writing the ad first can help in designing a product that will better fit consumers' needs. *See Page 41.*

Harry Wayne McMahan details seven factors that are keys to creative success. *See Page 41.*

Alan Eirinberg reports on the struggle by savings institutions to compete with higher returns paid by other investments. *See Page 42.*

Gene Mahany wraps up the year with his latest roundup of notable promotions. *See Page 46.*

Mademoiselle's working women survey highlights new trends in beauty and grooming. *See Page 65.*

A federal court ordered FTC to rewrite its 1978 rule covering advertising, sales and enrolment practices of private vocational and home study schools. *See Page 67.*

Media spending for travel and tourism advertisers grew last year, but not as much as in years past. *See Page 69.*

How will cable tv get along without the missing Satcom III? *See Page 70.*

Two new American history-themed miniseries are part of CBS-TV's drive for "substance" in miniseries and tv movies. *See Page 72.*

Section 2

The sales tool that never stops selling—on or off the shelf—gets a closer than usual look this week. Section 2/Packaging provides some interesting case histories while reviewing "the silent salesman's" role in advertising, beginning opposite Page 36.

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Miller nod quenches Y&R thirst

MILWAUKEE—Miller Brewing Co. has named Young & Rubicam to handle a new product assignment believed to be a superpremium brew with estimated multi-million-dollar billings.

The appointment came a mere 65 days after Y&R was dumped by Pabst Brewing Co., when that brewer opted for McCann-Erickson once McCann had lost its Miller business to Backer & Spielvogel.

According to an internal memo from Alexander Kroll, president of Y&R's USA division and exec vp of Y&R Inc., the Miller assignment is "the class and envy of the beer industry."

- The business will be handled out of Y&R's Chicago office; New York talent is expected to help. Although the new product assigned to Y&R is not known, Miller has filed for trademarks on the names of La Guerita, Debut, Zephyr, Lido and Tandy.

Two known Miller new products—Clipper dark light beer and Oktoberfest, an import now in test, are being handled by N W Ayer ABH (AA, Nov. 19). Clipper was recently pulled out of test for further development.

- For Y&R's Chicago office, Christmas has come early this year. The Miller assignment is the agency's third in less than three weeks. At the end of November, the shop picked up the $5,000,000 to $6,000,000 West Bend account, and less than a week later added another $2,000,000 piece of business—Jenn-Air Convection ovens (AA, Dec. 3). #

washington beat / BY STANLEY E. COHEN

Changing tides and Four A's FTC stand

WASHINGTON—"The Bill, S 1991, proposes strong measures that would significantly harness the activity of the FTC."

A cry of alarm from the Consumer Federation of America? A warning from FTC chairman Mike Pertschuk that the ax is chopping into bone?

Guess again.

This is a sentence from the first paragraph of a news release that tells why the American Assn. of Advertising Agencies endorses Sen. Wendell Ford's bill revamping FTC.

It is not often that a special interest is so candid about what it expects to get from pending legislation. So it will be interesting to see if this statement affects the fate of the bill.

Will it bring the brigades storming from the trenches with bayonets fixed to win the field? Or will it trigger a counterattack by FTC's supporters?

Are there congressmen who were ready to go along on a tough anti-FTC bill who will become skittish about voting for a bill that has been publicly proclaimed as tailored to the goals of the people the commission is supposed to regulate? Does the threat of a Presidential veto become more plausible?

▪ Aside from its role in the immediate fight, what does this statement tell the world about the attitudes of the advertising business and its principal association? Most sophisticated special interests try to polish self interest with a public interest gloss. Does this Four A's candor represent amateurism? Or arrogance?

In an important sense, the posture of a trade association gives the public clues to the concepts of citizenship that guide the behavior of an industry. In recent years, for example, the Four A's worked hard to enhance the credibility of advertising by doing things that positioned the industry and its top executives in good company.

▪ It was a policy of outreach. Of seminars at universities and brainstorming sessions at famous think tanks. Of distinguished scholars commissioned to do important studies casting new light on the role of advertising. Of dialog with the industry's critics.

Consumerism was running rampant, and the rejuvenated FTC was pounding the big advertisers. But the hallmark of Four A's was a low profile. Under the leadership of the late John Crichton, the industry was encouraged to see its own daily hassles in the context of the world's more serious concerns.

Issues were selected with care, and they were attacked in an orderly and professional manner—always in a way that cultivated the image of an industry that accepts a vision of social responsibility grounded in the principle that those things that are good for society are good for advertising.

In retrospect, this deliberate effort to associate advertising with scholarship and responsible citizenship paid off. Advertising's standing with opinion makers was enhanced. It emerged from the era better and more effective than ever, with all its essential freedom intact.

Two years have passed since the Four A's was deprived of the leadership of John Crichton. Now there are different priorities and a different style.

▪ The association continues its "outreach" activities, but it also is involved in an intense effort to "harness" its regulator.

It is expected, of course, that an advertising organization would want to regain legislative ground lost to consumerists. But nothing is without its price. If the industry gives up the high ground it so carefully cultivated in the recent past, it ought to be able to show that an urgent need has been met.

It should be able to show, for example, that stifling rules have survived the FTC hearing process or that outrageous procedures were beyond the reach of the court system.

▪ There are times when it is necessary to fight. But those who have a decent regard for their fellow beings couch their fight in understandable principle.

If John Crichton found it necessary to fight for legislation to curb FTC, it would have been his style to ride into the fray flanked by law school deans and economists of unimpeachable reputation. I can't picture him bringing the ad agencies into battle shoulder to shoulder with used car dealers and funeral directors. #

PROMOTIONS VIA SHOPPING MALLS

Our full service mall agency has run successful promotions for Auto-Train, Burger King, CBS, Clairol, Dept. of Energy, De Beers, Kinney, Kodak . . . etc.

Call or write, and we'll show you how to use the most exciting *direct* advertising medium available!

SHOPPING CENTER NETWORK
10651 Kendall #110 Miami, Fla. 33176
Miami (305) 595-0201 Chicago (312) 446-8132 New York (212) 473-5346

Radio sales to advertisers

Year	Total ($ million)	Network ($ million)	Network % change	Nat'l and Regional Spot ($ million)	Nat'l and Regional Spot % change	Local ($ million)	Local % change
1978	$2,911.2	$126.4	7.0	$592.1	13.6	$2,192.7	17.1
1977	2,512.5	118.1	28.1	521.3	5.4	1,873.1	14.3
1976	2,226.1	92.2	26.8	494.6	18.8	1,639.2	16.8
1975	1,892.3	72.7	20.6	416.3	7.6	1,403.3	7.2
1974	1,755.9	60.3	1.5	386.8	1.2	1,308.8	8.6
1973	1,647.1	59.4	(8.6)	382.3	(0.5)	1,205.4	9.7
1972	1,547.1	65.0	18.0	384.3	1.7	1,098.4	15.1
1971	1,387.7	55.1	12.9	378.0	6.4	954.6	12.0
1970	1,256.8	48.8	(4.1)	355.3	1.6	852.7	6.6
1969	1,200.4	50.9	(6.9)	349.6	2.2	799.9	9.1

*Figures include commissions paid to ad agencies and station reps, plus other charges for services provided by the broadcaster.
Source: Federal Communications Commission.

FREE! Graphic Delivery Date Planner
Call for yours now. No obligation!
GRAPHIC CALCULATOR COMPANY
Designing and manufacturing special slide rules, printed calculators and feature demonstrators for 40 years!
232 James Street, Barrington, Illinois 60010
Call Cape Gulbransen or Barbara Kokoron at
312/381-4480

Radio spending up 15.9%

WASHINGTON—The government says advertisers increased radio spending 15.9% to $2,911,200,000 last year, a percentage boost apparently not in the cards for radio in 1979.

The Federal Communications Commission figures, released last week, are almost identical to the radio industry's own 1978 sales estimate of $2,953,000,000, which was issued earlier.

The comparable figure for television advertising sales made by FCC last year was $8,056,500,000 (AA, July 30).

▪ Radio will finish up this year with perhaps a 10% gain over 1978, according to unofficial industry estimates. Much will depend on fourth-quarter sales, an industry observer cautioned last week.

Highlights of 1978, according to the FCC, include:

- Local ad sales of $2,192,700,000, up 17.1% from 1977.
- National and regional spot sales of $592,100,000, up 13.6%.
- Network ad sales of $126,400,000, up 7%.

▪ These figures include commissions paid by advertisers to agencies and state reps, but do not include what advertisers paid to produce commercials or programing for radio. #

Brady

(Continued from Page 38)

Shah. One or two rather surly cynics recounted their own experience with the authorities in similar occurrences in which the police had chuckled benignly and said, "Listen, Mac, just be grateful that was all you lost."

Personally, I am backing Mr. Stein's and the official police version. As I believe wholeheartedly in that little man who's been out there on the raft since 1912.

▪ There will always be those who turn a blind eye to revealed truth, callous cynics who refuse to believe anything. I feel sorry for them, really I do.

Why, people like that are so skeptical about the inherent decency of America and its great institutions that they are insisting all over again there's a fleet of oil tankers just over the horizon waiting for OPEC to raise its prices again before they berth in New Jersey! #

Mr. Brady's current novel is "Nielsen's Children," all about the cynical and the innocent in network television.

Advertising Age
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Your telephone index to "The International Newspaper of Marketing"

The Cite Service can help you locate articles, charts, photographs and figures from the pages of Advertising Age. It's as close as your telephone. You call us with your questions; we call you with our answers.

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Mail to: Margaret Maples, Advertising Age Cite Service,
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Please send more information about the Cite Service.

Name ____
Title ____ Telephone ____
Company ____
Address ____
City/State/Zip ____

Where the horse world goes to market!
Our readers *use* us . . . as a reference, as a learning tool, as a source of information, as an accepted authority in the horse field. Our advertisers are *used*, too . . . with the same loyalty.
Call direct or write for reader demographics and complete media package. Also, see section 25, SRDS.
THE WESTERN HORSEMAN
P. O. Box 7980 • 3850 N. Nevada Ave.
Colorado Springs, CO 80933 Ph. 303-633-5524

Estimated domestic cigaret consumption by company and brand (Billion units)

	1978 units	1979 units	Change
R. J. Reynolds			
Winston (soft pack)	48.65	43.34	(10.9)%
Winston (hard box)	2.70	2.49	(7.8)
Winston 100s	15.15	13.84	(8.6)
Winston Menthol 100s	1.20	1.02	(15.0)
Winston Lights	11.60	13.34	15.0
Winston Long Lights	5.25	6.59	25.5
Total Winston	84.55	80.62	(4.6)
Salem	21.85	18.80	(14.0)
Salem 100s	12.65	11.35	(10.3)
Salem Box	1.25	1.14	(8.8)
Salem Lights	11.25	13.35	18.7
Salem Long Lights	7.35	9.20	25.2
Total Salem	54.35	53.84	(0.9)
Vantage	12.20	12.40	1.6
Vantage Menthol	2.60	2.64	1.5
Vantage 100s	3.98	4.66	17.1
Vantage Ultra Lights	—	0.80	—
Total Vantage	18.78	20.50	9.2
Camel	5.85	5.47	(6.5)
Camel Lights	3.50	4.60	31.4
Camel Lights 100s	—	1.20	—
Total Camel	9.35	11.27	20.5
More	3.50	4.00	14.3
More Menthol	2.70	3.18	17.8
Total More	6.20	7.18	15.8
Doral	2.20	1.39	(36.8)
Doral Menthol	1.33	1.01	(24.1)
Doral II	—	1.40	—
Doral II Menthol	—	1.05	—
Total Doral	3.53	4.85	21.9
Now (hard box)	2.10	1.96	(6.7)
Now (soft box)	0.08	0.63	—
Now Menthol (hard box)	0.97	0.92	—
Now Menthol (soft box)	0.04	0.38	—
Total Now	3.19	3.89	27.4
Real	1.80	1.53	15.0
Real Menthol	0.75	0.62	—
Total Real	2.55	2.15	(15.7)
All Others	0.04	0.12	—
Total Filter	182.54	184.42	1.0
Camel	16.25	14.83	(8.7)
Total Domestic	198.79	199.25	0.2%
% Filter	91.8%	92.6%	—
% Market	32.9%	32.6%	—
Philip Morris			
Marlboro (hard box)	36.41	35.83	(1.6)%
Marlboro (soft pack)	35.91	35.12	(2.2)
Marlboro 100s (soft pack)	3.93	3.75	(4.6)
Marlboro 100s (hard box)	11.07	10.87	(1.8)
Marlboro Green	1.30	1.31	0.8
Marlboro Lights	9.31	11.18	20.1
Marlboro Lights 100s	3.08	5.28	71.4
Total Marlboro	101.01	103.34	2.3
Benson & Hedges 100s	11.49	10.00	(13.0)
Benson & Hedges Menthol 100s	7.66	7.20	(6.0)
Benson & Hedges Premium	0.12	0.12	—
Benson & Hedges Multi-Filter	11.3	0.93	—
Benson & Hedges Menthol Multi-Filter	0.09	0.09	—
Benson & Hedges 100s Lights	3.89	5.28	35.7
Benson & Hedges 100s Menthol Lights	3.20	4.33	35.3
Total Benson & Hedges	27.58	27.95	1.3
Merit	9.41	12.21	29.7
Merit Menthol	2.14	2.53	18.2
Merit 100s	4.84	6.70	38.4
Merit Menthol 100s	1.35	1.79	32.6
Total Merit	17.74	23.23	30.9
Virginia Slims 100s	5.08	4.98	(2.0)
Virginia Slims Menthol 100s	4.67	4.87	4.3
Total Virginia Slims	9.75	9.85	1.0
Parliament (soft pack)	2.70	2.47	(8.5)
Parliament (hard box)	2.49	2.39	(4.0)
Parliament 100s	2.84	2.78	(2.1)
Total Parliament	8.03	7.64	(4.8)
Saratoga	1.45	1.47	1.4
Saratoga Menthol	0.70	0.69	—
Total Saratoga	2.15	2.16	0.5
Alpine	0.66	0.53	—
All Others	0.13	0.16	—
Total Filter	167.05	174.86	4.7
Philip Morris (king)	1.19	1.06	(10.9)
Philip Morris (regular)	0.20	0.19	—
Total Domestic	168.44	176.11	4.5%
% Filter	99.2%	99.3%	
% Market	27.8%	28.8%	
Brown & Williamson			
Kool	36.90	33.59	(9.0)%
Kool 100s	9.94	9.09	(8.6)
Kool Milds	5.19	5.54	6.7
Kool (hard box)	2.30	2.17	(5.7)
Kool Milds Longs	—	0.39	—
Kool Super Lights Kings	2.17	2.29	5.5
Kool Super Lights Longs	2.11	2.29	8.5
Total Kool	58.61	55.36	(5.5)
Viceroy	8.50	7.32	(13.9)
Viceroy 100s	2.58	2.03	(21.3)
Viceroy Milds	0.44	—	—
Viceroy Rich Lights Kings	0.44	1.42	—
Viceroy Rich Lights Longs	0.31	1.11	—
Total Viceroy	12.27	11.88	(3.2)
Raleigh*	6.40	5.60	(12.5)
Raleigh 100s*	3.11	2.81	(9.6)
Raleigh Lights*	1.26	1.25	(0.8)
Raleigh Lights Long*	0.29	0.63	—
Total Raleigh	11.06	10.29	(7.0)
Belair*	5.17	4.44	(14.1)
Belair 100s*	3.15	2.95	(6.3)
Total Belair	8.32	7.39	(11.2)
Fact	0.10	—	—
Fact Menthol	0.04	—	—
Total Fact	0.14	—	—
Arctic Lights	—	0.61	—
Arctic Lights Longs	—	0.68	—
Total Arctic Lights	—	1.29	—
All Others	0.08	0.05	—
Total Filter	90.48	86.26	(4.7)
Raleigh* (king)	1.05	0.95	—
Kool (regular)	0.77	0.69	—
Total Domestic	92.30	87.90	(4.8)%
%Filter	98.0%	98.1%	
%Market	15.3%	14.4%	
*Couponed cigarets			
American Brands			
Carlton Filter 85s	4.50	5.44	20.9%
Carlton Filter Box 80s	0.20	0.50	—
Carlton Filter Menthol 85s	1.85	2.09	13.0
Carlton Filter 100s	2.90	5.29	82.4
Carlton Filter Menthol 100s	0.64	1.78	—
Total Carlton	10.09	15.10	49.6
Tareyton Filter 85s	5.95	5.32	(10.6)
Tareyton Filter 100s	4.60	4.07	(11.5)
Tareyton Lights 85s	1.30	1.26	(3.1)
Tareyton Ultra Low Menthol 85s	0.07	0.11	—
Tareyton Low Tar 100s	1.18	1.48	25.4
Total Tareyton	13.10	12.24	(6.6)
Pall Mall 100s	8.03	6.83	(14.9)
Pall Mall Lights 100s Menthol	0.60	0.47	—
Pall Mall Filter King 85s	0.23	0.15	—
Pall Mall Extra Lights 85s	0.39	0.23	—
Pall Mall Lights 100s	0.55	0.98	—
Total Pall Mall	9.80	8.66	(11.6)
Silva Thins 100s	1.12	0.99	—
Silva Thins Menthol 100s	0.70	0.59	—
Total Silva Thins	1.82	1.58	(13.2)
Tall 120s	0.42	0.28	—
Tall Menthol 120s	0.16	0.08	—
Total Tall 120s	0.58	0.36	—
Lucky 10s	0.08	0.08	—
Lucky Strike 100s	0.18	0.10	—
Total Lucky Strike	0.26	0.18	—
All Others	0.36	0.30	—
Total Filter	36.01	38.42	6.7
Pall Mall (king)	27.50	25.70	(6.5)
Lucky Strike (regular	7.08	6.60	(6.8)
Herbert Tareyton (king)	0.28	0.25	—
Total Domestic	70.87	70.97	0.1
% Filter	50.8%	54.1%	
% Market	11.7%	11.6%	
Lorillard			
Kent (soft pack)	9.86	8.45	(14.3)%
Kent (hard box)	0.32	0.28	—
Kent 100s	5.30	4.70	(11.3)
Kent Menthol 100s	0.28	0.20	—
Kent III King	—	5.00	—
Kent III 100s	—	0.70	—
Total Kent	15.76	19.33	22.7
Golden Lights 85s	8.00	6.50	(18.8)
Golden Lights Menthol 85s	0.80	0.62	—
Golden Lights 100s	4.48	4.95	10.5
Golden Lights Menthol 100s	1.17	1.23	5.1
Total Golden Lights	14.45	13.30	(8.0)
True 85s	5.36	5.11	(4.7)
True Menthol 85s	2.34	2.34	—
True 100s	2.56	2.74	6.6
True Menthol 100s	1.37	1.47	7.3
Total True	11.63	11.65	0.2
Newport (soft pack)	4.83	5.40	11.8
Newport (hard box)	2.04	2.38	16.7
Newport 100s	0.89	0.98	—
Newport Lights	0.82	1.03	—
Total Newport	8.58	9.79	14.1
Old Gold Filter Kings*	2.21	1.93	(12.7)
Old Gold Filter 100s	0.42	0.38	—
Old Gold Filter Lights*	0.45	0.42	—
Total Old Gold Filter	3.08	2.73	(11.4)
Triumph	—	0.97	—
Triumph Menthol	—	0.53	—
Total Triumph	—	1.50	—
Max 120s	0.66	0.65	—
Max Menthol 120s	0.37	0.35	—
Total Max 120s	1.03	1.00	(2.9)
Spring 100s	0.15	0.12	—
All Others	0.02	0.04	—
Total Filter	54.70	59.46	8.7
Old Gold Kings*	0.16	0.13	—
Total Domestic	54.86	59.59	8.6%
% Filter	99.7%	99.8%	
% Market	9.1%	9.8%	
*Couponed cigarets			
Liggett Group			
L&M (soft pack)	5.40	4.69	(13.1)%
L&M (hard box)	0.14	0.10	—
L&M 100s	1.67	1.42	(15.0)
L&M Menthol 100s	0.26	0.14	—
L&M Lights	1.30	1.24	(4.6)
Total L&M	8.77	7.59	(13.5)
Lark 85s	2.70	2.16	(20.0)
Lark 100s	1.20	0.86	—
Lark Lights	0.20	0.38	—
Total Lark	4.10	3.40	(17.1)
Eve 100s	0.69	0.59	—
Eve Menthol 100s	0.46	0.35	—
Total Eve	1.15	0.94	—
Decade	0.77	0.56	—
Decade Menthol	0.25	0.21	—
Total Decade	1.02	0.77	—
Chesterfield 101s*	0.31	0.22	—
Chesterfield 85s*	0.10	0.08	—
Total Chesterfield	0.41	0.30	—
All Others	0.10	0.10	—
Total Filter	15.55	13.10	(15.8)
Chesterfield (king)*	3.39	3.18	(6.2)
Chesterfield (regular)*	0.62	0.60	—
Total Domestic	19.56	16.88	(13.7)%
% Filter	79.5%	77.6%	—
% Market	3.2%	2.8%	—
Total Industry Consumption	604.82	610.70	1.0%
Change in Inventory	9.38	(0.70)	
Total Production	614.20	610.00E	(0.7)%

Note: Percentage change is not computed for brands selling under 1 billion units. Total production is USDA estimated.

*Couponed cigarets.

Lehman Brothers Kuhn Loeb estimated.

Cigaret sales up a little in 1979

By JOHN C. MAXWELL JR.

The cigaret industry should end this year on an up-tick, with a volume gain of some 1%. However, there is one extra working day in the fourth quarter and some pipelining: thus we feel that the actual increase will be more modest.

For 1980, at best we look for the industry to be up modestly, and there is a possibility that it may be slightly down.

The success story of 1979 in the cigaret industry is American Brands' Carlton, which has increased its volume almost 50% and is the fastest growing brand we have seen in many a year. At least part of this gain relates to a pronouncement about 18 months ago by Dr. Gio Gori, a scientist working with the Health, Education & Welfare Department, who implied that Carltons were not all that bad, and one could smoke 10 or more to one of the more popular brands, such as Marlboro, Winston or Kool.

We believe the Gori statement has helped to accelerate the trend toward low-tar cigarets, which now constitute more than 42% of total volume. Further, a good portion of the action seems to be in the 5mg-and-under area, with the introduction of Reynolds' Doral II, and Lorillard's Kent III and Triumph this year.

▪ Some industry observers seem encouraged by this movement toward low-tar, as they consider tar to be the main factor contributing to disease in smokers. In fact, there are some who feel that the industry had done such a good job of moving to low-tar that antismoking forces would no longer need to be quite as adamant as in the past.

It is interesting to recall that in the congressional hearings of 1957, there was a discussion and general agreement that a "safe" tar level for cigarets would be 20mg, but that would be virtually impossible to obtain. Today, well over 90% of the cigarets sold in the U.S. have less than 20mg.

So far as the individual companies are concerned, Philip Morris registered the best absolute gain in 1979 as it did in 1978, increasing 4.5% in units and one percentage point in market share. Lorillard had the best percentage gain (8.6%) and increased its market share by 0.7. American Brands showed its first gain in more than a decade, a modest increase due primarily to the success of Carlton. #

Mr. Maxwell is with Lehman Brothers Kuhn Loeb Research, New York.

Discover Camel Lights satisfaction.

One of the brands that showed impressive sales increases last year was Camel spin-off Camel Lights.

Estimated domestic cigaret consumption by type and brand for 1979 (Billion units)

	Total	Plain filter	Mentholated filter	Charcoal filter	Regular	King
Marlboro	103.34	102.03	1.31			
Winston	80.62	79.60	1.02			
Kool	56.05		55.36		0.69	
Salem	53.84		53.84			
Pall Mall	34.36	8.19	0.47			25.70
Benson & Hedges	27.95	15.40	11.62	0.93		
Camel	26.10	11.27			14.83	
Merit	23.23	18.91	4.32			
Vantage	20.50	17.86	2.64			
Kent	19.33	19.13	0.20			
Carlton	15.10	11.23	3.87			
Golden Lights	13.30	11.45	1.85			
Tareyton	12.49		0.11	12.13		0.25
Viceroy	11.88	11.88				
True	11.65	7.84	3.81			
Raleigh	11.24	10.29				0.95
Virginia Slims	9.85	4.98	4.87			
Newport	9.79		9.79			
Parliament	7.64	4.86		2.78		
L&M	7.59	7.45	0.14			
Belair	7.39		7.39			
More	7.18	4.00	3.18			
Lucky	5.78	0.18			5.60	
Doral	4.85	2.79	2.06			
Chesterfield	4.08	0.30			0.60	3.18
Now	3.89	2.59	1.30			
Lark	3.40			3.40		
Old Gold	2.86	2.73				0.13
Saratoga	2.16	1.47	0.69			
Real	2.15	1.53	0.62			
Silva Thins	1.58	0.99	0.59			
Triumph	1.50	0.97	0.53			
Arctic Lights	1.29		1.29			
Phillip Morris	1.25				0.19	1.06
Max 120s	1.00	0.65	0.35			
Eve	0.94	0.59	0.35			
Decade	0.77	0.56	0.21			
Alpine	0.53		0.53			
Tall 120s	0.36	0.28	0.08			
Spring 100	0.12		0.12			
du Maurier	—	—				
Fact	—	—	—			
All Others	0.77	0.77				
Total	610.70	362.77	174.51	19.24	22.91	31.27
% Market	100.0%	59.4%	28.6%	3.1%	3.8%	5.1%

Cigaret output by company (Billion units)

	1978				1979 (estimated)			
Company	Domestic	Export	Total	% of domestic market	Domestic	Export	Total	% of domestic market
R. J. Reynolds	198.79	28.90	227.69	32.9%	199.25	28.00	227.25	32.6%
Philip Morris*	168.44	33.53	201.97	27.8	176.11	40.00	216.11	28.8
Brown & Williamson	92.30	16.86	109.16	15.3	87.90	18.40	106.30	14.4
American Brands	70.87	1.60	72.47	11.7	70.97	1.60	72.57	11.6
Lorillard**	54.86	—	54.86	9.1	59.59	—	59.59	9.8
Liggett Group***	19.56	3.45	23.01	3.2	16.88	—	16.88	2.8

*Includes export volume since June 26, 1978.

**As of June 22, 1977, Lorillard sold its export brands to Moorgate Tobacco Ltd., an affiliate of British-American Tobacco Co.

***As of June 26, 1978, Liggett sold its export brands to Philip Morris.

Green questions function of ABC

NEW YORK—Proposed changes in the reports of the Audit Bureau of Circulations have been taken a step further by George Green, president of *The New Yorker*.

In an address to the Fulfillment Managers Assn. here, Mr. Green said the magazine publishing industry is faced with a "crisis of confidence" among advertisers and agencies concerning syndicated research. The crisis, he continued, sets up "a need to go back to basics. In the magazine business, going back to basics is as simple as ABC."

Discouraged that most publishing people "don't know the difference between a pink sheet and a white sheet," Mr. Green wondered "what function is ABC providing" if no one asks anything more than the average paid circulation for a six-month period.

The bureau, he charged, has set up "a lofty goal" of reporting "facts—facts without opinion." Though this objective can be achieved, "it isn't being reached today," he said. "Over the last 25 years, instead of reporting more facts, publishers' statements have been reporting fewer," and this in a time when computerized fulfillment and newsstand processing can "spit out more data with the press of a button."

▪ Mr. Green pointed out the irony of the increase in available data to the publisher "with a decrease in its availability to the decision makers at agencies and advertisers who need it more than ever." A publisher's statement a quarter century ago listed 28 lines of information; today there are 12, he said.

Mr. Green noted that *Time Z's* demographics may be "*New Yorker*-like" as their ads contend, but that "there's nothing "*New Yorker*-like about that magazine's publisher's statement." He also chided ABC for "permitting itself to serve as the issuer of a new kind of validating pink sheet that puts the ABC imprint on claims of economic identity and social status for subscriptions that are not submitted to validation by the standards of subscription sales for which magazine publishers and advertisers and agencies established ABC in the first place."

▪ He added that advertisers and agencies "ought to" demand complete pink sheets for demographic editions and know about the sources and length of subscriptions, and how they are paid for, as well. They also ought to urge publishers "to give them more information so they can make better advertising decisions," Mr. Green added. #

S-H to buy 2 stations

Scripps-Howard Broadcasting Co. has agreed to purchase Phoenix radio stations KMEO (am, fm) from B&D Broadcasting for about $4,000,000, subject to Federal Communications Commission approval. The company currently is awaiting FCC approval to purchase two other stations in Baltimore.

CPM opens N.Y. outlet

CPM Inc., a Chicago-based media management service, has opened a New York office at 122 E. 42nd St., 10017. Ray Bentley, who owns a sports syndication service, was named vp-general manager of CPM/East, while CPM exec vp Michael Willner becomes president of the division.

LY THERE'S A ONE-INCH VIDEO RECORDER T
AS WELL UPSIDE DOWN AS IT DOES RIGH

Testimonials from professionals in the unusual positions their work often puts them in form the basis of Sony Broadcast's new trade campaign. Ads for Sony's one-inch videotape equipment are handled by Ammirati & Puris.

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Campbell Soup homes in on microwave users with lines

CAMDEN, N.J.—Aiming to become a leader in marketing convenience foods that can be prepared in microwave ovens, Campbell Soup is introducing a premium-price line of Swanson frozen entrees next month and has repackaged its frozen economy dinners.

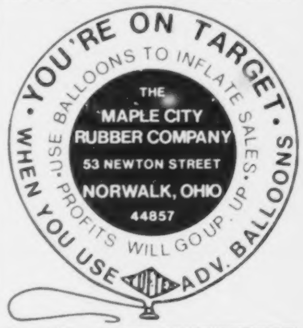
The new line includes macaroni and cheese, turkey with gravy and dressing, steak and green peppers, lasagna with meat, salisbury steak and chicken in white wine sauce. The paper tray packaging used for this line, as well as for main courses and Swanson breakfasts, can be used in both microwave and conventional ovens.

To support the new items, Campbell plans to invest $10,000,000 in a multimedia effort throughout the year. Ogilvy & Mather is the agency.

▪ According to James R. Emshoff, Campbell vp-marketing and development, the microwave oven offers the potential of a whole new world of convenience because of a dramatic decrease in cooking time. He predicted that once consumers find ways of using the new ovens to replace traditional ones, microwave ovens will saturate American households much like color tvs. Today microwave ovens have about 15% penetration and are used primarily to defrost foods and reheat leftovers. #

Owners swap stations

Multimedia Broadcasting Co. has traded its Knoxville, Tenn., stations, WBIR (am, fm) for Stoner Broadcasting System's Louisville station, WVEZ-FM. Multimedia is also paying Stoner $1,500,000.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44857

Vitamins Find Healthy Audience

"We broke a lot of new ground in the marketing of vitamins," reports Bob Brandt, vice-president and account supervisor at Carrafiello-Diehl & Associates, advertising agency for Lederle Labs' multivitamin, Stresstabs. "Conventional wisdom said you sell vitamins to women. We decided to sell to men. Conventional wisdom said you sell vitamins on television. We decided to make print our dominant medium. Well," Brandt continues, "having made those two unconventional decisions—men and print—we then made a very obvious decision. We made PLAYBOY one of the dominant magazines on our schedule."

ENERGETIC AUDIENCE

"We are looking for constantly active, upscale men from 25 to 34 and through middle age. PLAYBOY was at the top of that younger half. Their men were right on our target. And very much tuned in to today's interest in looking good and feeling good.

"PLAYBOY was and is strategically very important to us. We've been placing full-page ads with them consistently every year for the last four years. Print in general, and PLAYBOY in particular, is an integral part of our success and will stay that way."

ENERGETIC SALES

"What's our success been? From a virtually unknown product just about four years ago, Stresstabs today is virtually tied for number one in dollar sales in the pharmacy."

From nowhere to the top. With PLAYBOY as a key ingredient. Because in PLAYBOY you reach more than 16 million men every month. Men with a lust for life, men with a keen interest in their own physical enhancement—their health, their appearance, the grooming products they use, the clothes they wear.

You too can advertise in PLAYBOY and reach more men for less money than you can in Time, Newsweek or Sports Illustrated.

And give your sales a healthy boost.

Source: PLAYBOY, based on MRI, Fall 1979. PLAYBOY is a mark of Playboy, Reg. U.S. Pat. Off. © 1979 Playboy
Latest announced four color rates

videotech® / BY MAURINE CHRISTOPHER

In search of the bird

RCA Satcom III lost? Wasn't that new $50,000,000 bird supposed to supersede four-year-old Satcom I as the principal carrier for basic and pay cable programing?

The sad answer, as of this writing, is yes—to both questions.

Long since sold out to Home Box Office, Showtime, ESPN, superstation distributors and other major catv programers for an expected spring start, the RCA Astro-Electronics-built 1-ton craft had moved into temporary looping orbit after being launched by a Delta rocket at Cape Canaveral Dec. 6. Then, four days later, the satellite vanished after controllers at RCA's tracking station at Vernon Valley, N.J., tried to put it into stationary orbit 22,300 miles above the Equator between Hawaii and California.

Since RCA Americom reportedly carried at least $70,000,000 in insurance (probably a Lloyd's of London package) on Satcom III, money at the moment is not the main concern. The key issue is what can be done promptly to minimize disruption in the burgeoning $1.5 billion cable industry.

- Satcom III was overbooked before it went up. Now, most of those customers will stay on Satcom I, but new services such as Ted Turner's Cable News Network will have to look for other means of distribution. There are three working Westars and Comstars up in space, too, but so far RCA, with two functioning satellites, has handled nearly all the cable business, and most of the catv earth stations are set to receive from Satcoms.

RCA Americom president Andrew Inglis and his staff were getting lots of sympathy when I checked out the tv and satellite community for reaction. "The question is, how fast can they regroup and put up another bird if this one is lost," said Julius Barnathan, president of ABC Engineering. That, he emphasized, will depend partly on the availability of launching vehicles.

"We may be competitors, but not at a time like this," Hale Montgomery, director of public affairs at Comsat General, said. "So we've put one of our earth stations at South Berry, Conn., into the search," he added.

Satelliting, he noted, is a very high risk business; millions—at least $30,000,000 per bird—ride on every launch. All six Comsat General satellites, launched in 1976, were successful, but parent Communications Satellite Corp., which operates Intelsats in cooperation with 134 foreign entities, has been less fortunate.

For the Intelsats, there have been seven failures in 27 launches. Put another way, there have been 20 successes, which the Comsat folks think is pretty good.

In July, 1970, one of the Intelsat III series of birds disappeared after a mishap that sounds very much like RCA's. As recalled by Comsat public affairs officer Bill Brobst, it "just vanished" after the apogee motor that was to have put the bird into permanent orbit malfunctioned.

- That precedent is of no help to RCA's technicians as they search for their missing craft; the Comsat engineers have no idea what went wrong, according to Mr. Brobst.

"Unfortunately, there is always a potential for an accident," said an AT&T spokesman when asked how RCA's difficulties might impact on the use of satellites for transmitting cable and tv shows. "Our three satellites [a reference to the Comstars which AT&T leased from Comsat General] were launched successfully. We intend to continue with our satellite program."

Though such an attitude is rare for me, I wouldn't mind if this column is out of date by the time you read it. How nice if RCA's wayward space vehicle reappeared and began to function smoothly. #

Magazine Advertising Data October, 1979

Ad expenditures:
Oct. '79—$277,906,529
Oct. '78—$258,123,588
Increase: +8%

Ad pages:
Oct. '79—12,171.80
Oct. '78—12,412.74
Decrease: −2%

Top Ten Advertisers	1979	1978	% Change
R. J. Reynolds Industries Inc	$11,993,978	$ 6,574,137	+ 82%
General Motors Corp	6,969,098	10,294,051	− 32
Seagram Co. Ltd	6,696,470	6,135,588	+ 9
Philip Morris Inc	6,286,631	5,052,760	+ 24
Ford Motor Co	5,612,770	4,269,862	+ 31
Loews Corp	3,670,569	2,486,702	+ 48
B.A.T. Industries Ltd	3,595,816	2,062,542	+ 74
General Foods Corp	3,206,923	3,701,654	− 13
General Electric Co	3,201,761	2,458,315	+ 30
Time Inc	3,005,868	2,918,348	+ 3

Top Ten Product Categories	1979	1978	% Change
Cigarets & tobacco	$27,799,929	$18,890,969	+ 47%
Beer, wine & liquor	25,017,037	20,005,436	+ 25
Automotive	22,613,005	28,441,733	− 20
Food & food products	19,116,102	17,498,437	+ 9
Business & consumer services	18,263,580	15,772,482	+ 16
Toiletries & cosmetics	17,505,130	17,170,888	+ 2
Publishing & media	14,056,286	12,325,361	+ 14
Retail &/or direct-by-mail	12,093,271	12,561,616	− 4
Travel, hotels & resorts	10,590,559	11,176,881	− 5
Apparel & footwear	10,520,008	10,700,348	− 2

SOURCE: PIB/LNA Magazine Analysis Service covers 102 consumer magazines constituting about 90% of consumer magazine ad dollars. It is compiled and published for Publishers Information Bureau by Leading National Advertisers.

Reynolds keeps top spot in magazine ad spending

NEW YORK—R. J. Reynolds Industries held the lead as the biggest magazine advertiser in October, a month when ad expenditures grew 8% and ad pages declined 2%.

This is the first time in more than 45 months that ad pages registered a drop.

Reynolds, which has an .800 batting average for holding the top spot, this year increased its magazine expenditures 82% to almost $12,000,000. General Motors, absent from the top 10 in September, took second place, though it sliced its magazine spending by 32% vs. a year ago.

Seagram Co. Ltd., which held the No. 3 slot, increased magazine spending by a modest 9% while Philip Morris Inc., which fell from second to fourth place, boosted spending by 24%. Fifth-ranked Ford Motor Co., also not on the list last month, upped magazine advertising 31% while Loews Corp., which slipped from fourth to sixth place, hiked its magazine allowance 48%.

B.A.T. Industries Ltd. hefted its magazine budget 74% and took seventh place; last month, it ranked as the fifth largest magazine spender. General Foods Corp. sliced its magazine advertising 13% and slipped a notch from seventh to eighth place. General Electric joined the top 10 in ninth place with a 30% increase in magazine spending, and Time Inc. dropped one place with a 3% hike in magazine allowances.

Procter & Gamble, American Broadcasting Cos. and CBS ranked in the top 10 in September, but were absent in October.

Cigarets and tobacco remained the biggest product category for magazine advertising, increasing spending by 47%. The beer, wine and liquor category advanced one spot to second place with a 25% spending hike. Automotive advertising vaulted from 10th place to third place but registered the sharpest cut, slicing its magazine spending by 20% from the October, 1978, figure. Retail and direct mail marketers, travel hotels and resorts and apparel and footwear categories all reduced magazine spending.

Data in the accompanying chart was compiled by Leading National Advertisers Inc. for Publishers Information Bureau and ADVERTISING AGE. #

the advertising market place

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$30 a Year; This Issue $2.50 *The International Newspaper of Marketing* *December 19, 1979*

Changing life styles, high consumption boost growth

BY ALFRED HONG
Managing Director
Marketing Economics Institute

NEW YORK—During the past few years, the administration's fiscal policy of continuous deficit spending under conditions of high economic activity has given consumers the opportunity to demonstrate their capacity to consume.

Judging from the succession of retail sales records that have been broken, they really have been exerting themselves. Retail sales in all major U.S. markets have enjoyed significant gains from this largess, and foreign and American businesses alike who have helped promote the cause have realized very favorable results.

The administration's pursuit of this beneficent policy has enabled the American economic system, already famed for its achievements in mass production and in mass consumption, to develop an ultra-high-consumption life style.

As a result, the volume of retail transactions has reached such a level that it will be a difficult pace to maintain and a challenge to surpass as the economy enters the threshold of the '80s.

- As marketers formulate their plans to scale the peaks that loom ahead, they will profit by examining some of the significant developments that have transformed the dimensions of the nation's markets.

Of course, not all of the credit for fostering high consumption belongs to the administration and the marketing professionals. The financial services community provides a considerable boost with its rapid development and broad distribution of new credit instruments. Each new variety of credit enhanced the purchasing power of consumers.

The mainstay of this elevated life style is the NOW generation, spearheaded by the veterans who emerged from the social and political struggles of the Vietnam controversy. They are ushering in a new era, one that will fill America with boundless activity and excitement. They comprise 40% of the populace, each with his own widely diversified interests but uniformly directed toward the enjoyment of life to the fullest.

- The restless youth of America are well prepared for this development. They have the self-assurance and the self-orientation to make

(Continued on Page 72)

Helping attract Louisville residents back to the center city is Belgravia Court, a green oasis in the old town south of downtown.

Population, income, retail sales of 100 top markets

Compiled by Marketing Economics Institute Inc. MEI

Rank	SMSA	Population 1/1/79 (000 omitted)	Disposable personal income: 1978 (000 omitted)	Total retail sales: 1978 (000 omitted)	Per household income: 1978
1	New York, N.Y.	9,265.7	$70,916,871	$26,237,272	$19,514
2	Los Angeles-Long Beach, Cal.	7,197.6	48,870,925	28,529,774	17,310
3	Chicago, Ill.	6,989.9	53,730,767	27,372,706	21,823
4	Philadelphia, Pa.	4,741.1	33,559,849	16,061,649	20,378
5	Detroit, Mich.	4,359.3	32,806,560	17,076,275	22,251
6	Boston-Lowell-Brockton-Lawrence-Haverhill, Mass.	3,841.8	27,419,323	14,000,316	20,459
7	San Francisco-Oakland, Cal.	3,164.4	26,006,270	13,187,165	20,867
8	Wash., D.C.-Md.-Va.	2,998.1	30,318,505	12,339,382	28,872
9	Nassau-Suffolk, N.Y.	2,697.9	23,627,176	9,900,294	28,171
10	Dallas-Fort Worth, Tex.	2,676.3	19,543,426	10,727,128	20,364
11	Houston, Tex.	2,626.6	22,393,276	10,656,904	24,573
12	St. Louis, Mo.	2,374.6	16,368,829	8,760,791	19,776
13	Pittsburgh, Pa.	2,278.0	15,842,078	8,073,171	19,443
14	Baltimore, Md.	2,158.0	11,009,726	7,223,610	14,965
15	Minneapolis-St. Paul, Minn.	2,017.5	15,461,153	8,292,770	22,538
16	Newark, N.J.	1,952.0	14,618,329	6,668,984	21,300
17	Cleveland, O.	1,923.1	13,613,038	7,475,665	20,016
18	Atlanta, Ga.	1,848.0	11,842,048	7,680,795	18,687
19	Anaheim-Santa Ana-Garden Grove, Cal.	1,826.2	16,811,464	8,250,080	26,609
20	San Diego, Cal.	1,724.7	11,342,173	6,648,835	18,084
21	Denver-Boulder, Colo.	1,501.8	10,710,702	6,661,323	20,099
22	Miami, Fla.	1,469.2	9,803,253	6,285,750	17,471
23	Tampa-St. Petersburg, Fla.	1,458.1	8,744,183	5,159,388	14,286
24	Seattle-Everett, Wash.	1,447.5	10,709,669	6,504,180	19,705
25	Milwaukee, Wis.	1,412.3	10,230,471	5,176,000	20,981
26	Riverside-San Bernardino-Ontario, Cal.	1,394.7	9,590,923	5,217,108	18,947
27	Cincinnati, O.	1,378.2	11,067,280	5,170,946	22,895
28	Phoenix, Ariz.	1,307.6	8,437,300	5,711,768	18,153
29	Buffalo, N.Y.	1,294.1	7,246,198	4,155,122	15,968
30	Kansas City, Mo.-Kan.	1,286.1	9,746,270	5,405,883	20,614
31	San Jose, Cal.	1,216.9	10,826,909	5,438,986	25,821
32	Portland, Ore.	1,149.8	8,236,633	5,142,687	18,978
33	Indianapolis, Ind.	1,146.9	8,206,768	4,913,639	20,374
34	New Orleans, La.	1,133.2	7,582,624	4,097,342	19,670
35	Columbus, O.	1,0[illegible]9.9	7,746,855	4,296,912	20,413
36	Hartford-New Britain-Bristol, Conn.	1,055.0	7,732,165	3,844,860	21,006
37	San Antonio, Tex.	1,028.0	6,061,536	3,419,509	18,073
38	Rochester, N.Y.	956.3	6,192,519	3,455,815	18,652
39	Sacramento, Cal.	955.0	8,927,318	4,052,427	25,801
40	Fort Lauderdale-Hollywood, Fla.	904.1	6,917,855	4,645,928	18,937
41	Louisville, Ky.	880.3	5,653,756	3,399,915	18,446
42	Memphis, Tenn.	879.3	5,324,720	3,230,259	18,342
43	Providence-Warwick-Pawtucket, R.I.	851.0	5,454,947	2,698,928	17,962
44	Salt Lake City-Ogden, Utah	837.2	5,017,392	3,224,594	18,521
45	Dayton, O.	827.7	5,183,996	2,981,744	17,907
46	Birmingham, Ala.	825.1	4,889,325	3,133,604	16,779
47	Bridgeport-Stamford-Norwalk-Danbury, Conn.	808.8	7,439,813	3,191,618	26,392
48	Norfolk-Virginia Beach-Portsmouth, Va.	802.9	4,829,052	2,545,276	18,481
49	Albany-Schenectady-Troy, N.Y.	791.8	4,697,419	2,701,663	16,362
50	Nashville-Davidson, Tenn.	784.3	5,586,946	3,216,961	20,294
51	Greensboro-Winston-Salem-High Point, N.C.	781.8	$4,923,364	$2,998,878	$17,968
52	Toledo, O.	781.5	6,045,031	2,948,632	22,290
53	Oklahoma City, Okla.	779.9	5,407,531	3,538,689	18,557
54	New Haven-Waterbury-Meriden, Conn.	756.9	5,157,132	2,662,613	19,344
55	Honolulu, Hawaii	711.9	5,166,433	2,840,932	29,985
56	Jacksonville, Fla.	708.2	3,848,745	2,452,926	15,684
57	Worcester-Fitchburg-Leominster, Mass.	665.7	4,064,562	2,140,092	17,565
58	Akron, O.	656.4	4,149,586	2,411,996	18,345
59	Gary-Hammond-East Chicago, Ind.	6[illegible]1.9	3,982,053	2,358,089	18,564
60	Syracuse, N.Y.	639.7	3,689,343	2,165,646	16,793
61	Northeastern Pennsylvania	633.2	3,613,288	2,168,638	15,494
62	Tulsa, Okla.	630.2	3,862,824	2,678,819	16,340
63	Allentown-Bethlehem-Easton, Pa.	629.2	4,261,024	2,290,308	18,502
64	Orlando, Fla.	617.4	3,872,662	2,634,673	17,484
65	Richmond, Va.	606.2	3,936,950	2,394,098	18,579
66	Charlotte-Gastonia, N.C.	600.3	3,896,348	2,472,653	18,869
67	Springfield-Chicopee-Holyoke, Mass.	598.2	3,634,572	1,896,554	17,291
68	Grand Rapids, Mich.	595.1	4,844,329	2,383,908	24,295
69	New Brunswick-Perth Amboy-Sayreville, N.J.	582.7	5,113,637	2,132,385	26,971
70	Omaha, Neb.	573.8	3,759,633	2,109,587	18,931
71	Jersey City, N.J.	567.2	4,122,827	1,365,081	18,843
72	Youngstown-Warren, O.	544.6	3,284,196	1,885,872	17,629
73	Greenville-Spartanburg, S.C.	537.9	3,168,430	1,810,090	16,989
74	Wilmington, Del.	520.6	3,714,191	489,664	21,115
75	Flint, Mich.	514.3	3,488,082	2,873,875	20,530
76	West Palm Beach-Boca Raton, Fla.	504.3	3,572,071	2,333,760	17,657
77	New Bedford-Fall River, Mass.	492.7	2,720,625	1,475,717	15,259
78	Raleigh-Durham, N.C.	488.7	3,497,155	1,916,875	20,829
79	Long Branch-Asbury Park, N.J.	487.1	4,192,412	1,893,356	25,332
80	Fresno, Cal.	487.0	3,418,324	1,996,226	20,143
81	Oxnard-Simi Valley-Ventura, Cal.	485.4	3,921,003	1,726,610	24,975
82	Austin, Tex.	481.1	3,455,625	1,874,860	20,303
83	Tucson, Ariz.	465.7	3,252,583	1,882,207	19,465
84	Paterson-Clifton-Passaic, N.J.	459.0	2,656,783	1,621,124	16,082
85	Knoxville, Tenn.	454.8	3,460,375	1,852,119	21,190
86	Lansing-East Lansing, Mich.	454.1	2,853,791	1,702,627	18,899
87	Baton Rouge, La.	444.3	2,670,305	1,687,349	18,647
88	El Paso, Tex.	443.8	1,851,083	1,523,677	13,661
89	Tacoma, Wash.	438.9	2,869,143	1,574,594	17,910
90	Mobile, Ala.	434.6	2,111,941	1,444,804	14,769
91	Harrisburg, Pa.	430.8	3,859,424	1,794,269	24,535
92	Albuquerque, N.M.	426.2	2,370,508	1,744,900	16,690
93	Johnson City-Kingsport-Bristol, Tenn.	409.9	1,896,604	1,407,483	13,153
94	Chattanooga, Tenn.	408.8	2,222,998	1,444,818	15,331
95	Canton, O.	404.9	2,376,852	1,543,384	16,798
96	Charleston, S.C.	389.5	2,409,978	1,297,339	19,983
97	Wichita, Kan.	388.3	2,433,706	1,699,839	17,211
98	Fort Wayne, Ind.	381.2	2,658,552	1,519,271	20,095
99	Columbia, S.C.	376.0	2,364,144	1,406,306	19,603
100	Davenport-Rock Island-Moline	374.5	2,903,610	1,541,998	21,685

Profiles of top 100 markets in U.S: Population, income, growth trends

In this special section, ADVERTISING AGE presents a retrospective report on significant developments in each of 100 top Standard Metropolitan Statistical Areas in 1979, together with indications of some of the probabilities for 1980. The SMSAs covered in this report were the 100 leaders in the most recent census estimates. The profiles have been grouped according to nine official regions and arranged alphabetically within those regions.

Each profile is preceded by four items of information: The official Census Bureau population estimate for July 1, 1978; rank; total personal income for 1977 as estimated by the Bureau of Economic Analysis of the Department of Commerce, and the per cent of change in total personal income for 1977 compared with 1976 according to the same source.

Other sometimes more recent unofficial statistics used in some profiles are normally attributed to local sources. Also included in the report is a table based on Department of Commerce statistics showing per capita personal income growth for each SMSA and two tables using estimates by Marketing Economics Institute Ltd.—one estimating population for Jan. 1, 1979, the other giving 1978 estimates of disposable income, per household income and retail sales.

ADVERTISING AGE acknowledges the cooperation of many hundreds of individuals, including local and regional planning officers, chamber of commerce personnel and media research experts who cooperated with our reporters; the Bureau of Economic Analysis of the Department of Commerce, and the Bureau of the Census.

We particularly acknowledge the cooperation of Marketing Economics Institute Ltd., which made available its important projections of population and retail data not otherwise available.

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New England

Boston

Population 3,887,800
Rank 6th
Personal income $29,585,000,000
Income '77 vs. '76 .... 9.59%

Boston is entering its 350th year with a phenomenal wave of growth. In spite of the city's 14,000,000 sq. ft. of prime office space constructed in the '70s, less than 1.7% of the Class A space is vacant.

And it's not about to stop. Some 4,400,000 sq. ft. of privately financed office space and an additional 1,500,000 sq. ft. of federal office space are planned for the next four years.

This not only signifies what's going on in Boston, it directly applies to an estimated 10,000 construction jobs leading to some 30,000 permanent positions.

The job market in Boston has been unique since the post WW II manufacturing and shipping slump forced the industry focus to high-grade service activities. The service industry growth has tacked on 60,000 new jobs since 1960, replacing the 34,000 manufacturing jobs lost. More recently, some 4,000 manufacturing jobs were created or added in 1976-77.

■ That year brought more than jobs. It brought tourism. The tourist boom fell off slightly during '79 due to fuel shortages, but seems to be surging back, with the city an active convention center in addition to a high-technology terminal.

Only hotel space is wanting, and currently 25 hotel proposals await the city's approval, with an estimated 10 beginning construction in the next four years.

In addition to a new proposed hotel and convention center in downtown Boston, the city hopes to double the existing John B. Hynes Auditorium for even more convention space.

Conventioneers and assorted other tourists spend lots of money in Boston, not just in hotels, but in the stores and market areas.

■ Downtown Crossing, a mall-like treatment of Washington St. past such retail landmarks as Jordan Marsh, Filene's and Barnes & Noble, is finished, and retailers in the area have already noted rising sales. Faneuil Hall and its neighboring waterfront continues to prosper, with the new North Building enjoying full occupancy.

But the waterfront is not the only place to be restored. The Boston theater district and adjacent Tufts/New England Medical Center, is having a facelift. And theater and medicine are vital parts of the city's economic development. Some $20,000,000 in revenues are generated by theater in Boston, and one in six jobs is related to the combined fields of medicine and education.

The theater district restored the old Savoy into the new home of the Boston Opera Co. (Sarah Caldwell *et. al.*) and the revitalized Music Hall will open in '80 as a performing arts center. Some estimate that as much as $100,000,000 of public and private investment will be poured into the theater district in the upcoming decade.

And Boston's medical expansion is not far behind. Massachusetts General Hospital plans a $25,000,000 ambulatory care facility, and Tufts/New England slated $40,000,000 for a pediatric wing, in addition to a National Nutrition Center jointly being developed by the medical center (Tufts/New England) and the U.S. Department of Agriculture.

The new JFK Library is a potentially important stop for tourists as well as scholars, but the location, near the University of Massachusetts, in the racially tense Columbia Point area, presents a problem. In time the site may prosper but right now it is far from the beaten tourist paths, and is reachable only by bus, trolley, or a $5-plus cab ride from downtown.

■ Condo conversion continues to cut into the already tight supply of rental housing. During the past five years, rehabilitation has been particularly active along the waterfront in the South End. In the immediate future, new condo conversions are likely to involve sites currently used for warehouses in the Fort Point Channel district.

The media mix took a new twist during the year when Universal Subscription Television began offering scrambled-signal tv on channel 68.

Boston watches with mixed feeling the efforts to open Georges Bank, the area's richest fishing territory (18% of the nation's fish) for oil exploration. The threat to fishing is a major matter of concern. But so is the shortage of heating oil, and the rapidly escalating price of available supplies.

■ Many area residents fear that Lt. Gov. Tom O'Neill's endorsement of Ted Kennedy as a Presidential nominee will cost the Bay State President Carter's support on issues which could ease the heating oil problem. In November, with gasoline allocations down 11%, odd-even rules seemed to be on the way back.

Air deregulation has brought nine new airlines to Logan International, including six commuter lines. With passenger traffic up

Flanking Yale University is New Haven's Church on the Green.

16%, 1,000 new jobs have been created at the airport.

Nearby Lowell has had an increase of several thousand jobs this year, reflecting new industries and the expansion of many that were already established there. Retail sales in Lowell have been running 12% to 15% ahead of last year.

Bridgeport-Stamford-Norwalk-Danbury, Conn.

Population	808,400
Rank	47th
Personal income	$7,809,000,000
Income '77 vs. '76	+11.08%

The corporate exodus from Manhattan to Fairfield County, under way for the past 10 years, shows no signs of slowing down. Just how important the county has become in corporate relocation thinking is demonstrated by the intense competition for media outlets.

Ten companies—among them a subsidiary of Cox Broadcasting, Cablevision of Connecticut (partly owned by Scripps-Howard Broadcasting) and Fairfield County Cable Communications (80% owned by Storer Broadcasting)—applied to the Connecticut division of public utility control for the catv franchise to serve 120,000 homes in Darien, Easton, Greenwich, New Canaan, Norwalk, Stamford, Weston, Westport and Wilton. Catv industry representatives call the region one of the best franchise territories left in the country.

Along with the new home office influx have come huge shopping centers (currently in the works is an 800,000-sq.-ft. regional development in Stamford, to contain Macy and J.C. Penney outlets) and large-scale housing (middle-management people are hard put to find suitable dwellings at figures they can handle).

The county's—and the state's—largest city, Bridgeport, has not been caught in the expansion backwash. The past two years have seen a continuing influx of new industry into metropolitan Bridgeport—50 plants in the city itself, 40 in the suburbs.

"Definite gains" in city/area employment figures are cited by the chamber of commerce, with retail sales holding "about even." Meanwhile, Bridgeport boosters are stepping up civic awareness of world-famed Shakespeare Theatre, suburban Stratford and the in-town Cabaret Theatre.

- Fiore Francis D'Addario, who controls a conglomerate of 20 companies (principally in construction and home heating oil), is competing with a group of women for Federal Communications Commission approval to operate the long-dormant Channel 43 in Bridgeport.

The latter applicants, incorporated under the title of Bridgeways Communications Corp., are the first group of women in the country to file for a tv license. BCC president is Laurel Vlock of Woodbridge, presently with a Sunday talk show on WTNH-TV, the Capital Cities Communications ABC New Haven affiliate.

Mindful of the enormous money potential input for the civic centers in New Haven and Hartford, Bridgeport Mayor Joseph Mandanici's administration has long-range plans for a similar facility.

While Stamford basks in the development limelight—principally because of the home office presence of Xerox, General Signal, Singer, Kennecott, Combustion Engineering, General Signal and others—Danbury and Norwalk are cultivating both corporate structures and manufacturing facilities.

Biggest office complex under way in the county presently is the $250,000,000 Merritt 7, near the Wilton/Norwalk town line. On completion, 10 buildings will have a total of 2,500,000 sq. ft.

- To the north, in Danbury, Union Carbide Corp. is to occupy by year's end or early 1980 a 1,300,000 sq. ft., worldwide headquarters building, with capacity for 3,500 employes. Company officials said they decided to move out of New York to the 550-acre site off Interstate 84 after problems developed in trying to persuade employes to relocate to New York.

Long-entrenched in the county, Stratford's Sikorsky division of United Technologies Corp. is banking on a burgeoning civilian market for helicopters; the company is a major supplier of military helicopters.

Marketed for nonmilitary use is the medium-size, 12-passenger S-76, selling for $1,100,000.

Existing industry is in an expansion mood, too. Acco (American Chain & Cable Co.), long situated on Bridgeport's Connecticut Ave., announced plans for a new $2,000,000 headquarters building in Trumbull. The manufacturing operations will continue in Bridgeport, however.

Area planners and business officials asked the state legislature to authorize $50,000 for an in-depth study of the county's housing situation, particularly as it applies to people with respectable incomes who are unable to buy a house.

The Southwestern Area Commerce & Industry Assn. (based in Stamford) already has a survey indicating fewer than 20% of the region's families could afford to buy a new home. The commerce association's position paper asserted: "If we do not produce workable solutions to the issue of housing availability and housing affordability in Fairfield County, then the continued economic growth of the region and the state of Connecticut will be seriously affected."

Hartford-New Britain-Bristol, Conn.

Population	1,045,300
Rank	36th
Personal income	$8,148,000,000
Income '77 vs. '76	+9.66%

In just a few more weeks, Hartford's Civic Center Coliseum will be back in operation, and the whole community will be feeling better.

After the spectacular accident in January, 1978, when the roof collapsed in the midst of an ice storm, a temporary pall descended on local boosters who saw the Civic Center as a symbol of downtown revitalization. But enthusiasm was rekindled when businessmen joined in "The best of Hartford goes on" promotional effort to repair the damage, and it now seems likely that a busier-than-ever Civic Center Coliseum will be back in action in February.

Downtown Hartford continues its facelift. Accord has been reached on a skywalk and a three-story glass and steel "mixmaster" covering Temple St., and joining a number of new buildings (thanks to a $1,890,000 federal grant). Private developers are picking up the tab for two pedestrian bridges connecting the "mixmaster" with such structures as the new $25,000,000 Chase office tower, going up atop the Church St. municipal garage.

The Richardson building off Main St. (the former Brown-Thomson department store), now being remodeled to include 120 luxury apartments, ties into the skyway web, and Sage-Allen is investing "several hundred thousand dollars" on renovations in sections of its downtown department stores which also connect to the "mixmaster."

- Specialists, like Farley & Co., a major real estate company, continue to see a tight office space outlook in downtown Hartford, so office construction continues.

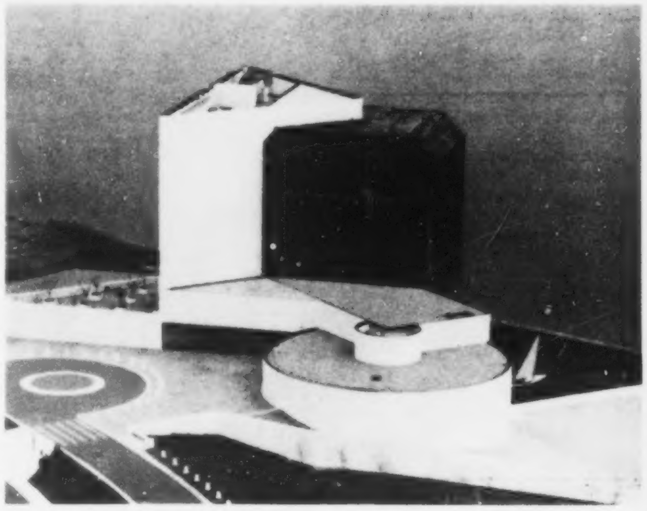
In addition to his project atop the municipal garage, David Chase is planning a $50,000,000 office tower, with hotels or apartments, in the block bounded by Trumbell, Church and Pratt Sts., facing the civic center. One block south, Allen Hartensky proceeds with development of 700 sq. ft. of rentable space.

Hartford's downtown Union railroad station will be renovated into a multipurpose transportation center, thanks to a $4,500,000 federal grant covering 85% of the cost. On the northern edge of downtown Hartford, nine acres of land and freight yards were recently acquired by West Hartford's Freight House Market Associates for development as a marketplace for foods, restaurants and commercial activity similar to Boston's highly successful Quincy marketplace.

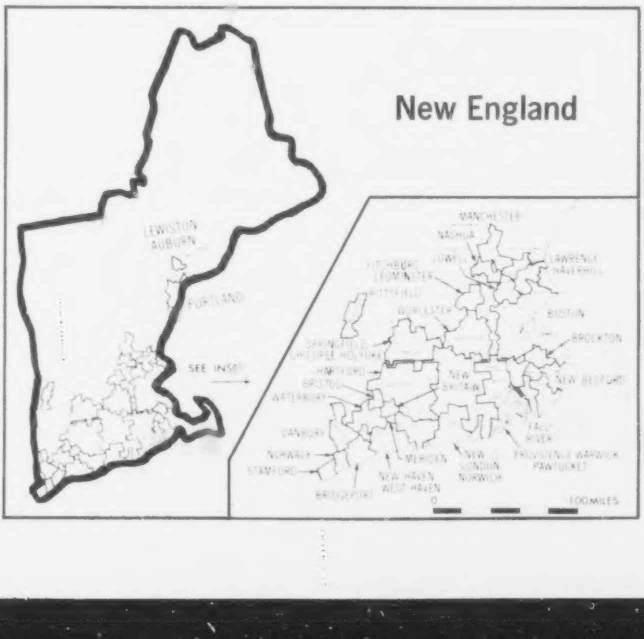
On the West Hartford/-Farmington town line, the five-year-old Westfarms Mall, the largest enclosed mall in Connecticut, will be expanding, with Lord & Taylor shifting from downtown West Hartford to become its fourth anchor store.

The newly built Loehmann's Plaza, with Loehmann's as its anchor, has just opened off Farmington Ave., Farmington, just across the street from the University of Connecticut Health Center.

- The two other new malls are in the development stage in Farmington. One, by developer Richard Bronson, between Farmington Ave., and Middle and South Rds., would contain such high-fashion outlets as Bloomingdales and Saks Fifth Avenue, not now represented in metropolitan Hartford.



New addition to the Boston skyline is the John Fitzgerald Kennedy Memorial Library, dedicated in 1979.



With Quarterback Roger Staubach and center line backer Richard F. Breunig of the Dallas Cowboys as partners, Richard Gordon began formulating plans for Farms Springs Office Park near I-84 in Farmington, abutting New Britain and Bristol.

- In Manchester, the development focus is on a proposal for a $100,000,000 complex in the Buckland section, which would include residences and a mall roughly three-quarters the size of Westfarm. A $20,000,000 J.C. Penney catalog warehouse, originally scheduled for May, 1980, completion, has been set back to the summer of 1981 by environmental lawsuits.

In New Britain, the much-heralded Newbrite Marketplace, largest indoor flea market in the state, is occupying 80,000 sq. ft. in Newbrite Plaza, off E. Main St. Plans are proceeding for conversion of New Britain's former main post office building off W. Main St. into a Cradle of Industry Museum.

Donald J. Wallace & Associates have taken over the former Howard Johnson's restaurant and hotel off Columbus Blvd., and renamed it the New Britain Holiday Inn. Fafair Bearing Co. is back into production after a five month labor dispute.

- Barnes Group has opened a new $3,000,000 international headquarters in downtown Bristol, and King's discount store has taken over the Farmington Ave. space, formerly occupied by Mammoth Mart (following merger of the two organizations).

The Bristol Red Six, a Boston Red Sox farm team, remains in town after signing with the park commission to use the town-owned Muzzy field.

State officials have announced plans to use $55,000,000 of bond issue revenues, plus a roughly equal sum from the federal government, to speed up renovation of Bradley International Airport, halfway between Hartford and Springfield, Mass. Airlines and others who lease space are also expected to absorb some of the cost.

- Some local boosters say the bright outlook here is symbolized by the decision of the Times Mirror Co., Los Angeles, to pay $105,600,000 for *The Hartford Courant*, but smaller local media were less gracious, and some of them did their best to throw antitrust sand into the purchase machinery.

For the community as a whole, the biggest shocker of the year was the municipal scandal involving charges that ranking police, fire and civil service officials took bribes from city workers seeking jobs or promotion.

New Bedford-Fall River, Mass.

Population	472,100
Rank	82nd
Personal income	$2,913,000,000
Income '77 vs. '76	+9.43%

New Bedford has nearly rounded the corner in its vast urban development program, and sister-city, Fall River, isn't too far behind.

While Fall River's waterfront restoration is beginning to materialize from the drawing board, where it was born as early as 1959, New Bedford's waterfront is fast becoming prosperous and quaint.

In restoring its downtown area and waterfront, New Bedford has capitalized on its past glory of being a whaling capital and early stronghold of American wealth. The fishing fleet grew in the last year by 20 vessels, but it was the ferry service from the area to Martha's Vineyard that offered the biggest outside boost to the economy.

- The New Bedford ferry is fed by the local transit service with a 25¢ ride from the municipal garage, which charges under $2 a day for parking.

The area's architecture has been nicely adapted to meet current needs. Freestones, a restaurant in the gas lamp decorated downtown section, is in a former bank, with dining rooms in the tellers' area and in the board room.

A block away, the Vault offers fare in, of course, an old bank vault, combining stately architecture with more contemporary trappings.

- The biggest disappointment in the downtown growth was the expected Howard Johnson motor lodge/hotel, which recently was shelved. The old New Bedford Hotel has been converted into elderly housing, and the area is looking for a hotel—something the Howard Johnson would have solved. But the local chamber of commerce is accepting bids and offers from other chains.

Other construction in the area meanwhile, is thriving. The New Bedford Industrial Park added an 18,000 sq. ft. marine supply facility called Edson. The Polaroid Corp. plant in the park expanded to the tune of $1,000,000. At Southeastern Massachusetts University, there's a new 99,000 sq. ft., $5,530,000 art department building.

Unemployment dropped a re-

(Continued on Page 4)

Per capita personal income growth: 1969-1976

Source: Bureau of Economic Analysis, U.S. Department of Commerce

	1969	1977	Per cent increase
Houston, Tex	3,760	8,247	119
Mobile, Ala	2,702	5,758	113
Fresno, Cal	3,729	6,968	112
Birmingham, Ala	3,233	6,812	110
Flint, Mich	3,839	8,073	110
Albuquerque, N.M	3,147	6,592	109
Baton Rouge, La	3,180	6,649	109
Tulsa, Okla	3,544	7,383	108
Wash., D.C.-Md.-Va	4,558	9,306	104
Denver-Boulder, Colo	3,942	8,050	104
Memphis, Tenn	3,177	6,465	103
Knoxville, Tenn	2,986	6,063	103
Wichita, Kan	3,642	7,418	103
Salt Lake City-Ogden, Utah	3,178	6,466	103
Jacksonville, Fla	3,218	6,536	103
Harrisburg, Pa	3,631	7,340	102
Columbia, S.C	3,190	6,448	102
Greenville-Spartanburg, S.C	3,089	6,252	102
Charleston, S.C	2,809	5,619	100
Pittsburgh, Pa	3,743	7,487	100
Oklahoma City, Okla	3,465	6,932	100
Little Rock, Ark	3,404	6,810	100
Portland, Ore	3,950	7,875	99
Phoenix, Ariz	3.599	7,174	99
Northeast Penn	3,153	6,260	98
Raleigh-Durham, N.C	3,453	6,850	98
Kansas City, Mo	3,973	7,883	98
Allentown-Bethlehem-Easton, Pa	3,661	7,232	97
Richmond, Va	4,008	7,897	97
Tampa-St. Petersburg, Fla	3,263	6,406	96
Austin, Tex	3,159	6,212	96
Nashville-Davidson, Tenn	3,390	6,647	96
San Jose, Cal	4,397	8,632	96
Louisville, Ky	3,715	7,300	96
Chattanooga, Tenn	3,199	6,265	95
Orlando, Fla	3,343	6,535	95
Gary-Hammond, Ind	3,774	7,376	95
Greensboro-High Point-Winston-Salem, N.C	3,601	7,054	95
West Palm Beach-Boca Raton, Fla	4,035	7,878	95
New Orleans, La	3,500	6,801	94
Johnson City-Kingsport-Bristol, Tenn	2,789	5,426	94
Jersey City, N.J	3,852	7,507	94
Detroit, Mich	4,395	8,535	94
Charlotte-Gastonia, N.C	3,642	7,050	93
Miami, Fla	4,010	7,755	93
San Antonio, Tex	3,123	6,007	92
Lansing-East Lansing, Mich	3,676	7,073	92
Toledo, O	3,807	7,312	92
Fort Lauderdale-Hollywood, Fla	4,071	7,834	92
New Brunswick, Sayreville, Perth Amboy, N.J	4,169	7,993	91
Atlanta, Ga	3,834	7,352	91
Seattle-Everett, Wash	4,412	8,457	91
Dallas-Fort Worth, Tex	4,036	7,704	90
Riverside-San Bernardino-Ontario, Cal	3,374	6,418	90
Youngstown-Warren, O	3,700	7,037	90
San Francisco-Oakland, Cal	4,861	9,260	90
Milwaukee, Wis	4,153	7,908	90
Tuscon, Ariz	3,317	6,317	90
St. Louis, Mo	3,941	7,524	90
Norfolk-Virginia Beach-Portsmouth, Va	3,228	6,111	89
Sacramento, Cal	3,749	7,119	89
Cincinnati, O	3,838	7,272	89
Minneapolis-St. Paul, Minn	4,235	8,021	89
Providence-Warwick-Pawtucket, R.I	3,663	6,850	87
Columbus, O	3,626	6,798	87
Tacoma, Wash	3,778	7,079	87
Grand Rapids, Mich	3,725	6,977	87
Los Angeles-Long Beach, Cal	4,495	8,429	87
Anaheim-Santa Ana-Garden Grove, Cal	4,334	8,116	87
Cleveland, O	4,463	8,315	86
Indianapolis, Ind	4,046	7,563	86
Baltimore, Md	3,876	7,155	84
Omaha, Neb	3,778	6,986	84
New Bedford-Fall River, Mass	3,381	6,226	84
Oxnard-Simi Valley-Ventura, Cal	3,622	6,667	84
Canton, O	3,636	6,704	84
Akron, O	3,757	6,936	84
Albany-Schenectady-Troy, N.Y	3,753	6,887	83
Long Branch-Asbury Park, N.J	4,292	7,863	83
Chicago, Ill	4,642	8,522	83
Buffalo, N.Y	3,807	6,980	83
Las Vegas, Nev	4,250	7,735	82
Paterson-Clifton-Passaic, N.J	4,074	7,449	82
Philadelphia, Pa	4,066	7,436	82
Honolulu, Hawaii	4,365	7,950	82
Newark, N.J	4,761	8,632	81
Worcester-Fitch-Leominster, Mass	3,708	6,742	81
Syracuse, N.Y	3,588	6,514	81
Boston-Lowell-Brockton-Lawrence, Mass	4,173	7,590	81
San Diego, Cal	3,893	7,070	81
El Paso, Tex	2,805	5,071	80
Rochester, N.Y	4,306	7,751	80
Wilmington, Del	4,380	7,918	80
Dayton, O	4,031	7,256	80
Springfield-Holyoke-Chicopee, Mass	3,660	6,546	78
Nassau-Suffolk, N.Y	4,877	8,614	76
Bridgeport-Stamford, Conn	5.578	9.676	73
New Haven-Waterbury-Meriden, Conn	4,262	7,413	73
Hartford-New Britain-Bristol, Conn	4,486	7,746	72
New York, N.Y	4,724	8,105	71

cord 2.9%, the fourth sharpest decline in the U.S. And area personal income rose a staggering 12.5% from '77 to '78. In June, 1978, the average weekly pay check in New Bedford was $191.58. By June this year, that check rose to $213.07, translating to an hourly wage increase from $4.58 to $5.34.

The municipal airport is served exclusively by Air New England, and the Alameida Bus line has gone out of business, making the area slightly more dependent on motor transport.

Fall River is just on the dawn of restoration and urban improvement with the aid of the Durfee Trust capitalization and long-awaited approval on municipal plans.

New Haven-Waterbury-Meriden, Conn.

Population	**754,600**
Rank	**54th**
Personal income	**$5,625,000,000**
Income '77 vs. '76	**+9.86%**

Although New Haven is still known by its sobriquet "Elm City," most of those elms were lost to a virulent blight some years ago. The once-flourishing 1,800-seat Shubert Theatre, for decades a key pre-Broadway tryout house, has been closed since 1976.

These descriptions might easily conjure images of a dying city. Actually, New Haven is in the grip of commercial growth on a scale never anticipated by city boosters generations back.

The closed Shubert Theatre is presently the focus of an ambitious regional arts center plan. Next door, the prestigious Hotel Taft is being converted into apartments. The federal transportation department is authorizing an additional $20,000,000 to upgrade the rail commuter route from New Haven to New York.

If current planning is brought to completion, the New Haven parking authority, now operating some 5,100 spaces—most of them in structured garages in the central business district—will nearly double the size of its facilities in the next four to five years.

And the city council's community development committee approved a proposal to study the expansion of the Veterans' Memorial Coliseum as a potential convention center.

- A city consultant recommended construction of a new downtown shopping mall, a 165-room hotel and the creation of special renovation, shopping and entertainment districts.

Halcyon Ltd. of Hartford warned that development is heading to the suburbs and will continue to do so unless the city begins an immediate and vigorous development effort.

The Halcyon report said the proposed mall would boost downtown retail sales from $89,500,000 in 1977 to $120,000,000 by 1985. The report added that New Haven could use two new office buildings with up to 125,000-sq.-ft. each, but warned "suburban competition will not only continue but is expected to intensify."

There was overwhelming agreement in the business community to the Halcyon findings that private enterprise, more than ever, must take the lead in preserving cities. Mayor Frank Logue announced the creation of an economic development task force, and pledged $250,000 in seed money for a banking consortium to help provide mortgages at less than the "going" rates for areas where such financing has been difficult to obtain.

The former Midtown Motor Inn, on Chapel between Park and York Sts., reopened with a new name and a new policy under a 10-man investment team. Now the Colony Inn, this downtown landmark which had been closed for five years, features French gourmet food in its LaRotisserie Normande restaurant.

- Yale University capped a five-year fund-raising campaign, which brought in more than $367,000,000 in cash and pledges. Yale said the campaign brought in some $65,000,000 more than any university had ever achieved before in a single attempt. Some 80% came from alumni.

Construction started on a $65,500,000 replacement facility at the Yale-New Haven hospital to replace the New Haven unit. The new building, fronting on Davenport Ave. and York St., is scheduled for completion in December, 1981.

State transportation department officials say that if all goes well, New Haven can have "a total transportation center" on the site of the former Union railroad station by late 1982. A figure of $21,000,000 is mentioned to incorporate rail, bus and taxi service into such a facility.

Adjacent space would accommodate offices or stores. Availability of federal funding is the key factor. The Washington share would be $13,600,000; the state's, $4,500,000, and the city's, $2,800,000.

- More malls are in the development stage outside New Haven, but it isn't always clear sailing. S. Rudy Gatto, who opened a 40-store mall in Southbury a few months ago, ran into trouble with his proposed regional project for Branford. He is scaling down the original plan which visualized six anchor stores and 400 smaller outlets and is expected to offer the revised plan in January.

Developers Fiore Francis D'Addario and Arnold Prayer are proposing a $65,000,000 mall for Milford. Hamden is considering a $100,000,000 "Magic Mile" mall, with private funding, occupying two levels atop the existing Hamden Plaza and the Hamden Mart. A prospective $150,000,000 mall in North Haven, just a few miles from downtown New Haven, worries New Haven Mayor Frank Logue.

To the north, in Meriden, posing the greatest economic promise for the immediate area over the next decade, is Med-Way, now in its early development phase, planned by F.I.P. Corp. of Farmington.

It consists of 800 acres (300 in Meriden, 500 in Wallingford), with buildings to contain 3,700,000 sq. ft. of floor space with an envisioned work force of 11,000. Major housing, to contain 2,956 units of various types, is also in the planning stages by Carabetta Enterprises of Meriden for Summitwood, a 345-acre tract just east of the Chamberlain highway.

- Federal, state and local officials formally announced takeover of the Chase Brass & Copper factory complex, Waterbury, centerpiece of the proposed economic revitalization of the Naugatuck Valley.

The takeover of the plant complex releases $7,500,000 in federal/-state economic development funds to turn it into an upgraded industrial complex. Officials estimate that renovations at the nearly vacant brass operation could generate as many as 3,500 jobs.

The Cincinnati Reds will locate their Class AA minor league franchise in Waterbury next season.

Providence, R.i.

Population	**852,800**
Rank	**43rd**
Personal income	**$5,836,000,000**
Income '77 vs. '76	**+9.29%**

Downtown Providence continues to receive an intensive facelift. The Outlet complex is completed. The locally based Gilbane Construction Co. is handling a $2,500,000 renovation of the Arcade Bldg. City Hall is benefiting from

(Continued on Page 8)

100 MARKETS

Retail sales in 100 top markets by category

Compiled by Marketing Economics Institute's "Marketing Economics Guide"

SMSA	Group rank for total retail sales	% U.S. sales	% change 1977 vs. 1972	Food	Eating and drinking	Drug, proprietary stores	Gasoline service stations	General merchandise	Apparel, accessory stores	Furniture, home furnishings	Auto dealers	Bldg. matl., hardware, mobile homes
Los Angeles-Long Beach, Cal	1	3.57	66.2	$6,028,868	$2,918,664	$1,014,124	$1,841,236	$3,760,940	$1,518,058	$1,530,507	$5,700,819	$1,088,417
Chicago, Ill	2	3.43	58.9	5,073,791	2,660,092	1,022,647	1,817,443	3,702,351	1,756,263	1,269,375	5,306,147	1,063,199
New York, N.Y.	3	3.28	28.4	6,530,903	2,939,493	770,912	1,133,826	3,526,903	2,277,147	1,304,749	2,883,759	636,392
Detroit, Mich	4	2.14	63.1	3,614,003	1,463,101	544,862	1,269,058	2,379,701	986,473	809,616	4,144,852	756,734
Philadelphia, Pa	5	2.01	52.3	3,544,881	1,419,651	455,202	1,035,835	2,143,419	951,658	701,722	2,934,608	553,707
Boston, Mass	6	1.75	52.3	3,127,354	1,410,708	438,201	872,458	1,796,104	839,173	537,625	2,173,421	579,952
San Francisco-Oakland, Cal	7	1.65	70.5	2,839,920	1,472,176	562,738	763,695	1,769,290	689,928	708,725	2,417,937	499,421
Washington, D.C.-Md.-Va	8	1.54	61.7	2,441,619	1,176,762	536,694	915,954	1,761,846	666,795	567,748	2,500,069	417,605
Dallas-Fort Worth, Tex	9	1.34	76.0	2,139,669	923,647	354,964	707,463	1,481,409	497,037	451,427	2,665,463	418,603
Houston, Tex	10	1.33	101.4	2,277,448	908,518	284,867	638,789	1,634,854	489,992	460,001	2,602,973	471,585
Nassau-Suffolk, N.Y	11	1.24	43.8	2,295,364	768,014	242,350	654,042	1,363,314	554,451	455,042	1,528,893	357,070
St. Louis, Mo	12	1.09	68.8	1,909,296	776,971	256,745	724,690	1,406,362	379,563	370,353	1,860,438	397,364
Minneapolis-St. Paul, Minn	13	1.03	78.9	1,425,091	726,873	218,490	615,071	1,441,860	361,662	361,677	1,672,979	546,944
Anaheim-Santa Ana-Garden Grove, Cal	14	1.03	110.2	1,582,838	838,985	233,838	531,193	1,181,473	332,803	451,500	1,728,022	511,495
Pittsburgh, Pa	15	1.01	64.8	1,742,328	661,382	246,449	583,877	1,385,171	387,510	340,247	1,685,198	340,141
Atlanta, Ga	16	0.96	71.1	1,453,530	710,608	222,977	578,555	1,306,917	295,188	306,258	1,610,324	406,390
Cleveland, O	17	0.93	66.9	1,627,371	651,530	263,216	571,752	1,212,128	340,866	309,507	1,595,329	259,894
Baltimore, Md	18	0.90	54.5	1,649,319	731,304	246,338	554,103	1,048,081	332,972	298,822	1,329,229	206,114
Newark, N.J	19	0.83	44.9	1,648,486	584,286	170,372	452,849	633,296	418,565	352,531	1,223,090	241,528
Denver-Boulder, Colo	20	0.83	88.7	1,335,795	663,503	170,847	401,438	913,480	310,678	329,559	1,435,507	389,462
San Diego, Cal	21	0.83	102.1	1,273,025	649,813	204,957	435,150	1,045,272	275,045	382,980	1,341,956	435,984
Miami, Fla	22	0.78	65.4	1,296,456	688,625	225,423	368,255	927,329	393,006	295,578	1,329,467	166,599
Seattle-Everett, Wash	23	0.81	95.8	1,327,424	703,836	245,222	387,131	825,588	327,361	321,332	1,290,903	375,275
Phoenix, Ariz	24	0.71	106.5	1,267,823	556,621	200,197	348,852	745,694	203,149	327,554	1,256,226	331,278
San Jose, Cal	25	0.68	97.0	1,084,041	465,990	189,833	336,365	792,079	248,466	322,357	1,168,395	305,642
Kansas City, Mo.-Kan	26	0.67	72.4	1,000,224	471,742	134,413	417,862	885,584	255,158	215,087	1,272,234	232,405
Riverside-San Bernardino-Ontario, Cal	27	0.65	100.8	1,103,414	477,172	172,642	401,856	737,539	197,120	219,103	1,064,819	427,246
Milwaukee, Wis	28	0.64	67.7	1,069,924	498,360	139,958	349,731	810,544	224,450	265,672	1,042,829	215,769
Cincinnati, O	29	0.64	73.9	1,136,363	517,196	174,755	437,015	875,544	195,799	232,645	992,945	201,252
Tampa-St. Petersburg, Fla	30	0.64	69.5	1,152,992	513,561	185,036	328,864	778,076	183,745	252,334	1,073,449	265,628
Portland, Ore	31	0.64	100.2	923,985	519,885	136,198	323,208	886,680	228,651	276,795	1,084,316	237,181
Indianapolis, Ind	32	0.61	80.6	908,873	402,121	158,211	411,595	711,962	172,724	197,665	1,071,451	230,666
Fort Lauderdale-Hollywood, Fla	33	0.58	112.0	1,064,464	526,278	161,898	269,599	687,716	235,953	262,834	828,413	164,248
Columbus, O	34	0.53	69.6	837,760	412,365	113,673	326,187	705,371	167,760	194,364	975,281	194,394
Buffalo, N.Y	35	0.52	49.4	1,024,102	396,768	161,462	239,989	656,069	211,892	161,110	827,431	154,029
New Orleans, La	36	0.51	73.2	1,040,247	404,157	143,740	231,957	617,209	264,936	181,033	750,787	147,306
Sacramento, Cal	37	0.50	101.2	883,790	379,878	157,496	278,098	554,002	160,110	216,850	860,719	264,171
Hartford-New Britain-Bristol, Conn	38	0.48	59.0	879,575	359,141	131,847	296,246	495,483	202,419	152,235	657,292	164,358
Oklahoma City, Okla	39	0.44	92.5	713,673	314,787	68,830	203,325	478,903	228,164	168,848	902,221	190,732
Rochester, N.Y	40	0.43	54.7	789,868	275,367	124,852	222,666	431,366	142,454	129,955	738,501	151,362
San Antonio, Tex	41	0.42	84.5	674,526	343,642	76,509	214,647	589,855	165,350	160,139	785,881	167,605
Louisville, Ky	42	0.42	68.6	717,206	321,345	111,860	275,709	510,537	137,430	160,913	729,011	165,634
Memphis, Tenn	43	0.40	64.8	692,899	238,572	93,400	256,977	474,833	168,030	145,770	758,976	134,416
Salt Lake City-Ogden, Utah	44	0.40	91.4	627,242	245,080	91,630	226,977	483,275	129,394	190,497	746,653	212,448
Nashville-Davidson, Tenn	45	0.40	86.2	651,478	267,508	93,098	255,701	429,299	141,655	134,934	830,215	151,051
Bridgeport-Stamford-Norwalk-Danbury, Conn	46	0.40	55.4	703,296	245,512	84,208	216,977	348,462	192,117	149,927	515,525	179,623
Birmingham, Ala	47	0.39	81.6	697,836	224,354	93,267	213,503	409,953	197,908	134,733	744,208	156,032
Greensboro-Winston-Salem-High Point, N.C	48	0.37	77.9	607,955	233,523	96,511	224,392	368,779	152,507	157,229	691,716	167,073
Dayton, O	49	0.37	59.5	616,898	267,889	63,418	259,892	509,664	101,372	142,205	645,975	132,007
Toledo, O	50	0.36	67.2	629,959	277,890	82,229	266,054	446,047	107,525	120,660	671,733	121,881
Flint, Mich	51	0.36	133.7	440,228	165,409	309,783	157,187	357,307	98,649	107,220	597,015	115,748
Honolulu, Hawaii	52	0.35	88.4	503,947	433,266	152,461	136,053	605,874	171,783	79,944	396,195	50,903
Albany-Schenectady-Troy, N.Y	53	0.33	53.3	635,842	245,615	77,289	189,320	349,180	139,954	99,486	485,826	123,265
Providence-Warwick-Pawtucket, R.I	54	0.33	44.1	616,730	234,734	91,459	199,254	334,572	138,777	102,150	454,314	130,248
Tulsa, Okla	55	0.33	105.5	578,205	199,309	56,067	165,978	342,137	164,265	133,784	675,400	157,894
New Haven-Waterbury-Meriden, Conn	56	0.33	49.3	640,148	241,891	74,750	197,625	363,790	146,828	115,670	435,802	106,599
Orlando, Fla	57	0.33	90.9	535,213	226,077	84,686	224,330	359,231	81,889	110,391	635,973	124,809
Norfolk-Virginia Beach-Portsmouth, Va	58	0.31	74.3	540,992	216,257	74,387	179,646	396,061	128,579	121,838	580,295	109,760
Charlotte-Gastonia, N.C	59	0.30	70.9	524,968	181,413	84,187	154,703	358,298	128,884	107,392	614,338	125,467
Jacksonville, Fla	60	0.30	54.4	507,340	198,068	107,970	214,605	280,156	103,695	91,916	608,730	106,392
Akron, O	61	0.30	61.8	560,283	221,051	61,624	188,049	354,645	[illegible]	90,836	499,458	170,807
Richmond, Va	62	0.30	72.2	489,215	199,800	87,666	233,661	320,477	[illegible]	102,834	477,911	85,679
Grand Rapids, Mich	63	0.29	74.9	413,437	205,919	34,999	157,082	[illegible]	[illegible]	129,709	532,410	158,353
Gary-Hammond-East Chicago, Ind	64	0.29	72.5	540,559	205,126	91,592	216,829	306,909	[illegible]	106,601	503,239	111,226
West Palm Beach-Boca Raton, Fla	65	0.29	96.0	535,091	191,482	84,574	140,241	276,103	130,326	139,654	472,926	137,353
Allentown-Bethlehem-Easton, Pa	66	0.28	69.0	536,956	181,218	65,361	164,257	332,961	87,911	100,202	413,982	104,928
Northeastern Pennsylvania	67	0.27	55.7	513,224	177,124	70,114	150,752	330,461	95,923	89,210	375,654	110,310
Syracuse, N.Y	68	0.27	58.3	558,678	194,437	110,699	144,827	254,354	109,930	88,924	440,067	86,153
Worcester-Fitchburg-Leominster, Mass	69	0.26	54.3	506,190	171,169	65,962	153,873	286,121	98,544	86,025	359,535	92,847
New Brunswick-Perth Amboy, N.J	70	0.26	57.0	521,354	176,872	52,692	161,203	355,512	142,420	83,794	284,603	89,427
Omaha, Neb	71	0.26	67.0	408,119	220,879	71,122	157,113	353,982	89,795	129,859	447,596	82,432
Fresno, Cal	72	0.25	104.2	435,234	164,616	96,049	135,992	257,821	82,897	105,353	427,529	128,961
Wilmington, Del	73	0.24	59.4	424,550	159,240	69,613	155,584	302,108	91,717	101,773	351,003	94,416
Raleigh-Durham, N.C	74	0.24	80.1	416,002	162,112	56,485	152,504	288,969	98,012	82,575	401,985	87,432
Springfield-Chicopee-Holyoke, Mass	75	0.23	53.1	464,245	165,327	55,686	143,323	220,779	94,840	66,855	309,082	100,755
Long Branch-Asbury Park, N.J	76	0.23	63.9	477,504	184,006	53,642	135,372	213,339	94,437	86,856	343,893	81,283
Youngstown-Warren, O	77	0.23	62.8	404,472	147,758	58,059	158,059	340,536	76,048	85,128	391,985	73,502
Tucson, Ariz	78	0.23	89.4	428,370	163,194	62,867	142,940	272,588	63,253	91,099	416,522	98,136
Au[illegible] Tex	79	0.23	103.5	377,671	195,620	44,699	119,625	191,983	112,473	91,915	441,177	130,031
Knoxville, Tenn	80	0.23	91.7	366,352	134,912	57,089	143,763	297,502	76,218	81,547	412,376	128,441
Greenville-Spartanburg, S.C	81	0.22	68.7	421,595	144,185	65,543	141,243	225,524	86,937	81,540	353,536	122,473
Harrisburg, Pa	82	0.22	71.5	388,521	146,222	57,637	144,987	228,300	80,415	71,460	333,081	81,998
Albuquerque, N.M	83	0.21	96.8	310,903	160,039	52,461	120,988	241,149	83,181	103,749	431,718	89,876
Oxnard-Simi Valley-Ventura, Cal	84	0.21	93.1	408,651	143,899	65,733	114,285	218,377	61,468	79,237	389,844	93,082
Lansing-East Lansing, Mich	85	0.21	68.5	315,694	148,745	29,829	128,864	303,139	79,220	72,467	420,126	87,271
Wichita, Kan	86	0.21	91.8	302,473	157,265	38,477	110,077	241,260	97,997	77,099	422,286	103,833
Baton Rouge, La	87	0.21	93.1	389,006	110,513	52,300	101,335	291,254	64,074	79,770	402,974	88,887
Paterson-Clifton-Passaic, N.J	88	0.20	39.4	323,586	132,162	34,989	92,389	274,1[illegible]0	121,195	76,034	241,332	56,122
Tacoma, Wash	89	0.19	95.4	302,782	143,253	52,863	116,189	219,398	62,365	81,546	356,384	93,658
Canton, O	90	0.19	81.8	340,997	131,906	38,155	110,271	227,770	69,085	65,313	361,363	80,972
Davenport, Ia.-Rock Island-Moline, Ill	91	0.19	83.9	287,869	131,879	53,338	130,891	231,809	61,846	69,370	340,698	93,077
El Paso, Tex	92	0.19	91.6	272,263	126,036	40,720	89,462	287,335	94,146	89,893	329,830	71,784
Fort Wayne, Ind	93	0.19	74.4	279,094	149,552	54,262	118,013	238,435	70,366	74,365	358,106	66,804
New Bedford-Fall River, Mass	94	0.18	55.7	350,170	123,680	45,001	99,643	207,087	76,095	68,020	247,372	56,085
Chattanooga, Tenn	95	0.18	62.5	308,684	104,212	44,887	122,207	197,989	64,821	59,935	338,444	80,802
Mobile, Ala	96	0.18	87.4	335,080	119,076	43,670	105,227	201,766	62,792	58,670	327,696	90,998
Johnson City-Kingsport-Bristol, Tenn	97	0.17	89.8	305,555	89,404	35,809	106,341	193,629	62,483	57,468	340,100	127,679
Columbia, S.C	98	0.17	81.3	279,176	110,284	33,980	107,541	222,557	61,641	55,384	321,176	93,852
Jersey City, N.J	99	0.17	35.3	368,207	127,876	42,963	93,862	121,396	128,496	59,369	178,758	41,923
Charleston, S.C	100	0.16	88.3	315,691	88,953	35,808	95,153	207,231	59,079	51,529	266,436	91,413

(Continued from Page 4)

$2,000,000 worth of improvement. And the state court house, said to be in line last year for an estimated $15,000,000 worth of work, now is getting a $22,000,000 restoration treatment. A reported $100,000,000 is being spent in downtown Providence in building, with an unspecified $10,000,000 in assorted rehabilitation sites, according to Robert Freeman of the Providence Foundation.

The new construction involves a 40-story hotel/banquet/convention/meeting facility near the civic center; a $55,000,000 federal office building and $48,000,000 in railroad relocation.

The railroad venture involves moving the tracks from their central location near the recently renovated Biltmore Hotel to a new site near the State House, vacating about 30 acres and 3,500,000 sq. ft. of office and commercial space.

The Ocean State Theater for the Performing Arts also has been revitalized at a cost of $1,000,000 and includes an enclosed $100,000 acoustical shell.

- Properties set aside for nuclear power installations in Rhode Island have been declared federal excess and redistributed to the town of Charleston and the Department of Interior. The search for offshore oil continues, with leases issued for exploration near George's Bank. The Baltimore Canyon exploration brought in some $250,000,000 in lease sales and Ocean State residents would like to realize similar revenue from its ocean rights.

The Rhode Island Transit Authority (RIPTA) noted marked increases in its service when gas prices took off, but business leveled off as prices stabilized.

The Port of Providence has bolstered its potential with a new $2,000,000 crane to unload container traffic recently assigned to the port. And the recently expanded Green State airport is awaiting service by TWA and Pan American (if it combines with National) to join the existing American, Eastern and U.S. Air service (formerly Alleghany).

The Electric Boat Works, employing 4,500, is still the area's largest single employer, though Nabisco and Pepsi-Cola have both expanded their local operations. A positive indicator is provided by the state treasury, which showed a $48,000,000 surplus, mostly from sales taxes, for 1979.

Springfield-Holyoke-Chicopee, Mass.

Population	587,200
Rank	68th
Personal income	$3,858,000,000
Income '77 vs. '76	+9.95%

Just how important downtown revitalization is to older, medium-sized cities is being dramatically demonstrated in this western Massachusetts shopping-commercial center.

Syndicated columist Michael J. McManus has labeled the official Downtown Master Plan—prepared by Springfield Central, a spin-off of the chamber of commerce and city hall—"perhaps the most extraordinary political, economic and promotional document published by any city in decades. For it shows the private sector can take the lead in rebuilding cities."

An initial $17,000,000 has been put into a "pooled" mortgage fund from two insurance companies and 11 banks, with $11,000,000 more pledged through the continuing efforts of Springfield Central, co-chaired by David Starr, publisher of the Newhouse's Springfield Newspapers, and James Martin, chairman of Massachusetts Mutual Life Insurance Co., the country's 10th largest insurance company.

One immediate result is the largest shopping mall in western Massachusetts—the $25,000,000 Holyoke Mall at Ingleside, a development of the Pyramid Cos., DeWitt N.Y.

- The projct contains 130 stores and service units and an eight-screen cinema house to rival the well-established Showcase Cinemas eight-screen complex in West Springfield. Other results include the new Crossroads Industrial Park and a large-scale face-lift under way in downtown Holyoke proper.

Still further north, the Hampshire Mall, containing 70 stores and 20 restaurants, opened in Hadley between Northampton and Amherst.

In another project, a $3,200,000 federal grant, which helped clear a block of main street, opened the way for construction, now under way, at Springfield's long awaited Market Place office-retail mall.

The 10,000 sq. ft. of office space leased to Aetna Life & Casualty Insurance Co. is scheduled to be ready for occupancy by mid-February. The entire $6,000,000 project, symbolizing downtown revitalization in Springfield, is to be completed within a year.

- Elsewhere, Chase Manhattan Bank agreed to sell the long-shuttered Forbes & Wallace department store building in downtown Springfield to Commercial Investment Group, whose principals include Leo T. McDonnell and Jeffrey B. Carrington.

The development plan envisions use of the basement, first and second floors for retail space, the fourth through sixth floor offices and upper two levels for a health club.

Another bank, Springfield Institution for Savings, is also undertaking a project. John McP. Collins, chairman, indicated that the bank would know by year's end whether previously announced plans to build a 12-story $18,000,000 office tower over a two-story skylit retail mall will be a "go" or "no go" proposition. The complex would be second in size and scope to downtown Springfield's Baystate West.

- At the once dormant Westover Air Force base in Chicopee, meanwhile, the Westover Metropolitan Development Corp. has recruited Quabbin Industries to occupy two former hangars as the first tenant. Other available land at the Air Base may be used for greyhound racing.

Also in Chicopee, the first Rodeway Inn in New England made its formal bow with a franchise operated by Axelrod International, which is spending more than $1,000,000 for renovation and modernization of the former Treadway Inn.

Springfield's civic center has booked numerous big attractions, including the Hartford Whaler's hockey team, which would otherwise have gone to Hartford if that city's civic center were back in operation. That bonanza is due to end in early 1980.

In a move to improve the efficiency of its bookings procedures, Springfield is turning the civic center into a private, nonprofit corporation and consolidating the civic center management and the management of Symphony Hall, Storrowton Theater, the once flourishing summer music tent on the Eastern States Exposition grounds, West Springfield and debt ridden for the past two years, failed to open in 1979.

Worcester, Mass.

Population	645,100
Rank	60th
Personal income	$4,338,000,000
Income '7* vs. '76	+9.19%

Worcester, the largest municipality in central Massachusetts, smarted for generations under the entertainment/cultural "supremacy" of similarly sized cities across the six-state New England region.

Construction on the long-awaited, 13,400-seat Worcester Civic Center finally got under way after voters, in 1977, narrowly approved a $7,900,000 bond issue as Worcester's share of the total $14,900,000 in city/federal/private financing.

The bond issue passed only after the state supreme judicial court upheld a 119-vote margin and after two referendums, both containing strong arguments and renewed debate over the center's potential contribution to downtown revival.

Civic Center Commission chairman Edward C. Maher promises that the facility will "actively compete," in booking, with centers in Boston, Providence, Springfield, Mass., and Hartford, Conn.

- The center's actual in-construction status has given city boosters much to crow about. And development of such large-scale projects as the 170-acre Worcester airport industrial park and a 150-room downtown Marriott hotel has served to convince even the most die-hard cynics that Worcester can no longer be written off as "just another town" on the way to Boston.

While unemployment rolls may be an issue elsewhere, Worcester's past year's track record is slightly improved over 1978's encouraging figures; unemployment is presently at 4.2%, as opposed to last year's 4.7%.

Industrial revenue bonds (with interest running from 6% to 9%) have totaled $35,000,000 since 1974, outpacing many cities for miles around.

The city also aggressively sought to assist home-grown businesses through a small business assistant fund. "We're becoming known as 'the city of start-ups'," say Worcester area chamber of commerce economic development manager James Donoghue.

"Existing industry here is constantly encouraged to expand and to develop supplementary products through available government/private funding. This pattern reassures industry that it's not necessary to go elsewhere for, say, tool-and-die service."

- The airport industrial park's first signed tenant is European American Knitting Wear, a newcomer from West Germany, initially occupying 30,000 sq. ft. The main marketing emphasis for the park is planned for the spring, initially in the immediate region, then statewide, and, finally, nationally.

Downtown Worcester's ongoing upgrading started 1971 with the development of the Worcester Center, a major redevelopment project. The center recently lost a tenant, (a Kennedy's branch store), but the space was quickly filled by Filene's.

The labor pinch is expected to be alleviated with completion of Hwy. I-190, which will reduce commuting time from Fitchburg, 19 miles to the north, from an hour to just over 20 minutes.

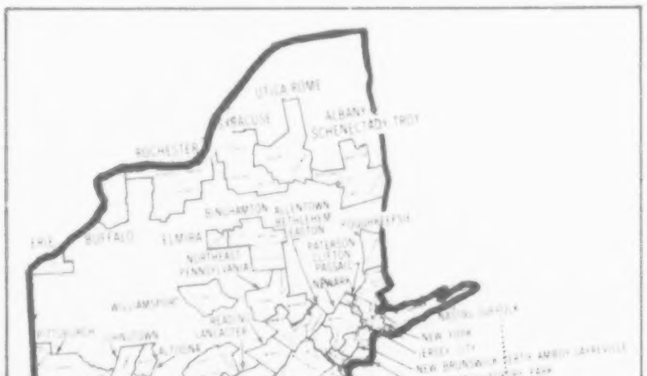
Also contributing to the bouyant mood are area-wide increases in retail sales and housing over 1978.

Energy is something else. Over and above the continuing jump in area supply prices, the energy situation is significantly boosting the value of inner city residential properties. Worcester is in the middle of heating-oil country and consumers will be hard hit by increasing oil prices.

- However, the municipal energy committee is not sitting back. An advisory committee of gasoline-station owners and distributors was formed to better coordinate retail gasoline supply/sales. The municipal administration has urged caution on the part of consumers and business alike.

City manager Francis J. McGrath started detailed planning months ago in anticipation of heating-oil problems this winter. "The major impact so far in the Worcester area," Mr. McGrath emphasizes, "has been one of cost rather than supply, and the city's efforts are primarily directed at conservation and alternative strategies."

Middle Atlantic



Albany-Schenectady-Troy

Population	792,300
Rank	49th
Personal income	$5,470,000,000
Income '77 vs. '76	+7.89%

Downtown development continued to move ahead in the Albany-Schenectady-Troy market during 1979, marked by the completion of some projects begun in 1978 and the posting of new plans for 1980.

After several months delay, construction of the $16,000,000 Hilton hotel is under way on the site of the former TenEyck hotel. Plans for the hotel, first announced in 1978, call for the creation of 400 rooms, which may enhance the city's bid for conventions.

In another effort to accommodate visitors in the Albany area, expansion of the airport's runways and terminal is being considered. The desire for improved facilities to handle traffic, baggage and ticket sales comes at a time when Eastern and Braniff airlines are adding the Albany route to their schedules and TWA is considering the same.

Complementing the activity at the airport is what Jim Grant, manager of community development, describes as "perhaps the biggest news in this district: The Port of Albany." Cibro Inc. just completed a $20,000,000 cracking plant at the port for the refining of crude oil, which will increase the volume of petroleum products moving through the port.

- Also under way at the port is the restoration of the original draft of the Hudson River channel, which will include rebuilding the dock on the Rensselaer side, destroyed by fire 10 years ago.

Two other developments in the area are the proposed $50,000,000 Crossgates shopping center, now being reviewed at state level, and the purchase of the New York Eagles soccer team from the city of Mount Vernon.

Although Crossgates still is far from final approval, the Eagles now have one full season and a lot of notoriety behind them. Businessman and realtor Prenk Curanaj bought the American Soccer League franchise two years ago, but, as one local sportsman put it, "got off on the wrong foot."

In its first full season at Albany, the team had a financial loss of over $400,000, which team management defends as being down from the preceding season's loss of $650,000.

Average attendance at last year's games was only 2,000, but Albany fans aren't blamed for the lackluster showing. Its ad agencies dropped the Eagles two weeks before the first game, reportedly for nonpayment.

Other snafus, according to the local papers, included failure of management to print opening day tickets until the night before the game and tardiness in paying some team members, who consequently jumped ship. Still, the Eagles are expected back this year as, all evidence not withstanding, Mr. Curanaj's problems do not include lack of cash.

- Troy's downtown's Atrium shopping mall, completed last fall, is 80% occupied. At the time of completion, the Atrium was expected to be 95% occupied by March, 1979. Likewise, the Atrium's connecting sister center, the Bazaar, was expected to be 100% occupied by this fall. Instead, the Bazaar now contains only one fully renovated floor (out of five) and houses only two stores out of a potential 30.

Renovation is going ahead on the Bazaar now. It is believed that neither the Bazaar nor the Atrium have lacked applicants for space, but that the stores applying have not met with developer Carl Grimm's requirements. Mr. Grimm is looking for stores that would compliment those already in the center rather than duplicate or detract from them.

- Ardex is a shopping center being built outside Troy's downtown area. Three to four miles away on Pawling Ave., Ardex is a neighborhood center with food and drug stores rather than specialty boutiques and department stores.

CBS Sports Inc., a Bennington, Vt., manufacturer and retailer of sports apparel, is adding a plant in nearby Cohoes. The facility is expected to employ over 100 and will

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100 MARKETS

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be located in a renovated textile plant.

Rensselaer Polytechnic Institute captured its share of local notice in 1979 with the completion of a new computer center, part of Project 2000, a long range development program for the school.

■ In Schenectady, retailing and entertainment played an important role in 1979. In addition to the 400 Block development, which is a multi-million-dollar revamping of retail in the downtown section of the city, another project called Center City is being proposed.

Center City's usage would be twofold. Part of the project would be for public gatherings (with facilities for conventions, concerts, skating) with the other part for private business.

Already finished within the 400 Block for entertainment is Proctor's Theater, renovated to accommodate touring symphonies, ballet companies and touring Broadway shows.

Allentown-Bethlehem-Easton

Population	625,000
Rank	63rd
Personal income	$3,148,000,000
Income '77 vs. '76	+9.72%

In the Lehigh Valley, steel, concrete, slate and agricultural products, as well as brewing, are the economic nucleus of the Allentown-Bethlehem-Easton (A-B-E) market on the eastern edge of Pennsylvania.

■ The state Department of Labor and Industry reports that in mid-year, 1979, the A-B-E labor market chalked up a seaonally adjusted unemployment ratio of 6.2% compared to 6.9% a year earlier. Tourism suffered here less than in many areas because the region is within a one-tank-round-trip of New York City and Philadelphia.

Retail merchants in the three cities are pleased with sales in the downtown areas, but there reportedly is a softening in the suburban malls due to the gasoline crunch. But over-all, they say, the energy problem has "not really" affected the area. A national housing mortgage insurance company has rated A-B-E one of the top 10 markets in the U.S.

On the horizon, the International Minerals & Chemical Corp., Northbrook, Ill., is planning a $7,000,000 formaldehyde plant at Seiple, a community near Allentown.

The area is world headquarters for Bethlehem Steel, Mack Trucks and Air Products & Chemicals. Schaefer beer claims the world's most modern brewery in a rural setting in the western part of A-B-E territory.

■ In downtown Allentown, a $15,000,000 hotel and convention center was scheduled for ground breaking in November, 1979, with Philip I. Berman, board chairman of the Hess' department store chain, as the chief promoter. Hess', a 17-unit merchandising business, is being purchased by the Crown American Corp., masterminded by Frank Pasquerilly, a rags-to-riches dynamo, with headquarters in Johnstown, Pa.

Mr. Berman, long a leader in development of the Allentown area, plans to stay in his job and guide further expansion of the Hess' chain with the enlarged financial base of Crown American.

■ Also in Allentown's future is a 14-story, $6,500,000 office tower planned for construction near the Hamilton Mall downtown. The Devonshire Towers Downtown will provide 130,000 sq. ft. of space, most of which will be occupied by an unidentified corporation moving its national headquarters to the Lehigh Valley.

Some 500 new jobs for the area are in the forecast. Developer John H. Van Hooten is handling the project, which will include two parking decks (for 855 cars) to be built by the city. Construction is slated to start in the spring of 1980 with occupancy scheduled for April, 1981. In the wings, a middle-income apartment complex for downtown is still pending action.

■ The thriving downtown area revolves around Hamilton Mall, a four-block shopping/theater/-business district with Hess' department store as the lodestone. An urban renewal project is under way in the South Second St. area.

In the field of education, the Carbon-Lehigh Intermediate Unit, a public school agency, is planning construction of a $1,800,000 administration center on the grounds of the Lehigh County Community College.

In sports, the Pennsylvania Stoners introduced area residents to soccer, completing their first season in the professional American Soccer League.

Bethlehem, "the Christmas City"—with more than 60 events each December—and its Moravian heritage, has picked up economically along with its No. 1 tenant—the Bethlehem Steel Co., which has been adding employes in recent months. The city's apparel business, grown considerably in recent years as the soft-goods side of its economy expands, is highlighted by $10,200,000 expansion at Phoenix Clothes, whose new facility reportedly will accommodate some 1,200 workers, including 200 new employes.

A 10-story office tower for downtown Bethlehem is on the drawing boards, with Mellon-Stuart of Pittsburgh as developer. Center city has its own shopping mall (80% full), an historic restoration of two blocks of Main St. and the Hotel Bethlehem, considered one of the finest remaining center-city hotels in the state.

■ The expanding Lehigh Valley industrial park in Bethlehem has filled its existing space and broken ground for another expansion. Also, Mosser Industries, a valve manufacturer, plans a $7,500,000 expansion expected to provide 225 additional jobs.

Easton, on the west bank of the Delaware River, has expanded merchandising activities with new K mart and Weis stores, accounting for about 225 new jobs. The Easton Hospital has added a new wing with 96 patient beds and expanded operating facilities. A new 10,000,000-gallon sewage treatment plant is under construction.

The largest employer of city residents is Ingersoll-Rand, across the river in Phillipsburg, N.J., which provides jobs for some 3,200 workers.

A healthy outlook for the Easton area is reflected in the decision of the city's daily newspaper, the *Easton Express*, to inaugurate a Sunday edition which was to debut Oct. 14.

Asbury Park-Long Beach

Population	499,900
Rank	76th
Personal income	$3,866,000,000
Income '77 vs. '76	+9.09%

The flashiest project announced last year by Long Branch-Asbury Park—the $66,700,000 civic-convention center—is still on paper but it has moved closer to reality. Designed by Urban Resort Development Corp., the complex blueprinted for beachfront blocks was upheld in a feasibility study turned in recently by Harris, Kerr & Forrester, New York.

The venture, to center around the famous old Convention Hall-Paramount Theater Bldg., would have as its first piece of construction a 500-room hotel. Other hotels (with some store space), a sports arena, performing arts theater, cafes and park areas, and underground parking facilities also are planned for the Atlantic Ocean-front revamping in the years ahead.

The existing Berkely-Carteret hotel, moreover, would be renovated and expanded as part of the project. One of the hotel sites was penciled in a year ago after voters vetoed a jai alai fronton proposal.

Actual completion of this lavish center may be four or five years away. The cost/feasibility study was only the initial step, to be followed by financing arrangements, via a mixture of public and private sources.

■ The other major program under way in Asbury Park is the downtown revitalization, studied by Raymond, Parrish, Pine & Weiner of Princeton. Now being implemented is a "turn of the century" look, complete with red brick paving, period lighting fixtures and appropriate facade alterations.

In other activity, a vacant theater/office building is being converted into a video production studio; more than 60 single-family homes have been approved for spring 1980; seven acres of lakefront (Wesley Lake) property are being prepared for medium and high-density residential development, and 210 new high-rise units are destined for completion early next year.

Long Branch, meanwhile, continues expansion of its facelifted beachfront amusement center in the area around Ric-Cic Corp.'s heavily promoted Haunted Mansion and Water Slide attractions, including an 800-ft. extension of the boardwalk.

As in Asbury Park, there was a noticeable drop in June and July tourist volume, but an improved gas allocation picture and better weather enabled Long Branch to exceed 1978 figures.

■ Special allocations from the New Jersey Department of Energy were credited by Asbury Park officials with turning things around to give this Monmouth County resort city (and others along the New Jersey shoreline) a successful summer '79 season after all. Supplies from central New Jersey refineries are likely to remain "stable" henceforth, these officials added.

Events attracting both tourists and residents of Asbury Park included the Jersey Coast Boat Show at the convention hall and the civic ballet and New Jersey State Orchestra performances at the Paramount Theater.

Long Branch highlights included a Spanish fiesta, senior citizen festival, "art at noon" concerts at various sites and the 100th anniversary of the local fire department at the annual July Fireman's Fair.

Widening the main Long Branch intersections along Broadway has been completed, with paving slated for spring. This market hopes that action will ease local traffic and parking congestion caused by the summertime surge of vacationers. The city fathers also are considering transforming part of downtown Broadway into a pedestrian mall.

■ In other developments, some 40 stores have been renovating their fronts since spring and the parks department has built three new park areas, three new beachfront comfort stations and two baseball diamonds, as well as a bike path at Elberon Park. Two of the city's most serious fires in years destroyed Vogels department store and North End beach club.

Long Branch's $12,000,000 Ocean Blvd. project, calling for construction of a six-lane highway linking this resort city with Monmouth Beach and Deal (with its new 20-store Deal Mall) is under way and scheduled for completion in 1983.

A proposed convention and cultural arts center on lower Broadway, on the other hand, has been shelved temporarily "while the funding picture clears," a Long Branch official said.

Buffalo

Population	1,303,000
Rank	29th
Personal income	$9,164,000,000
Income '77 vs. '76	9.02%

A year ago, major industries in industry-oriented Buffalo were laying off workers right and left and unemployment was up almost one point from 1977's 8.3%. Many thought the city fathers' optimism was misplaced when they coined "The Renaissance" as the keynote for the city's future.

But now it appears that maybe the optimism wasn't just officialdom's nearsighted hype. New hotels, commercial and residential developments, shopping plazas and transportation services are popping up all over Erie and Niagara Counties. Even Bethlehem Steel, which last year laid off 3,000 workers, has hired them all back—plus a few hundred more—to reach an all-time employment high of some 9,000.

Unemployment is down to a re-

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spectable 6.6%. A local business leader sees that less as a function of the recovery of steel and other large industry than as a sign of a general broadening of the city's economic base.

"I wouldn't assign too much importance to steel," he says. "It's just not as important as it used to be, and that's a good thing for Buffalo."

■ The momentum of downtown revival, which began a few years ago and was spurred by initiation of the $490,000,000 Buffalo light rail rapid transit system, was given added momentum by announced plans for a $60,000,000 hotel, retail mall and office building complex on Main St. from Genesee St. to Chippewa St.

A 400-room Hyatt hotel at one end of the complex, and a 21-story, 350,000-sq.-ft. office tower at the other, would be linked by a shopping mall and plaza built over an 800-car parking ramp. It would adjoin the city's new $20,000,000 convention center, which opened in October, 1978, and neighbor a $13,000,000, 500-room Hilton Inn, under construction off Main St. on the Lake Erie waterfront.

Another large project, expected to get under way soon, is Waterfront Village, also on the Erie waterfront. It will include 16 and eight-floor condominium buildings, 219 townhouses, a 200-room hotel and office and retail space, including three restaurants.

Going up nearby is a $10,000,000 office building complex, the Pioneer Pyramid, a twin five-story project that will connect to the Hilton.

The city purchased some 36 acres to expand the William St. industrial park complex, which opened in 1965 and has 16 tenants. And it plans a $1,800,000 high technology center at the Elm-Oak Arterial, with space to be leased to companies engaged in such fields as electronics and the manufacture of medical and pharmaceutical equipment.

It's all part of the city's plan to stress light manufacturing and high technology, in a shift away from heavy industry that is more vulnerable to slumps in the economy.

■ Of course, heavy industry is not yet moribund in the area; until an early fall slump, steel production was up. And ICX Aviation hopes to lease 1,000,000 sq. ft. at the Bell aerospace division of Textron, in the Niagara Falls suburb of Wheatfield. Bell, which produces helicopters and military and space hardware, had slumped from a work force of 5,000 in recent years to about 2,000.

ICX plans to employ 1,200 workers—increasing to 5,000 in five years—to build a tri-engine commercial jet plane, although it is having some problems with federal aid for the project.

In other suburban growth, ground has been broken for a $13,000,000, 10-story Marriott Inn, adjacent to the University of Buffalo's Amherst campus; completion is expected in the summer of 1980.

The excavation of three holes, 35 ft. in diameter, marked the beginning of construction on Buffalo's rapid transit line. The 6.4-mile elevated and subway line—with some tunnels going through solid rock 90 ft. deep—will link the base of Main St. with the Main St. campus of the University of Buffalo.

City fathers hope it will provide a shot in the arm for downtown business, much as the Metro system has done in Washington, D.C.

■ Greater Buffalo International Airport plans a $5,900,000 expansion, including three additional gates at its west terminal. And Amtrak opened its Exchange St. station to serve east-west passengers, providing the first downtown train station in Buffalo in 16 years.

About the only sour note in the economy was caused by a downturn in automobile sales late in the year. Early fall layoffs hit the Ford stamping plant, plants turning out Chevrolet axles and engines and Harris Radiator, which manufactures air conditioning units for General Motors.

Tourism suffered at Niagara Falls because of the spring gasoline crisis, although gasoline lines in the area were virtually nonexistent, possibly because the area has two oil refineries.

■ But the energy crisis may be a blessing in disguise for Buffalo. The area, which produces its electricity almost exclusively from coal-fired furnaces and hydroelectric power, is not at the mercy of OPEC. And Buffalo serves as a receiving port for low-sulfur Western coal; federal energy officials are talking about relaxing environmental standards to allow utilities in the Northeast to switch from oil to coal.

"Everyone's talking about switching back to coal," says an industry representative. "We never switched out of it. If the utilities do change to coal, we will become a major trans-shipment port."

The city already is considering a plan to construct additional port facilities to receive coal shipped across the Great Lakes and to transfer that coal to the railroads for delivery to the East Coast.

Harrisburg, Pa.

Population	**429,800**
Rank	**91st**
Personal income	**$3,148,000,000**
Income '77 vs. '76	**+9.72%**

The hydrogen bubble of Three Mile Island cast a $2,000,000 shadow of fear over Harrisburg in the wake of the March 28 nuclear power plant accident, including $500,000 lost when the National Hardware Dealers Assn. quickly switched its convention site to Nashville. Tourism in the area took a nosedive.

The $2,000,000 in lost business, an estimate of the state commerce department for the 30-day period following the incident, was the result of the closing of shops, stores and industries when employes and customers fled the area to escape radiation uncertainties of the nation's worst nuclear plant accident. The state has applied to the Federal Economic Development Administration for a $50,000 grant to help polish the area's tarnished image.

■ But area businessmen are more hopeful than the bureaucrats, and with good reason: In the first seven months of 1979, construction contracts were up 22% over the previous year for a total of $68,300,000 residential and $21,900,000 nonresidential; the unemployment figure at midyear dropped to 4.4%, down 1.1 percentage points; real estate dealers say Three Mile Island has had no impact on their market; British American Tobacco Industries has mounted a $30,000,000 expansion at its Appleton Papers plant in nearby Lower Allen Township for production of finished paper rolls and sheets, with completion slated for December, 1980; Island Seafood Corp., an area industry since 1959, is undergoing a $5,000,000 expansion to double its plant operations and storage space.

And two new motor inns, Marriott and Sheraton, are under construction to provide 600 additional hotel rooms—300 each—for the area next year. A $2,000,000 high-rise apartment complex for the elderly is under construction near the downtown area. Several other multi-million-dollar housing projects for the aged are being planned.

The new motor inns have their eyes on government and business rather than tourism, hard hit—down 25% to 30% in 1979—by a deadly combination of Three Mile Island, the gasoline crunch and a summer outbreak of polio in the nearby Amish country. At Three Mile Island, however, a visitors' observation center attracted more than 25,000 sightseers July 7 through mid-September.

Harristown, the $500,000,000, 12-year urban redevelopment project in downtown Harrisburg, entered Phase II in mid-1979 after the completion of three downtown office towers and two multilevel parking garages. When state agencies complete moving into the tower at 333 Market St. by Jan. 1, 1980, the center city work force will have expanded by 7,000 during the past year.

A retail mall in Strawberry Square, the heart of Harristown, comprised of two office towers on Walnut St., between Third and Fourth Sts., became operational in September with the opening of the first shop. Deals were in the works for most of the other spaces in a two-level, 100,000 sq. ft. merchandising area, which will be connected with another 120,000 sq. ft. of shopping space in the adjoining Pomeroy's department store.

Restaurants and night spots are in the making, including the Great International Food Works with nine ethnic restaurant areas. Formal opening of the mall is set for March, 1980.

Additional construction on Harristown's Phase II, slated to begin in mid-1980, is scheduled to include a $30,000,000 hotel and convention center, a $70,000,900 state office building, a $15,000,000 private office building and two facilities for the city government to cost about $12,000,000.

■ There have been some minuses in downtown Harrisburg this year. Two merchandising landmarks left the scene. Doutrichs men's store, a 70-year-old downtown tenant, closed down to put all its eggs in two existing suburban mall outlets, and the E. G. Hoover Co., a quality jeweler in business since 1891, also fled to the suburbs.

Jimmy's Forum, a popular watering hole for politicians, "didn't have the heart to go on" after the death of proprietor "Big Jim" Laskaris.

In the area of public works, a $20,000,000 water treatment plant is in a holding pattern, as is an $80,000,000 flood control project. The city also plans to convert an uptown slum area into an industrial park and to construct two parking garages near the capitol to discourage the demolition of downtown buildings for surface parking.

A continuing problem businesses face is the Conrail freight car shortage, but in highway transportation the area continues to thrive as a crossroads and as a warehouse and distribution center. Two additional lanes of traffic are being added to Harrisburg's South Bridge, and the Susquehanna River bridge at Clarks Ferry, north of the city, is being widened.

The state allocated $6,000,000 for improvements at the state-owned Harrisburg International Airport in the next five or six years, including the design of a much needed new terminal building.

This fall, TWA will begin operating the first same-plane flight between Harrisburg, Miami, and other Florida cities, via Pittsburgh. Another airline has expressed interest in direct north-south flights when new terminal facilities are available.

In rail passenger service, the city was due to lose the New York-Kansas City National Limited, one of its two Amtrak trains, on Oct. 1, with only the New York-Chicago Broadway Limited remaining.

Jersey City, N.J.

Population	**554,000**
Rank	**71st**
Personal income	**$4,235,000,000**
Income '77 vs. '76	**+7.6%**

With capital investment commitments exceeding $100,000,000 for the first time in a decade, Jersey City, N.J., the largest municipality in Hudson County, is calling 1979 a banner year.

A number of projects in the area, hard hit in the past decade by industrial deterioration, moved forward, and unemployment continued to decline to 11.2% last July from 11.7% a year earlier.

Indicating the improvement in the area's outlook is the renovation in Jersey City of old brownstones by middle level professionals for their personal residences. At least 400 are presently under renovation.

One building, dating from 1690, in the heart of Jersey City's downtown Journal Square, has been restored and turned into a restaurant by history buffs. Called Summit House, it offers American colonial food. Another old building, the Majestic Theater, originally a burlesque house, may be revived for a repertory theater company.

■ Liberty State Park, just several hundred yards across the water from the Statue of Liberty, has become one of the most frequented parks in the state, with ferry service to the statue and to Ellis Island, once the principal immigration point into the U.S.

The Jersey City Cultural Arts Council sponsors free concerts in the park every summer. Entertainment has included the New Jersey Symphony, Lionel Hampton and Buddy Rich.

Retail sales in the county were expected to improve with the November opening of the K mart Shopping Plaza, a $11,400,000 project that includes a Pathmark supermarket, Roy Rogers restaurant, Trust Co. of New Jersey bank branch and eight small stores in addition to K mart.

■ Jersey City has been successful in finding tenants for several previously unoccupied buildings. The American Industrial Center has been established in a 1,150-sq.-ft. building formerly owned by American Can. Described as a vertical industrial park, it now houses 28 companies and provides jobs for 1,100 people.

A building vacated by Bali Corp. three years ago has been expanded to 325,000 sq. ft. and is expected to be completely occupied by clothing manufacturers soon. An old W. T. Grant building of 300,000 sq. ft. is now occupied by Nelson Resources, a labeler and distributor of garments, and provides 400 jobs.

Under a new federal program providing funds to urban areas, Jersey City has received $12,000,000 during the past 18 months. Some $3,200,000 of the total is going toward a $17,200,000 project on 52 acres of land that is designed to become a major trucking turnaround spot for the metropolitan area. It will include a truck stop, motel/hotel and restaurants.

■ Another $7,000,000 is earmarked for the $32,000,000 Montgomery St. Gateway Project that involves rehabilitation and construction of moderate income housing on a 100-acre site. Just completed in another project are two of four buildings for senior citizen housing that will provide 564 new units when the whole project is finished next year.

Jersey City has also heard public comment on a proposal for 1,100 units of high income housing on 70 acres of land near Roosevelt Stadium. Hartz Mountain Industries is one developer that has expressed interest in the project.

A number of other projects are progressing slowly. A 187-acre area known as the Greenville Yards has been selected by the Port Authority of New York and New Jersey as the site for a $1 billion industrial park.

When fully developed in 10 or 12 years, the project will contribute 7,000 new jobs and a payroll of $78,000,000 in 1977 dollars. During construction, an estimated 1,000 new jobs will be created. The project will require an investment of an estimated $269,000,000. The 33-acre Montgomery St. Industrial Park is expected to create 500 to 600 new jobs.

Also moving forward are plans for a $170,000,000 regional food distribution center on a 442-acre site. The center would create about 4,000 jobs. The city's hope for a jai alai fronton was dashed when state voters failed to allow the sport in the state. Now, the Jersey City mayor is proposing that a major theme park be developed in that same area near Caven Point.

The city continues to offer tax incentives to businesses to attract them to the area. It claims that the cost of operation is 22% less than in New York.

With a 96% occupancy rate of office space, Jersey City is conducting a study to determine the feasibility of adding more office buildings. In a move to help local brokerage houses, the municipality battled the Federal Communications Commission and won the right to finance its own communication network to New York to avoid higher telephone rates between the two states.

Nassau-Suffolk

Population	**2,690,000**
Rank	**10th**
Personal income	**$23,154,000,000**
Income '77 vs. '76	**+8.0%**

The two suburban Long Island counties, Nassau and Suffolk, are more than peaceful residential areas on the outskirts of New York. Comprising a 150-mile strip of land reaching out into the Atlantic Ocean, both counties continue to grow as the movement of small businesses from city to county increases.

The Long Island unemployment rate continued to fall this year, dropping 0.3% below last year's figures to 6.9%. This improvement has been attributed to a rise in employment in the retail and wholesale trades.

Nassau and Suffolk traditionally have felt the strain of the city's fiscal uncertainties, with many county residents losing their city jobs. However the influx of city businesses into the counties, coupled with the federal aid the city is now receiving, is expected to relieve some of these pressures.

■ In 1978, 81 new plants opened in the counties, 44 fewer than in 1977 and 79 fewer than in 1969, with many of these plants coming from the city. Sources at Long Island Lighting Co., Mineola, N.Y., said city businesses were attracted to the counties because energy costs were significantly lower.

In addition to new and relocated plants, there were 243 plant expansions in 1978, a record number for Nassau-Suffolk. The majority of

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100 MARKETS

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the plant expansions and relocations occurred in Long Island's easternmost county, businesses preferring Suffolk's less-congested expanses. Ground was broken for 58 new plants in Suffolk in 1978, while Nassau attracted 23.

Among the new companies that have moved into the area are Ullman Co. in Happaugue, with 140 new jobs; Glamour House Products, Bayshore, with 65 new jobs; Arlen Industries, Amityville, with 40 new jobs, and National Patent Development Corp., Woodbury, with 30 new jobs.

Business-stimulating developments continued last year with one of the biggest projects being the University of New York's new hospital complex on the Stonybrook campus. The 20-story project will open early next year, supplying jobs for about 1,000 doctors and nurses and training for Stonybrook interns.

■ The Garden City hotel and the Mitchell Field industrial park hotel will provide almost 2,000 rooms when they open late this year.

Mitchell Field is a converted Air Force base that, when completed, will house a number of light industries and research companies in about 1,000,000 sq. ft. of office space. It also will provide about 3,000 jobs. In addition, 300 condominiums have been approved for 1980 construction on the site.

Project Isabelle, the brainchild of the Brookhaven National Laboratory of Energy Research in Suffolk, continues multi-billion-dollar construction of the world's largest accelerator designed specifically for high energy research. When the project is complete in five to seven years, Isabelle will employ a regular staff of 200.

At $22,330 annually, the median personal income in the SMSA is the fifth highest nationally, down from second in 1977. Total retail sales rose more than 10% to $10.2 billion. With 174 stores and occupying more than 2,000,000 sq. ft., Roosevelt Field remains the largest of Long Island's 20 shopping malls and ranks among the biggest in the nation.

■ Tourism remains a factor in the economic growth of the two-county region. Concentrated in the summer months, the tourist trade brought in an estimated $1.4 billion in 1978, up from $1.2 billion in 1977.

The biggest convention of the year in Nassau-Suffolk was the second annual "Long Island loves business" (LILB) exposition called Expo '79. The three-day affair was created to attract business to Long Island and familiarize local businesses with their competitors.

Held in the Nassau Coliseum, this year's exposition attracted more than 300 businesses and about 20,000 visitors. LILB estimates that local businesses paid about $50,000 to display their exhibits and attend Expo functions.

Fishing enthusiasts convene in the waters off Long Island for fishing tournies and other events that attract anglers from all over the East Coast. The Annual Shark Tag Tournament attracted 700 participants in about 150 boats eager to tag blue fins and makos.

Newark

Population	1,951,300
Rank	16th
Personal income	$16,998,000,000
Income '77 vs. '76	+9.12%

Newark is still afflicted with what its residents delicately refer to as "the image problem"—the tendency of Newark's name to summon up visions of urban decay and race riots, both of which brought Newark national attention in the 1960s.

As Newark heads into the 1980s, its citizens tell you that such problems are no longer as dire. They contend that race and poverty problems affected, and continue to affect, not just Newark, but all big cities.

Interviews with Newark city planners, developers, business executives and community workers reveal a sense of optimism about the city's future. Much of this is based on a feeling that Newark has survived the worst and now is climbing back.

Part of that optimism is due to energy concerns: Newark, with its first-rate mass transportation system, views itself as being in a better position for the energy-conscious 1980s than its automobile-dependent suburban neighbors.

■ Symbolic of this is the Public Service Electric Gas Co.'s decision to remain headquartered in downtown Newark, as it has for the past 75 years. The PSE&G had considered moving to the suburbs, but changed its mind after considering energy and transportation demands.

Among the deciding factors was a study that showed that almost two-thirds of the company's work force commuted to the job by public transportation. Had PSE&G moved, nearly 2,000 employes would have had to drive cars to work. Upon deciding to remain in Newark, the company undertook construction of a new 26-story office building alongside its present facility.

Also viewed positively as a sign of Newark's comeback is the building of three new shopping malls in the city, a reversal of the suburban shopping mall trend.

The three new malls are The 60,000 sq. ft. Ivy Plaza, which opened last year; the 57,000 sq. ft. Ironbound Plaza, which is under construction; and the 44,800 sq. ft. mall at West Market and 12th Sts.

■ As with many other older cities, Newark is experiencing "gentrification," the influx of young professionals who buy up and renovate inner-city housing. In Newark, most of this renovation is taking place in the James St. Commons-Lincoln Park area, a 20-block, 65-acre section of Newark that contains the city's largest concentration of Victorian townhouses. It has been declared a federal historic district.

Among those going the restoration route is Wayne Braffman, business manager of Newark's Symphony Hall Corp. (the Symphony Hall building itself was restored in 1977). He bought a three-story brownstone one block from his job on Lincoln Park two years ago for $11,500.

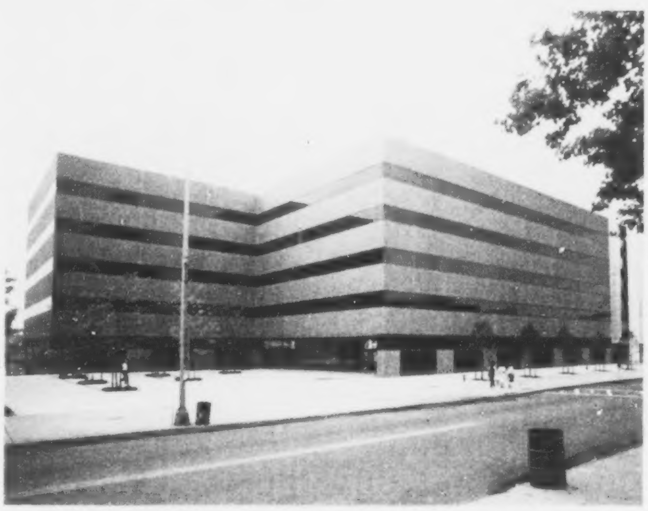
In the intervening two years, he has spent $26,000 on renovations and is ecstatic about the house. "It has oak floors, enormous fireplaces, everything you could want," he says.

Another sign that the whole Lincoln Park area is picking up was the opening of a new disco there, the Paradisio, earlier this fall. The Paradisio is located in the former Continental Ballroom; renovations cost $500,000.

■ Other indications of Newark's more hopeful spirit include the chamber of commerce's Project Pride, an antivandalism program, begun in 1977. At that time, vandalism was costing the city nearly $500,000 per year. It has now been cut in half.

Project Pride, which incorporated this year, is designed to combat vandalism in the schools and housing projects by educating school children on vandalism's costs and involving them in clean-up programs.

Newark also took pride in having the distinction of sponsoring 1979's only major university-level volleyball tournament on the eastern seaboard. Participants included Ohio State, USC, UCLA and the hometown favorite, Rutgers.



Architect's sketch dramatizes the planned College of Medicine & Dentistry/Rutgers Medical School in New Brunswick, scheduled for completion in 1980.

UCLA, the nation's top team, won the tournament, which attracted capacity crowds of 2,000 to the Rutgers gym. "It was world class volleyball," according to one of the organizers.

New Brunswick-Perth Amboy-Sayreville, N.J.

Population	591,100
Rank	67th
Personal income	$4,744,000,000
Income '77 vs. '76	+9.33%

When the crowds of New Brunswick revelers gather on the campus of Rutgers University Dec. 31, 1980, they will be celebrating three events—the new year, the city's 300th anniversary and the completion of many community redevelopment projects.

The year 1980 will see completion of Johnson & Johnson's new international headquarters on Route 18, a $50,000,000 undertaking.

At the same time, the $38,000,000 Middlesex General Hospital expansion and a $12,000,000 medical education building of the hospital will be completed. The expansion will make the hospital the primary teaching facility for the Rutgers Medical School of the College of Medicine and Dentistry of New Jersey.

According to Dolores M. Carlucci, executive director of the New Brunswick Chamber of Commerce, the J&J headquarters and the hospital expansion will contribute greatly to the major rehabilitation which is taking place in what residents have dubbed "the city on the move."

■ The influx of new students and doctors, she continued, also will serve to heighten further New Brunswick's image as a college town.

As the home of Rutgers, the state university of New Jersey, and Douglass College, New Brunswick already experiences the annual fall arrival of 14,000 new students to those campuses.

And while the population of New Brunswick officially is 43,000, workers and students increase the figure to more than 100,000 during the daytime.

The New Brunswick Development Corp., with the support of J&J, the city's largest employer, and other businesses, this year completed Plaza II, a complex of four office buildings which recently won a design award.

The corporation also has broken ground on a 300-room Hyatt hotel and conference center on Route 18 near three Rutgers dormitories. Groundbreaking also has begun for Plaza III, an office building complex involving twin towers.

■ Dolores Carlucci envisions New Brunswick being as bustling a city at night as it currently is during the day. She has begun to see signs such a goal is within the city's grasp. Younger families are rehabilitating older housing in the city; condominiums are being created out of old buildings—one of which had been a needle factory years ago.

The city, the county seat of Middlesex County, also boasts many restaurants—Alfredo's, Christopher's Pub and the Golden Spike are among the most popular.

The city's efforts to clean up pollution in surrounding waters each year includes a "Festival of Blueberries" an event which draws several thousand people to hear entertainment by water conservationist Pete Seeger and board the Clearwater sloop.

The effort is beginning to pay off, according to Fred Mazurek, community development director, who noted that fish—including 14 to 20-lb. bluefish—are once again being caught along Perth Amboy shorefront for the first time in years.

■ Bayside Villa, a complex of patio homes, is under construction a block from city hall. The unattached houses, priced from $97,000 to $135,000, are similar to those in an earlier Bayside Terrace complex.

Although the costs of such houses have jumped $12,000 from their originally listed price, 15 or 25 units have been sold, with some to be occupied by the beginning of next year.

Although lacking a company like J&J to help underwrite its community development efforts, the city of Perth Amboy has been buoyed by the $100,000,000 invested by Canadian-based Co-Steel in transforming the site of an old Anaconda plant into its new Raritan River Steel plant.

The plant, currently starting to hire some of the 500 workers it will need, will begin operating shortly, and expects to be fully operational by next fall.

Known as the Bay City because it is bounded by the Raritan River and the Arthur Kill, Perth Amboy remains optimistic that the search for oil in the Atlantic Ocean's Baltimore Canyon area could eventually bring an economic boom should the city be chosen as a receiving and distribution point by the oil companies.

■ In the meantime, industrial growth continues via an industrial park which has been developed on a site once occupied by a National Lead plant. The park currently has 14 tenants and could accommodate as many more, depending upon their size.

Community pride can be seen in the facelifting the downtown area is undergoing. Curb cuts have been installed at all intersections mainly to aid senior citizens and the handicapped.

Five Corners, the city's major section, is getting a plaza complete with benches and banners. Eventually city banners will be affixed to all street lights. The triangular banner bears a seagull design.

"We're old, but very progressive," says community development director Anthony Travisano in discussing Sayreville, a 16-sq.-mi. borough across the Raritan River to the south of Perth Amboy.

■ The progressive attitude of the borough of 36,000 residents is manifested in Sayreville's self-insurance program which has amounted to nearly $200,000 in savings to taxpayers since it was instituted in 1977.

The self-insurance program, covering workmen's compensation and borough property insurance, was made possible by funds originally set aside in 1962.

Improvements in the quality of life in the borough whose population is comprised mainly of residents of Polish, Italian and Irish extraction, range across the recent expansion of the borough library, the ongoing construction of a new $4,000,000 complex which will house Sayreville's 80-member police force and a $2,000,000 improvement program under way at Kennedy Park.

When completed, Kennedy Park will feature new ballfields, six additional tennis courts (there currently are six) and picnic areas.

Sayreville also is looking to the completion next year of Sayrebrook, a privately developed complex which will feature one and two-family townhouses, a shopping complex and office space.

The area has seen an increase in the number of residents who commute to New York due to residential construction principally off Route 9, one of three major state arteries which cut through the borough.

New York

Population	9,221,800
Rank	1st
Personal income	$76,077,000,000
Income '77 vs. '76	+7.38%

Bustling, cosmopolitan New York continues to be a headquarters city and international capital that attracts 20,000,000 visitors annually. They are drawn not only by business but by its museums—more than any other city in the world—art galleries, clubs, dance and concert halls, libraries, movies, ballet companies, symphonies, retail stores, restaurants, parks and sporting events.

The city has its problems. New York shoulders an enormous welfare burden. As a melting pot for people of different backgrounds and life styles, it is often a field of battle, an arena where differences are aired, a point demonstrated by the gay community's protest of the filming of the movie "Cruising."

As a headquarters for banks (whose names fill 10 Yellow Pages of the Manhattan telephone direc-

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tory,) it's a prime target for robberies, and there were no shortages of them in 1979. And as the largest municipal employer in the country—paychecks for some 250,000 union workers come out of the city coffers—it faces perennial fiscal problems.

▪ But the picture is looking rosier for the city. Lately, it looks as if New York can pull itself out of the financial rut it staggered into. Since the last recession, the city has trimmed the fat from its budgets, become more competitive in luring business here and more aggressive in attempting to stem the exodus.

And now, after gloomy years of cutbacks and retrenchments, its municipal government, finance and construction sectors are rallying. (From 1969 to 77, the city lost some 625,000 jobs, 16.5% of its total employment.)

One need only walk through midtown for testament to the vitality of construction. Some of the construction is being done on hotels and the results—the Palace Hotel, Harley Hotel, New York Hilton Hotel, a new Hyatt Regency, Helmsley Hotel and Nassau Hotel—should help alleviate the ordeal of finding a vacant room.

The city's hotels have thrived, some at near full occupancy year round, and others at an average of over 80% occupancy.

It isn't just visitors who are attracted to New York. After years of losing more and more of its middle class to the surrounding suburbs, New York has finally turned the tide; its people, tired of commuting, are returning.

▪ To make living space for them, manufacturing lofts in Greenwich Village and Soho have been converted to residences and new apartment buildings have been erected, seemingly overnight.

Some neighborhoods, previously considered unredeemable, have begun to show signs of reclamation. The rundown West 42nd St. area now houses the sleek, well designed Manhattan Plaza and supporting complex of stores and theaters.

Other neighborhoods which had been sliding downhill, such as the Upper West Side and Chelsea, are now looking more spruced up. And previously exclusively work neighborhoods, such as the financial district, are now luring patrons to build a round-the-clock community.

Ex-New Yorkers aren't the only ones flooding into the city, pushing rental rates to dizzying heights. (Many apartment seekers would consider a studio in a clean, well maintained building at $450 a month a bargain; they would also snap up a one-bedroom at $600.)

The city has also attracted swarms of foreign investors, eager to convert their far-reaching marks, yen, francs, pounds and other currencies into New York co-ops, condominiums and brownstones.

▪ Foreign investment buoys more than just the home real estate market. New York City is headquarters for 73 foreign bank branches with 97 offices, 60 international financial houses, and 136 offices of 26 international banks and trust investment companies.

Foreign companies have also bought into the New York retail scene. They now own Gimbels, Saks Fifth Avenue, Korvettes, A & S, Orbach's and F.A.O. Schwarz toy store. The city also has 131 large international law firms.

The city's future looks brighter as a result of the energy crisis than many other markets. According to New York's outspoken mayor Edward I. Koch, "The city is naturally energy efficient because of its heavy use of mass transit and its concentration of multifamily dwellings.

"We were not surprised to learn that—unlike their suburban counterparts—businesses in the city did not report any increased absenteeism among employes or need to change business hours. Over 60% of the working city residents walk or use mass transit to get to their jobs.

"Sales in the city's major department stores have continued to rise this summer and were apparently unaffected by the shortages of gasoline. In addition, New York City's tourism is having its best year ever. You don't need a car to get to New York, and you don't need one to get around the city once you're here."

Northeast Pennsylvania

Population	629,200
Rank	61st
Personal income	$3,936,000,000
Income '77 vs. '76	+8.85%

As with the fable about the blind men attempting to describe an elephant, pinning down the economic health of the Northeast Pennsylvania SMSA depends upon whom one talks to.

"Prosperity isn't around the corner. It's here," says a Wilkes-Barre newspaper business editor, who cites scores of new and expanded industries.

But around that corner—or rather 24 miles to the northeast in Scranton—things are a good deal more subdued.

"I'd say maybe we're on the upgrade, ever so slightly," says a cautious chamber of commerce official. Employment is up, she says, but so is unemployment—to more than 10%.

That's the apparent result of more women entering the job market. And that in turn is the apparent result of families needing a second paycheck to pay utility bills and to meet other inflationary costs, she says

▪ To the south of Wilkes-Barre, in Hazleton, modest but steady growth goes on. But there is the prospect that the beds of anthracite coal upon which Hazelton rests, and which extend south to Harrisburg, may once again mean boomtown days for the southern Luzerne County area.

To the east, rural Monroe County is beginning to stir with some new development, but the gasoline shortage this spring hurt its resort areas.

In short, it's far from a homogenous economic picture in Lackawanna, Luzerne and Monroe Counties, the three components of the Northeast Pennsylvania SMSA.

Wilkes-Barre officials happily note industrial growth in the city and the surrounding area in 1979:

- Frye Boot, a subsidiary of Alberto-Culver, opened a plant in Hanover Township. At full production, it will employ some 300 leatherworkers, with an annual payroll of about $3,000,000.
- Schott Optical Glass, a German-based company that has its only U.S. plant in Duryea, will construct a new research and development facility at the plant, adding some 80 employes to its present work force of 600. The facility will develop and produce a prototype laser glass for laser fusion experiments.
- Owens-Illinois' Pittston plant, which manufactures television screens for major electronics companies, has rehired workers it previously laid off, as well as adding some 50 new employes.
- The General Services Administration announced plans to locate a new facility in Wilkes-Barre, consolidating 12 federal agencies housed in three older buildings in the city. The federal government will lease the building from the developer.
- Savin Corp. has confirmed that it is considering building a 500,000-sq.-ft. plant that could eventually employ 3,000 people. The plant would house Magnetic Laboratories, a new subsidiary of Savin, which manufactures office equipment and copying machines.
- Allied Services, a Scranton-based company that provides rehabilitation service for the handicapped, is building a $12,000,000 facility on Mundy St. in Wilkes-Barre. It will accommodate 86 persons and provide 300 new jobs.
- Completion is expected in late 1980 or early 1981 for the Pennsylvania Power & Light Co.'s Susquehanna steam and electric plant, a nuclear facility at Beach Haven. Some 2,000 workers are completing the first of two units; the second is to be completed in 1983.
- An $11,000,000, two-wing expansion of the Wilkes-Barre General Hospital is to be ready for occupancy by early 1980.

▪ Meanwhile, in Scranton and Lackawanna County, public transportation is being improved with the purchase of 41-passenger buses and the addition of bus shelters and maintenance equipment.

In Simpson, a suburb of Scranton, a 50,000-sq.-ft. expansion is under way at the main plant of Gentex Corp., which manufactures cord, twine, medical and surgical instruments and other materials. The expansion will add 500 employes, more than doubling the present work force.

Chrysler Corp.'s Scranton Defense Plant is being renovated to manufacture components of the new XM-1 main battle tank. But, according to Chrysler, no employes are being added, because the plant will phase out the manufacture of components of the present M-60 tank.

In the borough of Olyphant, a 500-acre tract is being prepared as the site of the Mid-Valley Industrial Park, near the virtually full Keystone Industrial Park.

▪ Scranton business leaders, while worried about their high unemployment rate, said they are beginning to feel the impact of the completion last year of the Interchange of Int. Hwys. 84, 380 and 81 in the suburb of Dunmore. A number of distributing and warehouse companies are expressing interest in locating in the area, which provides easy access to New England, New York and points south.

And Pocono Airlines, an arm of USAir (formerly Allegheny Airlines), has purchased two new aircrafts and will increase its commuter service to Williamsport, Philadelphia, Newark and New York beginning in May.

In Hazleton, ground was broken in September for a $4,700,000 coal gasification plant, which will be operated by Can Do Inc., a nonprofit industrial development arm of the chamber of commerce. It will serve the 1,400-acre Humboldt Industrial Park in Hazel Township.

Paterson-Clifton-Passaic, N.J.

Population	444,700
Rank	86th
Personal income	$3,438,000,000
Income	+9.21%

Though tied together for census and marketing considerations, Paterson-Clifton-Passaic, N.J., are as diverse as three neighborhoods in New York, under whose shadow these New Jersey communities stand.

Paterson is the most urban of the three, Clifton the most suburban, with Passaic in the middle, trying to blend the best attributes of both. In the massive jobs exodus of a few years back, Passaic came closest to being devastated so its rebound from the economic pits has been the slowest and toughest.

Area employment is still depressed. The average unemployment rate is approximately 12% with the job shortfalls concentrated in the Hispanic and black communities. Dozens of major companies left the region in the mid-1970s.

While many fled south for warmer climes, lower taxes and a cheaper job force, a number were thwarted when they didn't have the room to expand. Other businesses were simply phased out after being acquired.

The past year, nevertheless, has raised hopes for a brighter employment picture. Some light industry and service organizations, for example, are still relocating from decaying parts of New York and Newark to the area. In Clifton, more than 1,500,000 sq. ft. of vacant industrial space just three years ago has been trimmed to fewer than 200,000 this year.

Some of the most substantive steps toward reducing unemployment are being taken in Paterson under the auspices of the chamber of commerce.

Earlier this year, the chamber started a school to train machinists, one job category where supply has not kept pace with area demand.

In addition, the first chamber-sponsored, three-month weavers school is about to start, and the anticipated 60 or so graduates of the first class have already been assured jobs with one of the local textile mills, still the area's single largest category employer. The KalkStein Silk Mills alone will hire 35% of the new workers.

Another major Paterson employer, Sun Chemical Co., added 40,000,000 sq. ft. of production line space this year and plans to add a similar amount in the near future.

▪ Though Clifton lost heavily in the early '20s economic downturn, major branches of giants like Georgia Pacific, Du Pont and ITT remain, as does the region's biggest single employer, Hoffmann-LaRoche, which signs the paychecks of some 7,000 residents.

To promote interest in the area, both the Clifton and Paterson Chambers of Commerce have had promotional campaigns for the past few years.

Both consumers and industry are urged to discover the two cities' prime locations, ease of access to other major cities via a multitude of transportation links and the area's bright future, stemming in part from a steady stream of federal funds for a variety of projects.

Proving that there's usually a silver lining in even the darkest of clouds, the 1979 gas crisis had an extremely positive effect on Paterson, the most urban community of the trio.

▪ For example, while retail sales in some of the mammoth area shopping centers in Wayne and Paramus were down as much as 50%, center city sales not only held up but even posted modest gains.

For the first time in the decade, there was no available space in the downtown shopping district; moreover, the Paterson Chamber of Commerce says it has a sizable waiting list of businesses ready to move in the moment a store becomes vacant. This situation, in turn, has prompted a significant rise in some property values while the tax base remains stable.

Paterson's retail sales were in the $350,000,000 range in 1977 and more than $411,000,000 in 1978. Town fathers look for 1979 figures to at least maintain that rate of growth.

So striking has Paterson's recent growth been that even the Lower Main St. Mall project has been revived through transfusion of some $800,000 in urban renewal funds. So far, more than $1,000,000 has been spent on the project, which consists mainly of small specialty shops, boutiques and restaurants.

This section, in turn, is part of the major Great Falls project, which has substantially reshaped the city's inner core, highlighting the city's past glory as the locomotive manufacturing capital of the world. Moreover, there has been a flurry of housing projects in the past year.

▪ One is a 159-unit project of INCCA, the Inner City Committee for Action, and another, the Jackson-Slater St. project, being funded by the Catholic archdiocese.

Within the horseshoe-shaped Clifton limits is Passaic. More than a third of the local work force lives in the city, and an even higher number uses public transportation. A major attraction downtown is three of the largest hospitals in the area.

For several years, Passaic has been building a new civic center and police station. A $5,000,000 parking mall was completed and includes a variety of retail outlets.

The city's major effort to attract more industry involves the vacant Botany Mills 50-acre industrial site. Town fathers are carving the industrial park into smaller units suitable for smaller scale businesses.

Philadelphia

Population	4,770,400
Rank	4th
Personal income	$35,648,000,000
Income '77 vs. '76	+8.5%

Philadelphia is a city in transformation. Once a sluggish center of transportation and manufacturing, the city is in the midst of a growth economy largely due to a rapid influx of service industries.

Office building and hotel construction is booming. Downtown retail districts are blossoming. The city is aggressively attracting tourists. Philadelphians are watching changes taking place almost overnight and, for the first time in almost 100 years, there is optimism about an expanding business future.

▪ Business leaders are calling it "The New Philadelphia Story." Between 1960 and 1975, about 10,000,000 sq. ft. of office space rose in glittering steel and glass above this historic city. Nine center city office projects were in the works in 1979 and by the end of the '80s ten more will be completed, adding another 10,000,000 sq. ft.

Scheduled for completion in 1980 are Franklin Town Plaza, an $87,000,000 complex that will contain a 30-story, 800-room hotel operated by Canadian Pacific Hotels Ltd., a 24-story office tower to become headquarters for SmithKline Corp., a convention center and exhibition hall and a two-level underground garage.

Based on the early success of the Gallery, a multitiered shopping arcade that represented a progressive move by developers and financers to bring the shopping mall concept to the heart of an urban area, construction is also under way on Gallery II. Only blocks from city Hall, the Gallery II site is adjacent to the existing Gallery and will in-

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clude a J. C. Penney department store and two 440,000 sq. ft. office towers.

- Faith in continued growth also is evidenced in the major refurbishing of Philadelphia's grand old luxury hotels. First-class travelers can now find elegantly appointed accommodations at a number of locations in the city.

The new Fairmont Hotel is a good example. The old Bellevue Stratford closed in 1976 and, $25,000,000 later, opened in September, 1979, as the Fairmont Hotel with 565 luxury rooms.

Restaurants have been cropping up all over the city, too. More than 150 restaurants have opened in the past two years. Dining out is now an important part of the Philadelphia life style. Local chefs approach celebrity status.

When *Philadelphia* magazine publishes its annual dining guide in a regular monthly issue, newsstands sell out so fast that the publisher reprints 15,000 copies of the guide and makes it available under a separate cover. According to *Food & Wine* and a number of other important publications, Philadelphia has gained an international reputation for fine dining.

- The proliferation of classy dining spots and the rebirth of posh hotels is expected to make Philadelphia a more attractive tourist destination. For the first time, tourism dollars are a priority in Philadelphia, and the city has alloted $3,000,000 to be spent over a three-year period to promote tourism and economic development in an international advertising campaign. The theme is "Surprising Philadelphia."

Not so surprisingly, the year-old campaign is working. Eugene Hosmer, head of the city's convention and tourism bureau, says the number of visitors to the tourism center is up 18%. The ad campaign is handled by Philadelphia's Kalish & Rice.

While visitors in Philadelphia still have to suffer what three separate studies indicate as "the worst level of taxi service of any major city in the nation," local travelers soon will benefit from a $360,000,000 underground tunnel that will link the area's two commuter train lines.

Construction on the 1.7 mile tunnel began in 1979 and when it is completed, over 500 miles of track will be joined in a new complex in the center of the city's commercial district.

"We're making the downtown area more accessible and convenient than ever before," says Thacher Longstreth, president of the Greater Philadelphia Chamber of Commerce. "A lot of people who used to work in town and shop at home in the suburbs will now find it much more practical to do their shopping in the city."

Mr. Longstreth says the commuter tunnel and other changes in the city's rapid transit system will have a profound affect on future growth.

- In the future, conventioneers and airport travelers will be brought swiftly to center city by a high-speed rail system to be completed in 1982. Already under construction, the new rapid transit line will drastically reduce traveling time from Philadelphia International airport in the south and the civic center in the west to the shops, restaurants and hotels downtown.

Getting in and out of town is becoming less of a problem for more and more people who work in Philadelphia. While the city has always been exceptionally approachable for commuters, rising home prices in the suburbs and skyrocketing costs for gasoline are turning many folks away from life in the country and bringing them into the city.

The renovation of charming historic townhouses that started here years ago in Society Hill is happening all over the city. "People are quietly buying houses in the city, fixing them up and staying here," says Mr. Longstreth.

Mr. Longstreth says the influx of young middle-class professionals into the city's neighborhoods is balancing the urban population picture and strengthening the tax base.

- Another surprise, even to most Philadelphians, is the business generated by the city's seaport. On the basis of combined tonnage, it is probably the biggest port in the country. Most of it is bulk cargo—oil, coal and iron ore—but 134,000,000 tons are transported through Philadelphia's port each year.

To compete with New York for general cargo, $54,000,000 was spent over the last 15 years to modernize Philadelphia's container terminal facilities. This year, 5,000,000 tons of general cargo passed through the city's ports, just a third of the 15,000,000 tons that went to New York.

At the Naval Base south of the city, Philadelphia's ship has finally come in. In October, the USS Lexington arrived in the Naval Shipyard for a seven-month $34,000,000 overhaul. Work on the 900-ft. carrier created 1,000 jobs for the city. In October, 1980, a sister ship, the USS Saratoga, is slated to berth in Philadelphia for a $500,000,000 overhaul.

- Progress on Philadelphia's goal of becoming an "international city" has been slow, but encouraging. The music director of the internationally acclaimed Philadelphia Orchestra, Eugene Ormandy, retires this year after his 44th season and the orchestra's board of directors has been shuffled to boost the institution's income in the face of steeply rising costs.

In the last year, three international companies moved into Philadelphia. The most notable is Mitsubishi International Corp., a Japanese-owned general trading company with holdings in over 20,000 diversified commodities.

Pittsburgh

Population	2,277,300
Rank	13th
Personal income	$17,179,000,000
Income '77 vs. '76	9.72%

If the nation caught an economic cold 25 years ago, Pittsburgh caught pneumonia.

That's when Pittsburgh was "Steel City." In 1955, for example, the steel industry employed nearly a fifth of the city's total work force, according to a Mellon Bank study. Private services and trade accounted for 43% of the city's employment. Any dips in consumer or capital spending quickly sent Pittsburgh into panic.

And, in addition to being an industrial hub, Pittsburgh looked like one. "Some people still think of Pittsburgh as the city where the rivers run brown and you can't see across the street," says Jay Aldridge, exec director of Penn's Southwest Assn., a local economic development group responsible for luring Volkswagen and its assembly plant to New Stanton, 30 miles east of the city. "When I hear those comments, all I can do is laugh."

- Mr. Aldridge can afford to laugh now. Pittsburgh is no longer the sickly city it once was. It's still an industrial center, of course with headquarters of such corporate kingpins as U.S. Steel, Gulf Oil, Westinghouse, Rockwell International, Alcoa, National Steel and PPG Industries. (Pittsburgh is second only to New York in its control of invested capital.) But the cyclical slumps have finally evened out.

Pittsburgh stadium attracts hundreds of thousands to sporting events throughout the year.

"The region has undergone some tremendous structural change," says Norm Robertson, Mellon Bank's chief economist. "Segments of the economy that deal in the service sectors have really grown. There's no question that Pittsburgh's economy is much more diversified now."

As of last year, services and trade employment was up to 54% of the work force. And area steel firms now account for a tenth of the city's jobs—a figure expected to drop to 8% by 1990.

"For many years, the region suffered from an inferiority complex," adds Mr. Aldridge. "It's just recently, with a little help from the Steelers and the Pirates, that people have begun to believe in the city and themselves."

- Despite some signs of an economic slowdown in Pittsburgh, cautious optimism seems to prevail. Retail sales, housing and employment remain surprisingly strong, although real estate execs fear that the Federal Reserve Board's tight money policy might slice demand for residential construction.

Downtown commercial construction in the "Golden Triangle"—the confluence of the Allegheny, Monongahela and Ohio Rivers—continues to be robust, promising to ease the current shortage of prime office space. Construction was started earlier this year on a new $100,000,000 PPG Industries office building, scheduled for completion in 1984.

Other major downtown projects in the planning or construction stages included the David Lawrence Exposition Hall, a new convention center scheduled to open early next year, a $200,000,000 office development backed by U.S. Steel, and a twin 40-story office tower complex. In addition, Saks Fifth Avenue opened its first downtown store this year.

"There was no downtown development in the four or five years prior to these projects," says Ed Lewis, general partner in the Oxford Development Co., owner and operator of the two largest malls in the Pittsburgh area.

- Pittsburgh's largest restaurant, seating more than 500 people, also opened this year in Station Square, a railroad yard renovation project on the city's south side. City officials expect this unique shopping mall to attract more than 100 specialty shops by early 1980.

The city stengthened its financial standing this year with the addition of five foreign banks from Canada, England and the Netherlands. And 55 of the area's 122 foreign owned companies have come to the region within the last three years— a statistic that greatly encourages local businessmen.

"We've been able to attract some high technology companies from Europe," says Mr. Aldridge. "Diversification is one of the key words in Pittsburgh's development. They do a great deal of research in new products that bring the area prestige."

"If optimism can be measured by regional investment," adds Evan Stoddard, economic development planner of the city's planning department, "then optimism is high." Regional investment by such electronics firms as Motorola Corp. has soared, thanks to Carnegie Mellon University's highly respected graduate electronics and engineering programs.

And Volkswagen plans to pump more money into the area. Now that diesels are rolling off the New Stanton assembly line, VW says it intends to expand facilities and employment at the plant by 25%.

Like most old industrial centers, Pittsburgh has its share of problems. Transportation, always a sore spot, remains an obstacle. The city has committed funds to the construction of a limited downtown subway system connecting with the South Hills. Expansion of express bus systems and reconstruction of most of the downtown road network are planned for the next five years.

Labor unrest and steel imports still concern Pittsburgh's business community but, over-all, optimism prevails. "A drop in steel production will hurt the city, but not as much as it once did," says Mr. Robertson, the Mellon bank economist. "I'm optimistic that the 1980 recession will have much less impact on Pittsburgh than on other manufacturing areas in the U.S."

Rochester, N.Y.

Population	969,800
Rank	38th
Personal income	$7,520,000,000
Income '77 vs. '76	8.36%

Its area and population give Rochester, N.Y., a small-city flavor, but its numerous colleges and large industrial complexes have the effect of converting it into a thriving metropolis.

Rochester is presently enjoying low unemployment—below 5% in September—and, compared to many cities, it enjoys a relatively high standard of living, with a median household income of $17,500.

The city attributes much of its current well-being to the companies residing there. Approximately 40% of the more than 256,000 residents are employed by fewer than a dozen companies. Eastman Kodak Co., the worldwide film and photographic manufacturer, alone employs over 50,000.

Industry throughout the city is growing. According to the Rochester Chamber of Commerce, "some 30 to 40 small local firms have announced plans for expansion within the last year."

In addition, a technical high school just opened its doors and a $53,000,000 recycling plant is scheduled to open Jan. 1, 1980. Also, builders in nearby Henrietta are awaiting word on permits in order to begin construction of a 1,000,000 sq. ft. shopping mall. Permits to begin building are expected to be approved by mid-November.

- Rochester officials, however, have voiced concern over the building of the mall, to be called The Market Place. They fear the mall will seriously hurt retail sales in the inner city.

The recent growth in industry has also brought an improvement in housing starts. "While housing starts are up from last year," a Chamber of Commerce official said, "it does not reflect how bad it was in 1976-77."

In 1977, building permits in the Rochester area were down by 25%. The cost of building a new home in the area is approximately $50,000.

So far, Rochester has not experienced a severe energy problem. "The utilities have more than enough gas and electricity," for the city and the surrounding counties, the chamber of commerce said, adding that the additional gas and electric power was being sold to other cities within the state.

The energy surplus was in part due to the power produced from a nearby nuclear power plant, which has been in operation for 10 years.

- The city and surrounding counties house nine colleges and universities, the most notable being the University of Rochester, which includes the Eastman School of Music.

Culturally, the city offers a philharmonic orchestra and computerized planetarium. The Genessee Country Museum in Mumford is one of the Rochester area's most popular tourist attractions. The Margaret Strong Memorial Museum, expected to be completed by 1981, will house a collection of dolls and Victorian artifacts.

Syracuse, N.Y.

Population	649,600
Rank	58th
Personal income	$4,218,000,000
Income '77 vs. '76	9.36%

It was an upbeat year for Syracuse, with employment and retail sales both gaining 5% and housing maintaining a stable rate.

The momentum came from activities in the cultural, sports and educational fields, as well as in the business community. Part of the optimism stems from the relatively low unemployment rate of 5.1% (as of June '79), compared with 6.9% statewide. Unemployment also has been running below the national level.

Looking toward the '80s, some sources noted the city has the built-in advantage of a comfortable mix of manufacturing and nonmanufacturing payrolls

- Carl J. Borning, associate director of economic development, Greater Syracuse Chamber of Commerce, pointed out that business expansion in general was brisk in 1979. Although no single move had been as large as Chrysler Corp.'s which added about 1,900 jobs this year, smaller companies have grown "beyond expectations."

As an example, he cited the Onondaga County Industrial Development Agency's $36,000,000 bond issue for 19 companies that should provide 2,000 new positions by mid-1980.

Also in the works: A third office tower at the MONY plaza, several other new buildings and a 22-acre industrial park adjacent to the cen-

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tral business district. The chamber of commerce and the city are collaborating on the latter project.

There is also a new Syracuse State Theater to attract playgoers, and the Syracuse Symphony has augmented its schedule to the delight of music lovers.

- When questioned about the outlook for the '80s, Dorothy Newer, business editor of the *Syracuse Post Standard*, one of two Newhouse papers in the city, was a little concerned about the uncertainties at Chrysler Corp. and what that might mean for Syracuse's economy.

The Chrysler plant, she pointed out, makes transfer boxes for American Motors Corp. as well as for Chrysler; those components are sure to be needed regardless of what happens to the Detroit auto maker.

Other sizable employers in the market include Niagara-Mohawk Power Corp., General Motors Corp., General Electric Co. and Crouse-Hinds Co. Another standby for workers in this area is Carrier Corp., from which even greater things are expected since it became a part of United Technologies.

The $100,000,000 brewery built by Schlitz only three years ago is to shut down for the present, but will reopen under new management. Schlitz decided to close because of lack of demand. Anheuser-Busch, which sees the prospects differently, is taking over, but a year-long hiatus is anticipated before the Bud flows.

Sycracuse gets most of its energy from natural gas and hydro and nuclear-powered electricity. As a result, it has not suffered any great disruptions because of energy shortages and price increases. Anticipated growth, of course, could be curtailed if there is another national oil crisis.

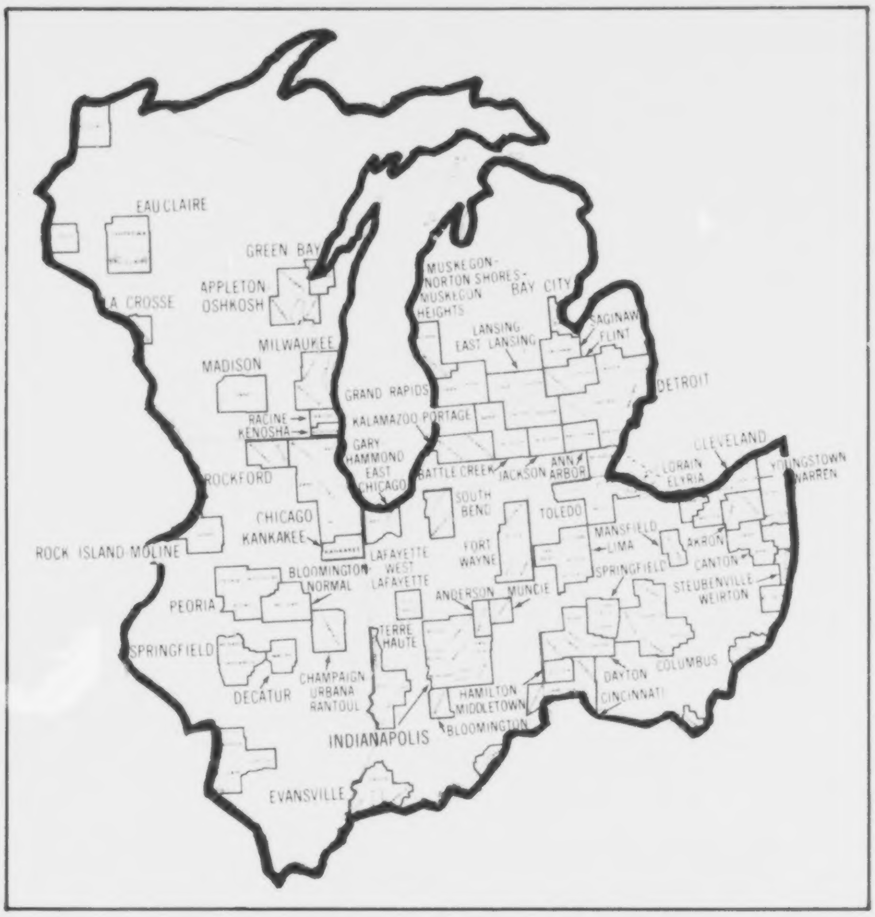
Whatever the national or international gyrations, the No. 1 employer will continue to be Syracuse University, whose enrollment totals 24,000. Its business school is being enlarged, and LeMoyne College is building a new library.

A domed $26,000,000 stadium under construction should attract more collegiate events. The Syracuse invitational hockey tournament is back on the schedule after a year's interruption, and the Carrier Classic, a college basketball tournment, continues.

Elsewhere on the sports scene, Syracuse is returning to professional hockey with the Syracuse Firebirds of the American League and the annual collegiate rowing regatta keeps right on rowing along.

The mountain and lake surroundings have helped to make Syracuse popular with conventioneers and vacationers. In 1979, the city played host to 200 conventions attended by 115,000 people. Even more people—725,000—were lured to the New York State Fair. Another big attraction—Agway Inc., a farmer's cooperative, reportedly grosses about $2 billion in sales annually.

Local historians point out that the area's first convention of sorts was held in 1570 on the shores of Lake Onondaga with representatives of the Cayuga, Mohawk, Oneida, Seneca and Onondaga Indian tribes in attendance. The corn dance festivities of the Onondagas, whose central leaders live near Syracuse, are staged each year at the state fair.



East North Central

Akron

Population	657,000
Rank	57th
Personal income	$4,583,000,000
Income '77 vs. '76	+11.94%

Will the renovation of the old Quaker Oats silos into a luxury hotel help the fledgling Akron convention industry begin to feel its oats?

Will the Akron economy be able to bounce back from the blow dealt it by the troubled rubber industry?

Will the city be able to cope with the dislocations certain to arise as a result of changing from a blue to a white-collar labor force?

Will the new national park being developed nearby enable Akron to change its image from that of the World's Tire Capital to one of an area replete with outdoor recreational opportunities?

- These are but a few of the questions facing the Akron community as it attempts to cope with fundamental changes in its economy. After a quarter century during which the city saw its rubber industry employment drop from 50,000 to a bit more than 10,000, the major tire companies gave indications that the long slide in employment may have begun to reverse itself in 1979.

Goodyear Tire & Rubber Co. has committed itself to building a $75,000,000 Technical Center near downtown Akron and has announced plans for a $2,000,000 renovation of its Akron aerospace operations. General Tire & Rubber Co. has decided to locate its new world headquarters in the Akron area, and B.F. Goodrich Co. plans to spend $25,000,000 renovating its existing facilities.

None of these developments may be of much direct help to those who lost their manufacturing jobs, but the plans will certainly increase the number of white-collar research and management positions available in the area.

Other efforts to bolster the city's economy are also under way, including the Hilton Hotels project to turn old oats silos into a 260-room hotel.

Hilton is hoping to duplicate the success enjoyed by the Quaker Square shopping center, a much-lauded renovation project that converted other former Quaker facilities into a shopping center that has attracted retail trade from throughout northeastern Ohio.

The hotel's construction fits perfectly with the preliminary findings of a study done for the city by American Cities Corp. According to the study, one of the keys to reviving the city's central business district is to increase convention trade, which will require an increase in the number of hotel rooms in the city.

City officials also hope that a planned network of pedestrian "skyways" linking various downtown buildings will create a mall-like atmosphere and draw visitors downtown, and the possibility of creating a festive farmers' market and cluster of boutiques along the city's riverfront is also being examined.

In addition, the city hopes to be able to increase the number of people residing in the downtown area but, aside from some housing for senior citizens, the trend toward in-city living that has helped downtowns in many other cities has not hit Akron yet.

Another source of optimism is the continued progress on the 30,000-acre national park under development between Akron and Cleveland. Though skeptics say that the park will never be anything more than a recreational facility serving central Ohio, Akron boosters are quick to point out that the park is within a day's drive of 60% of the nation's population and that the rising cost of gasoline makes this proximity an important drawing card.

Though the city has not allocated funds to spread word of Akron's riches to other parts of the nation, attempts are being made to persuade the city's major corporations to mention Akron in their national advertising.

Canton

Population	403,700
Rank	94th
Personal income	$2,688,000,000
Income '77 vs. '76	+10.3%

Betting blue chips on the near future, four Canton area companies are planning expansions and improvements totaling almost $250,000,000. The Timken Co., maker of roller bearings and other high-grade steel products, is the area's major employer with 10,000 on the Timken payroll.

Timken will spend $30,000,000 to increase its steel bar, shipping and development facilities. Plans also include doubling its research staff and expanding medical services for its workers.

Republic Steel Corp., with 7,500 employes, the area's second largest employer, recently completed a waste-water treatment plant that cost $10,000,000. Now, Republic plans a larger bar steel mill, at a cost of $200,000,000, to replace a mill in Canton and one in nearby Massillon.

Jones & Laughlin Steel plans to spend $14,000,000 to enlarge a rolling mill and the Portec Co., which forges steel for railroad cars, plans to spend $3,000,000 to expand.

- Approximately 450 persons lost their jobs at Perkins Diesel Corp. in October when this Massey-Ferguson division closed its Canton plant and transferred that operation to plants in Iowa and Michigan.

Nonetheless, employment rose to 162,900 in August, up almost 4% in a year.

Three financial concerns — the Citizens Savings Assn., the Harter Bank & Trust Co. and the United National Bank & Trust — enlarged their facilities and operations this year.

A fourth, the Columbus-based BancOhio, said it will open a downtown Canton office and three branches.

- Canton's languishing downtown area is scheduled next spring for a $97,000,000 rejuvenation to be financed 50-50 by public and private funds. A four-year project called New Market would revitalize eight deteriorating downtown blocks adjacent to Stern & Mann's, the only department store left downtown.

In the first phase of the program, six structures are due to rise — a new terminal for Canton's Regional Transit Authority; a 1,500-car parking structure; a $15,000,000 hotel containing 308 guest rooms and 32 condominium units, a conference center linked to the hotel to attract regional and statewide business groups; an office tower with 234,000 sq. ft. to be leased by local and state government offices, perhaps courtrooms and a police headquarters, too, and a tower providing 255,000 sq. ft. of private office space. Specialty shops will be offered 35,000 sq. ft.

The private money reportedly is ready and the enterprise now hinges upon public money, including $14,000,000 in federal urban development and urban mass transit grants.

The second phase, to be completed before 1985, would include two additional office buildings, another 1,500 parking facility, and 100,000 sq. ft. more of retail space.

Meanwhile, an historic Victorian house, once favored by Canton's own President William McKinley, is being restored to serve as a 260-seat restaurant and focal point for the urban revival.

Proponents of New Market say it will not lure department stores to return downtown, nor will it challenge the commercial developments burgeoning on Canton's rim. There, five miles north of town, beside Interstate Highway 77, the nine-year-old, 75-acre Belden Village with its enclosed mall of 68 stores, awaits a new next-door neighbor — Belpar.

Belpar's 150 acres are being laid out to hold an 18-acre shopping plaza of colonial motif called Belpar Square, an $8,000,000, 185-room Hilton Hotel, a tower of office suites, a medical center, convention center, bank buildings and apartments.

It is estimated that Belpar will cost $100,000,000 by the time it is completed in 1982.

Chicago

Population	7,029,600
Rank	3rd
Personal income	$59,800,000,000
Income '77 vs. '76	+9.04%

It was the winter of discontent for Chicago. Not only did Chicago business lose an estimated billion dollars worth of business as a result of 80 inches of snow, but Chicago also elected a new, and unexpected, mayor.

In an unprecedented defeat of the established Democratic organization, and the traditional business-labor coalition, Jane Byrne buried Richard J. Daley's successor Michael A. Bilandic. Chicago will never again be the same.

It was a year of political, social and economic upheavals for the windy city. The on-again, off-again Chicagofest was on to the delight of millions of visitors. And Mayor Byrne, after backing off of Chicagofest because of the expense, added neighborhood fests, an

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added neighborhood fests, an autumnfest and winterfest. Pope John Paul II drew record crowds throughout the city, although the exact numbers were a controversy after he left the city.

▪ Chicago's corporate giants participated in the new American business pasttime of mergers and acquisitions. Maremont, an automotive parts manufacturer, was bought out by a Swiss company, Suisse Aluminium.

One of the city's largest banks, LaSalle National, formerly owned by GATX Corp., was bought by the Dutch bank, Algemene Bank Nederland. And the British bank, Midland Bank Ltd., unsuccessfully attempted to buy the giant financial services company, Heller International. Suburban McGraw Edison completed its purchase of Studebaker at the end of the year.

Chicago has a broadbased economy rooted in an historic manufacturing base. After the initial snow setback, a business recovery began and generally continued throughout the year. For example, metropolitan Chicago, a national center for steel production, was operating at or near capacity for almost all of 1979.

Unemployment in September in the Chicago metropolitan area was at 4.8%, more than a full percentage point below the national average. Some of that reflects the move away from manufacturing to service related jobs. In the last 10 years, manufacturing jobs as a percentage of total employment dropped from 38% to 31%.

▪ There were no major business relocations into Chicago in 1979. However, the city's Economic Development Commission began to reap the rewards of a program aimed at keeping business in the city.

Five in-city industrial parks were designated for special economic incentives including land write-downs, reduced real estate taxes and the use of industrial revenue bonds to help keep local industries expanding in Chicago.

Intercraft Industries leased 85,000 sq. ft. in the old International Amphitheater instead of moving out of the city to a suburban site. All of the economic incentives were employed to keep Intercraft.

Reflecting the strength of industrial activity, available industrial space was at its tightest level in three years, according to a quarterly survey by the real estate firm, Arthur Rubloff & Co. Joseph Dillon, head of industrial real estate for Rubloff, anticipated an increase in the cost of local industrial space if the present tight market does not ease up substantially.

▪ Indeed, besides snow, real estate was the big news in Chicago. Nine major new downtown buildings are nearing completion with at least two fully rented before the doors open up. Two more new buildings were announced in the fall. Chicago has been eating up office space in downtown Chicago at a rate exceeding 1,000,000 sq. ft. a year. The average cost for new office space in the Loop now runs around $15 per square foot.

The office boom has also hit the Chicago suburbs in a big way. The northwest suburban Schaumburg area, adjacent to the gigantic Woodfield Mall, now has 10 new buildings, with more than 100,000 sq. ft. each, under construction.

That market has also seen a boom in hotel construction with the latest being the new Hyatt Woodfield, a 476-room hotel now under construction.

Also announced this year are plans for a new Hilton Hotel in Chicago's Loop. It will replace the old Conrad Hilton on South Michigan Ave. That project, however, still has a number of hurdles involving federal funds to overcome before construction can begin.

▪ In residential construction, 1979 will go down as the year of the condominium. During the first half of the year, conversions of existing apartment buildings, especially along Chicago's lakefront, accelerated at a pace probably unmatched elsewhere in the U.S.

No one has exact figures, but condomania was probably best illustrated by the 2,600-unit conversion of Carl Sandburg Village on Chicago's Near North Side. It's touted as the nation's largest condominium conversion.

Indeed, conversions reached such a frantic pace that restrictive legislation became an issue in Chicago's mayoral campaign, although no lasting legislation was passed. Two suburban communities, Evanston and Oak Park, also experienced wholesale condominium conversions.

Everything came to a halt in the fall, however, with the implementation of the Federal Reserve's restrictive monetary policies and the dramatic jump in interest rates. Illinois financial institutions, restricted by a state usury law which kept mortgage rates around 11%, either stopped home mortgage lending altogether or required such large down payments as to make homebuying impossible for most citizens.

That was an abrupt change from earlier in the year when the city issued mortgage back revenue bonds which made it possible for city residents to borrow at rates around 8%. Chicago suburbs also issued similar mortgage bonds. Bell Federal Savings & Loan Assn., which keeps tabs on local housing permits, reported that single family permits dropped more than 50% during the second half of the year.

▪ The new mayor also changed many of the city's economic priorities while watching city bonds being downgraded by Standard & Poors. City employment was cut and she said she would allow the unionization of city employes and collective bargaining.

The mayor jettisoned the much criticized Crosstown Expressway and probably on the way out is a proposed new subway for the downtown. Those funds are supposed to be used for improvements in mass transit and new bus and subway cars. Remaining is the proposed extension of the El to Chicago's O'Hare Airport.

O'Hare, still the world's busiest airport, saw a minor bit of competition from the old Midway Airport on the city's Southwest Side. Midway is now the home of Midway Airlines, a new budget commuter airlines to several midwestern cities.

Airline congestion and severe parking problems still plague O'Hare. Relief may be in sight because the federal government announced it would sell its military facilities at the airport to the city. That means Chicago may see a new international terminal, and expanded domestic terminals, in the next five years.

▪ Although unfinished, the new $17,000,000 State St. Mall opened in October, just in time for the Christmas shopping season. John Colter, of the Chicago Assn. of Commerce and Industry, reports that Chicago is now No. 1 in retail sales of major metropolitan areas. His estimate runs around $31 billion in sales for 1978.

Gas lines appeared briefly in Illinois and the Chicago area with the result that passenger rail traffic increased between 6% and 7%. The Regional Transportation Authority has had little success in convincing local businesses to stagger working hours in order to get better utilization of existing transit facilities. Also, in November, the RTA upped commuter rail fares and Chicago subway and bus fares, by about 20%.

Industry was also angry at the jump in Illinois business income tax. The increase, from 4% to 6.85%, was to replace revenues lost by the elimination of the Illinois corporate personal property tax. Continental Illinois Bank has sued the state, arguing that Illinois now collects more revenue from the increased income tax than it did with the personal property tax.

▪ Chicago continues to be one of the biggest convention centers despite the poor weather. Reflecting the strong business, McCormick Place will be expanded by another 80,000 sq. ft. of exhibit space. That's in addition to Donnelley Hall, which added 360,000 sq. ft. of space to the complex in 1978.

With the increased exhibition space and the new hotels, Wayne Dunham of the Chicago Convention & Tourism Bureau expects Chicago to maintain and increase its position as the No. 1 convention city in the U.S. Convention, trade show and corporate meeting attendance hit 2,500,000 in 1979 up from 2,400,000 in 1978. Those attendees spent an estimated $588,800,000 in Chicago in 1979 up from $524,700,000 in 1978.

Mr. Dunham expects 1980 to be even better because Chicago has lined up some substantial new business. The American Mining Congress is coming to Chicago for the first time in 1980 and the Rotary and the Lions chose Chicago as their 1980 convention site after more than 10 years of avoiding the second city.

Cincinnati

Population	1,389,100
Rank	26th
Personal income	$1,002,300,000
Income '77 vs. '76	+11.06%

The national economic downturn doesn't seem to affect Cincinnati, where employment was up 6.6% by early fall, new businesses are opening and retail expansion continues.

The major employers in the Cincinnati market—the university and Procter & Gamble—are the types of businesses not usually affected by economic fluctuations.

Other major employers also are reported in a good position. According to David Pawn, research manager of the chamber of commerce, the General Electric Co. aircraft plant is in a good contract position as is Cincinnati Milacron, manufacturer of plastics, automobile parts and machinery. This company also is planning an expansion in Clermont County that will add 40,000 sq. ft. to the plant.

▪ Several large projects reported underway last year will be opening early in 1980. Ford Motor Co., for example, is planning a start-up date of March or April for its transmission plant in Clermont County that will employ 3,500 persons, mostly skilled workers.

The company sponsored several days of recruiting workers last summer and, according to business editor Bill Styles of the *Cincinnati Post*, "people flooded in from miles around."

Also opening early in 1980 is a Montgomery Ward's distribution center maintaining a target date of February. The warehousing operation is expected to employ 100 workers, mostly in unskilled categories.

Several of this year's developments point toward more upscale trends. On the cultural side, Michael Gielen, most recently of the Frankfurt Opera and the London BBC Symphony, was appointed music director of the Cincinnati Symphony.

He will begin his fulltime duties in the 1980-81 season, but will conduct two groups of concerts this season. The orchestra has undertaken a mail order campaign for both single ticket and season ticket sales.

▪ In retailing, a project designed to resemble San Francisco's Ghiradelli Square is under way in Cincinnati's Union Terminal. The station is said to be one of the country's finest examples of Art Deco architecture, and is listed in the National Historic Register.

Scheduled for a March opening, the complex will house a posh disco, fancy restaurants, F.A.O. Swartz and Loehman's clothing store, as well as many other retail establishments.

Saks Fifth Avenue, which has been talking for several years about moving into the area, still has not decided whether it will locate downtown or in a wealthy suburban neighborhood.

On the building front, several projects continue, including One Lytle Place, a 200-unit luxury apartment tower on the riverfront; Garfield Place, a 100-unit housing tower downtown, and the Atrium of the Fountain Square South project, where 80,000 sq. ft. of retail space will be available.

The downtown library is being expanded at a cost of $17,000,000, and the city continues to add to its skywalk system, which reported a great increase in foot traffic during the past year.

▪ As part of the Fountain Square South project, Western International has begun building a 450-room hotel to be called Cincinnati Plaza.

Shopping centers development continued on schedule as the Eastgate Mall, scheduled for a March, 1980 opening, added 45 retailers to anchors Sears and J. C. Penney. In northern Kentucky, the Crestview Mall recently saw the opening of its anchor—Mercantile's McAlpins—and will open the rest in 1980.

Last year, the city was excited about the foreign trade zoning that was still waiting for approval. This year, one of the two zones has begun to receive shipments. The chamber of commerce now is working on ways to market the benefits of the zones to area companies.

Cleveland

Population	1,938,900
Rank	17th
Personal income	$16,211,000,000
Income '77 vs. '76	+10.63%

The industry-lined, ship-crowded Cuyahoga River which twists through Cleveland is not expected to catch on fire again, as it did three times in 40 years, most recently in the mid-1960s.

The Cuyahoga's water, once blackened with flammable oil and chemicals, has been somewhat cleansed by new water-treatment plants of Republic Steel and other mills along the busy river. And, as the Environmental Protection Agency noted, some species of fish have returned, apparently no longer afraid of being smothered or boiled in oil.

Antipollution measures have washed the air, too, sharpening Cleveland's skyline, making it easier for city boosters to identify and admire the structures rising in a $200,000,000 construction boom in the heart of the city.

Far above Euclid Ave., ironworkers topped off the girders for the $60,000,000, 35-floor, block-long National City Bank Center, which will contain 780,000 sq. ft. for offices, 95% already leased before the center opens late next year.

At ground level, a 14,000 sq. ft. pedestrian mall at Cleveland's major intersection—Euclid Ave. and East Ninth St.—will await many of the 300,000 persons who are downtown each business day.

At another corner, a sunken garden and a restaurant with outdoor tables will be created in response to pleas that downtown Cleveland be given a touch of New York.

Just across Euclid, ground is to be broken for twin towers, estimated at $50,000,000, in another block-long development that eventually will cost $128,000,000 and devour Cleveland's only remaining downtown film palace, the 72-year-old Hippodrome Theater where, it is said, the high notes of Caruso once flaked gilt paint off the distant ceiling.

▪ Emerging in the same six-block district are a $7,000,000 headquarters for the Regional Transit Authority and a six-tier $3,000,000 parking structure that will provide space for street-level shops, including Julius fine men's wear—the first major retail development north of Euclid Ave. in more than a quarter-century.

The structure is adjacent to St. John's Cathedral, on land of the Cleveland Catholic diocese which it leased to bring income to the diocesan schools.

Also on the Catholic property, a 28-floor, $30,000,000 office tower will be erected by Detroit's Oliver Tyrone Corp., encouraged by the 98% occupancy of Cleveland's downtown office space.

In 10 years, more than $750,000,000 have been invested in downtown construction, including the recently opened 13-story, $26,000,000 State of Ohio regional office building, explains Virginia T. Felderman, information director, Greater Cleveland Growth Assn.

▪ Ms. Felderman says the almost-total occupancy of offices has been significantly influenced by the rapid growth of "business support services"—accounting and advertising, computer, research and development firms, public relations and the like. "We expect them to spread even faster here in the 1980s."

No single industry dominates Cleveland. It is not a mill town, not an auto town, not strictly a factory town. Of the 897,000 jobs in the area last year, only 30% were concentrated in manufacturing, Growth Assn. figures show. "That is probably the reason our unemployment runs consistently lower than the Ohio and U. S. rates," Ms. Felderman said.

Cleveland may be evolving into a new kind of city, said Richard Knight, a professor of urban economics at Cleveland State University, discussing his study of the 39 corporate headquarters in Cleveland, the third-largest concentration in the nation.

Mr. Knight found that although these corporations' manufacturing employment declined between 1962 and 1972, their worldwide sales trebled—to more than $15 billion.

▪ The amount these 39 corporations spent for "advanced services" also more than trebled—to $400,000,000—and $318,000,000 of it was spent in Cleveland.

"It has become evident," Mr. Knight said, "that Cleveland's future depends on whether the region will effectively compete with

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other cities as a base for advanced services. The next five years are critical."

As to Cleveland's general economic health and its municipal debt problems, the Growth Assn. has this to say: "Behind the bold national headlines proclaiming the gravity of the City of Cleveland's default [first on $15,000,000 and later, about $12,000,000], there lies a generally untold story of a metropolitan area that is thriving economically.

"Cleveland's fiscal troubles are centered within the city limits and the political arena. Aside from that, the Cleveland picture is anything but bleak."

Warfare between the city government and the business and financial establishment overshadowed most perceptions of Cleveland in recent years. The defeat of populist mayor Dennis J. Kucinich brings to office a moderate who promises to bridge the gaps and give the city the kind of businesslike management which will earn the confidence of the industrial and financial community.

Columbus, O.

Population	1,088,900
Rank	35th
Personal income	$7,388,000,000
Income '77 vs. '76	+ 11.35%

Early in 1980, Columbus, O., will break a $300,000 advertising campaign in business, industrial and general publications under the headline, "Columbus—We're making it great." In 1979, there was plenty of activity to support that claim.

Construction totaling $20,000,000 is under way at the Busch Corporate Center, a new 155-acre industrial and commercial park, adjacent to the Anheuser-Busch Brewery on the city's northern rim. A subsidiary, Busch Properties, is the developer.

Ten buildings are occupied by 100 firms, including a $1,000,000 car-driving skill game called Malibu Grand Prix, operated by a subsidiary of Warner Communications.

When completed, the Busch center will provide 1,000,000 sq. ft. of business space. It will have a 310-room, $14,000,000 Marriott Inn for business visitors and for those hard-core football fans who roar down nearby Interstate 71 to see whether Ohio State has reverted to the three-yard-and-a-cloud-of-dust strategy of former Coach Woody Hayes.

■ On the city's western edge, the 500-acre, $18,000,000 Westbelt Business Park is being laid out and graded for construction sites. The developers, the Vantage Companies and Prudential Insurance Co., were reported ready to option an additional 800 acres there. Westbelt is near the interchange of Interstate 70 and bypass Interstate 270, a teeming hub for transportation from all points of the compass.

In the same area, the Sears Regional Distribution Center is doubling its capacity, adding 2,000,000 sq. ft. at a cost of $40,000,000—which is viewed as strong evidence that Columbus holds a strategic location.

Downtown, work is reported on schedule at the 28-acre, $67,000,000 Ohio Center of convention facilities and shops, and progressing as expected at the 16-acre Capitol South development. The projects, both on important High Street, will bracket the business area from the north and south.

For the Ohio Center project, Nationwide Insurance is proposing two major office towers, for investment purposes, and a hotel in addition to that project's future 600-room Hyatt Regency in which Nationwide is to be a limited partner. Although 7,000 hotel and motel rooms are listed in the area, convention promoters say rooms are "woefully scarce" downtown.

■ In Capitol South, Western International has taken an option to build a 400-room hotel. A local firm, Banning & Picket, has signed to erect two office buildings. The Highview Co. Development Group said that late this year it would start a nine-floor office building. Cost of the office structures is estimated at $40,000,000.

A peace pact involving $308,000,000 worth of current Columbus construction was announced by 30 management groups and labor unions. They call their convenant Operation MOST—"management and organized labor striving together"—and promise to avoid strikes and work stoppages.

Retail business is reported "soft." But worriers perked up when the Lazarus Co., seldom known to stub its toe, opened its downtown store on Sundays, putting it in step with the five Lazarus branch department stores.

In another act of faith, Lazarus took over the sites abandoned by three of Gamble-Skogmo's Buckeye Mart discount stores, and created three economy merchandise discount stores under the Lazarus Capri banner.

A retailer watcher said, "They are highly attractive basement budget stores set on top of the ground." They had to solve an early, enviable problem—keeping stock ahead of sales.

■ Unemployment in the area was 5.2% in August, up from 4.6% the year before, a rise partially caused by the demise of Federal Glass Co. and its 1,500 jobs. But Columbus stayed below the national jobless rate, 5.5%, and below the state rate of 6.9%.

In housing, a rising demand for rentals and increasing conversions to condominiums cut down the number of available apartments, triggering rent increases and encouraging multifamily structures. In August, Columbus builders started 388 units in multiple residences and 331 single-family residences, as total housing starts dropped 10%.

Condominiums make up 15% of the present housing market and by 1985 will account for 30%, the Columbus Board of Realtors reported. There is also a surge toward old but sturdy houses that are close to downtown.

"They give you more square feet for your dollar," said a chemist who bought and remodeled one, "and they free you of the cost and woe of commuting."

The back-to-the-city migration gains momentum from a renovation project which will brighten a dozen Columbus city blocks, involving 330 houses and 114 vacant lots—65% of the properties in a 100-acre zone touching the Victorian Neil Ave., just south of Ohio State University.

■ The properties, once purchased by the world-famous Battelle Memorial (research) Institute for a prospective but canceled expansion, are being reconditioned and sold under the guidance of a Battelle subsidiary, Olentangy Management Co., in a program that is said to be one of the largest residential renovations undertaken in this country by a private sponsor.

Battelle, a nonprofit charitable trust, provided $12,000,000 and the City of Columbus sought $3,000,000 from the Department of Housing and Urban Development for the residential revival. About 100 born-again houses have been sold to young singles, to corporation executives, Ohio State professors and the like, many of them deserting suburbs for the central city.

A major contributor to the community's cash flow is Ohio State University. To function this year, it will spend $400,000,000, up 8%. Its students will spend $100,000,000 to live and eat and enjoy.

Its spectator sports will yield $9,700,000, a 2% increase, to be used in the athletic department's varsity and intramural programs. Furthermore, football fans attending the home games lay out an estimated $2,300,000 for meals, drinks and lodging.

Elsewhere in the market, Warner Cable Corp.'s two-way cable tv station Qube installed a satellite receiver and arranged to get the signals of WOR-TV in New York, WGN-TV in Chicago and KTTV in Los Angeles.

In another step, Qube is offering its subscribers a service to combat burglary. Qube installs a home terminal that is connected to a central computer, and which—when activated—makes a sweep of the home every 10 seconds to determine if it has been entered.

Dayton

Population	834,200
Rank	45th
Personal income	$6,045,000,000
Income '77 vs. '76	+ 10.49%

No one could blame Daytonians for becoming dejected over the ills that befell their economy during 1979.

Early in the year, General Motors sold its Frigidaire division to White Consolidated, with the bulk of Frigidaire's 6,800 Dayton-area jobs expected to be transferred out of the area. As the year progressed, the summer's lagging auto sales caused significant layoffs at GM's Dayton operations.

As GM reacted to a sluggish market, so local tool and die companies reacted to GM's cutbacks—and the effects were passed on to other segments of the Dayton economy that depend upon these two industries.

Not surprisingly, Dayton's unemployment rate shot up to almost 9% this August, as compared with about 5.5% in 1978.

■ Disturbing as these developments were, upbeat forecasts for the city's economic future helped balance the picture.

The loss of the Frigidaire jobs was offset somewhat by White Consolidated's decision to make Dayton a major headquarters for its appliance operations, an action that will keep about 600 jobs in the Dayton area.

Even more encouraging was news that GM plans to convert the former Frigidaire plant into a facility to manufacture light trucks and diesel engines, a decision that is expected to add approximately 4,500 jobs when the plant opens in the spring of 1981.

Also encouraging is the fact that construction of the long-delayed Arcade renovation project is nearing completion.

Located across the street from the successful Courthouse Square urban renewal project, the one-block downtown area includes five buildings on the National Registry of Historic Places. When renovation is completed in early 1980, the Arcade will house a variety of small specialty shops.

■ The Courthouse Square and Arcade projects are part of a long-term effort to revitalize Dayton's downtown area. In the last decade, some 40 buildings—including the 29-story Winters Bank Bldg., 26-floor Mead Co. world headquarters and the new county administration and federal office buildings—have gone up in the downtown area.

The downtown retail trade has been helped significantly by this construction, but Dayton planners still are dismayed by the lack of residential construction in the downtown area.

Downtown is not the only part of Dayton getting a facelift. During 1979 a large plot of land owned by NCR Corp. also received urban renewal designation from the city.

The property tax abatement that goes along with the urban renewal designation will facilitate development of the land and the plans agreed upon by the city and NCR includes office, parking and hotel developments. Negotiations currently are under way among the city, NCR and representatives of Marriott hotels.

■ Should Marriott decide to build a hotel on NCR land, it will help keep the hotel trade among the fastest growing segments of the Dayton economy. The Dayton Inn, which underwent a $3,500,000 renovation in 1979, was to reopen as a first-class, luxury hotel by the end of the year.

The profitable, three-year-old Stouffers—which is part of a complex that includes a 70,000-sq.-ft. convention center and a 1,500-car garage, surrounded by a city park—continued to do strong meeting and convention trade in 1979.

From 100 to 125 rooms and a 10,000-sq.-ft. ballroom may be added to the complex during 1980.

Detroit

Population	4,286,400
Rank	5th
Personal income	$37,300,000,000
Income '77 vs. '76	+ 12.96%

"Detroit's continued rebirth is not assured," says Henry Ford II, chairman of Ford Motor Co., and a major mover in the showpiece Renaissance Center. "We can't rest on recent successes. In today's economic climate, they're fragile".

Just how fragile Detroit's comeback can be and how dependent on the prosperity of its major automotive employers surfaced dramatically when Chrysler ran into financial trouble and appealed for help this fall. Labor and industry representatives warned that the Motor City would strip its economic gears if Chrysler was allowed to go under.

"To understand what would happen in Detroit, you must imagine a city without the financial means of providing even the most basic services, much less the special needs of a community with depression level unemployment," testified Douglas A. Fraser, president of the United Automobile Workers.

"You must imagine a city without one of its largest taxpayers. And you must understand that there would be a wholly disproportionate and unfair impact on blacks who comprise a remarkably high percentage of the Chrysler work force," he told Congress.

■ A Department of Transportation study echoed the morose response to a Chrysler shutdown, saying the impact could cause a regional depression.

"Volatile auto economics have always had a strong effect here [in Detroit], but this situation is different because it means a permanent loss of the production base. A shutdown could shoot unemployment rates from 8.7% to 16% to 19% immediately recreating the depths of the past recession . . . as a permanent change.

"One needs no strong reminder of previous social unrest in the Detroit area.

And Detroit would get little benefit from production picked up by General Motors and Ford, the report contended. "Even if workers could be reemployed elsewhere, the downtown area of Detroit would be left empty."

■ The Chrysler crisis hits Detroit at a time when things seemed to be moving again. In the same speech in which Mr. Ford was warning that the gains are "fragile," he went on to say that "the city has rounded the corner toward a thorough revival."

That view was mirrored in a survey commissioned for New Detroit, the urban coalition formed after the 1967 riots.

The survey found that nearly two-thirds of the tri-county area residents believed race relations have improved "at least somewhat." Race relations are no longer mentioned as one of the city's major headaches. Crime is now regarded as the biggest problem, with unemployment a fast-rising second, even without a Chrysler shutdown.

The New Detroit research study said the city has experienced a "rebirth of pride in its people and its buildings." Although that feeling of optimism has leveled off among city blacks, suburban optimism rose to nearly the same level as Detroit's.

■ The five riverfront towers of the Renaissance Center are the most visible symbols of the comeback. And then there is Rockefeller Center Inc.'s Ren Cen II, a pair of 21-story high office buildings, a $75,000,000 addition to the original.

"Even Chrysler's storm clouds will not make enough of an impact to break the tempo of the Renaissance Center and the rebirth of Detroit," said Rockefeller Center Inc.'s president Alton G. Marshall.

Growth is enormous. The $225,000,000 Cadillac Square Shopping Center, downtown, is anchored by Hudson's Department store. The $26,500,000 Joe Louis sports and convention arena is nearing completion. It will seat 20,000 as well as housing the hockey Red Wings.

The *Detroit Free Press* has completed a $45,000,000 riverfront printing plant, while the downtown Radisson Cadillac hotel has undergone a $6,000,000 facelift with a 2,500-unit apartment complex planned next door.

GM is helping finance development of a $20,000,000 model residential-commercial neighborhood around its headquarters and the Philip A. Hart Plaza, scene of ethnic festivals, has been completed for $22,000,000.

■ The Washington Boulevard Mall is still unfinished, although the restored trolley line is in operation. Unfinished structural steel gives the street the appearance of a Chicago Loop elevated train line.

Parke-Davis will phase out its Detroit pharmaceutical plant and a plan to phase in a Detroit subway has stalled. The subway pits Mayor Coleman Young against the suburbs and the whole thing now goes to public hearings.

But there's no lack of new plans. Corine Gilb, the new director of the city department of planning, foresees making Detroit a free trade zone (lowering import duties), a tramway over the Detroit river to Windsor, Ontario, and a lessening dependance on the auto industry with increased emphasis on service for tourists, conventions and financial services.

■ Detroit has done pretty well on big events, too. It landed the 1980 National Republican Convention as well as the 1982 pro football Super Bowl to be played in neighboring Pontiac.

Mrs. Gilb also sees a return to

city living as commuting costs increase. Although last summer's gas shortage caused some lines in Detroit and stations went on shorter hours, Detroit motorists have a reserve supply of gas in Windsor, just across the river by bridge or tunnel.

Unlike some other major cities, there's little conflict between Detroit area interests and those outstate. "If we fail to assist Detroit in becoming more prosperous, then every other part of the state would suffer," said Republican Gov. William Milliken.

Democratic Mayor Coleman Young said, "Detroit is the state's core city. There's no such thing as an affluent and successful state if Detroit slides off the map."

Flint, Mich.

Population	521,300
Rank	74th
Personal income	$4,153,000,000
Income '77 vs. '76	+14.98%

Flint, a working man's town, is getting some fancy vittles in its civic lunch bucket. And in a land of automotive nuts and bolts, this includes an Archimedes screw.

It's all part of Riverbank Park, a $14,000,000 flood control project on the Flint River that turned into a beautification effort as well.

The Archimedes screw, an apparatus for raising water levels with an elongated screw in a conduit, is part of the decoration in the park, which includes islands, a walk-around waterfall, moats and market stalls. Concerts have been performed on an island amphitheater with the audience a moat away. A fish ladder is being provided to allow newly introduced salmon to run.

■ The park is one segment of Flint's Riverfront Center, which is being developed through the Flint Area Conference, a nonprofit corporation. Work on a 400-room Hyatt Regency hotel began this fall with a 35,000-sq.-ft. convention hall. Plans are being drawn for a 100,000-sq.-ft. office building nearby and a 70,000-sq.-ft. state office building will be going up. The $30,100,000 hotel will rise 16 stories and have a brick and glass facade, differing from the usual Hyatt glass towers.

A $6,000,000 University of Michigan-Flint fieldhouse will start this spring and a classroom-science building is planned. A $6,450,000 student center opened this fall.

A Flint Area Conference official said one project made another possible. "Hyatt came here because of the Riverfront Center," she said. "They could see it. There is nothing like construction to change viewpoints immediately."

Construction continues elsewhere. River Village, four blocks to the north, combines housing for the elderly and families in highrises and townhouses. Windmills pump water through man-made stream beds. Hurley Medical Center plans a $17,000,000 wing on the hospital and has finished a nine-story, $13,500,000 patient care tower. A medical office building is going up, and a bank will build a 10-story building next to the Hyatt.

Retail activity downtown isn't keeping pace, and there's an admitted need to revitalize stores there. The Genesee Valley Mall has added a new wing with J.C. Penney Co. as the anchor, but developers of a suburban Burton shopping center are running into zoning problems.

■ But Flint still is a company town and that company is General Motors Corp., whose Flint operations make up the largest concentration of GM plants anywhere. GM accounts for 77,000 jobs out of 225,000 (government is second), and it too is expanding in Flint with a $12,000,000 addition to the AC Sparkplug engineering building; a $2,000,000 air cleaner warehouse; a nearly $3,000,000 waste treatment plant; a Chevrolet small engine plant covering 115,000 sq. ft., and a $3,500,000 Buick engine plant for V-6s.

■ The energy crunch hasn't really hit Flint hard—there were no gas lines earlier this year. But the slowdown in car sales—particularly among big cars and light trucks—hurt employment at Buick and Chevrolet truck.

In August, 3,500 GM workers were on indefinite layoff, although that was reduced to 2,800 by the time 1980 models started to roll. Unemployment was a high 12.3% in August, and production workers' pay shrank from an average of $430 a week earlier to $375, and hours dipped from 44 a week to 39.

A sharper impact on the economy came from the threat of an autoworkers strike, which prompted workers to pull back and save money against a work stoppage. But GM and the union settled, and retail activity started to pick up in the fall, although it was below last year's levels.

■ Despite the strike threat, Flint still was a GM town when it came to buying vehicles. In July, nearly 82% of all cars bore GM marques, with Buicks accounting for 21.8% of the market. Chevy and GMC trucks took 71% of the light truck market.

The gas shortage did not deter Flint residents from taking their usual recreation—going to northern Michigan to hunt, fish and drive snowmobiles. Genesee County has the highest snowmobile registration in Michigan and about 55% of adults fish, 44% camp and 35% ride bicycles.

Gary-Hammond-East Chicago

Population	648,400
Rank	59th
Personal income	$4,753,000,000
Income '77 vs. '76	+12.92%

Even though the steel industry which is the backbone of the city's economy had its problems in 1979, Gary officials found a great deal to be happy about.

After years of comparatively unsuccessful efforts to revitalize the city's downtown area, a number of programs seem to have jelled in the last year. One of the first bits of good news was the reopening of the 13-story, 300-room Sheraton Inn in late 1978, the closing of which a couple of years ago had devastated the community.

Not long afterwards came even better news—availability of funds for the long-awaited $12,700,000 civic center was confirmed, and word was received that funding for the 30,000-sq.-ft. Civil Rights Hall of Fame that was to adjoin the center would be forthcoming as well.

In addition, Congress approved $25,000,000 for two new Gary exits on the Indiana Toll Road—a development that will help the civic center and downtown Gary by providing them with convenient connections to the limited-access highway—and city planners were assured that funds for a multimodal transportation center for buses, cabs and the South Shore Railroad terminal would be available.

(*Continued on Page 34*)

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The plans for the 142,000 sq. ft. 12,000 seat sports-culture-entertainment-convention center and the improved transportation facilities were credited by city officials as helping to trigger a number of private commitments to the downtown area.

These include a $5,000,000 U.S. Steel office building, a $1,200,000 renovation by Gary National Bank and a $2,500,000 Wendell Campbell Associates office building.

The city has agreed to make public improvements such as off-street parking, street trees, new curbs and sidewalks, planters and urban art forms, while merchants have agreed to dress up their properties.

Negotiations are also under way with a developer regarding construction of a 300,000-sq.-ft. enclosed shopping mall for the downtown area.

More good news was forthcoming from Gary Municipal airport, which was chosen for upgrading by the Federal Aviation Authority in order to ease the load on Chicago's O'Hare International Airport, the world's busiest.

Initially, the airport will be expanded to attract more private and business flights and some commuter service, and city officials hope that secondary and trunk lines will eventually use the facility. A major industrial park is also planned for development on land adjacent to the airport.

- Despite the progress, the problems are far from solved. The Gary-Hammond-East Chicago area still suffers from a lack of industrial diversification and remains prey to the severe fluctuations that can occur in its primary metals industries. The prospects for ameliorating this dependence are not very good, especially since the area lacks large parcels of land for new industries.

The emphasis on heavy industries also has caused significant air pollution problems for the area, and the region still has not met federal air quality standards. According to an Environmental Protection Agency official if the standards are not met, the agency may go so far as to ban any major industrial development that might be a source of further pollution.

The flight from the SMSA's central business districts has helped fuel growth in outlying areas, with the Merrillville area in the south having captured much of the retail and office business.

Home of the giant Southlake Mall, Prudential's Midwest regional headquarters, and an eight-story "branch" of the Gary National Bank, the Merrillville area has attracted many smaller office and retail developments as well.

- Merrillville officials are especially enthusiastic about the Admiral Convention Center and Holiday Plaza that is currently under construction.

This project will include a 100-room expansion of the existing 249-room Holiday Inn; a 13,000 sq. ft. convention center; a Holidome providing year-round recreation with a swimming pool, whirlpool and putting green, and a $5,500,00, 3,100-seat performing arts theater that will feature Las Vegas-type entertainment by such stars as Donna Summer, Mitzi Gaynor, Bill Cosby and Frank Sinatra.

Grand Rapids, Mich.

Population	**585,100**
Rank	**69th**
Personal income	**$4,016,000,000**
Income '77 vs. '76	**+12.97%**

"Were there any survivors?" asked comedian Red Skelton after he saw downtown Grand Rapids where an estimated $130,000,000 is being spent on renewal.

Construction, demolition and remodeling along the banks of the Grand River reached a point last summer where only one bus line could run downtown. If the area resembled a battlefield, it's because that's what it is, a fight against urban decay.

"The majority of the money is being raised privately and locally with some federal funding, so this is strictly a bootstrap operation," said Anthony Jarrett, vp of economic development for the Grand Rapids Area Chamber of Commerce.

Typically, Grand Rapids started to work first and only in September established the kind of umbrella organization many cities start with.

- By that time, the list of projects totaled 35, ranging from a pub to a complete refurbishing of the old Pantlind Hotel for $10,000,000. The Pantlind is a good example of how things are done in the erstwhile "Furniture City."

Amway Corp., the direct selling company headquartered in suburban Ada, bought the old hotel, held a "garage sale" of the old furnishings (including a bed slept in by President Ford, a native son) and modernization started. Amway also plans a second hotel nearby that will come in at $22,000,000.

Amway itself was caught in the snowball effect and bought a 487-acre tract for future development in the suburbs. General Motors broke ground for a 250,000 sq. ft. diesel component plant in Coopersville, 18 miles west of Grand Rapids, that will provide 1,500 jobs.

Part of the area's attraction for business is the "work ethic" and a lot of nonunion help. The median family income is $19,370 and unemployment is 5.2%—both low figures for Michigan.

- But it is the river banks where Grand Rapids was founded 150 years ago that is the magnet. Construction is under way on a $21,000,000 civic center complex that will include a new exhibit hall and 2,310-seat performing arts center for the Grand Rapids Symphony orchestra, the Symphonic Choir, the Opera Association of Western Michigan and the Grand Rapids Civic Ballet.

Across the river will stand the new Gerald R. Ford Presidential Museum, a $6,000,000 project hard by the Ah-Nab-Awen Bicentennial Park that was an earlier effort at restoration.

The Art Museum will move into the old Federal Building next year. A few blocks from Calder Plaza (home of the orange steel sculpture La Grand Vitesse and the scene of summer festivals), Butterworth Hospital is building a $28,000,000 addition.

Monroe Center, a pedestrian mall, right now is $4,700,000 worth of the kind of construction tie-up Mr. Skelton referred to and the kind of disruption that threatens convention dates that pump $18,000,000 a year into the economy.

Downtown is the site of a 15.5-mile footrace that this year drew 2,600 contestants. In another event, some 500 rafts were entered in the 10th annual raft race that drew 25,000 spectators.

- Recreational leagues abound—sports is a family affair in Grand Rapids. The minor league hockey team, the Grand Rapids Owls, last year drew 3,000 persons on average to its matches, up about 300 from the previous year.

Hunting, fishing, sailing and skiing are favorite diversions. Lake Michigan is 30 miles away. Residents still fish in the downtown Grand River on lunch breaks.

The energy crunch didn't slow things down at all. Residents recall the "three days in June" when they had to shop for gas. There's been plenty of natural gas and oil for home and industry. The chamber of commerce even took out ads in trade publications saying so.

Indianapolis

Population	**1,156,200**
Rank	**32nd**
Personal income	**$8,650,000,000**
Income '77 vs. '76	**+11.24%**

When it comes to drumming up convention business, Indianapolis' city fathers want potential conventioneers to know that "there's a lot more here than just a 500 race."

Since the Convention & Visitors Bureau began using its multimedia traveling exhibit last year, convention business is up 143%, with more than 500 conventions drawing 500,000 people.

With a promotion budget of more than $500,000—up from the $150,000 budget of a year ago—the convention bureau is also promoting Indianapolis' attractions in business publications, brochures and direct mailings.

Next March, Indianapolis will host the NCAA basketball tournament at its Market Square arena. It is bidding for the World University Games for 1981, an event involving teams from 100 countries which has never been held in the U.S.

- At present, Indianapolis has an inventory of 12,000 hotel rooms. It remains anxious to revitalize an aborted downtown project which would add 300 to 350 more rooms. Radisson Hotels initiated the project, but withdrew. Sheraton is the city's best hope at present.

The stage is set for the "tallest skyscraper in the city" competition now that construction on the American United Life Insurance building is under way. The 37-story 1,250,000-sq.-ft. headquarter building, a $40,000,000 to $50,000,000 investment is scheduled for completion in mid-1981. The company will occupy about half of the building and the rest will be office rental space—a rare commodity in the downtown area.

Meanwhile, the American National Bank is drawing up plans for a 40 to 45-story, 1,500,000-sq.-ft. building scheduled for groundbreaking when the American United Life building is finished.

Currently the Indiana National Bank building takes honors as Indianapolis' tallest building with 35 stories.

- The downtown area that new office buildings are helping to revitalize, retail sales are off slightly, still unable to catch up with the surrounding shopping malls that have sprung up around the city.

But a downtown shopping mall concept is currently being discussed with a local shopping center developer as a tool to perk up the downtown business.

The U.S. Tennis Assn. is moving into its new headquarters into the newly constructed Indianapolis Sports Complex on the White River. A White River Commission, supported by $10,000,000 in seed money from the state and $5,000,000 from the Lilly Endowment, ponders future development in the adjacent area. Among the possibilities: A stadium as home field for a yet-to-be secured National Football League franchise. Or a Disney theme park.

Indiana University-Purdue University at Indianapolis continues to pump out expansions with new facilities to house the school of business and school of environmental and public affairs under way and a request to the state for $4,500,000 to expand the medical complexes.

- The housing market that was robust just a short time ago has turned down with few new starts. And condominium fever that Indianapolis long avoided, has finally been contacted, especially in the resale market.

Although the latest employment figures show unemployment just over 6%, Indianapolis' two Chrysler plants employ 4,300 workers—many already laid off. The other auto makers also are significant employers so a deep recession coupled with more lay-offs could have widespread repercussions.

What already has changed is the airline service to Indianapolis International Airport as a result of deregulation. There has been some curtailment of service from Indianapolis to nearby intermediary cities such as Columbus, St. Louis, Chicago, Detroit and Cleveland. Some schedules have been dumped completely, such as TWA flights to Columbus.

Concerned with how the reduced service is affecting the business traveler, the city plans a stronger marketing campaign. For the long-term, the city is looking for short-range aircraft and the development of a commuter service to pick up the slack dropped by the major airlines.

The long term industrial outlook, should benefit from the Advance Wastewater Treatment Facility now under construction, a $300,000,000 project funded 80% by a federal grant, with the remainder split between the state and the city. As the largest construction project in central Indiana the facility will assure ample supplies of treated water once it is operational in 1981.

Lansing, Mich.

Population	**457,700**
Rank	**84th**
Personal income	**$3,219,000,000**
Income '77 vs. '76	**+12.83%**

Michigan's state capital keeps changing as the central business district tries to keep pace with suburban commercial growth.

With changes and additions in commerce and industry, mid-year regional employment reached a new record level of 226,100—with advances in construction, manufacturing, trade, services and agriculture.

Recent construction includes a downtown mall, scheduled to be completed in late fall, and the 44,000,000 twin towers of the state department of education, which recently broke ground.

The City of Lansing's plans for the central business district include a $3,000,000 bus transportation center, a $4,000,000 exhibition hall, a $21,000,000 arena with 18,000 seats and a new $10,000,000 police facility.

The Plaza Hotel converted 150 rooms to accommodate commercial tenants and a local law firm converted a vacant downtown building to office space. In addition, Lansing Community College is expanding and the four-story Reed & Reed building, called the World Trade Center, is under construction.

Housing developments in Lansing's center city include a $9,600,000 complex, containing 278 units, that is adjacent to the new Riverfront Park. The $26,000,000 Capitol Commons, a 600-unit project, is awaiting approval.

- J. L. Hudson, a department store owned by Dayton-Hudson, opened a new 100,000 sq. ft. store in Lansing Mall and is trying to win approval for a store or mall constructed between Lansing and East Lansing. But a recent referendum on the question was voted down, reportedly due to a large turnout by Michigan State University students.

The schism between Lansing residents and students apparently is so deep that, earlier this fall, East Lansing homeowners sponsored a petition to de-annex the MSU campus from the city, making it part of Lansing and Meridian townships. But supporters of the de-annexation drive failed to get enough signatures to place the issue on the ballot and the board of commissioners of Ingham County rejected the petition.

Nonetheless, J. L. Hudson plans to proceed with plans for another, perhaps smaller, store. According to Ray Steeb, executive director of Lansing's metropolitan development authority, "They have made some changes and tried to quell objections voters had [to the plan]."

On Nov. 6, East Lansing voters approved the J. L. Hudson plan by a large margin. On Nov. 8, the East Lansing City Council approved rezoning Hudson's property for the project, permitting business, residential or commercial use.

- City hall figures show fuel consumption for cars and home heating is down, and the city is actively promoting energy conservation.

Though electric power capacity seems adequate through 1985, the municipally operated board of water and light urges businesses, industries and home owners to use power efficiently. Its consulting service is promoted via direct mail, newspaper and radio.

Airport, bus and rail traffic is up, and hotel room bookings during the summer of 1979 were 28%

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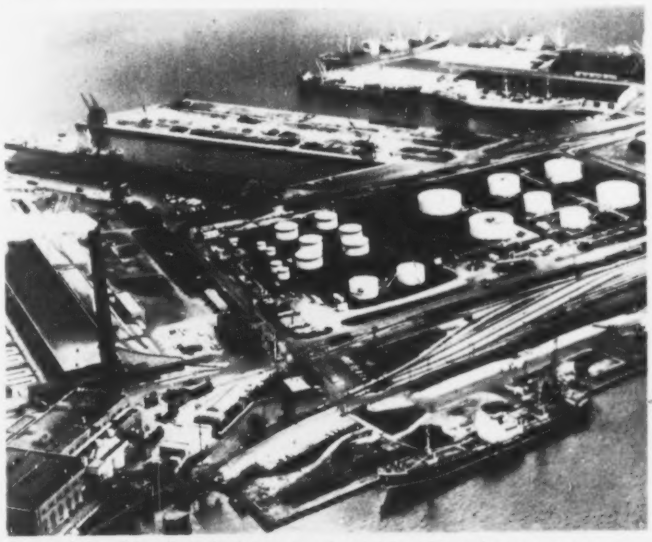

Jones Island loading dock is a focal point for Milwaukee commerce.

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ahead of 1978. The increase is attributed to business meetings that took advantage of mass transit facilities, and responded to the good news that the civic center is now air conditioned.

Major conventions held this year included the U.S. Cheerleading Assn., which drew some 3,000; the Unitarian-Universalist Assn., which drew 1,600; the National Oldsmobile Car Club with 500 afficionados from all over the world who got a glimpse of the R.E. Olds Museum, which is scheduled to open officially next year with 30 to 50 antique Olds and Reo trucks and periodic traveling exhibits.

- To accommodate the influx, new hotels are being built—such as the 100-room Motel Six, the 100-room Knights Inn and Midway Motor Lodge and Hoffman House Restaurant—and existing facilities, such as the Hilton Inn, are adding 100 rooms.

Tax incentive legislation continues to encourage growth. Oldsmobile division of General Motors had its highest sales in history and a new $200,000,000 diesel engine plant is under construction in Delta Township, with plans for 1,600 new jobs following on the heels of a new Cutlass plant and GM parts facility just completed.

The local Fisher Body plant, one of the largest facilities of its kind in the world, completed a 780,000 sq. ft. addition with more construction to be announced soon, according to city officials.

Motor Wheel Corp., the area's third largest industrial employer, is constructing a $3,000,000 wastewater treatment plant, while other improvements by the city, state and federal government—totaling $5,100,000—are planned.

Milwaukee

Population	1,417,200
Rank	24th
Personal income	$11,282,000,000
Income '77 vs. '76	+11.47%

While the nation was reporting generally flat economic indicators in late summer, the four-county Milwaukee metropolitan area posted a 3.3% gain in employment in August, setting a new record for the fifth month in a row, and a 3.4% August unemployment rate, down from 4.2% in August, 1978. The seasonally adjusted rate of 3.7% was far below the national rate of 6%.

Despite high interest rates, mortgages in August advanced to the second highest level in 10 years. While new dwelling unit permits were off 50% in July, total construction contracts that month were up 30% from the year before.

Through the first eight months of 1978, 10 of 15 economic indicators compiled by the Metropolitan Milwaukee Assn. of Commerce improved over the first eight months of 1978.

- Manpower Inc., the Milwaukee-based international temporary help company that monitors hiring plans, found that about 30% of the employers in the area plan to add new workers during the final quarter of 1979, compared with 31% the year before.

If hard statistics don't dissuade skeptics, there is brick and mortar evidence of economic strength. The Hyatt Regency hotel, the first major redevelopment effort in downtown Milwaukee, is running ahead of schedule and expects to open in September, 1980.

The Hyatt is expected to bring a surge of convention business to the city, which has had a severe shortage of first class hotel rooms. It also is expected to spark new public and private projects downtown, including a four-block mall, another hotel and a new federal office building.

Port of Milwaukee leaders also are mapping expansion programs, partly because of the growing export business of Milwaukee manufacturers and partly because of the misfortunes of the ports of Chicago and Duluth-Superior.

- With the dollar situation improving the competitiveness of Milwaukee-made machines overseas, many manufacturers are expected to shift their focuses overseas if the domestic market slows. They will be assisted in their efforts by the Milwaukee Foreign Trade Zone, which is currently constructing its first manufacturing building.

The director of the Port of Milwaukee last spring advanced the idea of a new grain terminal building, a project which advanced to center stage in the summer when grain handlers struck the ports of Chicago and Duluth-Superior. Trucks, which normally loaded in the struck ports, lined up 75 deep in Milwaukee, and ships queued up waiting to take on the cargo.

Creating instability in the industrial transportation picture has been the continuing financial problems of midwestern railroads. But even in the case of the troubled Milwaukee Road, solutions to the line's financial problems seem to give priority to southeastern Wisconsin over unprofitable western routes.

Airline deregulation, which resulted in some lines pulling out of metropolitan areas, has been a boon to Milwaukee's Mitchell Field. Hughes Air West, Western Airlines and Braniff have come into Milwaukee since deregulation, supporting the thesis that Milwaukee has the potential to be an alternate to Chicago's overcrowded O'Hare field.

In August, according to the Assn. of Commerce, 334,692 persons passed through Mitchell Field's metal detectors, up 25.5% from 12 months earlier.

Retail business in the Milwaukee area appeared to be flashing a caution light in early fall, which is not surprising considering the continuing inflation. Credit bureau reports in August rose only fractionally from the year before.

There must have been some continuing strength on the retail side, however. Sears, Roebuck & Co. chose Milwaukee as the first test market in which it would accept Visa and Master Charge cards. That experiment began in July and by early fall was the subject of extensive advertising.

Milwaukee area residents apparently have stepped up their spending for leisure activities this year. An increasing variety of sporting and cultural events have been highly successful, perhaps because the high price of gasoline has kept residents closer to home.

- The Milwaukee Brewers did not disappoint the more than 1,900,000 fans that trooped to their games. The turnout, highest since 1958 when the Milwaukee Braves were reigning world champions, saw the Brewers finish second in the strong Eastern Division of the American League.

Hopes for the resurgence of the Milwaukee Bucks are expected to fill the Milwaukee Arena this fall. Sidney Moncrief, high scoring guard from the University of Arkansas, is counted on to bolster the already strong National Basketball Assn. entry.

On the negative side of the sports ledger, both the Green Bay Packers and University of Wisconsin

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football teams are off to dismal starts. Still, near capacity crowds flock to the games in Milwaukee, Green Bay and Madison.

Toledo

Population	**775,800**
Rank	**53rd**
Personal income	**$5,684,000,000**
Income '77 vs. '76	**+10.69%**

Toledo seems content with its long and prosperous relationship to its industries, notably the automotive and glass-making plants.

But, while keeping old friends, Toledo is hoping to make some new ones—principally, the services industries that help business to function.

▪ "It has been years since a major new industrial plant located in Toledo, and prospects for one do not look encouraging" according to an economist for the city's Port Lawrence Title & Trust Co.

"Law and accounting," he continued, "and other specialized business-support services are growing impressively here, a healthy sign that our economy will diversify. The service sector is booming and creating additional incentives for investment in downtown Toledo."

Headlines say that a downtown rebirth is assured. Skeptics are invited to look at the scenario and the steam shovels.

▪ A huge cavity near Toledo's heart holds the piers on which Owens-Illinois is erecting a new world headquarters, a $94,600,000 building of 29 floors and 875,000 sq. ft., more than twice the space in the present Owens-Illinois building.

The tower will anchor a corner of a 14.5-acre development named SeaGate Center. The second SeaGate settler will be Toledo Trust Co., which broke ground in October for a $10,000,000 building.

In April, the State of Ohio will start a $50,000,000 building to anchor a corner of SeaGate and house state branch offices. Additional space will be leased to Toledo municipal and Lucas County governmental divisions.

A short boulevard will be created on Jackson St. A parking facility for 1,200 cars—enclosed parking for 700—will be provided. Fifteen drab acres along the nearby Maumee River will be transformed into a decorative park.

These improvements are being financed by a federal Urban Development Action Grant of $12,000,000—an investment expected to attract additional investors.

Other indications of downtown revival are obvious. All the Class A buildings in the central business district are 100% occupied. The 100,000 sq. ft. building abandoned by the Lamson department store has been remodeled and named One Lake Erie Center. Its upper four floors are for offices and its ground floor is reserved for specialty shops and a restaurant.

The old is blended with the new in a development called Fort Industry Square, which includes more than a score of row-type buildings erected before 1900.

These are being repaired and groomed to hold offices, boutiques and a restaurant of Gay '90s decor.

In addition, several Toledo investors are taking over and refurbishing a 250-room downtown Holiday Inn.

▪ An important reason for the downtown resurgence, according to the Title & Trust economist, "is a growing comprehension that the downtown acts as a central marketplace serving the human need to congregate. The accidental personal contacts we make on downtown sidewalks, almost every day, often generate productive and important business discussions."

Furthermore, the growing downtown corps of the business-support people, by their diversity, will tend to keep employment stable, said Edward J. Schulte, research director for the Toledo Area Chamber of Commerce.

For economic momentum, however, Toledo still depends heavily on the seven of the "Fortune 500" companies based in the city—three glass manufacturers (Owens-Illinois, Libby-Owens-Ford, Owens-Corning Fiberglas) and four automotive parts and equipment companies (Champion Spark Plug Co., Dana Corp., Questor Corp. and Sheller-Globe Corp.) employing a total of 21,000.

Furthermore, American Motors, Chrysler, Ford and General Motors operate Toledo plants producing original and replacement equipment and employing 14,000. Their payrolls might shrink quickly, however, if a gasoline crisis causes car sales to drop dramatically.

▪ In the first half of 1979, total Toledo employment averaged 307,329 jobs a month, up 3.3% from the first half of 1978. Manufacturing employment increased only 1.8%.

With its 1,000-some companies, Toledo is said to have the most diversified industrial base in Ohio. No company in Toledo employs more than 3% of the total work force. This spread of jobs is said to cushion Toledo from capricious dips in the economy and from work stoppages.

When it is free of problems and operating, a new nuclear power plant east of the city—jointly owned by Toledo Edison Co. and a Cleveland utility—has provided as much as 35% of the electricity used in Toledo. The plant is scheduled to expand.

At Toldeo's airport, deregulation was welcomed, as five additional airlines, including TWA, Air Florida and Air Wisconsin, came in quickly, ostensibly to test the market in which only four lines operated previously.

"We may frown later, when and if a shake-out comes," an official said.

Youngstown-Warren, O.

Population	**543,800**
Rank	**72nd**
Personal income	**$3,804,000,000**
Income '77 vs. '76	**+10.52%**

Youngstown in the past year continued its recovery from the sharp economic jolt it received two years ago when Lykes Corp. shut down its Campbell steelworks, throwing 4,000 out of work.

Unemployment in the Youngstown-Warren area, which peaked at 9% in March, 1978, hovered around the 7% level for the past 12 months, as most of the laid off steelworkers managed to find employment with other major employers who continue to expand in the Mahoning Valley—General Motors (Packard Electric division), Republic Steel and Copperweld Steel.

And further relief may be on the horizon: Commuter Aircraft Corp. executives announced this past summer that the company will build a $60,000,000 plant to produce the CAC-100, a 44-passenger prop-jet commuter aircraft.

Construction of the 250,000 sq. ft. assembly plant that will provide up to 1,500 new jobs could begin in 1980 if federal grant requests are approved. The plant, to be built on

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a 90-acre site adjacent to the Youngstown Municipal airport, could be completed by the end of 1981.

■ Other industrial operations have contributed to the recovery effort. For example, East Ohio Gas Co. announced a $2,900,000 capital improvements project for its Youngstown-Warren division; Republic Steel, already involved in a $380,000,000, five-year expansion program, announced it would also construct a $1,000,000 office building in Warren, and General Motors began a 200,000 sq. ft. addition to its Lordstown assembly plant. And, amidst a flurry of expansion moves by GM's Packard Electric, a $7,000,000 GM satellite plant in nearby Cortland Village is a possibility.

On the retail front, a $10,000,000 expansion of Eastwood Mall and adjacent Great East Plaza was announced. The project includes a new J.C. Penney store, extension of an enclosed pedestrian mall and an additional 25 retail shops. Also, Strouss' department store at Eastwood plans a $2,100,000 remodeling program.

Other retail developments include a $300,000 remodeling by Seafood Express, plans for a Hanover Trail Steak House in Warren and an announced Best Products 65,000 sq. ft. catalog store to be built near Great East Plaza.

Retail sales in the market area rose 7%, from $412,562,000 in 1977 to $441,983,000 in 1978.

■ A 16,000-seat stadium and sports complex is due for completion next year at Youngstown State University. Ground was broken on the project last fall.

Housing statistics indicate relative health for the area. In the first six months of 1979, single family dwelling starts climbed 14%, from 367 to 417, with valuation climbing from $14,448,000 to $17,351,000. For multiple-unit dwellings, 47 buildings with 182 units were started, compared with 28 buildings with 230 units in the first six months of 1978. Valuations rose slightly to $4,031,000.

Meanwhile, schemes continue to pop up for the utilization of the closed Campbell steelworks facility. A plan by religious and community leaders to reopen the plant under the control of a worker-management team now seems dead, but in October a group called CASTLO said it had secured a $2,800,000 loan from the state to turn the facility into an industrial park. The funding was contingent upon the group finding enough tenants to lease space in the plant.

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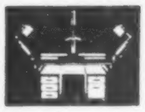
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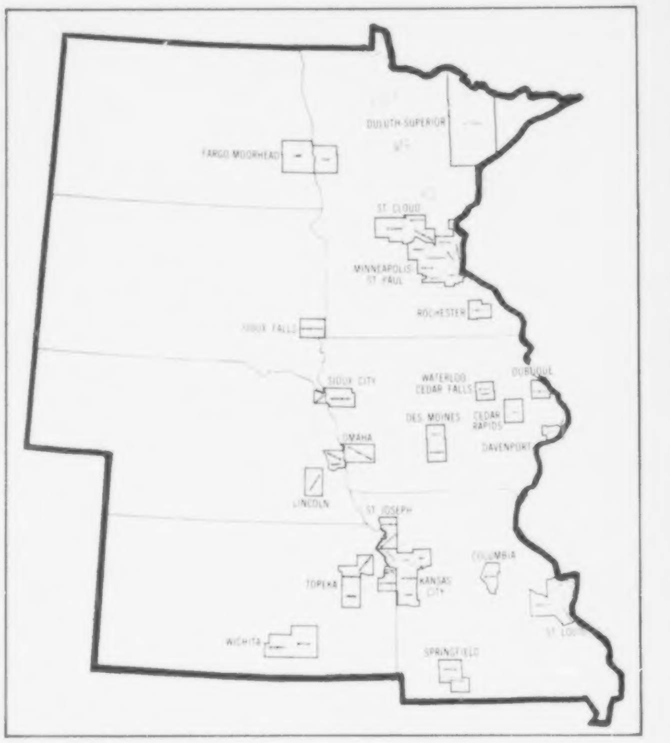

Kansas City

Population	1,325,200
Rank	28th
Personal income	$10,195,000,000
Income '77 vs. '76	+11.87%

Kansas City, home of three professional sports teams—the Chiefs, the Royals and the Kings—is becoming the "sports capital of the country."

That's what James Monroe, head of business and economic development for the Greater Kansas City Chamber of Commerce, says, but it's not because of the athletic success of the hometown teams.

Mr. Monroe points out that three years ago Kansas City began a major marketing effort to attract national sports trade associations. Since the advent of the program, six national associations have relocated their national headquarters to metropolitan Kansas City.

That program was capped in October when the American College of Sports Medicine announced it would move to 20,000 sq. ft. of offices in Kansas City. They will join, among others, the U.S. Track & Field Assn., the Fellowship of Christian Athletes and the National Collegiate Athletic Assn., which all have relocated to metropolitan Kansas City.

■ The impetus behind these association moves parallels the reasons other industries have found Kansas City to be a good place to locate, Mr. Monroe maintains. He notes that the city is centrally located, making it convenient to reach, especially by airplane.

Indeed, Kansas City has been among the cities to benefit from airline deregulation. Flights in and out of the city's sparkling new airport are on the increase. In late 1978, for example, United Airlines added new, nonstop flights between Kansas City and both coasts.

And in October, a new budget commuter airline, Midway Airlines, began low-cost flights between Kansas City and Chicago's Midway Airport.

Besides being a sports capital, Kansas City is becoming an international business center. This year Grimsted Products Co. of Denmark built a new, 200,000 sq. ft. manufacturing facility in Kansas City.

Frankona Reinsurance Co. of Munich, Germany, established its U.S. headquarters in the midwestern city and, significantly, the Japanese government chose Kansas City as a site for a consulate this year, reflecting the city's increased international importance.

■ In total, 27 companies established new operations in Kansas City during 1979. They employ more than 1,600 workers and take up more than 1,200,000 sq. ft. of office and industrial space in the metropolitan area.

These figures are confirmed by the tight vacancy rates reported for Kansas City in Coldwell Banker's quarterly survey of available industrial space.

The California-based real estate company estimates that the vacancy rate for industrial space in metropolitan Kansas City dropped to 0.6% during the second quarter and recovered to only 1.2% during the third quarter. That compares with a national average hovering around 3%, making Kansas City one of the nation's tightest markets.

Among other business newcomers to Kansas City during 1979 was Kemper Insurance, which consolidated its central division operations, and Braniff Airlines, which established a new reservation center.

Also, Mercury Marine added a 73,000 sq. ft. distribution center and construction is nearing completion on a $40,000,000 expansion of Sears' catalog center. Uniroyal also finished a 300,000 sq. ft. distribution center.

Electric utilities benefit from Kansas City's accessibility to the low sulfer coal in the western U.S. Also, local natural gas companies are taking on new commercial and industrial customers.

Kansas City's agribusiness segment benefited from an excellent harvest this year. However, the continuing problems with the availability of railroad cars to ship grain was compounded by the Rock Island Railroad's labor and financial problems this year.

A subsidiary of the Mormon church, Beneficial Development Corp., acquired 4,300 acres of prime land in suburban Kansas City, just northeast of the city. Now in the planning stage is a giant industrial, commercial and residential development for the site.

Mirroring the industrial advances, George Kirkland, president of the Convention and Visitors Bureau of Greater Kansas City, reports that the city hosted 540 conventions this year, which pulled an estimated 637,000 visitors to the city and produced more than $132,000,000 in revenue.

■ Another boost to the city's convention business will be the completion of the new Hyatt Regency Hotel next October. That hotel, in Crown Center, will add another 750 luxury rooms to the city's stock. Also pending is a federal grant that will allow the construction of a new Hilton hotel in downtown Kansas City, adding 650 rooms.

Kansas City has not been able to escape the housing slowdown. Housing permits are down to 5,061 from 6,752 in 1978. The decline is mostly in construction of single-family homes. Mortgage money is also tight caused, in part, by a usury rate that now limits home mortgages to 11.4%.

Minneapolis-St. Paul

Population	2,063,000
Rank	15th
Personal income	$16,340,000,000
Income '77 vs. '76	+11.93%

Minneapolis and St. Paul seem to be well positioned to weather the recession, but they may have some trouble with the weather itself.

A building boom in the Twin Cities picked up speed in the last year, with some $1 billion in new buildings either announced or un-

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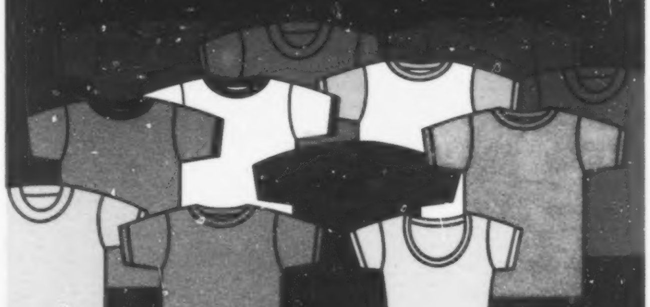

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100 MARKETS

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der construction.

The building continues to pump fresh vitality into the already resurging downtown of Minneapolis and the reawakening downtown of St. Paul. Retailers and hotel managers have reaffirmed their faith in the downtown districts by committing to a host of new stores and hotels.

- Unemployment, meanwhile seems anchored at the 3% level.

But the fuzzily defined national question of energy comes into sharp focus in the Upper Midwest. Winter can begin to wrap its icy fingers around this part of the country in early November and keep its frigid grip until April.

The Twin Cities may fall prey to a severe energy pinch if Canada makes good on its plan to halt shipments of crude oil before new pipelines can make their way to Minnesota from the West and the South.

"Energy is probably the biggest concern we have right now," said Sung Won Son, economist and senior vice-president at Minneapolis' Northwest National Bank.

He noted that 55% of the region's crude oil now comes from Alberta, Canada, via the Lake Mead pipeline. Canadian authorities are intent on shutting off that flow, although the date of the termination is still a bit clouded.

Currently, Canada intends to stop the pipeline in 1983, but the cutoff date has been pushed back in the past and observers feel that U.S. authorities would not allow the region to be left dramatically short of oil.

- Two crude pipelines from other parts of the U.S. are battling their way toward the Twin Cities, but both are still mired in disputes over state and local permits and it is unclear when they will begin pumping supplies into the region's refineries.

One is the Northern Tier pipeline, which is snaking east from Washington state. It would carry crude from Alaska's North Slope oil wells.

The other is the Northern Pipeline, which would carry supplies north from Illinois through Iowa to Minnesota.

St. Paul, meanwhile, is planning an energy experiment in the downtown area through the newly created St. Paul District Heating Development Co. The group, composed of business, labor and government leaders, is working on a proposal to use steam excess from downtown factories to heat other buildings nearby.

- For the short term, Mr. Son thinks the Twin Cities are well buttressed to withstand the recession.

"This is a white-collar, headquarters town, with companies like Pillsbury, Honeywell, 3M and the Northwest Bancorporations, which owns this bank," he said. They don't lay off white-collar workers the way they lay off blue-collar workers in a downturn.

"This is really the only metropolitan area in the Upper Midwest," he added. "It is the service and distribution center for the nation's breadbasket."

Yet many observers of the Twin Cities economy, including Mr. Son, are concerned about the effects of what is called "the business climate." Mr. Son pointedly refers to it as "the tax climate" in the state.

- The chief executives of Minnesota's 50 biggest companies banded together a year and a half ago in an organization called the Minnesota Business Partnership to raise the issue of the business climate in last year's elections. At that time, some of the state's biggest corporations, such as Burlington-Northern, were making ominous noises about moving their headquarters out of the state.

The deeply entrenched Democratic Farmer Labor Party gave up both U.S. Senate seats, the governorship and its overwhelming state legislature majority in the elections and many business leaders feel the corner has been turned on the state's high tax rates.

This year, the legislature enacted a $750,000,000 tax cut, reducing the maximum state income tax bracket from 17% to 16% and raising some key taxpayers credits and deductions. High workers compensation rates and hefty property taxes in many communities continue to pose obstacles, but concern about a potentially worsening "business climate" has subsided.

- Commercial vacancy rates in downtown Minneapolis have shrunk to 2%. For space on the city's skyway system, connecting downtown buildings on the second-floor level, it is just 1%.

The skyway system now connects 18 city blocks and, when the buildings already announced for downtown Minneapolis are completed, some 25 blocks will be included.

One full city block will be the new City Center, a $150,000,000 project including a new Donaldson's department store, a 27-story office tower, the Northwest National Bank and a 600-room Western International Hotel.

Pillsbury is erecting a 36-story, $100,000,000 headquarters building with 1,760,000 sq. ft. of office space.

When the buildings now announced or under way in Minneapolis are completed, they will add some 3,000,000 sq. ft. of office space to the current total of 18,000,000 sq. ft.

- In St. Paul just across the Mississippi River, some $209,900,000 in new buildings are under way and another $211,500,000 have been announced.

The centerpiece of the St. Paul boom is the $50,000,000 Seventh Plaza Complex, which incorporates a new Radisson Hotel, an atrium office building and another Donaldson's department store.

St. Paul is still struggling, however, to get its ambitious Lowertown rehabilitation project off the ground. It would renovate a declining section of the city's downtown area, adding 1,500 housing units and 8,000 jobs through a mix of public and private funds.

The Presidentially sanctioned drive toward deregulation in airlines has threatened to cut off service to some areas, but it has only strengthened the Twin Cities' role in air travel. Northwest Orient Airlines is already based in the Twin Cities and this year, Minneapolis-based North Central merged with Southern Airways to form Republic Airlines. The new carrier, serving the Midwest and the Southeast, keeps its base in Minneapolis.

Omaha

Population	581,700
Rank	70th
Personal income	$4,038,000,000
Income '77 vs. '76	+9.82%

Omaha's prosperity depends a great deal on how agriculture does. This year, the city has every reason to be optimistic. Projections for the 1979 harvest indicate that the yield should be at least as high as last year's, which was better than Nebraska had seen in some time.

Corn and soybeans are expected to have a good harvest, and the latest figures for grain receipts indicate that wheat is up 51.8% from last year.

On the negative side, the meat packing industry is declining—the latest monthly livestock processing reports covering cattle, hogs and sheep says that processing is down 19.5% from the same period last year, reflecting smaller herds. Some of the smaller meat packing houses have closed as a result of the spring beef shortage.

- According to Steve Jordan, business writer for the Omaha *World-Herald*, the region is in good shape in the face of fuel shortages. On the home heating front, Mr. Jordan said, almost all of the area uses natural gas for fuel. "Our natural gas supplies are pretty good," he said. "There is not a great demand for fuel oil.

"Our only worries here are diesel fuel," he added. Despite diesel shortages, the area fared well this summer because there was enough rain so that irrigation machinery was not much in use, hence there was not a taxing demand on the diesel fuel supply.

Regular gasoline can still be found at about 94¢ a gallon in the area.

On the business front, an unemployment rate of 3.9% is little changed from last year's 3.6%. Expansion of local businesses as well as some new companies entering the Omaha community this year have helped contribute to these statistics.

Seventeen companies have announced expansion plans with a total investment of $11,904,000. In addition, eight companies are moving into the area, including Sears, Roebuck & Co. Sears plans to establish a service training and credit card center.

- Plans also are being formulated for the expansion of Omaha's Eppley Airfield. Construction will start next year on a new wing for ticketing passengers, and future construction over the next 10 years will include a new garage, terminal and concourse.

Still under construction in the downtown area are Northwestern Bell Telephone Co.'s 16-story, $26,000,000 headquarters; Mutual of Omaha's $15,000,000 underground building to house the parent company and its subsidiaries, and the State of Nebraska and University of Nebraska-Omaha's building at a cost of $14,000,000.

The city government appears to be trying hard to revitalize the downtown area. The Central Park Mall, a park with hills and creeks that will eventually extend to the Missouri river, is now partially completed. A new library project also is under way.

Sources say that the Rouse Co., which has aided other cities in the redevelopment of their downtown areas, has been under contract for preliminary studies on the revitalization of downtown Omaha. The studies reportedly have been completed, but not yet released. Rouse Co. also has a division that finances redevelopment, and one source indicated, "In the back of Omaha's mind, is the hope that Rouse will also finance these projects."

Despite inflation, however, retail sales are up only 5.6% for the first six months of 1979. In 1978, sales for the same period showed an 11.5% gain. Aside from the thriving Old Market area in the city—a warehouse area that now houses restaurants and shops—suburban shopping centers continue to capture a good portion of the retail dollars.

The nation's tallest monument, the Gateway Arch, dominates the St. Louis skyline.

St. Louis

Population	2,385,900
Rank	12th
Personal income	$7,905,000,000
Income '77 vs. '76	+10.18%

The idea of recession throws a scare into many St. Louis business leaders.

St. Louis is a mainly blue-collar town that tends to get the bumpy part of the ride when the economy starts heading downhill.

In the 1973-74 recession, for instance, when employment dipped by 2.5% nationally, St. Louis employment fell 4.1%. In 1970, when the national employment level sagged by 1.5%, St. Louis dropped by 3.4%.

It's a factory town, where the residents go to work and make things. When consumers stop buying these things, St. Louis factories cut back or shut down and the whole local economy shudders.

- Auto makers are here in force. All of the Big Three American auto makers have plants in the St. Louis area. General Motors has a Chevrolet plant, Ford Motor Co. has a Mercury plant and Chrysler turns out Dodge vans and Chrysler cars.

In the summer and fall, Chevrolet closed down one of its production lines, the Dodge van plant closed down one line and the Mercury plant laid off 400 workers.

Last fall, the three auto makers together rivaled giant McDonnell-Douglas Corp. as an employer in the St. Louis area. The three car makers had 29,700 employes to McDonnell-Douglas' 31,000. But by this fall, the car makers had cut back to barely 20,000 employes and the disappointing early sales of 1980 models cast doubt over the prospect of reversing that trend.

St. Louis has been working to shift its economy to a less cyclical, more white-collar, service-industry base. One example is the drive for a bigger share of the convention and tourism business.

- The city recently completed a $25,000,000 convention center and it is using that center to bolster its efforts to attract conventions to St. Louis. It has mounted an aggressive campaign for "St. Louis—the Meeting Place."

That campaign has started to pay some hefty dividends. Some 421,000 conventioneers visited St. Louis in 1978 to spend $98,000,000, up from 288,000 conventioneers who spent $67,000,000 in 1977.

St. Louis also has struggled to present an image as a corporate headquarters town. It is home to such corporate giants as McDonnell-Douglas, Anheuser-Busch, Monsanto Corp. and Ralston Purina.

In seeking to attract more recession-proof office workers, the city plays its historical trump card, geography. In the frontier era, St. Louis was the "Gateway to the West," signified by the St. Louis arch. Today, the city boasts a central location allowing for good, inexpensive transportation and the lowest Bell System rates for nationwide WATS service in the country.

- The benefits as a headquarters city translate into tangibles such as the $96,500,000 that McDonnell-Douglas budgeted for capital investments in the area for 1979 alone.

But big St. Louis-based corporations such as 7UP Corp. and Pet Inc. have been picked off in the last couple of years by bigger companies in Chicago, New York and elsewhere.

Construction projects are pumping money into the St. Louis economy. The 31-story First National Bank building, a $48,000,000 project is under construction. It will add 900,000 sq. ft. of office space to the downtown supply. Funding for the tower comes from the First National Bank, IBM and the Equitable Life Assurance Society.

In the public sector, the $432,000,000, 1,200-ft. lock and dam project on the Mississippi was approved by Congress last year. The eight to 10 year project promises to add 10,000 jobs.

It also clears the way for expansion of the port, a move that is expected to add 16,000 new jobs, with another 16,000 jobs created indirectly by the work.

- Also in the public sector is the strengthened Scott Air Force Base, located near Belleville, Ill., just across the river from St. Louis. The full impact of the 2,000 new military personnel in the area is just now being felt.

Also on the military front, McDonnell-Douglas is a major supplier to the U.S. Air Force. While its DC-10 airplanes have been the focus of serious design and construction criticism, its military products have not been affected.

McDonnell-Douglas' St. Louis-area plants turn out military products, such as fighter-bomber jets and missiles. The company's commerical aircraft assembly plants are located in Southern California.

Wichita

Population	401,900
Rank	95th
Personal Income	$2,929,000,000
Income '77 vs. '76	+9.41%

A shortage of manpower remains Wichita's most pressing problem. The unemployment rate is a mere 2.8%, down from 3.2% a

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year ago. According to Gene Dickinson of the city's public relations office, scraping for people to fill jobs "is a nice problem to have."

The city's larger employers, however, have found the situation so bad that they are going outside Wichita to build new plants and facilities.

The Coleman Co. is now building a new 150,000 sq. ft. factory outside of San Antonio to manufacture its Polylite plastic coolers, canoes and machine parts. "We can't find enough people in Wichita [to man it]," said Coleman's Charles McIlwaine. "It is a real problem."

Beech Aircraft agrees. The company is opening a new plant in Selma, Ala., that will make modifications on planes built in Wichita and going to the Japanese Maritime Command.

"The shortage of manpower is primarily why we opened in other markets," a company representative said. Beech has expanded its operations in Newton, Salina and Liberty, Kan., and Boulder, Colo. "We decided to go to other places and draw on the people there," he said.

■ To alleviate the tight labor market situation, the city government has come up with a recruiting campaign. The push, launched last spring, is comprised of three parts: Recruitment, retention and training programs.

Wichita's Chamber of Commerce collected 3,800 responses to a series of ads it ran to lure people to the city. The responses and resumes went to 750 local businesses, according to Mr. Dickinson.

Employment in Wichita has increased by 45% since 1970 with 68,150 people added to the payrolls. Of that number, 15,750 persons were added last year and 11,400 in the months from January to July, '79.

The city is also working to identify and recruit untapped labor forces within the city, such as housewives. And it has launched a program targeted at high school seniors and college students and designed to convince them of the benefits of staying put in Wichita.

■ Manpower problems aside, business has been good in Wichita.

In 1978, Coleman Co.'s sales were up 10% to $283,600,000. The company broadened its canoe line, introduced a new six-pack sized "Little Oscar" and a new inflater that plugs into a car lighter, and recorded phenomenal sales of such energy saving devices as the Coleman heat pump. The company's biggest soft spot has been the machinery it provides the recreation vehicle industry.

Sales for Wichita's aircraft industry continued to soar in '78. Beech Aircraft's sales in '78 were $527,511,000 or 1,444 planes and in '79, early tallies predicted sales of $607,000,000 or 1,643 planes.

The company introduced a new Beechcraft King Air F-90 and a two-place training airplane, dubbed Skipper. The company's total payroll increased to 10,895 from 10,395 persons a year prior.

■ Cessna also chalked up impressive sales increases. In '78, company sales were $759,354,000 or 9,179 planes, up from '77's total of $620,472,000 or 8,430 planes. The company built a new propeller and accessories plant in Dayton, O., as part of its McCauley Accessories division.

It is currently in the midst of adding 20,000 sq. ft. to its commercial jet marketing division in Wichita—an addition slated to be complete in the spring of 1980.

Cessna introduced a new agriculture plane called the Ag Husky and a retractable four-place airplane named Cutlass RG. The Wichita payroll has been increased to 15,300, from the 12,000 employed the year before.

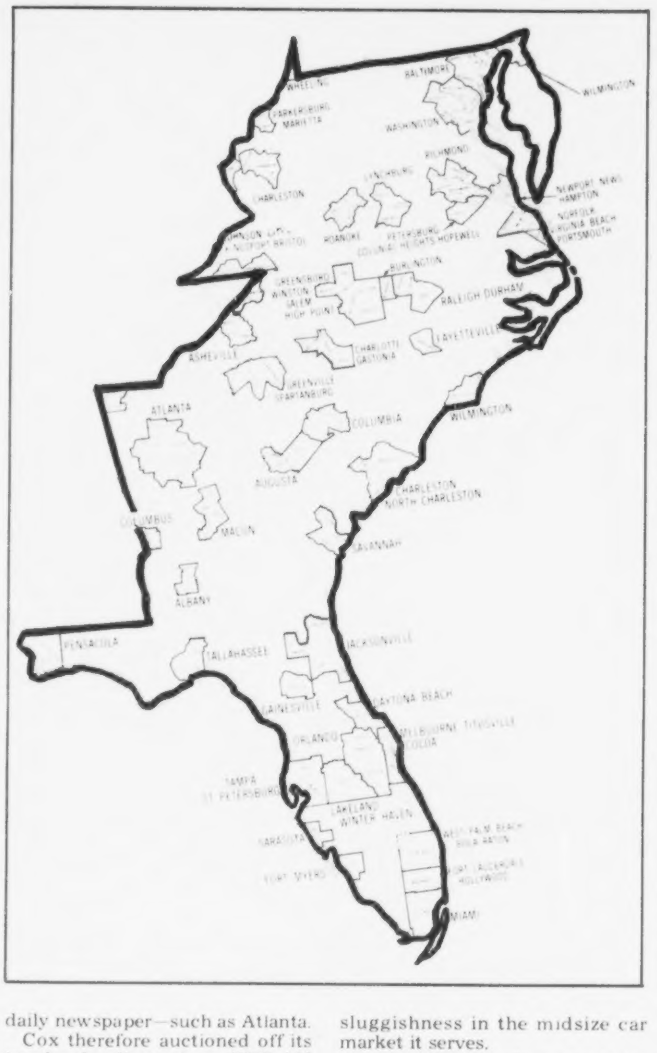
Target Stores came to the city last year with two stores, each about 100,000 sq. ft. One is adjacent to the Town East shopping mall, the other to the Town West mall. The Town West mall is now being built with Montgomery Ward as one anchor. The other retailers in the 100,000 sq. ft. center have not yet been announced.

■ New businesses in town include the Lubrication Engineers (manufacturer of various kinds of oil and grease products, employing 50 persons) and Continental Trailways. Trailways has started construction on a plant that will service from 100 to 200 buses a day.

There is a new amusement park in town called Fantasy, replete with water slide and rides. Coming this summer is a swimming pool with a wave-making machine.

A foundation has been formed to put together a plan to salvage downtown Wichita. Heading up the group is Gene Lambert, former publisher of the *Wichita Eagle*. The group was expected to get going in November.

And "every time you turn around, there is a new restaurant or new building," one Wichita resident said. "It's a little ole' pocket of prosperity here. Except for the hard-core unemployed or if you didn't want to work, there is no way you couldn't get a job here."



South Atlantic

Atlanta

Population	1,851,500
Rank	18th
Personal income	$13,465,000,000
Income '77 vs. '76	11.88%

The list of mergers and acquisitions of Atlanta companies this year was long and somewhat unusual—even in this age of acquisition. Included were some of the city's oldest and most venerable firms.

Heading the list was the acquisition of Life of Georgia, founded in 1891, by the Nationale Nederlanden NV, the largest insurance holding company in The Netherlands. Another large Atlanta insurance firm, Coastal States, was also acquired by an international group, Sun Life of Canada.

The long-planned merger of Southern Airways and North Central Airlines finally gained approval from the Civil Aeronautics Board this year, and Republic Airlines was formed. However, this was a marriage that turned out to be not very beneficial to Atlanta as most of the new airline's operations were shifted to North Central's Minneapolis base. Two of Southern's top executives decided they didn't want to leave and started their own airline consulting business.

Barton & Ludwig, one of Atlanta's oldest and biggest residential real estate firms, was acquired by Coldwell Banker, the largest real estate company in the U.S., which is expanding its presence in the Southeast.

■ A merger that continues to have repercussions throughout the city is that planned by Cox Broadcasting and General Electric's broadcast division. Before giving final approval, the Federal Communications Commission ordered Cox to divest itself of all properties in cities where it also owns the major daily newspaper—such as Atlanta.

Cox therefore auctioned off its two local radio stations, WSB-AM and FM. Metromedia purchased the AM station while a local black-oriented company purchased WSB-FM and announced plans to turn its beautiful music format into disco.

The fizz of acquisition also spilled over into Atlanta's important soft-drink industry. Coca-Cola U.S.A., purchased controlling interest in the Atlanta Coca-Cola Bottling Co., one of Coke's first locally owned independent bottlers. And Peter Eckes, a giant West German distiller, bought a 50% interest in Atlanta-based Moxie Industries.

"All of this activity is somewhat predictable," said an Atlanta investment counselor. "The middle tier of Atlanta companies—those that rank below national giants like Delta and Coca-Cola—include some very healthy, growing companies that are attractive to larger companies looking for investment. I can see this kind of thing going on for several more years."

■ It hasn't been all one-way, however. Fuqua Industries, a widely diversified conglomerate based in Atlanta, continued its program of acquiring companies. One that didn't work was the attempted purchase of Hoover Co., maker of vacuum cleaners. Hoover stockholders repulsed the attempt and sent company head J. B. Fuqua packing.

In addition to the flurry of acquisitions, foreign investment in Atlanta continued to grow. Canadian companies and individuals flooded the market, and a heavy Arab presence continues—one bought the Atlanta Townehouse Hotel and renamed it the Ladha Continental.

Atlanta's healthy economy showed some signs of a slowdown toward the end of the year. Ford Motor's Hapeville plant has been operating at an average of one week off for every three on since last spring—an indication of the sluggishness in the midsize car market it serves.

And while the real estate market was booming all summer, the tightening of money and the forecasts of problems in the near future have caused builders to pull in their horns, and bankers to clamp down on loans.

■ Yet building in downtown Atlanta continues apace. Southern Bell and Georgia Power are both working on new office towers; Coca-Cola is ready to move into its new North Ave. building; the Atlanta City Council is trying to decide which, if any, major redevelopment plans to approve for the south-central downtown area linking Rich's Department Store with the Omni complex, and everyone is anxiously awaiting the unveiling of architect John Portman's plan for the Great Park, a several-hundred-acre tract of abandoned highway right-of-way east of the city.

Underneath it all, construction of the Metropolitan Atlanta Rapid Transit Authority system also continues and finally began to pay off this year. The first seven-mile leg of the newest subway system in the U.S. opened with great fanfare in July and a second section is scheduled for opening in late December. They may be tearing up Peachtree St. again, but Atlantans are finally beginning to see some results.

Atlanta's biggest problem continues to be the growth of crime in general and murder in particular. The number of homicides increased almost daily during a long and bloody summer.

Atlanta's police are undermanned and divided over an ongoing battle between two policemen's labor organizations, one predominately white, the other black. The city's leaders are unable to bring an end to the impasse and several court suits have prohibited additional hiring. Instead, Atlanta's political leaders have been reduced to complaining—often rightly—about the excess publicity Atlanta's murder problems have received on a national scale.

Mayor Maynard Jackson has pledged an intensive lobbying effort in next year's state legislature for tougher gun control measures—which will be difficult to pass. Failing that, he has said he will enact tough measures of his own at the city level.

Baltimore

Population	2,145,200
Rank	14th
Personal income	$15,362,000,000
Income '77 vs. '76	+8.57%

Baltimore is moving into high gear. The air is charged with anticipation and the sweet smell of success. A glance at the Inner Harbor area reveals intense development activity.

The city's facelifting began over 10 years ago. To date, 34 major buildings have been completed with an assortment of new structures in varying degrees of completion. There's activity from one end of the finger piers to the other.

Internationally acclaimed architect Moshe Saftie was asked to weave wonders on the old Power Plant situated on Pier 4, eventually turning it into a 300-room hotel. Another pier was temporarily blacktopped to supply 540 badly needed parking spaces.

The $18,000,000, 10-story prize-winning design Aquarium on Pier 3 is quickly taking shape, completion due in 1980. And, in the prime location at water's edge, Rouse Co.'s Harborplace construction is bringing 154 new retail shops to a Quincy-Market-style mall.

■ Radiating from the harbor is a bevy of activity. In cooperation with the National Housing Partnership, a Washington, D.C., developer broke ground on Inner Harbor West's 199 subsidized housing units for the elderly, as well as townhouse units near the University of Maryland's downtown branch. Eventually there will be 450 units.

A major new apartment complex started this winter to the south of the McCormick Bldg. with 250 luxury rental flats and parking facilities. The city bought Quille's parking garage across from the World Trade Center and plans to develop one of the few remaining available open tracts as an office building attached to the garage.

The city and the Chessie System agreed to a major $24,000,000 rehabilitation effort to reclaim the 22 acres at the B & O Railway Station, warehouse and surrounding property west of the Inner Harbor. The 10 to 12-year project will include office buildings, residential units, hotel, restaurant and parking facilities.

The General Service Administration went on record advising all federal agencies to consider locating in Baltimore because Washington's office space was limited and extremely expensive. This meshed with the city's own promotion of a Baltimore-Washington common market concept which gained momentum when the Baltimore-Washington regional market committee was formed.

■ The Equitable Trust Bank nears completion of its 18-story headquarters tower, housing Hutzlers department store and a series of retail outlets.

Nestled across the street is the newly opened $45,000,000 Convention Center. Nationwide media covered the center's opening in August when President Carter addressed the Sons of Italy.

The ripple effect from the Convention Center is just beginning to be felt in the city. Baltimore has been inhibited in attracting tourist dollars by limited hotel facilities. The Hyatt Regency saw the potential and broke ground in August for its $33,000,000, 500-room luxury hotel.

The downtown Hilton, fallen into disrepair, received a much-needed transfusion when Kuwaiti investors bought it, changed management and poured revenue into refurbishing the interior. Company ownership changed hands: Heidelberg Zement of Germany purchased Lehigh Portland Cement; Hess Shoe Co. merged with Goertz Corp. of Germany; Crown Central bought Continental Insurance Co., and G. Heileman Brewing Co. of Wisconsin acquired Carling National Beer.

▪ The downtown retail market has been Baltimore's Achilles heel. Two years ago Hochschild-Kohn closed its downtown branch, followed this year by Stewarts department store. Hutzlers closed half of its display space downtown, leaving only the Hecht Co. in dismal and depressed surroundings.

Three events in the depressed retail district should dramatically change the economic forecast for downtown. In the northern portion, Social Security prepares for a winter opening for 5,000 employes at its new administrative building, with provisions for 25,000 additional personnel in the future.

Construction on the downtown subway which has marred the city for the past few years, will be completed by 1982. And, in preparation for these changes, the American Cities Corp. (subsidiary of Rouse Co.) has been retained to analyze the downtown area and give recommendations for massive redevelopment.

There are even more hopeful signs in the retail arena. Woodward & Lothrop, Washington, D.C., announced plans to invade the Baltimore market with at least three stores, the first one to locate at Rouse's White Marsh Mall in Baltimore County.

That mall boasts the first five-store anchor mall. Bambergers, also making its first entry into the Baltimore market, will locate there along with Hutzlers, Sears and J.C. Penney.

Bloomingdale's is rumored to be considering a Baltimore site while Hoshchild-Kohn looks for a buyer and Stewarts looks for some relief from financial troubles.

▪ A pro-business aura seems to have filtered up from the city to the state with the election of Harry Hughes as governor. The state repealed a 2% manufacturers tax on the purchase of machinery and repealed the tax on profits from foreign subsidiaries.

It lifted the 10% ceiling on mortgage rates and set up a Commercial Redevelopment Fund. The state issued its largest advertising contract for promoting its image and appointed an experienced secretary of economic development, James Roberson.

Baltimore is still leading the way in innovation, however. The famed $1 housing concept was replaced by on-the-job training of CETA employes who turn delapidated, repossessed hovels into livable shells that are then sold to homesteaders on the open market.

Business got a big boost when, in a pilot program, Baltimore's largest commercial banks, savings institutions and a life insurance company committed over $51,000,000 to provide long-term financing for the small and medium-size businesses.

In addition, the city will have its first planned office park, compliments of Hewlett-Packard, one of the world's largest regional electronics firms. The company announced plans to construct its regional distribution center at Caton 95 Business Park with a 50,000 sq. ft. sales/service building and plans to eventually relocate electronic and technical personnel to the site.

▪ Among others reporting large industrial expansion are Indiana Grain (division of Indiana Farm Business); Federal Yeast; Schluderberg-Kurdle (Esskay); Bethlehem Steel; McCormick; Glidden-Durkee; Exxon, and Davis Chemical (division of W.R. Grace). The number of reports declined this year, reflecting the nationwide belt-tightening.

Inflation hurt the Block Grant Program. The $30,000,000 grant is buying less at a time when the city's needs are expanding. The gasoline shortage that sent Maryland drivers on an odd-even rationing schedule was lifted in October, but had adverse effects on the travel industry. Heating fuel shortages, along with escalating fuel prices, do not portend well for the winter.

Also questionable is the development of the port. The major channel is filling and if not dredged will cut off access to Baltimore by major shipping.

Pollution menacingly invades The Chesapeake Bay waters damaging the productive $11,000,000 seafood industry. And the Port of New York is pressing for equalized shipping freight rates along the East Coast which would badly damage an already shakey shipping industry.

Bethlehem Steel Shipyards faced possible closure for lack of work but now seems to have won a reprieve with Amerada Hess Corp.'s choosing it as the proposed builder in two separate orders of three ships each, each order costing $108,700,000.

Baltimore-Washington International Airport had elaborate dedication ceremonies in October to celebrate the $70,000,000 expansion. Space increased by 75%, allowing for three times the number of passengers now served. Passenger volume increased 11% in the first half of the year and nine new carriers added Baltimore to their rosters.

Catching investment fever, two national chain restaurants are now located in Baltimore: The Rusty Skupper, with plans for four locations, and the Chart House. The city-owned steamship, the Nobska, was sold to Adam Siegel who plans to reopen the floating restaurant by year's end at the Inner Harbor.

A highly charged sports drama captured headlines for a major portion of the year. First the Orioles were sold to Edward Bennett Williams, firing controversy over whether the club would move to Washington. (It's not.) Then volatile public pronouncements by Colt owner Robert Irsay threatened to move the franchise to another city. (It's not—yet.)

The basic soundness of Baltimore's economy is born out by both Moody's and Standard & Poor's A rating. In a time of near bankruptcy for many large cities, perhaps that rating speaks for itself.

Charleston, S.C.

Population	**389,000**
Rank	**97th**
Personal Income	**$2,166,000,000**
Income '77 vs. '76	**8.35%**

Consider an area with this sort of growth:

- An aluminum ingot manufacturer is building a $400,000,000

(Continued on Page 46)

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100 MARKETS

(Continued from Page 45)

plant, the largest single industrial investment ever made in the state.

- A long-awaited $40,000,000 convention center and hotel complex appears ready to get off the ground.
- A $56,000,000 expansion of port facilities is under way, to be followed by a second-phase project costing $57,000,000.
- The local naval base increased its military payroll by 5,000 during the year.
- Airport expansion, totaling $40,000,000, is under way.
- The Sheraton Corp. is putting up a $13,000,000 hotel.
- Three hospitals are building major additions, and a fourth is relocating to a brand new facility in the suburbs.
- A marsh is converted by the county into a 725-acre family oriented recreation park, complete with lakes, hiking trails and picnic areas.
- A new four-building museum complex is being built; it will feature natural history, decorative arts, anthropology and a library.

What we have here isn't Los Angeles, Chicago or Miami. It's Charleston, S.C.

Charleston may not be among the giants in population, and even population projections through 1995 don't put the three-county SMSA much beyond the half-million mark.

But few of the bigger metropolitan areas in the nation can match the sort of progress that has turned the Trident Region, long a dormant area noted mainly for its antebellum architecture, into what city fathers now term a "complete" metropolitan area.

"I can't think of a thing—nothing at all," says a Charleston business leader, asked if it was just possible that somehow, somewhere, there was a flaw in the economy.

Unemployment in Charleston, Berkeley and Dorchester Counties was down a point-and-a-half, to 5.4%, in June from the previous year's figure, and even a slight decrease in tourism because of the gasoline shortage has been reversed.

As a matter of fact, tourism increased in Charleston during the 1973-74 gasoline crisis, and an aggressive advertising campaign is already showing signs of turning the 1979 gas crunch into yet another plus for the area, as tourists abandon long trips to visit areas closer to home.

The convention center proposal, which preservationists have opposed for years because of its size and because several historic buildings would be destroyed, has been given the go-ahead by the South Carolina supreme court; the city is now awaiting environmental clearance from the federal government.

Although another lawsuit is possible, city officials say they are hopeful that construction can start soon; the complex would consist of a hotel and department store—no tenants have been selected—and the convention or conference center.

Alumax of South Carolina, which manufactures aluminum ingots, is constructing a facility in Berkeley County, north of Charleston. It is expected to have 1,700 employes. Once in production, probably by mid-1980, it is to have about 800 fulltime employes.

Port facilities are being expanded with the addition of three berths to the present 13; four more are to be added in the second phase, which would begin when the first is completed, in late 1980 or early 1981. The city's port, which has about 5,000 employes, already is one of the leading container ports in the nation.

The expansion of Charleston International Airport also is being done in phases, with the first phase—relocation of a hazardous cargo area—already completed. Construction is to begin on a new passenger terminal.

Charleston is the headquarters of the Sixth Naval District, and about 5,000 Navy personnel came aboard in 1979. Total military employment in the area, including Charleston Air Force Base, the southern terminal for the Military Airlift Command, increased to 22,500 military and more than 12,500 civilians, with a total annual payroll of just under $600,000,000.

Among other industrial growth in 1979 was the announcement of a 1980 start for Perseverance Textiles, which is to have 400 employes. Also, Geo. J. Meyer Mfg., with 650 employes, is to begin production late in 1979, and the Jim Walter Corp. metals division is expected to open a plant having 150 workers.

A few miles north of Charleston, S.C., sea-grass weavers create ornamental products from marsh grass

Charlotte, N.C.

Population	605,900
Rank	66th
Personal income	$4,209,000,000
Income '77 vs. '76	+11.08%

They're looking up and down in Charlotte these days. Up, to try and picture what the new addition to the city's skyline will look like; down, to see if ground has been broken yet.

Trammel Crow Co., a major southeastern real estate developer, this summer announced plans for a 31-story office tower adjoining a 35-story luxury hotel in Charlotte's downtown area. But so far, the addition is still in the planning stage.

While new development will be a plus for the city's skyline, it will be but one more lift to a business economy which is already strong and growing.

Downtown Charlotte, in particular, shows signs of vitality. The First Union National Bank this year completed construction on a new facade on its 10-story headquarters, as well as a pedestrian mall called Crystal Gardens. The mall is connected to Charlotte's Skyway system, an enclosed, climate-controlled elevated walkway that links six city blocks.

- Restoration and building continue in the city's Fourth Ward area. Discovery Place, a $7,000,000 children's nature and science museum is under construction across the street from the First Baptist Church's new cultural center, Spirit Square.

Many of the fine old buildings in this historic district have been restored and converted to condominiums, and more such projects are currently under way. Many of the units are sold before construction begins.

Housing throughout the market continues to be a problem. Despite the climbing mortgage interest rates, builders report they cannot get homes up fast enough to satisfy the demand from homebuyers. Inventories have been low all year, though industry representatives say the picture is finally beginning to improve.

Charlotte's expanding economy is a principal cause of the housing shortage. The rapid growth of recent years has created an influx of new families.

IBM's Communications Systems division, for example, last year began building a major new manufacturing plant, and estimated that some 1,600 new workers would be transferred in. Although the plant is still under construction, more than 1,000 families have already moved into the market, and no one is sure how many more can be expected.

- This influx into the SMSA has also put a strain on the school systems. Gaston County voters in September approved a referendum to sell $20,000,000 worth of bonds for badly needed improvements to their school system's physical plant, and to build three new facilities.

At the same time, however, the voters soundly defeated an additional $10,000,000 bond issue that would have provided recreational and cultural facilities in the county. Gaston officials blamed a "Proposition 13-style" taxpayers revolt for the defeat.

Three-quarters of Gaston County's economy is based on manufacturing, especially textiles. The labor market continues strong and county officials have begun a drive to attract smaller, capital-intensive industries to the area.

Freightliner, a huge trucking company that opened in 1977, is still hiring and expanding operations. Handy City opened a major new retail store in Gastonia, and new industries in the county included Dixie Yeast, MTE Hydraulics and Commercial Shearing—representing a total new investment of some $11,000,000.

- In Charlotte, Independence Park, a major new $41,000,000 office park began construction this year. Kilsby Tubesupply, a steel manufacturer, opened a new $6,000,000 plant, while Florida Steel Corp. announced a $7,500,000 expansion project.

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THE WORKING WOMEN OF DENVER REALLY LOVE US

In Denver the morning Rocky Mountain News reaches more women and more working women than does the daily Post.

Daily Coverage in Denver SMSA

	News	Post
Working Women	45%	27%
Women 18-24	39%	16%
Women 25-34	44%	14%
Women 35-44	49%	28%
Women 18-34	42%	15%
Women 18-44	44%	19%
Women 18-49	43%	22%

SOURCE:
The Belden Continuing Market Study, 1978

Denver Rocky Mountain News

A Scripps-Howard Newspaper
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Buying Florida without buying Tallahassee/Thomasville is like buying a car without the wheels. For starters, you're missing 124,200 households (ARB '78) in Florida and south Georgia. In fact, Tallahassee alone is ranked 24th in the nation in per household retail buying power. And the Tallahassee/Thomasville market ranks 13th among the fastest growing metros in the country.*

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So if you've got something to sell, test drive the Tallahassee/Thomasville market with WCTV. And you'll get better mileage from your Florida media buy.

*Sales Marketing Management Survey—July, 1978

If you're not buying Tallahassee/Thomasville, you're missing a lot of Florida, south Georgia, and south Alabama.

6 WCTV
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BLAIR TELEVISION

Most of the country's largest trucking companies maintain large operation centers in Charlotte because of its central position on the interstate system—and many of these companies announced expansion plans.

Carowinds, a large amusement complex near the city, made it through the gasless summer without major problems, and announced at season's end that it would reinvest another $2,000,000 in the facility.

And Charlotte's sporting scene—traditionally associated with stock car racing and football—got a touch of class this year when the U.S. Equestrian Open Jumping Championships, the major event on the U.S. Grand Prix tour, were held in the city. It was later announced that the championships would return to Charlotte again next year.

Columbia, S.C.

Population	380,000
Rank	98th
Personal income	$2,413,000,000
Income '77 vs. '76	+9.83%

Columbia, S.C., may typify the best of the progressive new South, as it basks and grows in the sweep of the Sunbelt.

But even as it enjoys increased migration from northern states, it is as concerned as most areas about energy shortages and conservation. Hence, major citywide energy-saving measures have taken top billing among new activities for 1979.

Mayor Kirkman Finley hopes motorists will realize significant fuel savings with the implementation of a plan to reroute railroad grade crossings. By locating central city railroads into a north-south corridor, the city hopes to eliminate 80% of all crossings. This should greatly decrease the need for stop-start driving in the downtown area. Columbia seeks federal funds to assist in this effort.

Meanwhile, the city's police force has cut back energy costs by converting to more fuel-efficient mid-size police cars.

■ Energy-saving devices are even being built into the city's water and waste treatment works. The design of the soon-to-be-constructed Metro Wastewater plant expansion relies heavily on the use of methane gas generated in the treatment process.

This design allows greater self-sufficiency of the plant itself. Methane gas generated in the treatment process can in turn be burned to heat all or part of the plant's buildings, decreasing the plant's reliance on outside sources of energy.

Energy savings may also be realized after wastewater treatment. Columbia aims to implement a water system which will pump water at an even rate 24 hours a day from treatment plants to storage facilities and customers.

Under present conditions, pumping rates coincide with usage—they usually peak in the morning when water usage is highest, and drop off during the night while the community sleeps. Columbia's revised system will help to equalize pumping rates, and should reduce electricity consumption by more than 15%.

■ Finding recreation close to home is one way to cut fuel costs incurred by travel. Columbia understands this, and as a result, has chosen to develop the riverfront area downtown.

Once completed, this new recreational area should provide leisure time activities for hundreds of thousands of residents from South Carolina's Midlands, according to Mayor Finley. Revenues from increased tourism are also expected to boost the local economy.

Healthy reserves in electrical power and availability of natural gas have enabled Columbia to weather the worst of the energy crisis. Yet, while the chamber of commerce reports that the average resident has not had any difficulty filling his tank, the airlines servicing the Columbia area have.

The jet fuel shortage combined with deregulation caused cutbacks in airline service, even as renovation of the airport was completed. In the past year, two major carriers, Delta and Eastern Airlines, have cut back the number of flights out of Columbia.

Southern Airways has pulled out entirely. Still, according to the chamber, the number of direct flights to Atlanta has remained constant, "and if you can get to Atlanta, you can get anywhere."

Meanwhile, Columbia's industrial base continues to expand steadily, bringing with it new jobs and a healthy housing market. Michelin will offer a good portion of these jobs—close to 2,000—when it opens its steel-belted radial tire manufacturing plant in 1981. The tire maker announced and subsequently broke ground for the new $100,000,000 facility this year.

New York-based Indian Head Inc. hired about 100 new employes this fall to staff its InCon bottle manufacturing plant. The corporation purchased the former Summer Co. building, and remodeled it for the manufacture of two-liter plastic soft drink bottles. Full-scale production should begin in January.

Carbide Alloys, a division of Cerametal of Luxembourg, will employ upwards of 200 workers when it opens its new facility in Richland County Industrial Park at the end of 1979. FN Manufacturing, owned by Fabrique Nationale of Belgium, hired 200 workers when it opened its manufacturing facility this year. FN produces automatic shotgun rifles for Browning Arms Co.

Gould Inc. of Chicago, producers of industrial electrical control equipment, completed a new electrical switch gear plant this year. It should be open and operating with a staff of 200 by the end of the year.

Fort Lauderdale-Hollywood

Population	881,900
Rank	42nd
Personal income	6,771,000,000
Income '77 vs. '76	+13.1%

Despite a virtual shutdown of state gasoline supplies in midyear, the Fort Lauderdale-Hollywood area actually gained economic ground in 1979.

Retail sales figures are up nearly 19%—too large a figure to be credited only to inflation. Unemployment continues its steady decline from a 1975-recession high of 15% to last year's 7% and a 1979 midyear figure of 6%.

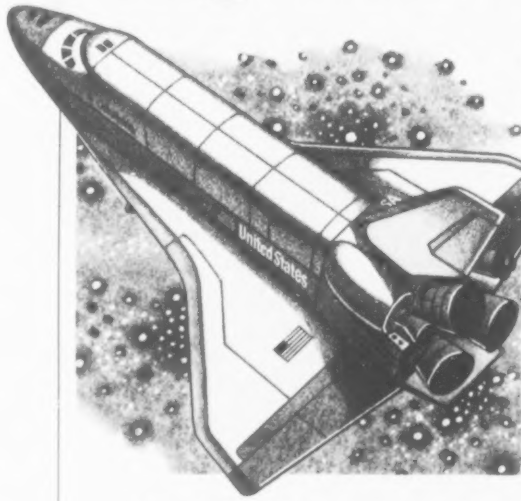
The number of people arriving at Fort Lauderdale-Hollywood International Airport is up 10% and the city of Hollywood reported that advance bookings for this year's tourist season are up correspondingly.

A continuing need for housing helped keep threats of recession at bay. During the last recession, the area was overbuilt and when tight money dried up demand, the construction industry came to a standstill.

Today's picture is far different, with Hollywood reporting its

(Continued on Page 48)

Spaceships, Spark Plugs, Savings Plans and Chevrolet.



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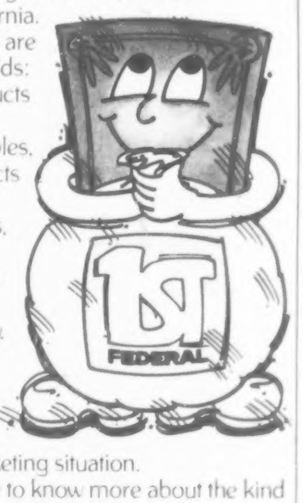

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(Continued from Page 47)

building permits up 22% over last year and countywide rental apartments running only 1% vacant. This has pushed the area's rental prices to one of the highest points in the nation.

- Meanwhile, new housing developments are coming thick and fast. Arvida finally got approval for its mammoth Indian Trace development, which eventually will put a planned community (a la Reston, Va.) in what today are swamps just east of U.S. 27 and south of State Road 84. Arvida execs expect the first people to start moving in by the end of next year.

Hollywood has nine developments under way or about to start, the largest of which involves 3,500 condominium units where the Hollywood Golf & Country Club golf course is now.

Work is getting under way on the projects specified by last year's successfully voted $250,000,000 bond issue. "By this time next year, we'll have 70% of all right-of-ways acquired for the roads and half of them will actually be under construction," said Elaine Wardwell of the Fort Lauderdale Chamber of Commerce.

Unfortunately, things are not going so smoothly with the long awaited and desperately needed east-west expressway scheduled to head west from Port Everglades. The same is true of the airport terminal expansion. The best guess now is that the expansion will go on the east side of the airport rather than the southwest, which will mean relocating U.S. 1 and at least one set of railroad tracks.

- Downtown Fort Lauderdale remains an area of wide open spaces (half of it was demolished and replaced with a "temporary" park five years ago), but a 21-story office building to be named One Corporate Plaza is going up and the Downtown Development Authority now is trying to decide what to do with the rest of the area. Hotels, another office building and residential condominiums are high on the list because these would draw people to the area.

As for Hollywood, a $20,000 study by a Chicago company said the future of downtown will lie with professional offices and financial institutions. "Our downtown is starting to decay. This has been our major weakness and that is what the downtown project is designed to stop," said Robert Bartz of the Hollywood CofC.

Ethnically, the face of the area continues its slow change. Cuban residents continue to trickle in from Miami. Some 50,000 live here now. But an even bigger surprise is the influx of French Canadians, especially as visitors and winter residents.

Only 10 years ago, Air Canada was flying 30,000 Canadian visitors in and out a year. Now the figure is 250,000 and it's estimated that several hundred of these wind up staying. Mostly, they're buying motels along the beach, restaurants and travel agencies.

- Hollywood is now home to three new industries, Atlas Pen and Pencil, Gribetz & Son (quilting machine manufacturer) and Plasma Techniques (industrial plastic coatings). Food Fair has moved its corporate headquarters to Fort Lauderdale.

Educationally, a $6,000,000 expansion is under way at Sheridan Vocational School in Hollywood and Broward Community College is renovating its downtown Fort Lauderdale quarters. The county also has a new cultural center, the 1,200-seat Ralph Bailey concert hall on the BCC main campus and plans are under way to build a $15,000,000, 3,000-seat opera and symphony hall.

The Hollywood Sportatorium, long infamous for its rock concerts, may become the permanent home of a pro basketball team. The Hollywood location is one of three or four sites being considered nationally by the National Basketball Assn.

Greensboro-Winston-Salem-High Point, N.C.

Population	779,300
Rank	52nd
Personal income	$5,460,000,000
Income '77 vs. '76	+ 10.48%

Big things are afoot in the north-central area of North Carolina, and the growth is well distributed among its three major metropolitan areas.

In Greensboro, Southern Life Insurance is completing a $10,000,000 corporate headquarters and will begin construction soon on an identical office tower next door. Two major hotel chains are considering building on the same tract, although Greensboro voters in October defeated a referendum proposal for a $7,500,000 convention center that would have assured construction of one of the facilities—a 350-room, $20,000,000 Loews Hotel.

Winston-Salem is raising more than $7,000,000 in private and public contributions for development of a downtown cultural block, and proposals are in the works for a $33,000,000 downtown arena, an $80,000,000 commercial "Superblock" development and a $250,000,000 six-square-block downtown redevelopment program. R. J. Reynolds Tobacco Co., the major employer in the city, is undertaking three building projects totaling $83,000,000.

- High Point officials are ready to construct High Point Center, a $35,000,000 downtown project that will include yet another convention center; a 17-story office building, which would be the tallest downtown building, and a 350-room hotel, which would be connected by walkways to the massive Southern Furniture Market Center and to the First Citizens Bank building.

Voters in the area approved a liquor-by-the-drink referendum proposal early in the year, and officials in Greensboro and High Point noted that restaurant trade and expansion increased significantly as a result.

Unemployment in the SMSA was steady at 4.5%, primarily the result of unspectacular but steady growth of small industry. And officials credit airline deregulation with increasing the volume of passengers by 17% at Tri-City Airport, as both Piedmont and Delta airlines added nonstop flights and United Airlines opened its Memphis Gateway, which provides nonstop service to Memphis and connecting flights to the West Coast.

"We've always had excellent North-South airline service; this gives us access to the West Coast," said a Greensboro business leader.

- Industrial as well as commercial growth is taking place in Greensboro. Levi Strauss & Co. purchased the old Greensboro Mfg. Co. and began producing women's apparel early in November. The company is expected to have 700 employes eventually.

Other new industrial companies in the Greensboro area include Atco Rubber Products, Energy Development Associates, Rebau Plastiks, E. R. Squibb & Sons and Procter & Gamble, which has acquired land for a large manufacturing plant.

Miniature scale model uses white buildings to indicate structures either under construction or proposed for Baltimore's Inner Harbor.

An old newspaper building became a downtown center for the visual arts in Greensboro. And near the Greensboro Coliseum, Holiday Inn-Four Seasons announced a $10,500,000 expansion that will add 250 rooms and 60,000 sq. ft. of meeting space.

In sports, the Greensboro Hornets, a Class A baseball team affiliated with the New York Yankees, completed what city fathers call a very successful first season in 1979.

- Meanwhile, in Winston-Salem, downtown redevelopment is being spurred by conversion of an old J. C. Penney Co. building into an office building and renovation of the Arista Mill into a complex of retail establishments, restaurants and offices. The two projects total some $4,000,000 in private investment.

The cultural block, Winston Square, will consist of headquarters of the city's arts council; Sawtooth Mill, an old textile mill that will become an art gallery and restaurant, and galleries and a rehearsal hall for the Winston-Salem Symphony Orchestra in the former YMCA building.

- "Superblock," a four-square-block area across Winston Square, would be an $80,000,000 complex of shopping centers, condominiums and apartments, a hotel, amphitheater, law offices and athletic facilities.

An even larger proposal is a $250,000,000 revitalization plan to transform six square blocks bounded by Fourth, Sixth, Cherry and Liberty Sts. into more than 2,500,000 sq. ft. of office, retail and commercial space.

- In High Point, the $35,000,000 High Point Center is designed to fill a square block on Main St. and transform the central downtown area.

Developers are being selected, and construction is expected to begin in the spring, 1980, with completion planned in late 1981 or early 1982.

Among new industries in High Point is Olde World Products, which distributes institutional and household cleaning products, and has 125 employes. Perstorp Inc., a Swedish manufacturer of decorative laminates for the furniture industry, opened a plant in High Point during 1979. Officials expect its work force of 45 to quadruple within the next two years.

Greenville-Spartanburg, S.C.

Population	541,000
Rank	73rd
Personal income	$3,291,000,000
Income '77 vs. '76	+ 10.36%

In many respects, the Greenville-Spartanburg area could be considered a tale of two cities.

Generally, the three-county SMSA is a high growth region, still dependent upon textiles and related businesses but broadening its economic base and drawing increasing numbers of new industries.

But the area's two major cities, Greenville and Spartanburg, are about as disparate as they could be.

Greenville is one of those Horatio Alger success stories, making the transformation from a sleepy old mill town to a thriving urban center. It shows booming industrial growth, a revitalized downtown and a newfound reputation as a little giant in the art world.

- While Spartanburg also is attracting new industrial growth, on the other hand, most of it is outside the city limits. Downtown Spartanburg is suffering the pangs of urban decay, and middle-class and wealthy residents are moving in increasing numbers to the suburbs, eroding the city's tax base.

Urban renewal projects are under way, but repeated attempts to revitalize the city center have not gone far. Perhaps a third of the shops on the downtown mall have gone out of business or moved to suburban shopping malls.

Pickens County, meanwhile, continues its quiet growth, also attracting some new industry and showing a healthy increase in home building, despite high interest rates.

- In Greenville, construction is well under way on Greenville Commons, a $27,000,000 project that will include a five-story IBM office building, a 350-room Hyatt Hotel featuring a seven-story atrium, a convention center and a parking space.

The Commons is rising on Main St., which itself is undergoing $1,000,000 worth of redesign and reconstruction. Unlike many street projects, Main St. is not being widened; rather it is being reduced from four lanes of traffic to two, and through traffic is being diverted around the area, which extends from city hall some eight blocks to the Commons. The street is being landscaped and is designed to become more pedestrian oriented with the addition of benches and better lighting.

- A local industrialist purchased 26 Andrew Wyeth paintings and gave them on permanent loan to the County Museum of Art in downtown Greenville.

"It's hard to overemphasize the impact that had," says a local business leader. "All of a sudden, Greenville went big-time in the art world. Now, if we want to borrow some other collections to show here, we have something to offer in return."

Elsewhere, the downtown Greenville Memorial Hospital is undergoing a $33,000,000 expansion. The six-floor addition will add 260 beds, a new trauma and emergency department and a new diagnostic and treatment area.

Within the city limits, several large industrial developments are taking place. Digital Equipment Corp., Waltham, Mass., one of the nation's largest manufacturers of minicomputers, is planning a 100,000-sq.-ft. plant on 150 acres. The plant, which will manufacture printed circuit boards, is expected to have some 300 workers.

- Also downtown will be the southeast regional headquarters of the Wickes Corp., a $2 billion-a-year building supplier based in San Diego.

In the eastern section of Greenville, Haywood Mall, billed as one of the largest shopping malls on the East Coast, is scheduled for opening in 1980. Its more than 1,000,000-sq.-ft. will be anchored by such stores as Rich's, Sears and J. C. Penney Co.

Outside the city, Keystone Consolidated Industries of Peoria, Ill., plans to build a wire products plant in Greenville County. The 120,000-sq.-ft. facility is expected to have 200 employes.

Greenville business leaders note that in 1978 the county added capital investments of $166,000,000 in new and expanded industry, adding 2,800 new jobs. In 1979, both totals should be higher, they say.

- In neighboring Spartanburg County, some $115,000,000 in new and expanded industrial growth occurred in 1979. The largest is a $50,000,000 printing plant being constructed by R. R. Donnelley & Sons Co., the Chicago-based company that prints telephone books and the Sears catalog.

The company, now in temporary facilities, expects to have 1,000 employes in a 40-acre plant. The site is along Int. Hwy. 85, just outside the Spartanburg city limits.

The electronics division of Monsanto Co. took over an existing factory in Woodruff, south of Spartanburg, as a plant to manufacture silicone discs for the computer industry. Production is planned by summer. And Michelin started a $12,000,000 expansion of a tire plant west of Spartanburg. The project is expected to increase its employment at the plant from 750 to 1,000.

The downtown Spartanburg redevelopment project, first announced in 1974, was to include two seven-story office buildings, a shopping complex, an ice skating rink, a civic center and a 15-story hotel. But financing was never secured, and tight-lipped city officials now say the project hinges on evidence of support by the local business community.

Meanwhile, the square block in the very center of downtown Spartanburg remains unoccupied, and neighboring businesses, tired of waiting for the shot in the arm that

Spartan Square would provide, move to the suburbs in increasing numbers.

▪ "The downtown area is really suffering right now," says a newspaper business writer in Spartanburg. "The merchants are hinging their hopes on the future of the mall on Spartan Square."

In Pickens County, major industrial growth includes Fluid Controls, which plans to build a 60,000-sq.-ft. facility in Easley to manufacture electromechanical solenoids. The $3,000,000 facility eventually is expected to have 100 employes.

And American Store Equipment Corp., known as Amstore, is putting up an 80,000-sq.-ft. building in Liberty. Such store fixtures as display counters would be manufactured at the plant by a work force of 100.

Jacksonville

Population:	701,500
Rank	56th
Personal income	$4,538,000,000
Income '77 vs. '76	+9.64%

Few cities can match Jacksonville's growth and expansion over the past decade, and the city stayed right on course in 1979. Massive building projects are sprouting downtown, and others, including a convention center, are on the planning board.

The diversified economy, anchored by three huge naval bases, remains virtually recession-proof; unemployment dropped to 6% this August from 6.2% a year before.

Detroit's losses were Jacksonville's gain, as near-record numbers of Japanese automobiles came into the country through the city's ports. "We say we're No. 1 in imports, and Baltimore says it's No. 1," says a newspaper business editor. "But whichever, we're going great guns."

The icing on the cake could be a pending congressional decision on whether the new King's Bay submarine refitting plant, just 35 miles north of Jacksonville in Georgia, will become the East Coast Trident submarine headquarters. If so, its present complement of 2,000 personnel could reach 30,000, giving another boost to Jacksonville business.

▪ Two major building projects are planned in Jacksonville, one in the central business district and the second to the south on the St. John's River, although plans for both have not yet been completed.

A $200,000,000 project called Northbank is planned for an eight-square-block section in the heart of the city. Southern Bell will build a 1,000,000-sq.-ft. office building there, and city officials are negotiating with hotel chains for a 500-room facility.

The huge site is being cleared of old buildings which will be replaced by a variety of commercial buildings, as well as a convention center, although the plans are still on the drawing board.

St. John's Place, the other major city project, will include a 350-room Sheraton Hotel, which is already under way. That project will include shops, office buildings and restaurants, as well as condominiums, and will feature a boardwalk along the St. John's River.

The Universal Marion Bldg., an office building whose owners went bankrupt, was purchased by a local conglomerate, and will be refurbished. The project, said a local businessman, will "remove a pall, a ghost that has been hanging over the fringe of the northeastern downtown."

Hemming Plaza, a small downtown park that had fallen upon hard times, was refurbished and landscaped, and now features band concerts, theater groups and ballet troupes. And a $2,100,000 multipurpose service center for senior citizens is to be completed by the end of 1979 on the eastern end of downtown.

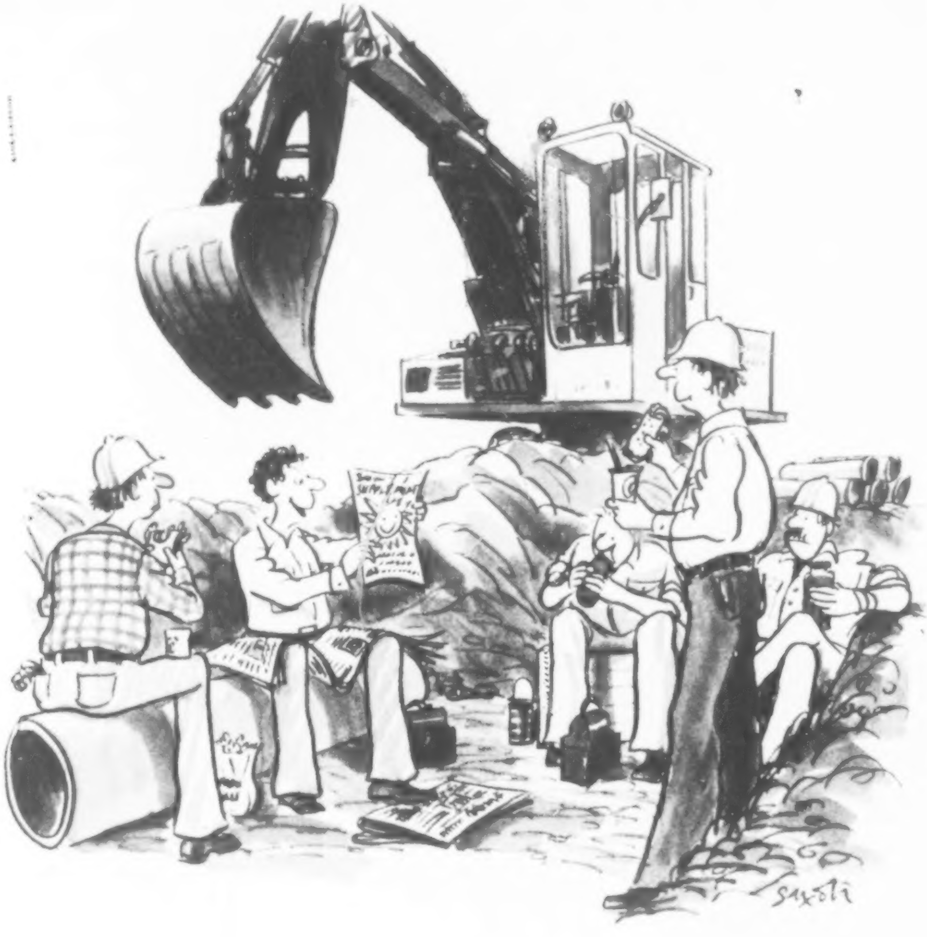
Environmentalists have brought suit to prevent construction of a $150,000,000 bridge across the St. John's River at Bridge Mill Cove. The bridge, which had received the approval of the Coast Guard, would be the missing link to the I-295 bypass around the city.

Steelworkers at the Jacksonville Shipyards went on strike for three weeks this summer, closing down the yards. But, according to one city official, the strike was predictably short. "Just like a vacation," he said. "The unions do it everytime their contracts are up, and then they quietly sign up a few weeks later."

Yet there are warning signals for Jacksonville's economic future: Two consulting companies, commissioned by the city's chamber of commerce, reported this summer that poor airline service and a spiraling electric rate (one of the highest in Florida), may deter economic expansion.

▪ There was actually a modest increase in the number of airline passengers served out of Jacksonville in the past year, despite route cut-

(Continued on Page 50)



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(Continued from Page 49)

backs by Eastern. These were partially made up by rapidly expanding Air Florida; nevertheless, the report found that both intra- and interstate air service were inadequate and inconveniently scheduled and that there was inadequate direct service to most major cities.

Electric rates in Jacksonville were up some 300% since 1973—about 30% in the last year alone—and the service provided by the Jacksonville Electric Authority was criticized as unreliable, with brownouts becoming increasingly common. The major reason for the high cost of electricity is the fact that the utility company is totally dependent upon expensive imported oil.

Both of these factors, the consultants said, could be troublesome in the future and could affect whether companies decide to relocate to or expand in Jacksonville.

On the positive side, the consultants found that Jacksonville has a good quality of life with excellent climate, schools and medical services. A wide variety of potential industrial sites is available and there are no serious labor problems, the report said.

Kingsport-Bristol, Johnson City, Tenn.

Population	411,300
Rank	92nd
Personal Income	$2,215,000,000
Income '77 vs. '76	+11.14%

A Boston mortgage insurance company recently selected Johnson City as one of the nation's top 10 housing markets in percentage of growth. The company pointed out that the city had high industrial development, job potential and quality of life.

The designation didn't exactly startle local officials. "We think we're among the top five," says a Johnson City real estate agent, adding that although the survey cited only Johnson City, he believes the entire SMSA has the same growth potential.

But it's not just potential that Johnson City is showing. Texas Instruments, already one of the larger employers in the area, is building a major new facility south of the city to manufacture electronic motor controls.

Though company officials won't say how many employes will be added to the payroll, local industrial development officials estimate that the present payroll of 800 may well expand to 3,000 when TI moves to the 120-acre site. One estimate runs as high as 7,000 employes.

- Safeguard Industries, which manufactures pistons for the automotive industry, is building a new facility north of Johnson City, and is to have 125 employes when it opens in 1980. A three-phase expansion over the next three years is designed to increase the payroll to about 800.

Nearby, a spring 1980 opening is planned for a new plant of ADC Magnetics, which makes electronic components for IBM. The company is to have about 300 employes.

And while a Magnavox plant that manufactured cabinets for television sets moved out this fall, the Budd Corp. is taking its place in the vacant facilities, located south of the city, with about 300 employes. Most of the 300 former Magnavox employes have already found work in the area, which has a need for skilled workers.

In downtown Johnson City, the old John Sevier Hotel, which went out of business in 1973, has become the John Sevier Center for senior citizens, a residential project housing 131 elderly people. Another 102-unit senior citizen center project is under way nearby.

- An $11,000,000 medical school building at East Tennessee State University in Johnson City is looking ahead to construction. It would be a joint project of the university and the Veterans Administration. The university's medical school already has enrolled its second class, which is being housed in temporary quarters.

A longtime downtown problem, the lack of adequate parking, is being alleviated with the construction of a combination parking garage and retail complex, to be known as the Downtown Center. The $2,250,000 project is to include one floor of retail shops, three floors of enclosed parking, and a fifth floor rooftop parking area, with a total of 500 spaces.

The city, meanwhile, has allocated $208,000 as its first-year share of a new municipal bus system. Nine 18-passenger buses and three vehicles for the handicapped, purchased largely with federal funds, will provide the city's first mass-transit system since a private bus company folded several years ago. City officials are counting on the system to give a boost to downtown business.

Kingsport is also showing healthy industrial growth. General Shale Products Corp. completed a $7,000,000 plant expansion, doubling its capacity of 50,000,000 bricks a year, and the ASG Corp., which manufactures glass, is adding 300 employes to its present payroll of 1,800 as a result of a $30,000,000 expansion of its plant, west of the city.

- Elsewhere, ground has been broken for a regional shopping center on 11 acres in the western section of Kingsport, a facility that is to be anchored by Winn-Dixie. Completion is planned for 1980.

In Bristol, which straddles the Tennessee and Virginia border, a 151-unit low and moderate-income housing project, Leisure Park, has been completed on the Virginia side; a similar project is planned for Bristol, Tenn.

A 250-room Regency Inn Motel has opened along Int. Hwy. 81, south of Bristol, Tenn., and both the area's high schools have begun major expansion projects. Tennessee High is completing a distributive education wing, and Virginia High is finishing an auditorium and gymnasium complex that will include a swimming pool.

Bristol, Va., officials hope to complete long-discussed plans next year for a downtown revitalization project. For years, feasibility studies have looked at the possible construction of a convention center next to an 11-story hotel.

Enterprise Fabricators, which manufactured steel fabrications in a Bristol, Va., plant, laid off a number of employes during the summer of 1979 and then announced that it was going out of business, putting some 300 workers out of jobs. But city officials said they have received few queries about employment, and believe the workers found other jobs with little trouble.

The Bristol-Washington County Industrial Park, located between Bristol and Abingdon, Va., opened in 1979, with several companies already announced as its first tenants.

Miami

Population	1,451,200
Rank	23rd
Personal Income	$11,177,000,000
Income '77 vs. '76	+10.51%

If Miami were to adopt a nickname these days, it would have to include the word "international." Long a favorite "fun and sun" destination for some Americans and a retirement home for others, Miami is emerging not only as a holiday haven for European and Latin American tourists but as an important business center as well.

International air traffic at Miami International Airport, for instance, is up 25% over 1978. Domestic travel during the same period climbed 19%.

What's making Miami and South Florida increasingly attractive to international tourist and business concerns is their tremendous buying power and economic advantage in the marketplace, as the U.S. dollar continues to plummet in value.

Simultaneously, the middle classes in oil-rich countries such as Venezuela are finding themselves with more discretionary income to travel, and they like Miami because of the year-round warm weather and of the familiar (to them) Latin cultural atmosphere. More than 500,000 persons of Hispanic background live in Dade County, and the majority speak Spanish.

- A familiar occurrence is that of a Latin (or European) family landing at the airport with a half-dozen empty suitcases for buying sprees here. By the time the family leaves, a few days or weeks later, the luggage is jammed with new clothes, shoes, jewelry, appliances, tv sets, stereos and dozens of other items.

As a consequence of the influx of Latin tourist consumers, downtown Miami is experiencing an unprecedented surge in retail business, residential and hotel construction. Another new luxury hotel, Marina Park Hotel, following the downtown lead of the successful Omni International Hotel, is scheduled to open in January on Biscayne Blvd.

The $5,400,000, 200-room project is being built inside the shell of the once-luxurious Biscayne Terrace Hotel, which was sold for $1,400,000 earlier in the year.

Plaza Venetia, immediately across from the Omni hotel-mall complex, is now under construction, with 300 apartments planned in its first 25-story building. The second phase is scheduled to include 810 apartments, 120 hotel rooms, and 200,000 sq. ft. of commercial and recreation space.

- Just south of downtown, in the popular Coconut Grove district, the area's first "European-style boutique center" opened in March. The three-story, air-conditioned Mayfair Boutiques has about 30 tenants, all leading designers such as Valentino, Charles Jourdan and Pierre Balmain.

About 50% of the center's business comes from Latin American and other tourists; the balance of customers are wealthy women from nearby Coral Gables, South Miami and Kendall area.

In April, the first phase of the Miami Free Trade Zone opened just west of Miami International Airport. The 300,000 sq. ft. warehouse facility has about 40 tenants. Another 300,000 sq. ft. building was inaugurated in late October and a third unit is scheduled for construction in early 1980. Within 10 miles of the Free Trade Zone, in western Dade County, two new major shopping centers are planned. Edward J. De Bartolo Corp. will build a 1,250,000 sq. ft. mall at NW 107 Ave. and the East-West Expressway. Rouse Co. and Homart Development Co. will construct a 1,145,000 sq. ft. center at Coral Way and the Florida Turnpike.

- Across Biscayne Bay, on Miami Beach, the landmark Sak's store closed. Yet, ambitious renovation projects are on the drawing boards and are under way, in an effort to counter the beach's sagging reputation with tangible, obvious improvements.

The South Shore Development, at the southern tip of Miami Beach, the single most ambitious revitalization project, remains hung up in litigation. The plan calls for 4,350 hotel rooms, 3,300 residential units, 470,000 sq. ft. of retail/-entertainment uses and 62,500 sq. ft. of office space, marina and dry boat storage. During 1979, the bottleneck has been a court case over authority of the Miami Beach Redevelopment Agency to issue funding bonds.

Even if the agency wins the bonding case, however, there are no indications when the project will be free from litigation, since it is strongly resisted by "art deco" enthusiasts who are determined to save some of the buildings slated for removal, and area planners who are concerned about relocating the poor and elderly whose moderatly priced homes will disappear.

- Along Miami Beach, many hotels are attempting to regain the high esteem they once held among vacationers with extensive renovation projects. The Fontainbleu Hilton, for instance, reportedly spent $15,000,000 to spruce up, clean and revitalize the property.

Most beach hotels are also benefiting from the influx of Latin, British and German tourists who seem particularly fond of the area and are booking tour packages from their countries in record numbers.

If you had to choose the apparently most *unwanted* spot in Miami, it would have to be the Orange Bowl. The University of Miami, which has always played its games in the 80,000 seat facility, has a new coach who wants to build a 40,000-seat stadium on the campus. He predicts an on-campus stadium would boost attendance and community support.

Although stunned by the mid-summer gas crunch, Miami escaped relatively unscathed, as Florida-bound tourists apparently chose to fly to Miami instead of drive. Domestic air travel increased 19% over last year.

Skyrocketing electric bills, in this air conditioning-dependent city, spurred many homeowners to seek relief with ceiling and floor fans. Most major department stores and scores of specialty shops now carry assorted models, ranging in price from about $60 up. Many residents found their monthly bills cut in half, after installing a few fans and shutting off the air conditioner.

Located in the heart of Charleston's financial, real estate and insurance district, St. Michael's Episcopal Church has an air of quiet dignity and solitude.

Norfolk-Virginia Beach-Portsmouth, Va.

Population	800,100
Rank	48th
Personal income	$4,905,000,000
Income '77 vs. '76	+10.4%

What may be the world's largest weathervane looms over the Norfolk Harbor skyline, a symbol perhaps of continued balmy breezes for the economy of the Norfolk-Virginia Beach-Portsmouth metropolitan area.

The weathervane is actually a 120-ft. tower crane—its boom pivots with the wind—installed in connection with a football field-size drydock called the Titan, one of the country's largest, and an adjacent pier.

The facility, an expansion to the Norfolk Shipping & Drydock Co. built earlier this year, is already overhauling tankers and a fleet of liquid natural gas carriers.

- Despite seemingly disastrous developments, little seems to faze the SMSA. It appears less likely all the time that Volvo will ever build its proposed $100,000,000 automobile assembly plant in Chesapeake.

A proposed oil refinery in Portsmouth has been given tentative approval by the Secretary of the Army, but still faces opposition from environmental groups as well as from the Interior Department, both of which fear potential oil spills that would endanger the Chesapeake Bay area.

If approved, the $6.6 billion facility would be the largest oil refinery on the East Coast, and the first major refinery built on the East Coast since 1957. Neighboring Newport News lost a $1.6 billion Navy contract to refit four aircraft carriers; and another year has passed without any definite plan for a prime 17.5-acre tract in downtown Norfolk that has been vacant for some 15 years.

Add to the bad news the gasoline crisis of this spring, as well as some bad weather around the same time that cut sharply into the business at tourist-oriented Virginia Beach.

- But the local attitude to these grim tidings seems to be, so what? The over-all economy has remained steady, and there's plenty of good news to go with the bad. Some examples:

- Virginia Beach tourism actually is projected to be up for the year, thanks to a good early spring-late summer influx that more than made up for the gasoline shortages that kept tourists at their backyard barbecues.

And the city is building a $20,000,000 arts and convention center in an effort to further expand the traditional 100-day Memorial Day to Labor Day tourist season. Several large conclaves already are booked for late next year when the center is to be completed.

Industrial development continues to boom in Virginia Beach. When one industrial park fills up, the city goes to work on another. The 1,000-acre Oceana West Industrial Park drew six new companies in 1979, including a number of large foreign operations such as Moulinex, known as the G.E. of France.

Work is under way on the 1,200,000-sq.-ft. Lynnhaven Mall, also in the industrial park, billed as the largest such new facility in the Tidewater area.

Downtown development continues in Norfolk. Newcomers this year included the Washington, D.C.-based Hechinger's hardware store. Also completed was the rehabilitation of two long-vacant department stores into international trade marts and boutiques.

The first townhouses have been sold in the $110,000,000 Freemason Harbor residential and shopping project, although financing problems have slowed down the 10-year project. Several new phases of Freemason Harbor, including townhouses, condominiums and a parking garage, are expected to get under way late in 1979.

The eight-story federal building in downtown Norfolk was completed and occupied this spring in Norfolk's Grandy Mall area, stimulating additional downtown development, including the refurbishing of several neighboring office buildings.

In Portsmouth, three large buildings are going up in the Crawford Harbor area, dominating the local building picture there. They are a six-story city hall, a five-story private office building and a $12,500,000, 25-story, 200-unit middle and high income apartment building which will be the tallest building in the Tidewater area.

Virginia Products announced plans to build a storm window and storm door manufacturing plant in Portsmouth's redevelopment area, a $6,000,000 venture that will add 500 employes to the local payroll. And construction was to begin late in 1979 on three buildings, providing 300 housing units for the elderly and low and moderate income residents.

Greenbrier Mall, approaching 1,000,000 sq. ft., is under construction in the city of Chesapeake, which is negotiating with the Navy for acquisition of surplus property at its Naval Ammunition Depot for use as a site for light industry.

And in the city of Suffolk, construction is just beginning on a 10-mile Interstate 664 spur that will improve access between the city and the Newport News-Hampton areas, where many Suffolk residents work. The spur, which includes a third James River crossing, is scheduled for mid-1980s completion.

Local controversy in the Norfolk-Virginia Beach-Portsmouth area centered around the proposal by business leaders to consolidate the SMSA with the neighboring Newport News-Hampton SMSA.

The merger would add some 400,000 residents to the SMSA; advocates say this would put the entire area in an advantageous economic position. Critics, largely in the smaller Newport News-Hampton area, argue that they would be swallowed up by such a merger.

- The issue was resolved by the Census Bureau's decision to create a consolidated metropolitan statistic area following the 1980 census, while retaining the identity of each of the SMSAs.

Although Newport News lost the aircraft carrier refitting project, there is a hope that a new nuclear aircraft carrier—authorized by Congress but not yet approved by the President—would be built at the local shipyards.

And although the Newport News-Hampton SMSA has one of the higher unemployment rates in Virginia, local officials hope that the new Interstate 664 spur, as well as a revitalized municipal bus system, will ease massive traffic jams that have hampered downtown growth.

Orlando

Population	**609,900**
Rank	**6[illegible]th**
Personal income	**$3,875,000,000**
Income '77 vs. '76	**+10.53%**

The word in central Florida is "activity." All over the area, residents are looking at theme park expansion, airport construction, civic center plans, shopping mall construction and industrial construction. The kind of activity that was going on last year is going on now at an accelerated pace.

Under way are Sea World's new Florida Festival, Walt Disney World's mammoth EPCOT (Experimental Prototype Community of Tomorrow), Cypress Gardens expansion, a new theme park (Western World) and the Orlando International Airport. That's not to mention new hotels, malls, warehouses and industrial complexes.

The amounts being spent or budgeted for these projects are mind-boggling—figures like $800,000,000 for EPCOT and $100,000,000 for Sea World. It all totals about $1.5 billion, an amount that will probably go higher.

- All of this is helping the area recover from the lost business syndrome brought on by last summer's energy crisis in June; hotel rooms were empty and theme-park turnstiles weren't clicking. Park attendants took to checking want ads and kept their bags packed.

Faced with $175,000,000 in lost revenue and 6,700 lost jobs, Gov. Bob Graham approved a national advertising campaign to assure vacationers that gas problems don't exist in Florida. The campaign, a toll-free gasoline information hotline and the governor's guarantee that gas was available helped turn the tide.

Orlando's tourist attractions make this a profitable stopping point for airlines. Until recently, Eastern, National and Southern have had a lion's share, but seven others, including United, TWA and American, used their new route flexibility to move into Orlando this year. Passenger traffic in June was running 26.5% ahead of June 1978.

Orlando's long-awaited, long-debated convention center is on the drawing boards, with conventions booked clear into 1988. The center is scheduled for a 1982 opening, with a Shriners convention. Another big one is scheduled for 1984, when the American Farm Bureau Federation comes here.

- Orlando Central, a wholly-owned subsidiary of Martin-Marietta, anticipating a deficit of at least 22,000 hotel and motel rooms by 1985, recently briefed local business leaders on its plan for Plaza/-International, a hotel/motel/-shopping center concept with 8,000 hotel rooms at Orlando Central Park, immediately adjacent to the convention center.

Orlando's sports scene is a mixed bag. Arnold Palmer's Bay Hill Club was the scene of the Bay Hill Citrus

(Continued on Page 52)

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100 MARKETS

(Continued from Page 51)

Open this spring. The name will be the Bay Hill Classic in 1980, because the Florida Department of Citrus withdrew sponsorship rather than put up another $175,000. Mr. Palmer has signed other sponsors, and the event is expected to be played with a $300,000 purse next year.

The Orlando City Council is still wrangling over the swaying east upper deck of the ancient Tangerine Bowl (plus its overflowing sewers, girders obstructing seats and other design faults). The bowl pits Mid-Atlantic Conference and Southeast Conference college football teams each December. "Improvements" were made five years ago, but the structural problems found today have turned up, nevertheless.

The question before the council is whether or not to fix the stadium. Already the council has received $900,000 from a settlement of a lawsuit over construction defects.

▪ Other cultural news is upbeat. Top-flight entertainment has been scheduled into Bob Carr Auditorium, home of the Florida Symphony Orchestra, since it reopened last year.

The World Trade Council of Central Florida, meanwhile, has been entertaining international business meetings this year. Much of the interest is in EPCOT, which will be an international showcase, half of it devoted to displaying goods and cultures of other countries.

While the theme parks are keeping busy, other aspects of the economy are also apparently doing well. The orange crop forecast is 200,000,000 boxes (agribusiness is the state's major business), employment is high and new companies are injecting steady cash-flow into a healthy economy.

But you can't win 'em all.

Waterslide World is on the blocks. Opened in late 1977, it never caught on despite a visual location off Int. Hwy. 4. It just never seemed to get off the ground.

But a new attraction debuted this year and is doing well, from all reports. Wings & Wheels, a commercial aviation museum, is located at Orlando's International Airport.

Raleigh-Durham, N.C.

Population	493,600
Rank	77th
Personal income	$3,337,000,000
Income '77 vs. '76	11.01%

The massive $4.2 billion nuclear power plant that the Carolina Power & Light Co. is building on an 11,000-acre site south of Raleigh—a project that dwarfs other construction in the three-county SMSA—is creating a labor problem.

"It's so big," says a newspaper business editor in Raleigh, "that other construction projects around here are having trouble finding help. But that's the kind of labor problem that economists like."

A full work force of almost 3,500 is working around the clock to put the first of four 900-megawatt reactors into operation in 1984. Full operation is planned for 1990; over the life of the project, workers are expected to receive some $600,000,000 in wages. It is to be one of the largest nuclear facilities in the nation.

▪ Generally, the Raleigh-Durham area is having an easy time of it, insulated from cyclical problems by large government and educational complexes and lacking the industry that suffers with economic downturns.

"There have been a few weak points in retail sales and employment," says the business editor. "And some companies may not be hiring as much as they would normally. The economy may be softening just a little, but nobody's talking about a slump."

Not hardly. In Raleigh, Radisson Hotel Corp. is planning a 350-room hotel, giving the go-ahead on the project after the city announced plans to build a downtown parking deck and after Wake County voters in January approved the sale of liquor by the drink. Other small new hotels or additions are expected to increase hotel capacity in Raleigh by more than 1,000 rooms by the end of 1980.

Construction is well under way on the Falls of the Neuse Reservoir and Dam in northern Wake County, a $100,000,000 project that is to provide water and recreation areas for the area by 1982. And the state is extending Int. Hwy. 40 around the southern part of Raleigh to complete the 31-mile Raleigh Beltline by early 1982.

▪ Two major airlines, Altair and Allegheny, began service at Raleigh-Durham Airport in 1979, and other airlines already serving the area increased their number of flights. A new terminal and expansion of the runway system is being designed to accommodate future growth.

Under construction in Raleigh is a $6,000,000 building for the North Carolina Museum of Art, a $32,000,000 veterinary school at North Carolina State University is expected to begin soon, as will a $2,800,000 athletic facility.

The Plaza of North Ridge, a $60,000,000 office and residential project, is to open eight office buildings with 500,000 sq. ft. of floor space in late 1981. Other phases are still in the planning stage.

Among major industrial growth in Wake County is the announcement by Hewlett-Packard Co., the California-based electronics company, that it will build a research, manufacturing and marketing facility on 230 acres in northern Wake County. The first building is to be completed by late 1981 and is expected to have 700 employes; additional facilities on the site are expected to house 10,000 employes by the year 2000.

▪ Siemens-Allis is expected to employ 300 persons in late 1980 at a plant it is building on U.S. Hwy. 64 for the manufacture of switchgears and other electrical equipment for industry. At full production, it is expected to have 700 employes.

And Northern Telecom has moved the headquarters of its digital switching division to Raleigh. This and other expansion projects by the company may increase its area work force to 2,400 by 1983, making it one of the largest local industrial employers.

In Durham County, an early 1980 completion is expected for Duke Hospital North, a 606-bed, $93,000,000 facility. It is being connected to the existing Duke University Medical Center by a unique quarter-mile horizontal elevator that runs on a thin layer of air.

Much of the county's business growth is under way in the highly successful Research Triangle Park, the 20-year-old facility that has just filled half of its 5,600 acres. Officials there say 1979 was one of their best years; seven new projects are under construction or ready to start, adding 2,200,000 sq. ft. of space and 2,500 jobs.

▪ Also in the park, Union Carbide Corp.'s agricultural products division is investing $20,000,000 for a pesticide research facility that is to have 800 employes when completed in 1981. And Mead Technology Laboratories of Ohio is locating its environmental division in the park, employing 100 persons in a leased facility to be completed in 1980.

Neighboring Orange County, home of the University of North Carolina at Chapel Hill, is growing even faster than Raleigh or Durham.

The university is constructing a new women's gymnasium and plans a new basketball arena in the near future. North Carolina Memorial Hospital, located on the campus but not affiliated with the university, is undertaking a multimillion-dollar expansion of its outpatient facilities.

Business is good in Chapel Hill, according to a chamber of commerce official. "Anybody that can go through the red tape necessary to open a shop can make it," he says. "Open your doors and you will make a go of it."

Richmond, Va.

Population	611,700
Rank	64th
Personal income	$4,675,000,000
Income '77 vs. '76	10.35%

A flourishing public sector—state government and medical facilities—continues to give Richmond one of the strongest economies in the state of Virginia.

The low unemployment rate, in the 3.5% range, stems partly from the fact that the state employs 20% of the Richmond labor force.

Hospital and medical school construction in the area topped $283,000,000 in 1979. City officials report $260,000,000 in new and expanded industrial investment in the first six months alone.

The city escaped the gasoline lines that haunted much of the East during the early summer.

It also attracted a minor league hockey team, the Richmond Rifles, and refurbished the historic Lowe's Theatre as the first permanent home of the Richmond Symphony. The Hartford Ballet company made two extended appearances for the second year in a row.

▪ In downtown Richmond, steelwork has been completed on a 28-story state office tower, a $48,500,000 building that is scheduled for completion late in 1980. State officials have delayed, however, a decision to build a twin tower on a common base, while reassessing the need for a second building.

The State Department of Motor Vehicles moved into its massive seven-story, $13,500,000 building early in the year, and a 24-story Federal Reserve Bank office tower, completed in 1978, is now fully occupied by federal offices and private firms.

United Virginia Bank announced its intention to build a new office tower in Richmond, but has not yet selected a site.

In other downtown activity, the old Main St. Railroad Station, vacant for years, is undergoing a $10,000,000 refurbishing that will include restaurants, commercial and office space. And the city is hoping for federal funds to restore the old Jefferson Hotel, a landmark whose staircase was the model for that used in "Gone With the Wind."

▪ Old Victorian townhouses and rowhouses in such neighborhoods as Ginter Park, Jackson Ward, the Fan District, Church Hill and Shockoe Valley are being restored by the thousands, as these once-elegant neighborhoods make a comeback.

Byrd International Airport, located in neighboring Henrico County, added two taxiways and parking facilities during 1979, and a major expansion of the terminal shared by four airlines is scheduled for the early 1980s.

Industrial expansion has been primarily in the suburbs. Among the major projects:

- Virginia Gravure, which prints magazine and newspaper inserts, is building a printing plant in northern Henrico County. The 134,000-sq.-ft. building will employ some 300 workers when it opens in early 1980.
- DuPont's Spruance Fibres plant, which manufactures a material used in belted automobile tires, is expanding its Chesterfield County facility, originally built in the 1920s. Some 300 new workers will be added.
- Reynolds Metals will relocate its can division headquarters and experimental laboratories in the Chesterfield County Airpark area.
- Lawyers Title Insurance Corp. intends to build a $6,000,000 office building at Brookfield Office Park in Henrico County.

Major hospital construction includes Virginia Commonwealth University's Medical College of Virginia, a $43,000,000 facility in downtown Richmond; a new Veterans Administration hospital in the city, which will provide 694 beds at a cost of $116,000,000; the just-completed 60-bed Richmond Eye Hospital, and Stuart Circle Hospital, also downtown, which will provide 153 beds.

In Chesterfield County, the 292-bed Johnston-Willis Hospital is under construction.

▪ Legal problems continue to delay one ambitious city-backed building plan, known as Project One. The $12,000,000 first phase would include a convention-exhibition center, a 400-room hotel, an office tower and retail shops.

Landowners who would be displaced have lost their case in several courts, but continue to appeal. The city awaits final disposition of the case before issuing bonds for the project.

One discordant note reverberates from the continuing battle over the interstate beltway that would ring Richmond. The northeastern segment of the project is nearing completion, but the city remains opposed to the construction of the remainder, as well as to the proposed relocation of I-95 to the east of the city. Mayor Henry L. Marsh III argues that the beltway would hurt the inner city.

"New highways generate their own use and economic growth around interchanges," says a city planner. "The building of the road would draw business from the city and would be an economic hardship on us."

The question ultimately will be decided by the U.S. Department of Transportation.

Tampa-St. Petersburg

Population	1,396,300
Rank	25th
Personal income	$8,843,000,000
Income '77 vs. '76	10.58%

Weather and tourism are top subjects of concern in the Tampa-St. Petersburg area, and both caused difficulty in 1979.

Located midway down the west coast of Florida, this area is often termed the Suncoast simply because it enjoys more days of sunshine a year than any other Florida area.

In May, however, a storm poured down 17 ins. of rain in less than 24 hours, and caused such damage that President Jimmy Carter designated it a disaster area.

At about the same time, the impact of the gasoline crisis was beginning to cut into tourism. Aggravated by a truckers strike, which created further uncertainties about supply, tourism was off about 12% during the April to June period.

Fortunately for local businessmen, however, Tampa-St. Petersburg long ago diversified so tourism lost its dominant place as the mainstay of the economy.

▪ Tampa today is the industrial hub of the Florida west coast and is seeing an increasing number of light manufacturing, electronics, precision instruments and communication equipment companies relocate to its shores.

It goes without saying that such industries represent the "nonpolluting types"—those that will not destroy the air that tourists search out.

Examples of increased business activity include Stromberg-Carlson's plans to relocate its corporate headquarters to Tampa; the Shriners of North America following a like pattern; joined by Metropolitan Life Insurance Co. regional offices, Colonial Penn Group and the McNichols Co. Others such as General Telephone & Telegraph Co. and Tampa Electric Co., plan to expand existing facilities.

To satisfy the demand for office space created by the influx of new companies and existing expansions, more than 1,900,000 sq. ft. of office space are currently under construction or on the drawing boards. Added to 4,800,000 sq. ft. of office space already occupied today, this will bring the total to 6,700,000 sq. ft.

▪ Across Tampa Bay lies Pinellas County—a county incorporating St. Petersburg, Clearwater and Largo—with miles of white sandy beaches and resort hotels and motels. In the early 1950s, Pinellas County had not one manufacturing company with as many as 150 employes. Today, despite stringent control to keep out industries that raise prospects of pollution, there are over 700 industrial companies in the county, including several employing over 1,000 people.

Just north of St. Petersburg in Pinellas County, construction is well advanced on three new units for a big veterans hospital at Bay Pines. The units, scheduled for completion during the second half of 1980, include $13,800,000 for a 520-bed hospital, $4,300,000 for a 120-bed nursing home and $6,800,000 for a 200-bed domiciliary unit.

Residential housing, which had been moving along 13% above 1978, took a sharp dip in Pinellas County just after midyear. But "Construction Cost Index," the well regarded forecast publication of Mills & Jones Construction Co., remains optimistic about the chances that continued commercial work will keep the construction industry at a high level.

▪ Part of the optimism rests on the work that got underway in Tampa in April, when ground was broken for the "Quad Block" project, considered the most important development in the history of downtown Tampa.

Included will be a 37-story office tower, a 500-room hotel, a two-level retail and plaza area and a 30,000 sq. ft. conference and banquet facility.

The Marriott Corp. announced plans to build a 375-room, 12-story hotel near Tampa International Airport, and Anheuser-Busch plans a joint venture development of a 400-room, $20,000,000 luxury hotel at its Busch Gardens park in Tampa, to be managed by the Sheraton Corp.

Among tourist attractions, Tampa's Busch Gardens is second only to Disney World as Florida's top tourist spot. The park has announced an $18,300,000 expansion program, highlighting an African Timbuktu section, the Crazy Camel and the Scorpion thrill rides and a new dolphin show.

For sporting enthusiasts, organized sports are well represented on the Suncoast, and the local boosters hope that the new hotel construction currently under way will improve the area's chances of snagging the pro football Super Bowl in the early 1980s.

Despite record losing streaks during its early years, the Tampa Bay Buccaneers team of the National Football League has packed Tampa stadium with the third highest paid admissions in the NFL attendance record books.

The popular Tampa Bay Rowdies, which play both an outdoor and indoor soccer season, use Tampa Stadium for their outdoor season in the summer when the Bucs are idle. This year, the Rowdies went all the way in the outdoor season to the soccer super bowl, only to lose to Vancouver.

Hope persists that Tampa-St. Petersburg, which boasts spring training camps for three major league baseball teams, will break through with a major league franchise of its own.

■ As a major tourist area, Tampa-St. Petersburg already features a wide variety of good restaurants. New on the eating scene this year is Crawdaddy's, a 1920s style wharf-shanty on the shores of Tampa Bay; the Embassy, with Kansas City beef in a Mediterranean setting; the Sea Wolf, near Busch Gardens and family priced; The Levee, described as downtown with Dixieland and all the fixins', and the Chinese Pavilion.

The tourism crunch might have been worse except for the huge Tampa-St. Petersburg airport, often termed one of the finest in the nation, with monorails moving passengers virtually to planeside. For 12 months ending August 31, passenger traffic was up 12%, as visitors switched from highway to sky.

American, USAir (formerly Allegheny), Republic, Ozark, Piedmont and Southeast, utilizing their new route freedom under airline deregulation, joined the lines serving the airport, bringing the total to 10 domestic carriers and eight international airlines.

The airport itself continues to have ample resources for the added service, "but we are drowning in automobiles," one of the airport executives said.

A three-stage construction project dealing with traffic problems has begun moving from the design stage, with a $4,000,000 satellite parking lot for 3,500 cars slated for 1980; a new $4,500,000 highway interchange in 1981, and a $2,500,000 expansion of existing rooftop parking garages visualized in another two to three years.

Washington, D.C.

Population	**3,016,800**
Rank	**8th**
Personal income	**$28,277,000,000**
Income '77 vs. '76	**+9.21%**

It would almost seem as though some sort of domestic Marshall Plan were under way in the nation's capital.

Huge chunks of district real estate are in varying stages of construction. Pennsylvania Ave., between the Capitol and the White House, is in the first phase of a half-billion-dollar renovation that will provide hotels, commercial and office space, private housing and a facelift of part of the avenue itself.

Elsewhere in the area, 10,000,000 sq. ft. of additional office space—involving more than 40 projects—is under construction or committed for completion through the end of 1982. A big percentage of that space has been preleased; occupancy of existing office buildings is 99.4%, the highest in the nation.

Construction is expected to begin in 1980 on a $99,000,000 convention center on H St., NW, between 9th and 10th, a decaying neighborhood that is expected to get a shot in the arm from the influx of trade. At nearby Thomas Circle, for instance, developers already plan three commercial buildings.

■ The Georgetown Waterfront, a $50,000,000 residential, commercial, and office complex, is planned to start construction within a year, and just back from the waterfront work is well under way on a $40,000,000 townhouse commercial complex being built on the same block as the plush Rive Gauche Restaurant. Georgetown also sports a swanky new hotel, the Four Seasons.

And of course there's Metro, a continuing success story that has done more to transform Washington in the past few years than any other factor. Metro began Sunday service in September, on the day of the Redskins' first home game, and in December opened a 3.9 mile segment of the Orange line in Arlington, Va.

The subway, which now totals more than 30 miles, continues to breed commercial growth. A recent study prepared by the Federal City Council said that Metro already has helped foster more than $970,000,000 worth of private development near subway stations, and another $5 billion is expected if the full 101-mile subway is completed.

A 3.5 mile segment of the Blue line is scheduled to open in late 1980, extending east of the district into Prince Georges County, Md.

■ Metro's bus division bought 115 sleek new General Motors buses at more than $100,000 each, and 43 articulated buses, 98-passenger vehicles that bend in the middle. Together, bus and rail service are now carrying more passengers than at any time since 1967.

Fifteen years ago, Washington was a sleepy, roll-up-the-sidewalks-at-sunset town, almost totally dependent upon the federal government, with a big crime problem, little growth, and an almost nonexistent cultural establishment.

Today, it is bursting with growth. It is an important business center, abounds in cultural facilities, and has curbed its crime rate. Come midnight, you can find roller skaters on the sidewalks in front of glass-paneled office buildings. The district has replaced New York as the No. 1 site of national headquarters of associations.

"I think Washington has passed the takeoff point—maybe you'd call it the point of critical mass—in its growth," says the vice-president of a real estate brokerage company. "There's just going to be a tremendous increase in the demand for offices, retail space, homes—just about everything. All indications are that Washington will continue to grow and thrive."

■ That's not to say that no problems exist. There are a few.

Leonard Kolodny, manager of the retail bureau of the Metropolitan Washington Board of Trade, says that the rapid expansion of the area's economy has resulted in the area becoming "overstored"—that is, retail establishments are moving in faster than the community can support them.

Mr. Kolodny says he has no figures on commercial bankruptcies, but adds, "Go into any shopping mall and you'll see new stores you've never heard of. Go in there 4 or 5 months later, and a lot of them will be gone."

Even when national or regional

(Continued on Page 54)

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(Continued from Page 53)

chain stores move here, Mr. Kolodny says, in most cases they face initial financial problems, but they have the capacity to wait out these first lean months:

Retail sales in the SMSA, are flat, running about at the same level as last year, without adjustment for inflation.

Another sore spot is the high cost of housing. Mayor Marion Barry was publicly indignant that he and his wife couldn't find adequate housing in the district for less than $100,000, a price that has become something of an average in the District and the close-in suburbs. The housing market remains strong despite the high costs, but some business leaders worry that spiraling home prices will dampen that market.

- And finally, there's the recent interest rate hike, which the *Washington Post* editorialized would have a chilling effect on both commercial and residential development, and a resulting effect on employment.

This will be more strongly felt in the suburbs than in the district itself, but the full effect won't hit for several years—when projects now being built with long-term, lower-interest financing have been completed.

While the spring gas crisis cut deeply into Washington's tourism industry, out-of-state license plates abounded later in the summer and into the fall, and business leaders say the over-all figures were down only a little from 1978.

Little serenity remains on Pennsylvania Ave. between 3rd St. and 15th St., N.W., as the Pennsylvania Ave. Development Corp. undertakes 19 separate projects, ranging from renovation of the old Willard Hotel, where President Lincoln stayed on the eve of his first inauguration, to the preservation of the five 19th Century building facades at Gallery Row at 7th St., N.W.

- Pennsylvania Ave. itself will be completely relandscaped, with special lighting at selected areas. Sidewalks will be widened and landscaped with a canopy of oak trees, and street furniture will be added. Larger open spaces will be provided at three locations—Western Plaza, Market Square and John Marshall Place, corresponding to the original L'Enfant plan for the city.

As the center city of Washington undergoes major renovations, development has spread outward. Ground was broken in the fall for a $13,300,000 shopping facility, Hechinger Mall, that ultimately will offer shoppers in northeastern Washington some 40 stores.

Developers promised that the mall, located at Benning and Bladensburg Roads and Maryland Ave., N.E., will stimulate the rehabilitation of this entire troubled area.

Giant Food opened a major new store in the Shaw area of northwestern Washington, a significant move into an area that has largely been devoid of supermarkets since the 1963 riots. City officials hope that here, too, the development will have a ripple effect.

- Metro is also having the effect of expanding the central downtown area, through the Washington Circle area on the west, almost into Georgetown, beyond Dupont Circle to the north, and into the northern Virginia office areas of Rosslyn and Crystal City.

Further out in the suburbs, regional malls and shopping centers continue to expand, although not in all cases, according to the Board of Trade's Mr. Kolodny. A new mall opened in Laurel, the Columbia Mall expanded to include a Sears store and the developers of Tyson's Corner shopping center ready plans for a major expansion of their already huge facility.

In the district, business continues to be spotty at Mazza Gallerie, a mall on upper Wisconsin Ave. that contains a Neiman-Marcus store. But completion of a Metro line in this area in the next few years is expected to improve business.

West Palm Beach-Boca Raton

Population	486,700
Rank	78th
Personal income	$3,757,000,000
Income '77 vs. '76	+12.49%

In the past year, the Palm Beach-Boca Raton area has experienced a building boom (single family residences, hotels and shopping centers), a 20% increase in retail sales and a continuing drop in unemployment.

The rate of expansion, which made Palm Beach County the fastest growing county in the nation last year, is beginning to level off, but that is to be expected, according to local observers.

After the 1975 recession, in which county building permits dropped to $69,000,000 in that year's second quarter, Palm Beach went on a building binge during which permits jumped to $146,000,000 in the second quarter of 1977 and $257,000,000 last year. This year's second-quarter jump was a relatively light $21,000,000.

Several major projects are under way, including an expansion of Palm Beach Mall that will make it one of the largest south of Atlanta, the $60,000,000 community of Leasureville in Palm Beach, a $17,500,000 Hyatt Hotel and a $12,000,000 county courthouse expansion. In addition, the $7,000,000 West Palm Beach city hall now is open for business. The first residents are expected to move into the 2,300-acre Professional Golfers Assn. of America project next year.

- Boca Raton continues its steady growth westward. The city's population has jumped from 57,000 to 72,000 in the past two years. "The last couple of years have been phenomenal for us," said C of C representative, Pat Wilson. "It's no longer true that this is a retirement area. We're now drawing a lot of young executives and middle management people who work in Miami and West Palm Beach."

Businesses are beginning to discover Palm Beach County, too. Among the new companies that moved in this year were Siemens Corp. (electronics), Sikorsky Aircraft, Motorola and STP, which brought along its world headquarters. Pratt & Whitney is in the middle of a $19,000,000 expansion which will add 2,000 workers to its payroll.

The energy crunch has brought an unexpected twist for local population growth. The expected shortage of heating oil may be scaring people south. "Our inquiries are double over last year from people seeking information on accommodations for the winter," said Charles Hays of the Greater West Palm Beach Chamber of Commerce.

Meanwhile, several long awaited projects remain on the drawing board. There has been discussion for some time of trying to push through a $150,000,000 road bond issue but, with county commission elections coming up next year, no action has been taken. Because of land price inflation, the county is having a rough time buying the property for a beach project that was approved with a $50,000,000 bond issue two years ago.

On the other hand, West Palm Beach has donated land needed to build an $11,000,000 theater for the performing arts and Boca's historical society continues its renovation of an old home for a new museum.

Meanwhile, Wellington, a posh development centered around golf and tennis, opened its huge polo grounds this year and promptly held a $150,000 Michelob World Cup match that could become a yearly event.

Wilmington

Population	515,500
Rank	75th
Personal income	$4,087,000,000
Income '77 vs. '76	+8.93%

Wilmington, which suffers from an unemployment rate higher than the national average, has plucked out the major economic thorn that threatened to drive at least one of its major job sources out of Delaware.

Responding to howls of displeasure and talk of pulling up stakes by its largest corporate tenants, the Delaware state assembly cut its 19.8% state income tax to 13.5%.

In addition to mollifying Irving Shapiro, chairman of DuPont, and, as such, the state's most important business figure, the tax cut insures the continued alliance between Delaware and Hercules Inc.

But while Hercules, which employs some 3,000 chemical workers at its Wilmington headquarters, now plans to stay in Delaware, it may leave the city proper. Tentative plans to construct a new corporate headquarters outside the city limits could deprive Wilmington of a significant municipal taxpayer.

- Other mainstays of Wilmington's economic life seem relatively well pleased, however. Though the city's unemployment remains roughly two percentage points above the national level, the overall jobless rate dropped from 12.7% in August, 1978, to 10.4% in August, 1979.

DuPont—the mainstay of the area and the state—continues to provide work for more than 22,000 employes. ICI Americas, a subsidiary of Imperial Chemical Industry of London, employs almost 3,000.

Besides its strong showing in the chemical industry, Wilmington also hosts several large automobile manufacturing plants, one of which, Chrysler, sent city and state officials scurrying to Detroit when clouds began to appear on the company's horizon.

Chrysler's well-publicized problems led to several stop-gap measures should continued losses lead to production cutbacks. The automobile maker maintains a plant in Newark, just outside Wilmington, which employs 4,800 people in making Chrysler LeBarons and Dodge Diplomats.

Special tax incentives are under consideration by governor Pierre S. duPont IV, but the Newark plant is considered one of the less vulnerable Chrysler facilities.

General Motors' Wilmington assembly plant concentrates on the Chevrolet Chevette, employing 4,900 people in the process.

The city is also hosting a new employer, Delpro Co., whose $10,000,000 train repair facility will offer 350 new jobs to Wilmingtonians.

The major source of growth within Wilmington in the past year has been new construction, most notably an 11-story office building on the site of Wilmington's old Odd Fellows building.

The 200,000 sq. ft. structure will not completely alleviate Wilmington's crying need for office space, however, and another 200,000 sq. ft. space has been proposed.

Wilmington also hopes to leap into the convention trade with the opening of the $9,000,000, 220-bed Hotel Radisson last spring. Though Wilmington already boasted the venerable Hotel DuPont, the Radisson can provide the ballroom and other convention requirements the DuPont lacks, and, as evidence, it recently signed its first convention for 1981.

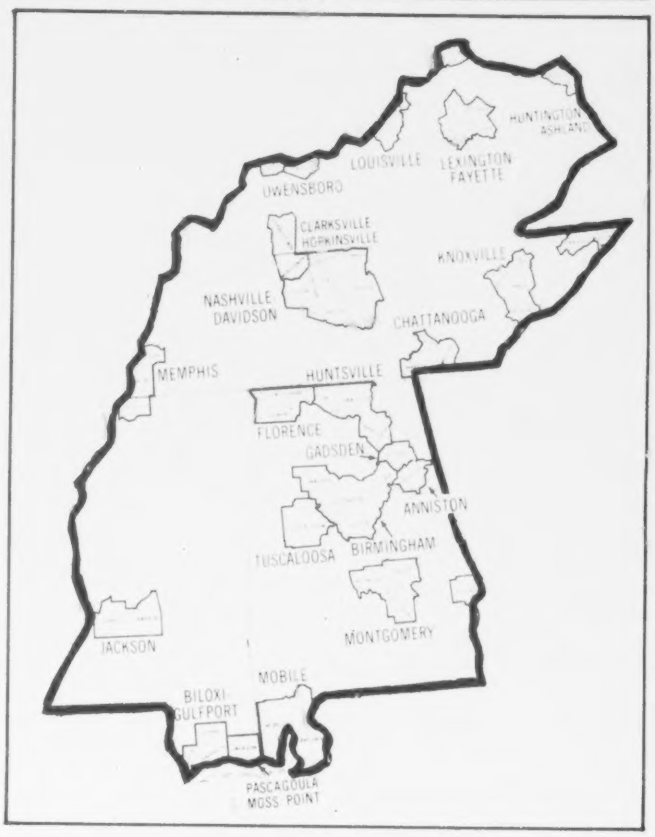
Along with the Radisson's attempt to woo large groups, the state is coordinating local tourist attractions in its first concerted promotion. The area boasts several lovely museums, mostly funded by and dedicated to the immense wealth of the DuPont family.

- The Winterthur Museum, housing one of the country's premier collections of American furniture and crafts; the Eleutherian Mills, where the DuPont family sowed the seeds of its fortune in the gunpowder plants along the Brandywine River, and Longwood Gardens, just over the border in Pennsylvania, are three of the most notable tourist lures.

Future construction in Wilmington will be partly financed by a recent industrial revenue bond, which should bring $30,000,000 to $40,000,000 toward a family court and new complex of doctors' offices next year.

The city's largest medical facility, the 800-bed Wilmington Medical Center, is still fighting federal court battles, however, as it attempts to relocate at a site outside the downtown area. Wilmington residents have argued for expansion of the medical center at its current location.

In retailing, the completion of a large mall eight miles south of Wilmington gives the area a vehicle to attract customers from nearby states with enough gas to get there. Despite Delaware's high personal income tax, the state has no sales tax. The $20,000,000 Christiana mall is fully operational, with the exception of a J. C. Penney's, due shortly.



East South Central

Birmingham

Population	818,200
Rank	46th
Personal income	$5,486,000,000
Income '77 vs. '76	+10.81%

Fifteen years ago, Birmingham was a tense, racially divided place, the scene of church bombings, protest marches broken up by the hard-line tactics of Sheriff Bull Connors and the most impassioned of rhetoric by both Martin Luther King and George Wallace.

Now Birmingham has elected a black man to serve as mayor for the first time in its history.

After a no-holds-barred campaign, councilman Richard Arrington Jr. defeated political newcomer Frank Parsons, a lawyer and travel agency owner.

Earlier, incumbent Mayor Donald Vann, whose support eroded after a summer in which a white policeman accidentally shot a young black girl who was a bystander at a robbery, was defeated in the primary. Although Mr. Vann disciplined the officer, he refused to fire him, a decision believed to have alienated Birmingham's black community, opening the door for Mr. Arrington.

- The business community was as surprised as everyone else with the primary election results, but today, according to several sources, no one is very alarmed at having a black mayor.

"Mr. Arrington has a good record on the city council and will probably pick up some funding support from some business leaders," said one observer.

A major reason for the calmness of Birmingham's business leaders has to be the area's continued strong economic growth. "What recession?" is the way one company head put it.

Indeed, in the face of a year of national jitters and dire predictions of gloom, Birmingham and the surrounding area have forged steadily ahead, continuing the diversification of the economic base.

- The University of Alabama at Birmingham is now the city's largest single employer and is closing in on U.S. Steel for that honor in the metropolitan market. New office buildings are sprouting like kudzu all over the area, reflecting Birmingham's growing role as a regional white-collar center.

On the negative side, however, looms some uncertainty about the economy's effect on Birmingham's backbone industries—coal and steel. U.S. Steel's Fairfield plant late this year announced layoffs of some 400 workers, and observers believe that the number will eventually climb to 1,500.

Other rumors have the operation's large plate mill on the verge of being closed down. Insiders report that the company is concerned with labor productivity and is worried about continued downturns in the national economy.

Just a few years ago, such talk would have been enough to send the entire city of Birmingham into a panic. But today the coal and steel operations, while important, are not the only game in town.

The year saw no fewer than 11 new office space facilities either begin construction or begin planning for the future. These buildings—spread throughout the SMSA—will add more than 3,000,000 sq. ft. to Birmingham's office space inventory, representing a total investment of $119,000,000.

▪ Downtown Birmingham will receive several additions to its skyline in this office blitz. Park Place Towers, a new 15-story building, will be constructed at 19th and 6th Aves. The Iron & Steel Credit Union Bldg. will also be in downtown Birmingham, as will the 11-story Birmingham Plaza Office Tower.

Inverness Center, a $50,000,000 office complex on U.S. Hwy. 280, has announced plans for adding 1,300,000 sq. ft. on a 172-acre tract over the next 10 years.

The University of Alabama at Birmingham is nearing completion of its multiyear, $64,000,000 expansion project. To keep pace with the university's modern medical facilities, most of the area's hospitals and medical centers have begun expansions and additions of their own.

Birmingham's pride and joy, the Birmingham-Jefferson County Civic Center, expanded again this year—this time with a $4,000,000 addition to the exhibition hall.

The city, however, lost its only major league sports team when the Birmingham Bulls of the now defunct World Hockey Assn. parceled out its players to National Hockey League teams. There will still be hockey in Birmingham, though, as the Bulls are now the main farm team of the Atlanta Flames.

Retailers, meanwhile, face a dilemma. Gloomy reports from the north tell them to pull in their horns and dig in for a long battle. Yet sales continue to set records across the board and there are no signs of a slowdown. Loehmann's Village, a $9,000,000 open-air shopping mall of 200,000 sq. ft., opened its doors in October.

Chattanooga

Population	**400,900**
Rank	**96th**
Personal income	**$2,526,000,000**
Income '77 vs. '76	**+9.83%**

A year ago, rumors concerning plans of the Tennessee Valley Authority (TVA) to build a huge office complex and consolidate its thousands of employes into one central location were causing skittishness in the downtown Chattanooga office space market.

This summer, TVA announced plans for its new downtown office complex and, while the consolidation will mean the loss ot TVA leases in many buildings downtown over the next five years, the prospect has generated a lot of optimism. Chattanooga's business leaders took one look at the scale of TVA's plans and realized that the huge complex—to cover 13 acres between Market St. and Carter St.—will mean yet another shot in the arm for downtown Chattanooga's business.

▪ In fact, the revitalization of the city's downtown business district has been under way for almost a decade. Old office facilities have been renovated, new towers have been built and downtown retail stores have undergone facelifts. The result is an active and exciting downtown climate.

The new TVA facility will be the feather in Chattanooga's cap, and already is inspiring plans for additional development. Downtown developer T. A. Lupton has formed a joint venture partnership with the L&N Railroad and has announced plans to build a 400-room hotel, a connecting office building and a parking garage adjacent to the TVA complex.

There also are general plans afoot to build an industrial trade center and a 2,000-space parking garage in the southeast section of the central business district.

All of this adds up to a total investment of more than $200,000,000 in just one 10-block section of Chattanooga in the next few years.

▪ The TVA facility became a reality this year soon after the City of Chattanooga was awarded a $10,000,000 UDAC grant from the Department of Housing and Urban Development. The complex will house both the TVA's computer center and its office of power—with a total of some 3,000 employes. The complex will cover more than 1,000,000 sq. ft. and cost about $130,000,000.

Construction is expected to begin on the computer center soon after the first of the year and a final completion date is forecast for the early 1980s. When finished, the complex will represent the city's largest urban development ever.

In continuing TVA board chairman David Freeman's efforts to make his agency a national model for energy efficiency, the buildings in the complex will employ passive solar heating and cooling systems that will save some 30% on energy costs.

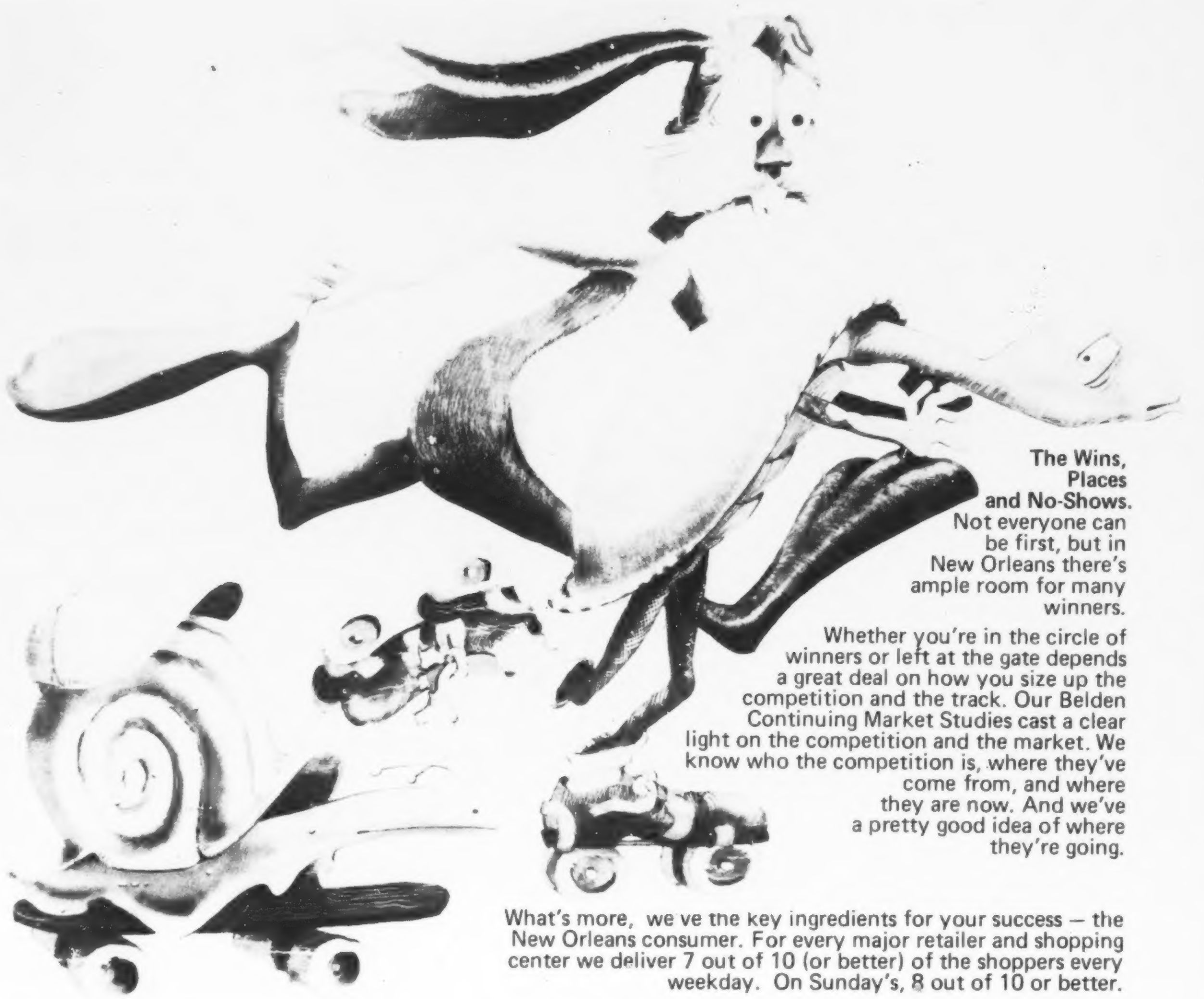
▪ TVA's announcement was not the only downtown activity in 1979. The Civic Forum, a $1,600,000 building housing the chamber of commerce, the visitors and convention bureau and other civic organizations, was dedicated in midsummer. The developer Franklin Haney announced a multi-million-dollar expansion and addition building program for the IBM office building downtown.

Chattanooga's Large industrial base performed strongly in 1979. The Jorgenson Co., a large national steel distribution company, announced plans to build a $7,000,000 plant here.

Selox Inc. opened a new plant, Tuftco added a multi-million-dollar expansion to its operation; Penn-Dixie's concrete division will build a $1,000,000 distribution plant; Synair Corp. will add a new plant, and Vulcan Iron Works continued construction on its $3,000,000 expansion.

▪ The gasoline shortages of last spring and summer took their toll on Chattanooga's important tourist

(Continued on Page 58)



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100 MARKETS

(Continued from Page 55)

industry. Mayor Pat Rose estimates that tourism dropped off by some 40% in the early summer months as the gas supply dropped 15% over-all in the area.

However, the Chattanooga Choo-Choo facility reported continued patronage from both tourists and local residents alike.

Statewide Enterprises, developers of the Lakeshore residential development on the shores of Lake Chicamauga, announced two new expansion phases that will add some 31 condominium units. Also outside the city, a six-story, 110,000-sq.-ft. office building was added to Eastgate Center, a 13-building office complex.

Though Chattanooga continues to be a hard-working industrial center, it still shows some respect for saving treasures of the present and past. The city government wanted to construct a new bridge over the Tennessee River, replacing the Walnut St. bridge, which it was forced to close after more than 100 years of use.

■ But the new bridge would have disturbed the McClelland Island bird sanctuary in the middle of the river—upsetting area environmentalists—and the University of Tennessee at Chattanooga announced plans to begin an archeological dig at Bluff Furnace, an ante-bellum industrial development that lay in the path of the bridge.

The digging is proceeding—for artifacts. Plans for the bridge have been shelved for now.

Knoxville

Population	**455,700**
Rank	**85th**
Personal income	**$2,723,000,000**
Income '77 vs. '76	**+11.6%**

Preparations and planning for the 1982 International Energy Exposition capture the spotlight in the eastern Tennessee city of Knoxville, overshadowing growth and capital improvements in industry, commerce and municipal developments.

Big budgets were laid out this year for Expo expenditures. In June, the municipal government earmarked $24,000,000 for the acquisition and preparation of the Expo site. According to John Ulmer, executive director of the Knoxville Community Development Corp. (KCDC), $20,000,000 will be spent on a state pavilion featuring a "technologically advanced" arena for exhibit display.

A total of $22,000,000 will go toward construction of the U.S. pavilion, the first scheduled for construction. KCDC also purchased land to construct a nine-acre park on the Expo site.

To accommodate the 12,000,000 visitors expected during Expo's six-month run (May 1 to Oct. 31), Knoxville plans to build two new hotels. In November, ground was broken for a 200-room hotel and adjacent 125-unit apartment complex two blocks east of the Expo site.

A 300-room Hilton Hotel is planned as part of KCDC's East West Mall urban renewal project, which is to offer from 120,000 to 200,000 sq. ft. of retail space at a cost of $13,000,000.

■ To promote commercial expansion, the 27-story United American Plaza opened this year, offering 60,000 sq. ft. at its base for commercial leasing.

Public works projects in Knoxville are aimed at increasing the growth potential of the area. The state highway department has backed the improvement of the interstate highway system in Knoxville. Under way is a stretch of 10-lane highway and three-level interchange to replace the present four-lane intersection of Int. Hwys. 40 and 75.

Already new industry is heading for Knoxville: In May, Magnavox Consumer Electronics Group broke ground for its newly relocated headquarters. Magnavox' $7,500,000 plant on Strawberry Plains Pike near Int. Hwy. 40 is expected to have 550 employes when it opens next year.

The facility will replace current headquarters in Fort Wayne, Ind. A local company, McCarty, Bullock & Holsaple, designed the three-story building, planned for the 26.5-acre site.

■ Energy-related industries in the Knoxville area anticipate increased attention, if not additional growth as a result of the Expo. The Tennessee Valley Authority and Union Carbide, leaders in energy research and development, are two of these, soon to be joined by Boeing Engineering & Construction Co. of Seattle.

Boeing announced plans this year to construct a 200,000-sq.-ft., $45,000,000 manufacturing plant in Oak Ridge. The plant will be built under a $235,000,000 joint contract awarded by the U.S. Department of Energy to Boeing, the Los Angeles-based Garrett Corp. and Goodyear Aerospace Corp. of Akron, O.

The facility will manufacture centrifuge enrichment machinery for two DOE uranium enrichment plants. The first phase is expected to have 250 employes, plus 40 technical staffers moving to Oak Ridge from Seattle.

The new facility will broaden the current DOE base in the Knoxville area. Union Carbide's nuclear division operates three DOE facilities outside Knoxville. The Oak Ridge Laboratory conducts research; Oak Ridge gaseous diffusion plant enriches uranium 235 for use in nuclear power, and Oak Ridge Y-12 serves as a defense facility.

Nuclear fusion is the focus at Oak Ridge Laboratory. Research and development efforts are devoted to perfecting what the lab terms an unlimited and invaluable energy resource. Oak Ridge is also developing methods to use fossil fuels through experimentation with a technique for converting coal to synthetic fuel.

■ TVA, the nation's largest producer of electricity, spent $23,500,000 this year on energy projects. Part of the sum has gone to construct the first of six nuclear plants. Another portion went toward solar energy development efforts.

As part of a current TVA solar research project, solar water heaters have been installed in 1,000 Memphis homes in order to study energy cost savings. Kentucky broke ground in September for the first of 44 homes that will be fueled exclusively by passive solar energy, another TVA project. For fiscal year 1979-80, about $4,000,000 is budgeted for solar and renewable resource work.

Industrial expansion interests raised by Expo are expected to affect the housing market. Lafitte Howard, business editor of the *Knoxville News-Sentinel*, speculates that the cost of residential housing in 1980 will increase at a rate considerably above the 10% recorded for this year.

Louisville

Population	**887,300**
Rank	**41st**
Personal income	**$6,146,000,000**
Income '77 vs. '76	**+11.50%**

The nation's energy problems may be hurting Louisville's economy by cutting into the amount of traffic passing through the city and taking a bite out of its tourist trade, but the high gas prices and occasional shortages are also helping the city begin to deal with one of its most serious problems—air pollution.

One of the nation's more industrialized urban areas, Louisville has been unable to meet the Environmental Protection Agency's air quality standards. Tackling the city's air pollution problems is complicated by its location down in the Ohio River Valley, with air tending to hang in the valley and inversions and stagnant air situations common.

In an effort to cut the amount of pollution caused by auto traffic, the city has been increasingly promoting vanpooling programs and public transportation. Since 1974, the marketing budget has grown from $60,000 to $250,000, with much of the advertising effort aimed at informing residents of the city's air quality problems and the need for use of public transportation.

The effort met with some success, but is wasn't until the high prices, gas shortages, and long lines hit the nation last spring that the popularity of public transportation in Louisville really took off.

■ Bus ridership shot up to record highs this summer—normally the slack time of the year—and the city ran out of vans for those interested in vanpooling. Transit officials also say that there has been a significant shift in rider demographics—including more discretionary ridership and a greater number of white-collar, downtown workers and many requests have come in for bus service to new parts of the Louisville metropolitan area.

The surge in popularity of public transportation also resulted in a change in the transit authority's marketing efforts. This fall's radio, tv and print advertising, for example, positions public transportation as a convenient and economic alternative to driving a car.

The new campaign also places more emphasis on showing people that public transportation is fun and easy to use as well as striving to inform the public about the services that are available and how to use them.

The uncertain gas situation has also convinced the city to concentrate its tourism advertising in a smaller area in the coming year, focusing its efforts on such cities as Columbus, Evansville and Indianapolis, rather than more distant cities such as Chicago and Cleveland.

■ The desire to avoid unnecessary driving also contributed to the emerging interest in rehabilitation of the city's close-in neighborhoods. The Old Louisville Preservation District just south of downtown has been particularly popular, with many middle and upper-middle-income couples and families buying and restoring the large, old homes located there.

Louisville's downtown area also continues to prosper and, as 1979 draws to a close, it appears that construction of the long-awaited Galleria project will begin shortly.

A $101,000,000 project, the Galleria is planned to cover two blocks and to include 100 shops, two office towers, a commercial building and a multistory, glass-enclosed courtyard and garden.

Though the city and county have been supporters of the project from the beginning, the developers have encountered resistance from historic preservation groups that fear that the project would destroy the Louisville landmarks located in the area and from environmentalists who questioned the wisdom of a project that might adversely affect the area's air quality by attracting more vehicular traffic into the downtown area.

Plans and work on other downtown projects are moving along as well. Construction has already begun on a $100,000,000 riverfront complex containing apartments, a convention center, a hotel, retail space, three office towers and parking; work on the $37,000,000 Kentucky Center for the Arts is expected to begin shortly, and a downtown site is currently being sought for the new University of Louisville sports arena.

New bridge construction symbolizes the ever changing Memphis skyline.

Memphis

Population	**888,800**
Rank	**40th**
Personal income	**$5,731,000,000**
Income '77 vs. '76	**+11.67%**

Memphis—the "Home of the Blues"—has its troubles, including a continued influx of unskilled labor, and lingering bitterness from last year's fire, police and teacher strikes. But 1979 brought a number of signs that the city has turned the corner.

Among the reasons for optimism:

- A revitalized chamber of commerce has formed a broader basis of support for its industrial recruiting activity. A year ago, the chamber had been on the brink of bankruptcy. Now the rejuvenated chamber is pushing ahead on its promise to help the city get 20,000 manufacturing jobs over the next 10 years and the first of them—a tv manufacturing facility for Sharp Electronics of Japan—opened this fall with 750 jobs, and the prospect of 2,000 in the future.
- Airline deregulation has boosted Memphis air traffic. Delta and American Airlines are expanding their Memphis operations, and United designated the city as a major hub and doubled its flights in and out of the city.
- Progress is being made on the $5,200,000 Beale St. Renovation Project and the $30,000,000 Volunteer Park development. Work on turning the four-block Beale St. area into a tourist and entertainment district with a French Quarter atmosphere was finally begun this year after some delays.

At the same time, construction work began on the museum portion of the Volunteer Park complex planned for Mud Island, located across from downtown. The monorail and walkway that will link the island's planned amusement, educational, and cultural facilities with the downtown Cook Convention Center are expected to be completed by late 1980.

- Tourism boomed after Elvis Presley's death, including 15,000 visitors who crowded outside the gates of his mansion on the anniversary of his death.
- The city was successful in keeping the Memphis Rogues NASL soccer team from fleeing the city (it is now locally owned), and it came close to luring the Baltimore Colts football team to Memphis and the city's Liberty Bowl stadium. Locals remain hopeful that Memphis will be next to get a National Football League franchise.

■ Despite the promise of better times ahead, many of Memphis' problems remain to be solved. One of the most pressing is how to help the large number of unskilled workers who have migrated to the city from the surrounding agricultural areas.

Observers say that in recent

years the low productivity of these untrained workers has caused at least one major manufacturer to leave Memphis, has inhibited other companies from coming to the city and continues to trouble firms located in the area.

It is likely that many manufacturers being courted by the chamber of commerce to move to Memphis will be taking a close look at the success (or failure) of the recently established Sharp plant.

▪ There is also some concern regarding the future of the city's downtown retailers. Although the downtown area continues to be the city's center of banking and government, almost all the new office and retail development in recent years has followed the residential flow toward the southern and eastern outskirts of the Memphis area.

The southern district near the airport has grown especially rapidly, with two giant 1,100,000 sq. ft. malls now under construction nearby and expected to open in 1981. The completion of the northern leg of I-240 is expected to spur similar growth in the northeast part of the metropolitan area.

In response to the challenge of the outlying retailers, the 10-block downtown Mid-American Mall was completed a few years ago and has helped to stabilize downtown retailing.

Programs such as the Memphis in May festival, the Schlitz Jazz festival and the Oktoberfest help draw people downtown, but it remains to be seen what will happen once the large outlying malls open.

Mobile, Ala.

Population	**435,300**
Rank	**90th**
Personal income	**$2,448,000,000**
Income '77 vs. '76	**+11.53%**

Statistics have yet to construct a clear picture of Mobile, Ala., after the harbor town was ravaged by Hurricane Frederick, but as Randy Rein, business editor of the *Mobile Press Register*, remarks, "Freddy pretty much tore up things around here."

Yet even hurricane clouds can have silver linings, and Mobile may well uncover unexpected benefits once the storm debris is swept away.

"We are living the last quarter of 1979 in a transfer economy," Mr. Rein says. "And I think it's safe to say that as a result, Mobile's economy is better than normal."

According to Mr. Rein, the biggest boost will be felt by the construction industry. Up to now, this has been the weakest sector of the local economy. "Now construction workers have more than enough to do," he says. "For now, recovery is a shot in the arm."

▪ While most construction is for repair of homes and office buildings, rebuilding activity may boost new residential construction which felt a continued slowdown in single-family housing for 1979.

It likewise may add to construction of apartment units. The chamber of commerce reports that permits for apartment units for the first half of 1979 were already up 15% over the same period in 1978.

Sales of consumer goods have also snapped back, as recovery creates marked changes in consumer spending. Area food stores report sales of frozen foods and canned goods are booming, as consumers hasten to restock depleted freezers and shelves.

Car sales are likewise up, outdistancing the depressed norm for the rest of the nation. "Car business was dismal here this year," Mr. Rein comments. "Now people are going ahead and purchasing new cars to replace those crushed or lost in the flood."

Retailers report that consumers are spending readily available insurance refunds to replenish fall wardrobes and "to buy that long-awaited color tv." Meanwhile, area residents have chosen to postpone major expenses—furniture, housing repairs—until they receive their low-interest federal loans.

▪ Jewelers report active sales of gold jewelry. Again, consumers have opted to apply insurance cash-on-hand to this speculative investment.

While figures on the extent of damage have yet to be compiled, industries report that business is back to normal. "The greatest damage occurred to homes in the low-lying areas," states Ted Hackney, a representative of the chamber of commerce. "At present, the vast majority of businesses are back in operation, perhaps with a patched-up roof or front end. This is particularly true of industrial plants.

The go-ahead is still intact for industrial construction plans announced this year. These include Shell Chemical's plans to build a plant to produce Pydrin insecticide, expected to employ 100 workers. This will adjoin its $50,000,000 herbicide plant that opened last year, employing 200 workers.

Kay-Fries Chemicals of New York broke ground on a $17,000,000 plant in the Theodore Industrial Park, a major industrial complex 14 miles south of downtown Mobile. Kay-Fries' plant is expected to begin operation in early 1981.

▪ Degussa Corp. plans to add four new plants to the company's current $200,000,000 complex in the Theodore Industrial Park. When completed, the U.S. facility will duplicate an existing specialty chemical facility in Antwerp, Belgium.

New industry broadened Mobile's industrial base and increased job opportunities in 1979. Union Carbide announced the start-up of its multi-million-dollar Linde division air separation plant in Theodore Park. The 410-ton-per-day facility supplies high-purity oxygen, nitrogen and argon products to industrial customers.

Autlan Manganese Corp. of Mexico City purchased the Ferro Alloy Complex, formerly operated by Airco Inc.'s alloy division. Autlan Manganese hired 100 workers when it put the facility back into operation.

Halter Marine added 250 workers when it expanded its facility this year. Halter Marine leased a shipbuilding facility at the Port of Chickasaw last year.

S. S. Steele & Co. purchased a site for a new 53,000-sq.-ft. home office and manufacturing complex. Steele is the area's leading "on-your-lot" builder of residential homes.

Nashville

Population	**786,000**
Rank	**51st**
Personal income	**$5,138,000,000**
Income '77 vs. '76	**+12.26%**

If Nashville officials have their way, no one who visits the city in 1980 will be able to miss the fact that the city is celebrating its 200th birthday.

The celebration will start Dec. 23, 1979, with a reenactment of the arrival of explorer James Robertson to the area and will continue throughout the next year.

All of the city's major annual events have agreed to use the "Century III" tag line, and souvenirs such as buttons, t-shirts, historical calendars and coffee table books emblazoned with the trademarked Century III logo will abound.

(Continued on Page 60)

THE 2-BILLION DOLLAR WOMAN.

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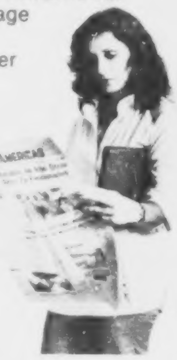
Make sure you get your fair share of this 2-billion dollar woman. Reach her by advertising in DIARIO LAS AMERICAS



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2900 N.W. 39th Street, Miami, Florida 33142

(Continued from Page 59)

The centerpiece of the celebration will be a week-long festival beginning April 24, the 200th anniversary of the arrival of the first families to the area.

Already planned are reenactments of the first landing; a special musical program saluting the city at the Grand Ole Opry; an imaginative "reverse parade" in which the "parading" musical groups will remain stationary at various historical points while the "onlookers" walk by; a birthday gala picnic at Centennial Park and, of course, a giant fireworks display to "Celebrate the past while looking to the future"—Century III's slogan.

- Nashville certainly has its share of things to celebrate, with a highly diversified economy that has enabled the city to enjoy orderly, steady growth in recent years and earned the city a reputation for being recession-proof.

Aside from a one-month jump to 5.5% in July, Nashville's unemployment rate this year stayed under 4.5%, well below the national average.

Though high interest rates caused most local contractors to cut down on "speculative" construction and to concentrate on "lock and key" projects, Nashville construction also continues strong.

- Among the more popular residential areas are Brentwood (south of the city and featuring homes with prices starting at $100,000) and Hendersonville (northeast of the city with prices starting at $60,000).

The Hickory Hollow area, nine miles southeast of downtown, has seen the greatest retail growth, with many small retailers and fast-food outlets beginning to cluster around the giant Hickory Hollow mall that opened in the fall of 1978.

In downtown Nashville, portions of the long-awaited, $34,500,000 Tennessee Performing Arts Center are expected to open in the spring, with the 31-story office tower atop the arts center scheduled for completion by the fall.

- Chamber of commerce officials are also enthusiastic about the long-term potential of a large tract of downtown land, formerly occupied by railroad track, that has recently become available.

The local economy was also given a boost by Firestone's announcement this spring of plans for a major expansion of its Nashville tire plant. Work started last summer on the $145,000,000 expansion, which is expected to add 3,000 jobs when it is completed in 1983.

Officials at the city's chamber of commerce add that many companies are examining the Nashville area as a site for new facilities, indicating another year of good growth in 1980.

Most indicators may agree with the chamber's prognostications, but troubles afflicting two of the city's big industries—tourism and recording—should not be overlooked.

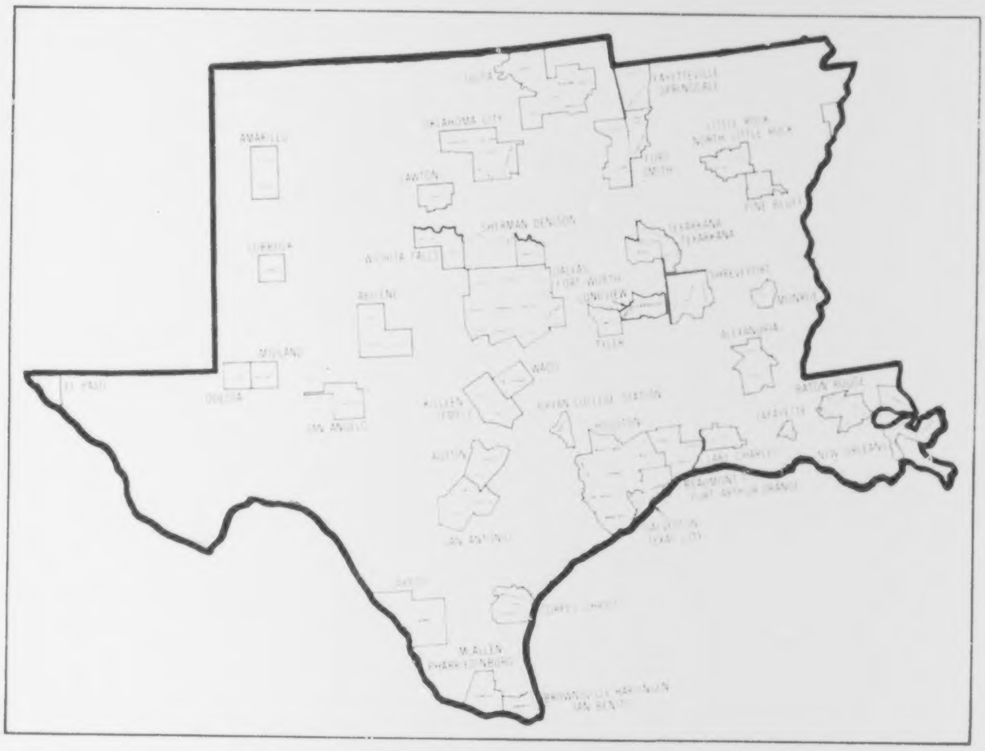
As a result of the high gas prices and shortages, the number of tourists visiting the Nashville area slumped badly this summer. Most estimates pegged the mid-summer slump at about 15% off last year's pace, although the tourism season ended on the upswing as the gas situation improved.

Additional advertising that was run in a 500-mile—"one tankful"—radius around Nashville during the summer may also have helped improve business.

More than 7,000 hotel rooms were built in the Nashville area in the last decade (including 1,000 in 1979 alone). Civic leaders express justifiable concern that rising gas prices and the faltering economy will result not only in less tourism but will also cut into the number of business travelers visiting the city, and hurt the growing hotel industry.

- The sluggish recording industry also caused some sour notes in Nashville, where more than 50% of all U.S. singles are recorded. The rising cost of petrochemicals used in the manufacture of records has caused prices to shoot up, and the relative dearth of new music stars has not helped record sales either.

The surge of interest that followed the death of Elvis Presley helped record industry sales, but, as one observer pointed out, "Elvis won't be recording any new albums."



West South Central

Austin

Population 477,900
Rank 81st
Personal income $2,946,000,000
Income '77 vs. '76 .... +13.66%

Beautiful Austin, capital of Texas, with its almost recession-proof economy firmly rooted in government, education, tourism and a growing industrial complex, has proven an irresistible lure to newcomers.

With one of the lowest cost of living indexes in the country, plus its mild weather, diverse recreational and scenic offerings and the general feeling that eating and drinking are among the joys of life, Austin is the kind of place a person is likely to visit and think, "Gee, it would be nice to live here."

And therein lies what many see as Austin's biggest current worry: How to grow gracefully—if at all.

Over servings of Portuguese soup at the Inn at Bushy Creek, or rack of lamb at Erich's, while savoring barbecue brisket tacos at a Casita Jorges, or a beer at historic Scholz's Garten, conversation may turn to Austin's growth.

- Although there hasn't been talk of building walls around the city, a bumper sticker has appeared with "No Vacancy" written over a representation of the Austin skyline.

The growth/no growth debate has bubbled to the forefront here, triggered primarily by two issues—whether scenic areas along Barton Creek should be turned over to apartment and shopping center development, and how the city should move ahead with the revitalization of its downtown.

While the debate continues, so does Austin's growth, proof of the enduring strength of the market. The area continues to attract light industry and is gaining a reputation as a new electronics and computer industry center.

Recent plant expansions have been accomplished by IBM, Texas Instruments, Motorola, Tracor and Westinghouse. Production is under way at new Austin plants for a Hughes Tool Co. division, the McNeil Laboratories division of Johnson & Johnson, Data General and Advanced Micro Devices.

- Retail sales were down slightly in 1979, but retail expansion continued. The first Foley's department store outside of Houston highlighted a major expansion of the Highland Mall regional shopping center and construction started on Melvin Simon's Barton Creek Square, planned as an enclosed regional mall with at least six department stores when completed by 1981. At least 11 other new shopping centers have opened since 1977.

New office towers are under construction or announced for three Austin banks, and a 400-room downtown Hyatt-Regency also is planned. The *Austin American-Statesman* plans a new lakeside downtown plant.

For lovers of the arts, the Paramount Theatre for the Performing Arts was completely renovated and then reopened and Symphony Square was completed.

Austin continues to be a city where employment remains high and unemployment low—at about half the national average. Housing starts in 1979 were above the record 1978 level.

- Austin Mayor Carole Keeton McClellan noted her city did not face the severe gasoline shortage that hit other areas of the country, including Texas, in 1979, and gas prices generally did not reach $1 per gallon.

There apparently was enough of a shortage and price increase, however, to result in greater use of public transit, she indicated.

Mayor McClellan noted the city is diversifying its fuel base for its electric plants to coal, lignite and nuclear and away from a total reliance on natural gas.

"The diversification is particularly important to our commercial and industrial customers," she said. "Austin prides itself on being able to attract and maintain financially sound and environmentally clean industries, which use electricity rather than other fuels in their production efforts. Since Austin is now using fuels in other than natural gas and oil for the production of electricity, price changes in those fuels have a smaller impact on business."

Baton Rouge

Population 444,600
Rank 87th
Personal income $2,894,000,000
Income '77 vs. '76 .... +11.87%

Like Old Man River—the mighty Mississippi to the West—Baton Route just keeps on rolling along.

Anchored by state government offices, a giant petrochemical industry and the main campus of Louisiana State University, the area's economy leveled off a bit from the frantic pace it has kept in the last few years, but it showed few signs of weakness.

Two major projects highlighted the development of downtown Baton Rouge in 1979—completion of the Centroplex area and plans for a $50,000,000 hotel, office and bank complex adjacent to Centroplex.

Occupied early this year, Centroplex features a new municipal government building, an arena and exhibition hall, a plaza, a theater, an arts and science center and a parking area. The bill was some $55,000,000.

- Plans were announced for an early 1980 groundbreaking of the hotel, office and bank complex, which is to house City National Bank. Baton Rouge officials are still lining up tenants for the 20-story office building and negotiating with a major chain for the planned 300-room hotel.

Several older downtown hotels are being refurbished, but the new hotel would be the first major new hotel in the central downtown.

"These two projects will give us a brand new downtown—a whole new look," says a local business leader.

New Orleans-based Kirschman's department store opened a major facility on Florida Blvd. in Baton Rouge this summer, but other than a spate of small office building projects, there was little other major construction in the downtown area in 1979.

Most of the major growth in the area came southeast of the city, but still in the SMSA. "The commercial real estate market there is very, very strong," says a Baton Rouge real estate agent, noting dozens of light industries, shopping plazas, and professional and office buildings going up in the area. "That is the really healthy part of the city."

- Residential construction in the SMSA—which consists of East Baton Rouge, Ascension, Livingston and West Baton Rouge parishes—is centered mainly in the northeastern part of East Baton Rouge Parish. And some growth is beginning to occur in Livingston Parish, spurred by parish-backed mortgages that allowed the purchase of private homes at interest rates as low as 8½%.

"It's only a matter of time until East Baton Rouge fills up, and then you're going to get a lot faster growth in the other areas," says a newspaper business editor.

In the same vicinity, Toscaloosa Sands Field, a natural gas field that extends from Texas almost to the Mississippi line, is being opened for development. It's one of the largest natural gas finds in the continental U.S., and will be a big spur to industrial development in Baton Rouge as more companies get involved in exploration and development.

Perhaps the strongest segment of the SMSA's economy is the petrochemical industry, which lines the Mississippi River from Baton Rouge south to New Orleans. Dozens of giant corporations manufacture an array of different petrochemicals ranging from gasoline to plastics.

In 1979, expansion continued, with Goodrich building a large chemical plant, and Shell Chemical Co. taking option on 1,200 acres for a yet-to-be-announced expansion.

- Louisiana State University, with some 26,000 students and a budget of $78,000,000 for its Baton Rouge campuses alone, continues to expand. Dozens of new buildings and renovations are planned or under way for 1980, including renovation of the old chemistry building, a $6,300,000 project; construction of an architecture, fine arts and landscape architecture building, $7,200,000; a two-floor addition to the library, $10,500,000; construction of a new agronomy building, $7,200,000; a new forestry, wildlife and fisheries building, $7,900,000, and construction of a continuing education center, $24,500,000.

The state government, which employs more than 13,000 people in Baton Rouge, with a payroll in excess of $25,000,000, continued to grow, although no major new spending projects were planned in 1979, an election year in the city.

Baton Rouge's port facilities, fourth largest in the U.S., set a record of 70,000,000 tons in 1977, an increase of 4,000,000 tons over last year. According to Bill Herbert, an official with the port commission, a million tons will be added in 1979.

An expansion project is due to start at the city's Ryan Airport in early 1980, including construction of four jetways, which would allow passengers to board flights directly from the terminal.

Also planned is a $6,000,000 expansion of the terminal building. Other improvements, including construction of additional parking facilities, an access road from Int. Hwy. 110 and construction of a National Weather Service building, have been completed.

■ Still vexing the metropolitan area is the question of whether to build a new airport in an outlying area to service private or general aviation, thus reducing traffic at Ryan. A $2,500,000 site study is to be completed in early 1980, and the Greater Baton Rouge Airport Authority may then make a decision.

The issue has been a controversial one, with the mayor favoring a new airport and the airlines and residents of proposed airport sites in opposition. The airlines favor expansion of Ryan Airport.

"We have had, literally, at least 32 studies on a new airport over the last 20 years," says a newspaper editor, "and I don't know whether this new study will make any difference. It just seems to be one of those issues that for some reason isn't resolvable."

Dallas-Fort Worth

Population	2,719,900
Rank	9th
Personal income	$20,595,000,000
Income '77 vs. '76	+12.89%

When the recession of 1973-74 hit the U.S., the question in the Dallas-Fort Worth "Metroplex" was "What recession?" Now, as the country appears headed toward another recession, this area does not expect immunity, but plans to weather the storm well.

In spite of one of the fastest rising cost of living indexes in the country, the Metroplex has remained a booming area. Interest in corporate moves to the area—which fed the boom of the past decade—show little sign of abating at the start of the '80s. The economy continues to create more jobs than a steady flow of new residents can fill.

The area continues to be one of the nation's most active housing markets, in spite of some slowdown fueled by rapidly rising prices and a shortage of mortgage money.

■ The dynamic Metroplex is anchored by its landlocked "skyharbor," the Dallas-Fort Worth Regional Airport (DFW), a major growth stimulator for the entire area, but particularly for the 35-mile area separating the two cities.

Braniff International, American and Texas International airlines—which have all been expanding service—are working on expansions at DFW. Braniff moved its headquarters from Dallas to new DFW facilities in 1979 and also is expanding its terminal facilities. Texas International plans a $39,000,000 expansion of its terminal.

American Airlines completed shifting its headquarters from New York to temporary Metroplex headquarters during 1979. Its new headquarters facilities at DFW are expected to be finished by early 1982. American also has a new southern reservations center under construction at the airport.

An example of DFW's impact on its immediate area can be seen in development of a foreign trade zone authorized in August, 1978. A year later, the 259 acres of raw land set aside for the zone were completely leased to developers, except for 80 acres held in reserve by the airport.

Adjacent to the zone, Woodbine Development Corp. unveiled plans for 500-acre DFW Freeport, an industrial and office park that is expected to include a hotel.

■ Although the whole Metroplex area has continued to boom, the biggest surprise is Fort Worth, a city that often seemed unable to decide whether it wanted growth or no-growth. In 1979, business leaders made it clear they would aggressively pursue revitalization and growth.

Bass Brothers Development Co. has undertaken a three-phase downtown revitalization project that includes construction of a $34,000,000 Tandy Center Hotel, improvements to a nine-block area of Main St., and renovation of 12 buildings, including historical landmarks, for use as retail, restaurant and office space.

Chamber Development Corp. has purchased two city blocks for redevelopment under its "Project Front Door" revitalization program.

Woodbine Development Corp. of Dallas plans a $31,500,000 renovation of the historic Sheraton-Fort Worth into a Hyatt Regency. Also planned for downtown is a 150-acre park on the slopes of the Trinity River. Away from downtown, Fort Worth's historic stockyards area is also undergoing renewal.

■ Another sign of Fort Worth's attitude: Late in 1979, the Economic Development Council named McKone & Co., a local agency, to help develop a comprehensive marketing program, including advertising, promotion and public relations, aimed at encouraging corporate relocations to Fort Worth.

In Dallas, development has continued at its usual torrid pace, both downtown and in the northern area of the city. As it continues to grow as a convention and business center, hotel space remains tight, although several hotels are under construction or announced and more rooms become available each year.

As of late 1979, there were at least 10 major commercial office construction projects under way or announced in downtown Dallas, paced by the $100,000,000 Plaza of the Americas.

As a sign of Dallas confidence, a $35,000,000 sports arena is under construction downtown to house major league pro basketball and hockey teams—although the city doesn't have them—yet.

In the business-like manner typical of Dallas, the city plans a $1,000,000 outdoor scoreboard system for the arena that it figures will be paid for by advertisers—at the rate of over $200,000 annually.

■ Although a continued shortage of gasoline or a significantly more expensive energy supply are seen as factors that could radically affect the way the Metroplex may grow in the future, gas shortages and odd/even rationing did not hurt retail sales in 1979.

In far north Dallas, Prestonwood Town Center, a $93,000,000 enclosed complex with five anchor stores and over 150 shops, opened in August. Within a month, plans were unveiled for the "Quorum," a 167-acre office, shopping and hotel development across the road from Prestonwood.

Plans also were dusted off for a Dallas version of Houston's Galleria, to be anchored by Marshall Field & Co. and Saks Fifth Avenue in an older north area. Sanger-Harris announced an innovation for Dallas—leasing its air rights for an eight-story office and parking development over an addition to be built to its Preston Center store.

The continuing population growth and the 1979 gas shortage left Dallas beginning to face up to two related problems—traffic congestion, particularly along the 30-year-old Central Expressway, and inadequate mass transit. Debate about both issues heated up in 1979 and is sure to intensify in the '80s.

El Paso

Population	443,300
Rank	88th
Personal income	$2,204,000,000
Income '77 vs. '76	+9.43%

El Paso, like many cities throughout the nation, is feeling the bite of the unstable economy. But the city's proximity to Mexico and its two newly formed financing agencies have cushioned recessionary effects.

Within the past three months, city government officials have approved formation of the El Paso Industrial Finance Corp. (EPIFC) and the Housing Finance Corp. EPIFC is a nonprofit development group that will issue bonds to spur industries to locate in the El Paso area.

The city has lost much industry in the past because Texas is bordered by states that have offered low-interest development bonds for more than 20 years.

■ In addition, the city's twin-plant arrangement with neighboring Mexico allows basic materials and machinery to be imported duty free for manufacturing plants located in Mexico. The agreement lets American industry take advantage of cheap labor markets in El Paso's sister city, Juarez, and pump U.S. dollars into that sluggish border city.

Since the beginning of the year, General Motors Corp. has opened several assembly divisions under the agreement. Businessmen are optimistic that the revenue-bond program will fuel a boom in industrialization when the funds become available at the end of the year.

Underwriters for the Housing Finance Corp., meanwhile, are taking bids on more than $100,000,000 in tax-free bonds to help middle and low-income people buy homes in El Paso.

Applications already are being accepted, and it is expected that revenue from the bonds will be made available to borrowers at between 8½% and 9½%.

■ This strategy is expected to pump new life into the city's housing starts, which have been down considerably from last year. A provision has been established allowing 40% of the funds generated from the bond sales to be set aside for new housing.

El Paso's conventional mortgage market dried up early this spring when the inflow of savings at local thrift institutions remained negligible, while the Texas usury ceiling continued to force an artificial ceiling on El Paso mortgage rates—a ceiling considerably lower than the national secondary market.

In the energy area, El Paso fared better. There were few, if any, lines at gas stations during the "gas crunch." El Paso residents had plentiful supplies of gasoline and diesel fuel throughout the year.

While retail sales were declining across the nation this summer, an informal survey showed El Paso businessmen were experiencing record sales. This came as the city's two largest industries changed their marketing strategies in anticipation of an economic slump.

Apparel manufacturers adjusted their operations early in the year to gear for shorter lead times and smaller orders. They knew retailers would be cutting down on inventories and asking shorter time spans between ordering and delivering.

Also, the El Paso Tourism and Visitor's Bureau, anticipating a gasoline shortage during the city's peak summer tourist season, changed it marketing focus towards the air traveler.

The strategy apparently worked. Air travel into the city has increased 37%.

Although hotel-motel occupancy along El Paso's interstate highway, which runs through the center of the city, has been down considerably, occupancy at hotels catering to tour groups has risen and the city's tourist-related income is expected to reach an all-time high.

Houston

Population	2,595,400
Rank	11th
Personal income	$20,718,000,000
Income '77 vs. '76	+14.15%

Like the runner who turns to

(Continued on Page 62)

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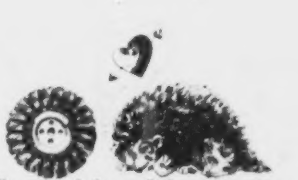
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100 MARKETS

(Continued from Page 61)

look back at the pack, Houston, America's super boom town of the 1970s, has slowed only slightly as it races into the '80s. As a local financial analyst put it, "In Houston, a recession is when the rate of increase declines."

Residential construction gives the clearest example. According to a National Assn. of Home Builders forecast, total housing starts in the metropolitan area in 1979 were down 22% from the previous year—to a still whopping 46,960. Starts in 1980 are expected to be about 2% below the 1979 level. Even with the 22% decline, however, Houston led the nation in housing starts for the fifth consecutive year.

An influx of foreign money in recent years has been a factor in the market for commercial and residential real estate. Now this has suddenly been augmented by a flood of money from Californians looking for ways to avoid the hassles of expensive land, strict zoning, environmental restrictions and—increasingly—rent controls, that are hampering housing investments in their state.

- Houston has not escaped the current national fascination with converting apartments to condominiums, although there is some feeling that the trend has peaked here.

A clear sign of confidence in Houston's future is that nonresidential construction has continued its maddening pace. Following a record year in 1978, the value of construction contract awards in Harris County during the first seven months of 1979 was up 41% to over $1.5 billion.

In office leasing, including preleasing, Houston has led the nation for the past two years and the leasing activity isn't slackening. Office space nearly tripled in Houston during the 1970s.

It was like frosting on the cake when it was decided in 1979 that Texas Commerce Tower, already under construction, should rise to 75 stories instead of 70, a reflection of strong preleasing. Only federal aviation height restrictions prevented it from going higher. The structure, announced in 1978 as El Paso Tower, was 65% leased before construction began. It will be completed in late 1980.

- Other examples of the strong leasing activity include the First International Plaza/Houston Oil & Minerals Tower, a 55-story structure downtown that is fully leased while still under construction, and First City Tower, a 40-story downtown office building scheduled for completion by early 1981. Announced in March, it was about 50% leased by September, before construction began.

The office space—and housing—is needed by the businesses that are continuing to relocate and expand in Houston and the people who are going to work for them. Historically, the area's rapid population growth occurred because the economy created more jobs than could be filled by the resident labor force. That situation continues.

The Houston SMSA, with an estimated population of 2,595,400, expects to have a population of 2,957,000 by the end of 1980 and nearly 3,500,000 by the end of 1985.

- From 1973 through 1978, the Houston SMSA averaged an annual net gain of 72,500 in employment, which translated into a 6.6% annual compound growth rate. In 1979, even with the slowing national economy, employment grew about 4%. Average unemployment for 1979 will be in the range of 3.7% to 3.8%, well below the national average.

Houston is experiencing rapid growth in better-paying jobs. The Texas Employment Commission projects that nearly one-third of the area's growth in employment through 1985 will occur among professional and managerial groups.

Retailers are working to serve the increasingly affluent market. In 1979, Sharpstown Center announced an expansion that will boost it to a total of 1,500,000 sq. ft. and make it Houston's largest regional mall—until Sears builds an announced regional mall of 2,000,000 sq. ft., largest in the South.

Greenspoint Mall also plans to expand to 1,500,000 sq. ft. As of September, San Jacinto Mall was the only regional mall under construction, but six others were announced or in the talking stage.

- Department store sales slowed for a short period in 1979 when gasoline was in short supply and the area shifted to an odd/even gas purchase plan. During the period, some discretionary driving was apparently eliminated. Retailers expect something of a rerun in 1980—reduced driving if gas supplies are tight.

On the good side of the gas shortage was a noticeable increase in carpooling and vanpooling, with encouragement from the Metropolitan Transit Authority. MTA is also studying the feasibility of a nonauto transit mall downtown.

In its role as a center for energy development, Houston is increasingly becoming an international city. Through September, eight more foreign banks established Houston offices in 1979, bringing the city's total to 44.

As of 1979, the city ranks fifth nationally in consular offices with about 50, including one of two U.S. offices established by the People's Republic of China. The city also received its long-sought U.S. passport office in 1979.

- Work isn't all there is to life in Houston. For people not interested in the football Oilers or baseball Astros, which have both developed statewide followings, there are also professional basketball and soccer teams.

For less athletic spectators there are also offerings of opera, ballet, symphony and theater. The runaway hit of 1979, ironically imported from New York, was "The Best Little Whorehouse in Texas," a musical about the closing of the Chicken Ranch in La Grange, not too far from Houston.

Houston is also a place where people can make a hobby of trying new restaurants. Some 200 open here in a month. But what else can you expect from a boom town?

Little Rock

Population	**376,400**
Rank	**100th**
Personal income	**$2,514,000,000**
Income '77 vs. '76	**+11.29%**

Reentering the top 100 markets this year is Little Rock, the capital city of Arkansas. Marked by a balanced economy and below average unemployment, this Sunbelt city has achieved steady, stable growth in recent years.

Today, half of the state's 2,500,000 population finds itself within a 60-mile radius of Little Rock. Built in a free foreign trade zone on the banks of the Arkansas River, this city attracts primarily light industry and distribution-warehousing operations.

In July, Target Stores, a subsidiary of the Minneapolis-based Dayton-Hudson Corp., announced plans to build a major distribution center in Little Rock. The national discount chain, new to Arkansas, plans a two-phase approach to construction. Completion of phase I should bring 600 jobs to the area. By the end of phase II, the facility should comprise 1,000,000 sq. ft., and employ 1,000 workers.

It is expected that the facility will handle distribution for the entire Southwest region. Once the center is operational, Target plans to open two retail outlets to serve the Little Rock area.

- Apparently, Little Rock escaped all but the fringes of the 1979 gas shortage. As all across the nation, prices loom at 95¢ or better a gallon. Yet, while many station operators have restricted daily hours, gas appears to be in abundance. Business has not been adversely affected, and retail sales are stable, according to Randy Tardy, financial editor of the *Arkansas Democrat*.

"Tourism is down slightly," he says, "but this is largely attributed to rumor rather than reality."

Still, rising gasoline prices have forced Little Rock residents to adopt conservation measures. In conjunction with the state energy and highway and transportation departments, and with cooperation from major area corporations, the Little Rock Chamber of Commerce instituted a car pool/van pool mass transit system this year.

Already, Bell Telephone, Levi Straus, and Remington Arms have led other companies in the development of car pool programs for employes. Several companies have purchased vans to contribute to gas saving efforts.

- The highway and transportation department provides computer "match up" services to locate rides for commuters. The energy department assists in the design of corporate car pool programs. And the chamber of commerce acts as mission control, handling phone inquiries from potential commuters.

Meanwhile, airline deregulation seems to have benefited Little Rock residents, even while causing cutbacks in service. Combined effects of deregulation and the jet fuel shortage have forced major carriers to consolidate service for the long hauls, often sacrificing stops in Little Rock. Braniff International Airlines, for example, recently pulled out all service to the city.

However, both Delta and American Airlines are vying for new routes. Each seeks the Little Rock-Tulsa and Little Rock-Dallas routes to supplement present service.

According to Jim Flowers of the chamber of commerce, while the over-all number of flights has decreased, service to major metropolitan areas has increased. "We now have more of the kind of service we need," he comments. "We have more flights a day to Washington, New York, Chicago and Atlanta than we did before."

In some cases, smaller airlines are taking over routes dropped by the major carriers. Royal Airlines will now offer connector service to St. Louis. Ozark received permission to fly the St. Louis-Little Rock-Dallas route, though as of the end of October, service had not yet begun due to prohibitive fuel quotas.

- On the ground, new construction is limited in Little Rock. This can be attributed to the 10% usury ceiling. This maximum allowable interest rate imposed by the state has created a tight money market in Arkansas. With little money for mortgage loans, housing starts are declining.

Most major construction is concentrated in downtown Little Rock, which is destined to undergo significant refurbishing. Efforts spearheaded by the Little Rock Progress Unlimited group resulted in plans for a $70,000,000 riverfront project.

This joint public and private venture will include a 70,000 sq. ft. exhibition hall and adjacent meeting rooms, a 450-room Hyatt Regency hotel, 300,000 sq. ft. of office space, a large amount of retail space, parking ramps and a 17-acre riverfront park complete with amphitheaters and bike and jogging trails. Also planned is restoration of the Capital Hotel.

The convention center is part of an ongoing effort to revitalize urban Little Rock. As more residents return to the city, retail operations that formerly fled to the suburbs are increasing efforts to develop a downtown business base. Numerous restaurants are cropping up to promote a formerly nonexistent nightlife.

In various stages of construction are three new banking complexes. Commonwealth Federal Savings & Loan opened a $3,200,000 office building this summer. Savers Federal Savings & Loan's $15,000,000 complex is nearly completed. First Federal Savings & Loan has earmarked a two-acre block, where it will begin construction sometime next year.

Elsewhere in the downtown area, the Metro Center six-block pedestrian mall continues to thrive.

The Farmer's Market, a drawing card for suburbanites and farmers from outlying districts, is the main attraction. A feasibility study conducted during the last year examined the prospects for turning the temporary edifice into a permanent structure, a move that may foster commercial growth in downtown Little Rock.

New Orleans

Population	**1,141,000**
Rank	**33rd**
Personal income	**$7,706,000,000**
Income '77 vs. '76	**+10.81%**

Oil may be fueling discontent in many areas of the country, but oil and its companion natural gas are sources of power behind the boomtown growth that's engulfed New Orleans.

Louisiana is the nation's second largest (behind Texas) producer of oil and the leader in the production of natural gas. And the body of water south of New Orleans is the nation's center for offshore oil rig operations. It is estimated that one out of every four jobs in the Crescent City's metropolitan area depends on oil and gas. In the surrounding areas, the estimates run to one of three.

Many workers not involved in oil and gas related industries, rely on conventions and tourism for their livelihood. More than 46,000 permanent jobs in the New Orleans area are pegged to the $1.1 billion tourism business. Nearly 32% of that goes for lodgings in the more than 22,000 available hotel and motel rooms.

- The city has seen some immense hotel construction, and a number of additional super hotels are under way. Among them: The 50-story Sheraton New Orleans with 1,200 rooms; the $35,000,000 "super luxury" Trusthouse Forte hotel in the Canal Plaza Development, and the 400-room addition to the Marriott hotel, an expansion that will make this hotel the largest in the Marriott chain.

Two huge convention facilities—Rivergate and Louisiana Superdome—offer 134,000 sq. ft. and 160,000 sq. ft. of exhibit space respectively. But the city sees the need for even larger facilities, and financing for a 225,000-sq.-ft. facility on the River is under discussion.

Commerce and retail space is also tight. Occupancy rates for office space run 95%, with rents ranging from $10 to $13 per sq. ft. The downtown business area, which accounts for about 15% of all the retail sales in the SMSA, is adding about 640,000 sq. ft. of retail space.

The Canal Place Development, a project expected to revitalize the riverfront area between the French Quarter and the central business district, represents one of the first large-scale, multi-use projects in the New Orleans area.

Phase One, a 32-story, 680,000 sq. ft. office building, opened in August and Phase Two, which will include a 250,000-sq.-ft. retail mall anchored by a Saks Fifth Avenue, is scheduled for completion in 1982. Already plans are being drawn up for a second office tower, another hotel, and a condominium and townhouse residential complex.

- Other new construction projects include Poydras Plaza, a structure with a 1,250-room Hyatt Regency, the 425,000 sq. ft. Amoco building, the 470,000 sq. ft., 24-story building with the address 1250 Poydras, and a 150,000-sq.-ft. shopping mall; the International River Center, a 23-acre riverfront project that was inaugurated by the 1,200-room New Orleans Hilton which opened two years ago, and the Pan-American Life Center, a 700,000-sq.-ft., $50,000,000, 27-story office complex.

- In addition to Canal Place and Poydras Plaza, new retail space will include a complex of specialty shops and restaurants called Piazza d'Italia.

Outside the central business district, there's plenty of healthy retail activity. New Orleans has five shopping centers with more than 400,000 sq. ft. each where retail space rents for $6 to $15 per square foot.

Together, these centers total more than 4,000,000 sq. ft. and enjoy an occupancy rate of approximately 98%. The Crescent City area also claims 24 shopping centers of between 100,000 and 400,000 sq. ft. each. There is more than 4,200,000 sq. ft. of space in these centers and they have an occupancy rate of 85% to 90%. Rents run between $3 and $13 per square foot.

- Demand for office space rests in part on companies related to oil and gas which make their headquarters in New Orleans.

These and other oil companies will undoubtedly use the services of the Louisiana Offshore Oil Port (LOOP)—the nation's first deepwater terminal for crude oil imports.

Scheduled for completion in 1980, the $500-million LOOP will enable supertankers to unload their cargo into storage facilities mined out of naturally-occurring salt domes. One study predicts that within 10 years LOOP will generate approximately $4,900,000 in new plant investments and create 25,000 new jobs.

The offshore activity matches the LOOP's potential. More than 100 wells are scheduled by Louisiana L&E Co. for drilling by the end of 1979. And Shell, working with McDermott, has constructed a drilling platform taller than the Empire State Bldg. to reach the 100,000,000 barrels of oil and the 500 billion cubic feet of natural gas lying in 1,000 feet of water in the gulf off New Orleans.

Oklahoma City

Population	**789,400**
Rank	**50th**
Personal income	**$5,327,000,000**
Income '77 vs. '76	**+11.65%**

Business is booming in Oklahoma City. While the unemployment rate stays low, building and

Convention visitors to San Antonio may ride a river taxi from their downtown hotels into the Convention Center.

businesses have been soaring.

Construction is up 6.6% in '79. More than 2,400,000 sq. ft. of office building space is either under construction or being renovated. Industrial and commercial construction is up 10% for the first six months of '79, compared to a year ago.

"The office demand is tremendous," one Oklahoma City businessman said. According to a recent study, the city's office building occupancy rate is near 95%.

By midyear, more than 500 acres of new industrial and business parks were under development. For instance, there is the 180-acre World Airport industrial park, the 160-acre Lakeside Park, the 40-acre Meridian business park and a 14.2 acre Great Plains industrial park.

▪ KOCO-TV is building a new $2,000,000 corporate headquarters; construction has started on a 14-story, 294,000 sq. ft. Galleria Tower; construction is to be started on the 19-story 344,000 sq. ft. Mid-America Plaza.

Other major office building projects include the 400,000 sq. ft. Texas International Northwest Place; the 215,000-sq. ft. Century Plaza; the 100,000-sq. ft. Sheraton's Century Plaza Mall and the Nichols Hills Executive Center.

Taking advantage of vintage edifices, the city is on a renovation binge, reviving such downtown buildings as the Harbour Longmire building, the Leonhardt building, the Magnolia building and the Midtown Center.

For retailers, Oklahoma City is building four new shopping centers. The largest of these ventures is the Quail Springs Mall, a 1,000,000 sq. ft., 140-store, $20,000,000, 95-acre project expected to be completed in late 1980.

Three other smaller centers (in the 130,000 to 190,000 sq. ft. range) are now under construction.

▪ And as the buildings go up, sc go the rents—now up to $8 to $12 per square foot.

The University of Oklahoma Health Sciences Center has been expanding with the construction of the Oklahoma Children's Memorial hospital and a new parking garage. Plans to renovate the Veterans Administration hospital have just been announced.

While commercial and industrial building may be up, residential building was down for the first eight months of '79. Only 868 permits for single-unit dwellings were issued for that period, as contrasted with a whopping 3,317 a year prior. In the next year, one Oklahoma City business reporter predicted fewer than 5,000 houses will be built.

However, the condo craze sweeping the nation is capturing Oklahoma City. Sycamore Square, with 44 two-bedroom units is being constructed and another eight-story, 80,000 sq. ft. building one block from the Galleria in the central business district is planned.

▪ Oklahoma City's employment picture has been bright indeed. The August rate of 3% fell below the state average of 3.2% and the national unemployment rate of 6%.

General Motors rolled its first Citations (small car) off its Oklahoma City assembly line last year. The first shift of 2,400 is expected to expand this year.

As predicted, the GM union wage of $8.50 an hour sent tremors throughout Oklahoma City's business community. The UAW was accepted by a 2-to-1 vote, in a basically nonunion town.

In the wake of GM's entrance, wages have gone up in other manufacturing segments of the community. For manufacturing in the city (GM included), the average hourly rate is $6.59. Western Electric, with its workforce of 5,000, pays an hourly wage of $8.

There has also been good growth in the retail area with employment up 71,100. While retail sales have been down, "the employment picture has been so darn good," one resident commented.

▪ The Galleria, the key in Oklahoma City's reclamation of the central business district, has yet to sign its first retailer, according to city sources. In contrast, Sheraton-Century Plaza has more than 100,000 sq. ft. of space rented out to various small boutique retailers.

School openings this fall were delayed with a two-and-one-half week strike by the teachers over a pay issue of approximately $1,000. The board of education obtained a decree from the courts saying the American Federation of Teachers had lost its bargaining powers by waging an illegal strike.

Once the Sooner football season is over, Oklahoma City's blockbuster events are the state fair and the National Rodeo finals. The state fair hosted a record crowd of 1,500,000 persons last summer and the rodeo has moved to the Myriad Convention Center so more spectators can be seated.

In the recreation and entertainment area, Oklahoma City now has a new 1889'ers Harn Museum and Gardens—a pioneer homestead located on 10 acres. Also the fun has been expanded at the city's Springlake Amusement Park. A new park, River Front Park, is now on the drawing boards.

San Antonio

Population	**1,037,800**
Rank	**37th**
Personal income	**$6,156,000,000**
Income '77 vs. '76	**10.24%**

San Antonio can be best compared to its river: Steadily flowing, recently urbanized and, in places, deep with potential.

The river with its flagstone landscaped walkway meanders through the heart of the city, offering an oasis of green calm to visitors and residents alike.

Twenty feet above the river, however, the rest of the world has stepped up the pace of what was once a sleepy little town at the beginning of the long cattle drives north.

Three national chains are building 500-room hotels within two blocks of the Riverwalk—and each other—to satisfy the tremendous jump in tourist and convention business San Antonio has seen in the last 10 years. And this business still came tumbling into town even during the worst of the recent national gasoline crunch.

Just down the street, the Rouse Co. has been studying a potential site for a $50,000,000 center-city shopping mall, behind the Alamo, the city's perennial symbol, which would include high-rise office space and condominiums.

Federal grants are changing the face of the city, financing new plazas, walkways and pedestrian malls. Encouraged by the new look, residents are renovating formerly vacant buildings all over town.

Downtown housing is all the rage. Four 1880s-era office buildings are being converted into luxury apartments, while further down the block, several hundred garden apartments, financed by a consortium of downtown banks, are almost totally leased and there is demand for more.

▪ During the 1970s, attention-grabbing growth areas like Dallas and Houston tended to overshadow Austin. Now San Antonio's mix of the old and new seems to have increasing appeal to corporate executives disillusioned with glutted freeways and smog.

A city of Mexican charm in the midst of modern growth, San Antonio teases Dallas and Houston with advertising telling those cities they should take a deep breath, enjoy life and be more like San Antonio, a place of grace, not haste.

Among those who have expressed enthusiasm about San Antonio is Levi Strauss Co., which recently announced plans for a third manufacturing facility in the area, bringing the company's total San Antonio employment to 2,500—the largest concentration in the country for the apparel giant.

Union Camp Corp. just completed a $10,000,000 corrugated box plant in preparation for more growth from local customers.

Hartford Insurance finished a $3,000,000 regional office building on the north side of town, bypassing Houston and Dallas to handle growing numbers of Texas customers from San Antonio.

Big city convenience in a small city atmosphere is part of the San Antonio attraction. But practical realities favor San Antonio, too.

Two coal burning electrical generating plants recently built by the city utility provide sufficient surplus that the city is negotiating with Mexico to trade extra power for natural gas. Another energy source due to come on line by 1983 is the South Texas nuclear plant.

The area is particularly attractive to labor-intensive industries hungry for low skilled, union free labor. Present wages are as much as 25% below other areas, but they are likely to increase as more companies arrive.

Population remains steadily on the rise, and with it brings more home construction and retail sales. Encouraged by constant increases in retail activity, Melvin Simon & Associates just put the finishing

(Continued on Page 64)

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100 MARKETS

(Continued from Page 63)

touches on a second 1,000,000 sq. ft. regional shopping mall and has purchased land for a third to be built in the next five years.

The Federal Reserve Board's move to make mortgage money more expensive has taken the edge off the local housing market—which had been growing at 35% a year—but the high numbers of local military personnel should lessen the sting of a major recession in home building (one military base pumps more than $1.5 billion into the local economy).

Tulsa

Population	628,500
Rank	62nd
Personal income	$4,501,000,000
Income '77 vs. '76	+11.72%

Tulsa continues to enjoy an economy far heathier than the rest the nation, thanks to the increased profitability of the energy business and strong demand in the aerospace and housing sectors.

The SMSA, which includes Tulsa, Creek, Osage, Rogers, Wagoner and Mayes Counties, could boast an unemployment rate of only 3.3% in June of this year—down from 3.8% in June, 1978. Total unemployment in the period was up about 2%, to 289,300. What's more, total personal income increased 15.7%.

And announcements of new businesses and expansions promise to soak up a good portion of the remaining labor pool. A major project includes a $21,000,000 plant and corporate marketing headquarters to be built by Hilti Inc., an arm of Hilti A.G., headquartered in the European principality of Liechtenstein. The complex will employ up to 1,000 in the production and marketing of power tools and fasteners.

- Other new industrial development or expansions include:
- A new 130,000 sq. ft., $3,800,000 plant being built by Baker Packers, a division of Baker Oil Tools Co., that will employ about 400.
- International Metal Co.'s $3,000,000 expansion of its metals processing facility, which will create 40 new jobs.
- Oklahoma Gas & Electric's recent announcement of plans to add a third 550 megawatt coal-fired generating unit, to cost $320,000,000.
- Latoka Engineering Co's $500,000 plant expansion to manufacture oil field and chemical processing equipment—an expansion that will create about 100 new jobs over two years.
- International Harvester's plan to build a $20,000,000 plant in Wagoner to produce Paystar heavy duty trucks, where 250 will be employed initially, growing to 600 by 1982.

Other factors promising strong industrial activity include an announcement by McDonnell-Douglas that it will spend $5,400,000 on capital improvements on its Tulsa facility and the award of $20,000,000 in Space Shuttle Orbiter work to Rockwell International's Tulsa division.

The market has also experienced a boom in retail and commercial development and expansions.

Major projects announced in the past year include:

- A $3,500,000, three-building office complex called Koger Executive Center.
- A $1,200,000 Wal-Mart store in Jenks.
- A $47,000,000 project called Kensington Center, which will include a 362-room Sheraton Hotel, a shopping center and a Sakowitz department store in Tulsa, to open in 1982.
- A 37,000-sq.-ft. "super store" to be built by Safeway Stores in the Gilcrease Hills Shopping Center.

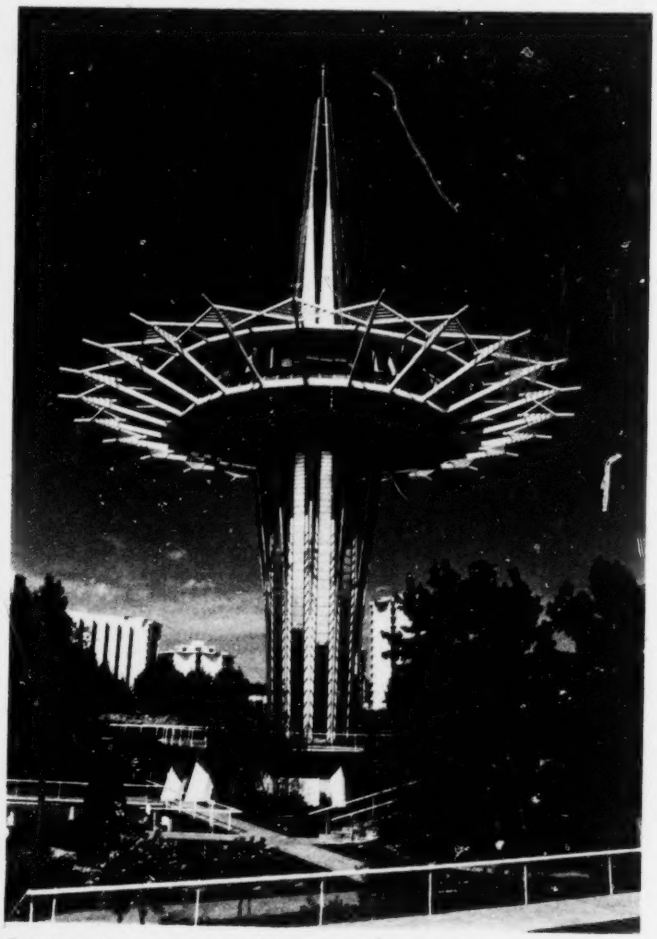
Despite the construction activity, retail sales have not kept up with inflation, with total sales for the first half of 1979 only 10.2% above the similar period in 1978, with the market's cash registers ringing up about $1.36 billion. In the second quarter, however, automotive sales were up 20%.

- Air travel, too, was up—about 11%, as the Tulsa International Airport broke a one-month record in July by recording more than 100,000 passengers.

In the housing category, Tulsa continued to show strong growth. In fact, *Housing* magazine rated it "excellent" in every category in compiling its housing demand index.

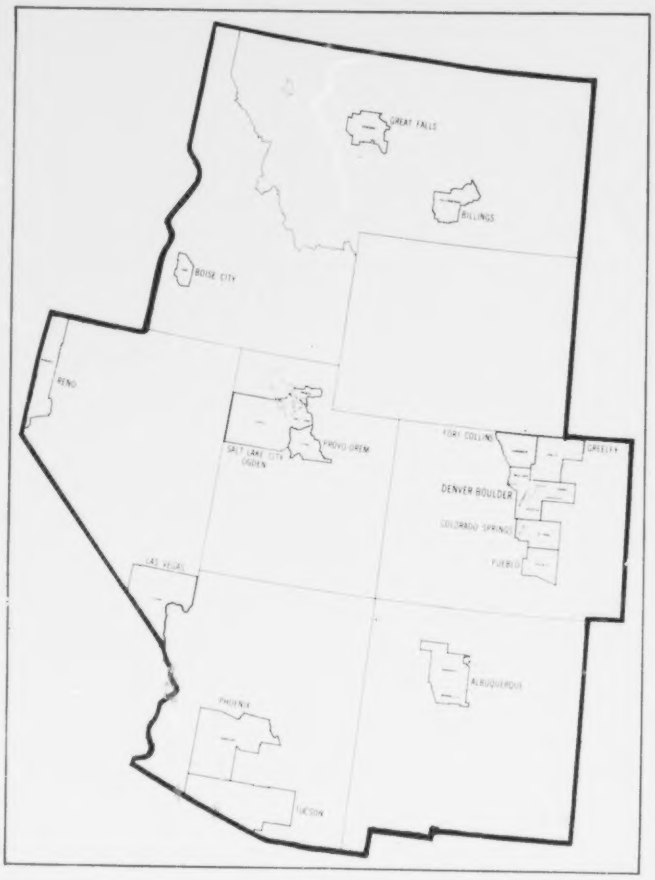
In the first half of 1979, 864 permits for single family units were issued in the city of Tulsa—a gain of about 2% over 1978. However permits for multifamily units numbered only 372—down about 75%. Nevertheless, the Tulsa Chamber of Commerce expected total 1979 multifamily permits to exceed the 1978 level, with strong growth anticipated in the third quarter.

In 1978, Tulsa ranked 11th in the nation in value of all building permits—$409,000,000—according to a Dun & Bradstreet report, and the chamber of commerce expects 1979's figures to surpass that.



Soaring above the Tulsa skyline is the Prayer Tower at Oral Roberts University.

Mountain



Albuquerque

Population	408,800
Rank	93rd
Personal income	$2,649,000,000
Income '77 vs. '76	+12.15%

From the day of its founding 273 years ago, trade has flourished in Albuquerque because of its strategic location along the El Camino Real (the King's Highway). Today its cohesive citizenry of varied ethnic heritages have banded together in support of planned growth, rebutting the criticism that Albuquerque has grown "too big, too fast, too soon."

Local attitudes are typified by Mayor David Rusk, who says the community encourages new business while remaining aware of its responsibility to maintain the quality of life.

Voters, for example, recently approved 11 of 13 bond issues, totaling $36,400,000, for fire protection, water and storm sewers, parks and recreation.

- Energy conservation innovations figure in several of the new major construction projects in the area. One project, in which steelwork was completed in mid-1979, is Mountain Bell's new regional center.

It has a unique design that heats the building in cold months by using hot air generated from the normal operations of the company's computers. Officials are contemplating the possibility of sharing the heat with nearby buildings.

Energy management concepts incorporated in the design of the Public Service Co. of New Mexico building call for the hanging of double-glazed windows and fully insulated panels on the outer walls. Heat pumps and huge solar panels would warm or cool the air in the building. Giant pools of water would store energy gleaned from the sun for later use.

Excluding residential building, projects in various stages of planning or completion are Pertec Computer Co.'s 150,000-sq.-ft. plant, Honeywell Inc.'s 100,000-sq.-ft. building and "The Classic," a hotel adjoining the city's largest shopping mall.

DeVore Aviation, meanwhile, has established a manufacturing plant in the city. The Albuquerque Publishing Co., publisher of the city's two dailies, has announced creation of a new industrial park—the Journal Center. It will be the site of the new editorial offices and publishing plant.

- Presbyterian Hospital Center, which includes eight other hospitals in the state, in addition to the two in Albuquerque, has begun a $3,600,000 expansion project to add 30 beds at the Anna Kaseman facility and a $22,000,000 construction project at the main hospital.

Elsewhere, Albuquerque International Airport, which serves a city that is one of the most geographically isolated metropolitan areas in America, has attempted to keep pace with current demands.

Today, it provides terminal facilities for Trans World, Continental, Frontier, Texas International and American Airlines. The installation's 13,500-ft. main runway is one of the longest in the nation. Passenger traffic has grown more than 44% over the last five years.

To satisfy current and projected needs, the airport is undergoing a $1,600,000 expansion and renovation program. A new west wing has been added to the terminal building, and three new gates have been provided to serve American Airlines.

According to a 1979 study commissioned by *Money* magazine, Albuquerque's growth potential is the fifth best in the nation. The Bureau of Business & Economic Research of the University of New Mexico projects that the city will have more than 430,000 people by the end of 1980 and more than 634,000 by the year 2000.

Denver-Boulder

Population	1,504,700
Rank	21st
Personal income	$11,788,000,000
Income '77 vs. '76	+12.64%

Denver is facing the new decade like a missile poised for take-off. Some urban leaders are ready to launch the fourth fastest growing metropolitan area in the nation into a program of rapid expansion and development, while others promote a more conservative orbit with strict controls on growth.

"The whole western scene is heating up," *Colorado Business* editor Ann Feeny said. The Denver metropolitan area is the center of the action, she added, "and the linchpin is energy."

Recent natural gas discoveries in the Rocky Mountain region added to already thriving oil and gas exploration activities, making 1979 one of the most active years ever, according to the Petroleum Information Institute.

But energy is bringing problems as well as promise to the fast growing Denver metropolitan area: Pollution, inflation and urban sprawl are clouding the city's prospects for a bright future.

- While population in the five-county Denver metropolitan area is expected to top 1,700,000 in 1979 (by local estimates), with an unemployment rate of only 3%, the area suffered an inflation rate of 16.4% for the first six months of 1979, the second highest rate of inflation in the U.S.

Despite the high cost of living, shortage of housing and auto pollution that created a brown cloud—a permanent fixture over the mile-high city—out-of-staters flocked to Denver last year, continuing a trend that increases annually.

An estimated 19,000,000 passengers went through Stapleton airport in 1979 and the increasing traffic means the airport is fast outgrowing present facilities.

Even a $10,000,000 expansion of parking facilities currently under construction won't keep pace with airport use, according to Robert Stapp, director of public affairs.

"We're going to have to undergo a major expansion within the next few years," he commented.

Currently 15 airlines service the Denver metropolitan area, with two new additions in 1979: Hughes Airwest and Piedmont.

Local transportation is another major challenge that Denver residents will have to cope with in the 1980s. The city has more cars per capita than any other city in the U.S. and only 2% of all passenger vehicle miles traveled in the Denver area are on buses, according to State Sen. Barbara Holmes (D.-Denver).

The senator complained that commuters make little use of Denver's mass transit system, but disgruntled users of the city's buses responded that the system fails to meet commuter needs.

They pointed to action taken by the Regional Transit District this past summer to conserve fuel. In the midst of a heat wave, the RTD shut off air conditioning on all the system's buses.

But mass transit in Denver could take on a futuristic appearance if suggestions by some members of the RTD board are followed. Eight members visited Calgary and Edmonton, Canada, this fall to study those cities' light-rail transit systems and returned impressed.

"I'm convinced that LRT is on the way," said Howard Beck, acting director and general manager of Denver's Regional Transit District. Projecting a cost of $50,000,000 to put a system similar to the Canadians' into effect in Denver, Mr. Beck said the city could handle the expense without federal funding, using instead a sales tax increase.

■ As in most other metropolitan areas, there is a housing shortage in Denver as rising mortgage rates are driving new buyers out of the market and home owners hang on to what they've got.

New housing construction was down 20% this year. "The demand is strong, but local people are postponing purchases," housing consultant William Veio said. "The ones who are hurting are people who are moving in from out of state," he added. This group made up 25% of housing sales in the past five years.

In downtown Denver, the picture is completely different. There hasn't been such a building boom since the Gold Rush. A massive urban renewal project is well under way, with the completion of sales of lots that make up 27 square blocks in the city center.

Developers are planning luxury condominium projects and medium cost apartment buildings for much of the area.

■ Construction has begun on the Atlantic Richfield building, a $93,000,000 42-story structure that will be Denver's tallest skyscraper. The building will also house a 622-room Marriott Hotel. Developers Miller-Davis, Denver, and Urban Investment & Development Co., Chicago, have scheduled completion for 1981.

Outside the city, construction began this fall on a $16,000,000, six-story Hilton hotel off Interstate 25 in the Greenwood Plaza complex. Built by Western Group Ltd., an investment combine of businessmen from Texas and Oklahoma, the 312-room hotel on a nine-acre site is scheduled to open before the end of 1980.

The first luxury hotel in downtown Denver in 20 years, the $44,000,000 Fairmont Hotel officially opened in October with an elaborate dinner dance benefit for the Denver Symphony. The 559-room, 26-story hotel is expected to generate $20,000,000 worth of convention business in 1980, according to sales director Tom Kiely.

If all goes according to projections, the Fairmont, which is booked solidly into 1980, will contribute $30,000,000 to the economy of Denver during its first year of operation.

■ Another boom in Denver this year was in condominium conversion, according to the chamber of commerce which estimated that 5,500 such conversions occurred in 1979. The apartment vacancy rate in the Denver metropolitan area is less than 2%.

Among recently completed housing projects in Denver is Brisbane Commons, a high priced 11-unit condominium development that combines restoration of a three-story mansion with new construction.

Las Vegas

Population	376,800
Rank	99th
Personal income	$2,783,000,000
Income '77 vs. '76	+14.24%

Despite the gasoline crunch and competition from new casinos opening in Atlantic City, the tourist and gambling oriented Las Vegas economy is expected to show continued growth and stability.

The 3½-mile "Strip" of world-famous gaming houses continues to draw record numbers of money-spending tourists and conventioneers who seem unconcerned about economic woes at home—or that the 5¢ slot machine in Las Vegas is going the way of the Buffalo nickel.

Tax revenue from gaming in 1978 was up 21.7% from the year before. The current year will show further strong growth, officials say.

The gas crunch took a serious toll only for a while; new industry continues to diversify the economy, and the over-all business climate looks bright, apparently unaffected by a taxpayers' revolt in the state.

■ The gasoline panic in May prompted a 40% drop in motor travel from Southern California. But even in the face of a brief public relations *faux pas*—insisting gas supplies were fine and along the way to Las Vegas when availability was spotty at times—traffic resumed at near-normal levels by summer.

One lasting fallout of the gas crunch is that more visitors are flying—about 45% of the total, up 6% from pre-gas shortage levels.

Although the city has been served by seven airlines for many years, in the deregulated air travel climate another six air carriers, including Braniff, Continental and American, have joined the ranks.

Southern California still accounts for half of Las Vegas' visitors, which is a major reason local officials feel competition from Atlantic City will have little impact. New Jersey's new gaming city, for the foreseeable future, will pull its trade mostly from regional resorts in the East, say Las Vegas officials.

■ Of the city's 11,000,000 visitors in 1978, about 600,000 were delegates to conventions and trade shows.

The Las Vegas Convention Center—a 785,000-sq.-ft., one-level, air-conditioned facility—and 44,000 hotel and motel rooms are two reasons that the city is one of the largest convention centers in the U.S., bringing in $193,000,000 (exclusive of gambling) during 1978.

To broaden its economic base, Las Vegas is attracting what it calls "clean industry" compatible with its resort trade. Warehousing is the major force, and its growth is spurred by several favorable laws, including the state's long-standing "freeport law," which allows national and international companies to store goods destined for out-of-state shipment in Nevada to avoid heavy inventory taxes elsewhere.

Buster Brown Textiles, Levi Strauss & Co. clothing and McDonnell Douglas Corp. established major warehouse facilities in the Las Vegas area in 1978. J. C. Penney Co. is building a 1,850,000-sq.-ft. storage building this year.

Also, General Telephone & Electronics' Sylvania division plans to open the world's largest lithium battery plant in the area in 1980. A 55-acre complex is being developed by Video Entertainment Industries to supply cassettes and discs for the burgeoning home video industry.

■ As expanding industry attracts new people—Las Vegas is the sixth fastest growing city by population in the nation—home and shopping center construction has been brisk.

Some $75,000,000 was committed to building a 34-acre, 130-store shopping center called the Fashion Show, which will open on the Strip in 1980.

Schools in Clark County, which includes Las Vegas, are in a $39,700,000 building program.

Southern Nevada's largest single employer in terms of personnel and payroll, however, is nearby Nellis Air Force Base, which has 8,000 military and 1,100 civilian employes. The Las Vegas area also has a large retirement community.

■ Nevada is a state where the electorate and legislature are tripping over each other to cut taxes. In November, 1978, voters passed Question 6, an initiative designed to reduce real estate taxes. It needs approval a second time in 1980 to become law.

The legislature, however, passed broader tax-cutting measures, now in effect, which trim other levies besides real estate taxes and limit government spending.

No state or local personal income or inheritance taxes exist, and the sales tax in Las Vegas is 3.5%.

Phoenix

Population	1,293,200
Rank	30th
Personal income	$8,993,000,000
Income '77 vs. '76	+14.25%

Civic and business leaders in Phoenix feared the worst as gas lines lengthened from coast to coast: What would happen to tourism, the Sunbelt City's big attraction?

Gasoline dealers and energy advisers scrambled to secure allocations of precious fuel for the area, while "hotline" numbers sprung up throughout the West to tell travelers where gasoline could be found.

Metropolitan Phoenix resorts went one step farther. They capitalized on an otherwise unfavorable condition by encouraging area residents to vacation at local resorts.

Prices were slashed for weekend jaunts at luxurious resorts, and residents of this Valley of the Sun flocked to such nationally renowned spots as Camelback Inn, Mountain Shadows Resort and Carefree Inn. Room occupancy remained near 90% capacity areawide even throughout the blistering days of 115-degree summer.

■ That's just one example of the life style in Phoenix, where people still have the pioneering spirit and businesses are willing to take a risk for their community.

Phoenix, a metro area comprising 11 communities, has grown from a small group of western towns supported by agriculture into a dynamic metropolitan area envied across the nation for its relaxed life style and favorable climate.

Population in Phoenix has grown by nearly 60,000 persons per year for the past several years.

They come for a variety of reasons, including a booming business economy that has yet to show many signs of a slowdown, activities for every age and increasing academic excellence, including Arizona State University, Tempe, with a student population of more than 37,000 for the 1979 fall semester, and a community college system with five campuses.

Businesses and students complement each other with a ready source of talent and an increasing need for young business leaders.

■ Business growth is typified by the location of several major companies in Phoenix during the past year or two. Sentry Insurance now has its headquarters in Scottsdale, just northeast of Phoenix. It has more than 700 employes, offering an array of benefits including full recreational facilities.

Manufacturing continues to be the No. 1 income producer for the metro area. In 1978, the dollar increase for manufacturing amounted to $367,000,000, a 15% gain over 1977.

Intel Corp. produces computer memory products and integrated circuits, while General Telephone & Electronics' Automatic Electronic Laboratories researchers are communicating with their colleagues in Chicago by picture-telephone. In all, more than 2,000 companies employ some 90,000 persons in the Phoenix area.

After a 18.6% gain in 1978, retail sales headed for another record year in 1979, with the opening of two major malls.

■ Fiesta Mall, the first 1,000,000-sq.-ft. regional shopping mall in the Southeast Valley area, opened Oct. 1 on a 102-acre parcel that will contain 140 stores. Three major department stores to anchor the mall and 70 shops are already open. A fourth major department store, Diamonds, is set to be open in 1980.

A renovation in Tempe is bringing a "mercado," capitalizing on the southwestern flavor of the river town, as well as maintaining a sense of history in more modern surroundings.

Unique shops for every age and interest greet browsers along old Mill Ave. A new department store, Mervyn's, has joined the already impressive list: The Broadway, Bullocks, Diamonds, Goldwater's, I. Magnin, Saks Fifth Avenue, Sakowitz and Joske's.

Banks are located on nearly every corner, with 16 banking institutions represented through 264 branches. Seven savings and loans and 82 credit unions have grown in deposits statewide.

For the sports-minded, there's the Phoenix Suns of the National Basketball Assn.; Arizona State University Sun Devil Football, basketball, baseball, track, volleyball, etc.; Phoenix Giants, a baseball farm team of the San Francisco Giants, and a promise of a Valley soccer team to begin professional play in 1980.

Salt Lake City - Ogden, Utah

Population	842,500
Rank	44th
Personal income	$5,317,000,000
Income '77 vs. '76	+12.36%

Salt Lake City is the star of a newspaper and direct mail ad campaign, "Utah Shines," designed to sell corporate executives in the East and Midwest on the advantages of establishing corporate

(Continued on Page 66)

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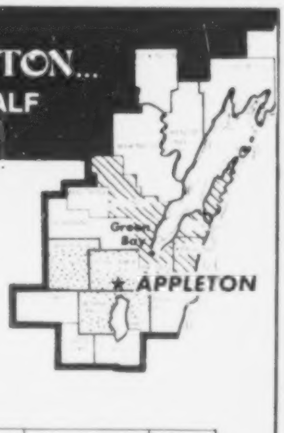

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1977 Retail Sales	$1,096,590,000	36%	$795,190,000	26%

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(Continued from Page 65)

headquarters or administrative offices in the Salt Lake metropolitan area.

City and state officials also hope the ads which will appear in the *New York Times* and *Wall Street Journal* late this year will help fill some of the 1,000,000 sq. ft. of office space currently under construction in Salt Lake City's central business district.

Although a study presented to the mayor and city commission by a planning consulting company in September warned of the economic impact of "a glut of office space," most city residents aren't worried about filling it.

Noting the city's unemployment rate of 3.8%, one representative of the chamber of commerce said, "We're already concerned about finding enough people to fill jobs available in the area."

- "I can determine that our economy is healthy simply by looking outside my office window," another city official said. "There's construction going on wherever I look."

The Crossroads Mall, a $72,000,000 office-shopping complex, the major downtown construction project for the past two years, is taking shape with the first office spaces to be occupied in March, 1980, with retail openings planned for August.

A topping off ceremony was held in October for the 20-story tower of the Commercial Security Bank, a Crossroads tenant. According to contractors, Okland-Foulgers Co., the exterior finish of the mall should be completed in December.

Marriott Corp. announced plans to build a $21,090,000 15-story hotel adjacent to the Crossroads Mall. The 480 rooms are expected to be ready for occupancy by April, 1981. Sheraton Hotel Corp. canceled plans announced last year to build a hotel near the mall.

Ground was broken in October for an 11-story, 115,000-sq.-ft. office building for the Utah Bank Corp. and Mountain Bell announced plans to build a 15-story, $29,000,000 regional office building downtown. That project is slated for completion by January, 1982.

- There's also residential construction going on in downtown Salt Lake City, including a $30,000,000 condominium project called The Brick Yard and, in southwest Salt Lake County, an old gravel pit has been reclaimed as the site of a $20,000,000 condominium project by Kehl Inc. Called Stone Hollow, the planned community will eventually house 400 families with two and three-bedroom units in the $45,000 to $80,000 range.

To encourage residents to leave their cars at home and use the mass transit system instead, Utah Transit Authority offered free bus rides during nonpeak hours for the month of October.

Living in an area rich with energy-related natural resources, most people in the Salt Lake City metropolitan area aren't concerned with gas or heating fuel shortages. Instead they're looking at the area as a major supplier of the rest of the country's energy needs in the future.

Power in Utah is produced by coal-fired, steam generating plants and the state has enough generating capacity to export power to other Western states.

- Mountain Fuel Supply, the natural gas utility in the Salt Lake City area, has more gas reserves than almost any other gas utility in the U.S., according to Utah's department of economic development.

Although inflation and high interest rates on mortgages haven't slowed commercial construction in the Salt Lake metropolitan area, residential construction showed signs of slowing down. During the first six months of 1979, there were 9,213 new home starts, compared to 11,880 for the same period in 1978.

While other parts of the country talk of recession and gloom, in Salt Lake City the talk is of tourism on the rise and developments in recreation. Some area residents seem more concerned with weather—will there be snow in time to open the ski season at Thanksgiving—than with the economy.

But it's the ski areas—there are eight major ski resorts within half an hour from downtown Salt Lake City—that have attracted a growing number of tourists to the area over the past two years.

Salt Lake Metropolitan Airport showed increases in passenger traffic of 13% to 17% per month this year, slightly under last year's growth pattern, according to deputy director of operations Tom Greer. He estimated total passenger traffic for the year at 5,000,000.

- The airport got four new airlines this year: Eastern, Braniff, TWA and PSA and is trying to meet increased activity with a construction program supported by $42,000,000 in revenue bonds.

Last December, a new terminal was opened and renovation of the old terminal is under way. Eventually the airport will have five terminals, including bridges to parking structures, Mr. Greer said. The access highway to the airport is also being upgraded, with completion scheduled for 1980.

In nearby Ogden, also part of the Salt Lake metropolitan area, Great Salt Lake Minerals Chemical Corp. opened a new $4,500,000 salt processing plant in October. The plant is the first of its kind opened in the U.S. in the past 25 years.

Bonneville, west of Salt Lake City, will be the site of a $350,000,000 concentrator facility operated by Kennecott Copper Co. Construction will begin on the facility in 1980.

The Utah Symphony Orchestra, internationally known for its concerts and recordings at the Mormon Tabernacle, got a home of its own this year, a $10,000,000 concert hall, part of a $20,000,000 arts complex.

Tucson

Population	**461,700**
Rank	**83rd**
Personal income	**$2,872,000,000**
Income '77 vs. '76	**+9.53%**

Tucson, the "Old Pueblo," is growing up.

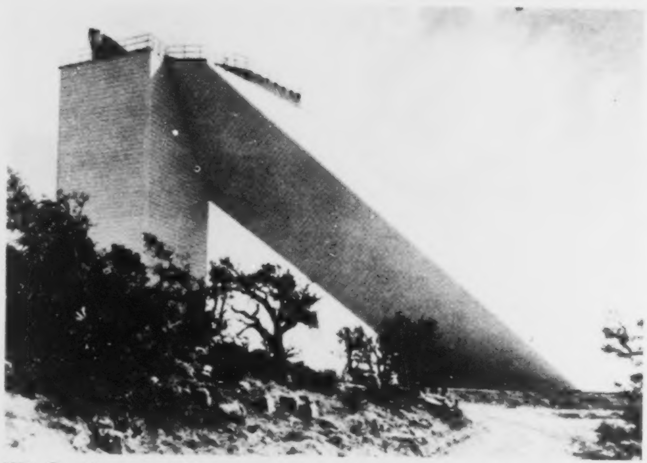
The southwestern city passed the 500,000 population mark in 1979 and earned itself a bigger dot on the maps.

New residents poured in and the housing industry boomed in an effort to keep up with the influx. Building permits for homes and apartments were up more than 50% over 1978.

Luxury apartments complete with tennis and racquetball courts and spas began to fill in the streets on Tucson's east and northeast sides.

Development continued on the north and northwest sides as well and plans were announced for the construction of the Tucson Mall, to open in 1981. The northwest shopping center will be the city's third and largest mall.

- School districts on the outskirts of town struggled to keep up with the steady increase in enrolment they experience each year. New elementary schools are filled the day they open and district officials are busy planning for more bond elections, more land acquisition and more construction.



Kitt Peak's solar telescope, a short distance from Tucson, is a vital instrument in astronomical research.

To the south, International Business Machines began moving workers into a plant that will eventually employ 4,000. Brush Wellman, Veeco Instruments and National Semiconductor Corp. announced plans to locate in Tucson in the near future.

Some of the city's established companies—Hughes Aircraft Co., Gates Learjet Corp. and Burr Brown Research Corp.—are also expanding.

One business that did not fare so well here this year was American Atomics, a company that manufactured tritium-filled luminous components for digital watches and signs. When traces of radioactive tritium were found in the atmosphere surrounding the plant and in a cake from Tucson Unified School District One's central kitchen, the state Atomic Energy Commission stepped in and shut down the plant.

- The controversy gained national attention when Gov. Bruce Babbitt sent in the National Guard to seize the tritium and dispose of it properly.

The gas shortage was kind to Tucson, compared to other parts of the country. Prices were comparatively low, lines were unheard of and many stations were open 24 hours a day and on Sundays.

Air travel into Tucson International Airport increased as gas crisis-wary travelers took advantage of Super Saver and discount fares.

Gas hotlines were established on the local and state levels to spread the word that gas was available.

Motels and hotels, worried that some vacationers might stay at home due to the energy crisis, boosted business with special stay-at-home get-away packages for locals.

Transportation in the city continued to be an issue. The need for a crosstown freeway was again debated, with no solution reached. When a bond election question for road improvements failed in June, the county transportation director succeeded in getting another bond election scheduled for early 1980

- The Old Pueblo made a name for itself in the sports world when the Tucson Sky became the 1979 International Volleyball Assn. champs. The whole town rallied behind the young team and volleyball gained in popularity as a pastime.

Roller skating made a comeback as a hobby and rental shops did well here, especially near the University of Arizona where many of the 32,000 students skate to, from and sometimes in class.

The UA's basketball and football teams began their second season in the Pacific 10 conference, after what sports fans thought was a decent showing in the 1978-79 school year. Students still wear t-shirts saying, "I was there" when the basketball team beat USC and UCLA at McKale Center, to the cheers of what western sportswriters called "McKale's Navy."

New racquetball clubs and health spas opened up in Tucson, and a bit of California came across the border when Sweetwater Funtubs, a hot tub club, opened in a desert area to the west.

- Plans were unveiled for the opening of Canyon Ranch, an exclusive health resort near the Catalina Foothills northeast of town.

El Con 6, a six-screen movie theater, held its grand opening in conjunction with Tequila Mockingbird, a new Mexican restaurant in El Con shopping center. The new restaurant offers a modern disco version of Mexican eateries, rounding out Tucson's offerings.

Visitors and residents alike with a taste for quality Mexican food can choose to dine in the lush garden settings of El Parador or La Fuente, the unadorned surroundings of El Dorado or the homey atmosphere of El Charro, the downtown restaurant that prides itself with being the "oldest Mexican restaurant continually run by the same family in Arizona."

Pacific

Anaheim-Santa Ana-Garden Grove

Population	**1,833,000**
Rank	**19th**
Personal income	**$14,616,000,000**
Income '77 vs. '76	**+14.39%**

There's a new bumper sticker showing up on quite a few backsides of the numerous, sleek, Orange County imports these days which reads: "If the Rams are coming, can statehood be far behind?"

Although it may simply attest to the fact that the old Los Angeles/Orange County jealousies are still alive and healthy, it is also an indication that now that this land o' plenty has made it as a big business center, it's ready to concentrate on nonbeach amenities, namely sports and the arts.

There is no downtown focus for sprawling Orange County as yet. However, the Segerstrom corridor, as it's called, just could carry that title this time next year.

This area, bordered on one side by the newly renamed John Wayne Airport (formerly Orange County Airport), and what is said to be the nation's most profitable shopping center, South Coast Plaza (owned by the Segerstrom family) on the other, will soon house the county's largest financial services complex, which will include three Top 8 CPA firms.

- In addition, this is where Orange County culture seems to be settling, thanks in part to generous donations of Segerstrom farm land. A new, $50,000,000 Music Center, which will house the fledgling Orange County Pops—with Carmen Dragon as conductor—will sit adjacent to the South Coast Repertory Theatre just completed last year.

Officials of the Music Center have worked closely with the Los Angeles Music Center and New York's Lincoln Center to obtain the best in facility and showcase advice.

In Garden Grove, construction is nearing completion on The Village Green Cultural Arts Facility, which includes a $1,000,000 civic theater, the Gem Theatre, the Strawberry Bowl—an outside amphitheatre—and an expansion of the existing Mills House Art Gallery and Museum.

Also going up in Garden Grove is the multi-million-dollar Crystal Cathedral, being built by the Garden Grove Community Church and planned to be the largest glass cathedral in the world.

Nearby, a major new shopping center—Greenbriar—will combine office-professional and residential development, and is slated for construction in early 1980.

Both retail sales and employment are up significantly in this area over 1978, and only 25% of the local businessmen surveyed by the chamber of commerce have felt that the energy crisis has had a major impact on their business. Businesses most hurt seem to be car and recreational vehicle sales.

- Orange County is rapidly becoming a national base for the food services industry, with one of the hottest food service areas in the country.

Companies headquartered here include Taco Bell, Del Taco, Carl's Jr., Far West Services (Coco's, Reuben's and many others), Colony Foods, Der Weinerschnitzel, Jojo's, Alphy's, Spires and El Torito/La Fiesta.

Anaheim is feeling an increased surge in tourist travel since the Angels have staked their claim as near-heroes by winning their first Western division title in 19 years, and the Rams have officially occupied the Big A Stadium.

Restaurants, lodging facilities and entertainment spots near the already congested Anaheim Stadium are springing up left and right.

- Disneyland, Anaheim's longstanding synonym, has also made a few improvements this year, adding the Thunder Mountain roller coaster attraction to compete with its topsy-turvy ride competitors in L.A. county.

Disneyland, will celebrate its 25th birthday in 1980, and executives are anticipating an even bigger tourist season than last year.

The Anaheim redevelopment commission has approved plans for a $38,000,000 mixed-use project to be known as Midtown Anaheim. Proposed are a 15-story, 300-room hotel, a 12-story residential condominium tower, an enclosed shopping mall and an office building. The development will be located near the new Anaheim Civic Center, Disneyland and Anaheim Stadium.

Orange County's largest current retail development—Oakbrook Village—is under construction on a 19-acre parcel adjacent to the already existing Laguna Hills Mall shopping area.

The 200,000-sq.-ft. complex, due for completion in early 1980, is a development of two Newport Beach-based companies, the

LeeSammis Co. and Columbia Investment Co. Tenants will include a Barker Brothers home furnishings outlet, a Victoria Station restaurant, El Torito restaurant and a Bank of Irvine.

- Industrial expansion continues to create new job opportunities. Beckman Instruments, the county's seventh largest employer, completed a new engineering lab facility at Fullerton.

Near the airport, in the Irvine Industrial Complex, the energy-oriented Gregory construction company has broken ground for a $1,000,000 headquarters. In Newport Plaza Business Park, a $20,000,000, 10-story single-tower office facility—the last major construction in this area— is scheduled for completion in early 1980.

In Fountain Valley, adjacent to Newport Beach-based research and development labs, The Systems Video division of the German-based BASF has moved into the largest built-to-lease facility in the country. Ricoh Electronics, one of 26 Japanese companies in the Irvine industrial complex, has purchased 14.6 acres—a $3,000,000 site.

GTE division of General Telephone, has relocated its administrative offices from Cincinnati to Anaheim, and is occupying an 80,000-sq.-ft. building which will house headquarters operations as well as research, design, testing and marketing for its point-of-service mini-computer systems for the food service industry.

Tungsten Carbide, a division of Smith International, has initiated a $4,100,000 expansion which will permit a 150% increase in production and double employment within three years.

- The California housing market boom of last year is over. The increase in the average price of an Orange County home is expected to be the lowest annual rate of increase (3.5%) since 1968-69. The inventory of unsold housing units is at its highest point since 1975.

There has, however, been a determined move by several public interest groups and by some builders to concentrate on low-cost housing in Orange County, a move belying the area's affluent new-community reputation of recent years.

Fresno

Population	**479,000**
Rank	**80th**
Personal income	**$3,268,000,000**
Income '77 vs. '76	**+7.49%**

Although gasoline shortages and a trucker's strike seriously threatened Fresno's agricultural enterprises and its nearby tourism business, the area showed strong prospects of continued economic growth.

After a longstanding battle between real estate developers and those who want to limit Fresno's creeping urban sprawl, construction of seven new shopping centers has begun.

Construction projects include a $2,000,000 Northern Village Shopping Center via Robert Klein Jr., Fisher Land Corp.'s Nursey Shopping Center and Zinkin-Kovacevich's 50,000 sq. ft., $2,000,000 center.

In the last two years Fresno has moved to restrict new construction and concentrate on rejuvenation of the older downtown Fresno areas, but downtown development remains slow.

- In the past two years, major businesses have opened operations in Fresno (Sharon Bolt & Screw Co. of Ashland, Mass., and Vendo Corp. of Kansas City), but no major companies relocated or opened substantial new plants here this year. However, Sequoia Steel & Supply began construction of a $150,000 warehouse for its stucco manufacturing operations.

But interest in Fresno as an economic hub is continuing. While scrutinizing the cost-effectiveness of service to other markets, due to spiraling fuel costs and the pressures of deregulation, airlines are finding Fresno to their liking. The market experienced an over-all 12.1% increase in air passenger traffic from fiscal 1978 to 1979.

United Airlines plans to introduce nonstop Fresno-to-Chicago direct service this year. Pacific Southwest Airline, Air California, Frontier, Eastern, Northwest Orient and TWA all have filed for CAB permission to serve the Sacramento-Fresno air route.

Frontier Airlines also has filed for permission to serve the Fresno-Sacramento-Denver route. United Airlines recently suspended its Fresno-to-Denver service.

- Fresno was affected by the gasoline shortage—most visibly in a tourism slowdown in nearby Yosemite, Sequoia and King's Canyon national parks. Although the San Joaquin Valley wasn't included in the odd/even gasoline allocation system, potential park visitors from the San Francisco and Los Angeles areas were subject to the system. The result was fewer Californians traveling the long distances to the parks.

Partly in response to the gas shortage and related problems, the Fresno Chamber of Commerce has begun a tourism development program to establish Fresno as more than just a place to refuel on the way to California's larger cities. The program is designed to develop and restore existing Fresno recreational facilities and initiate new projects. A drive to refurbish Fresno's more interesting old architecture is currently under way.

Fresno's agricultural industry is still its leading enterprise, so the June, 1978, independent trucker's strike was potentially disastrous for the area.

The strike, which protested the rising price of diesel fuel, began at the start of Fresno's packing season. With a shortage of refrigerated railroad cars to take the crops to market, and the prospect of the fruit becoming overripe, Fresno's situation became desperate.

Fresno's city council discussed the possibility of air lifting the crops to market, and there were incidents of violence against strikebreaking drivers. An end to the strike came soon enough to salvage most of the crops without extreme measures, however.

The outlook for Fresno's year end raisin and cotton crops was good due to a long, hot summer season. Last year there was considerable damage to these important crops from unseasonable rains.

Honolulu

Population	**719,600**
Rank	**55th**
Personal income	**$5,652,000,000**
Income '77 vs. '76	**+8.11%**

The celebration that marked the 20th anniversary of Hawaii's statehood was unusually quiet, perhaps muted by the local sigh of relief that the United Airlines strike and the grounding of the DC-10s didn't completely wipe out the summer tourist season.

Despite the 57-day strike that cost the islands an estimated $1,000,000 a day in losses from anticipated business and subsequent economic losses from the DC-10 groundings, tourism for 1979 is still ahead of 1978 by almost 8%, according to Jerry Panzo, director of information for the Honolulu Visitors Bureau.

"Because both setbacks took place in a non-busy season, there was a lot of shifting and reorganizing," Mr. Panzo said. "All things considered, we're doing very well for the year."

Visitor arrivals for the first quarter of 1979 outpaced the previous year by 11% and, seeking to build momentum after the strike, the Visitors Bureau mounted an ad campaign in eight metropolitan newspapers on the mainland.

- Offsetting the economic losses to tourism was a continued boom in real estate and construction that put completion of new buildings in excess of $1.1 billion for the year, according to the Bank of Hawaii's annual economic review.

Encouraging developers in Honolulu was a bill passed by the city council (over the veto of Mayer Frank Fasi) to allow increased density for apartment building. Waikiki Beach is under a special design district ordinance and is not affected by the new law, but the Punchbowl historic district will see density limitations relaxed slightly.

The Bank of Hawaii predicts that within two years high-density construction will ease on Oahu, but will be very active on the neighboring islands. For example, on the island of Hawaii, the Kainalu Development Corp. is adding 117 units to its Keauhou-Kona Surf & Racquet Club, and all were sold before the ground was broken.

Building costs continued to spiral upwards, with a 9.8% construction cost index increase for the first four months of 1979 recorded over an 8.9% increase for 1978.

- Economists for the Bank of Hawaii expressed fears that future single-family residential construction will be severely hampered by both construction costs and the prohibitively expensive price of land. Property on which to build a home costs between $50,000 and $100,000, up to 50% of the total cost of a home in Honolulu.

Hotel and condominium construction, however, continues to boom. Hilton Hotels Corp. announced plans for addition of a $75,000,000, 35-story tower to its Hilton Hawaiian Village complex on Waikiki Beach. When completed in 30 months, the tower will add 1,056 rooms to the resort complex.

The 75-year-old Halekulani Hotel closed Sept. 30 to undergo a $30,000,000 renovation and will reopen in two years with 480 rooms including a 14-story building.

But the future could be bleak for the 52-year-old Royal Hawaiian Hotel, despite support from island preservationists. Controversy over the fate of the famed old hotel was stirred up when a representative of the owners, Kyo-Ya Ltd., a Japanese company that bought the Royal Hawaiian from Sheraton Hotels in 1974, wrote the Historic Places Review Board opposing its listing as an historic site. He also said the old hotel was "becoming functionally and economically obsolete."

- Another Waikiki landmark, the Waikiki Theatre built in 1936, has been slated for demolition and on the island of Kauai, the two mountain stream slides, one natural, one man-made for "South Pacific" were closed in mid-1979 because of accidents.

And the authentic island taste of Primo beer will never be the same for its fans—the brewery which was acquired by the Jos. Schlitz Brewing Co., Milwaukee, closed its Waimalu operations and is now producing Primo in Los Angeles.

Shopping complexes are springing up throughout Honolulu, with the recently completed $25,000,900 Waikiki Shopping Plaza augmented by construction of a $35,000,000 Royal Hawaiian Shopping Center.

Honolulu residents are experiencing indirect effects of the energy crisis and inflation problems—both are cutting into discretionary spending by tourists.

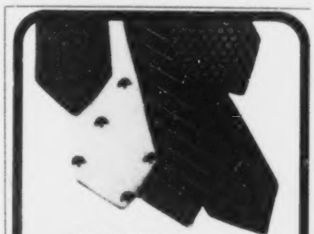
Availability of gas is not a problem on the Hawaiian islands, "as long as you're willing to pay through the nose for it," one Honolulu resident complained.

Los Angeles-Long Beach

Population	**7,080,900**
Rank	**2nd**
Personal income	**$59,267,000,000**
Income '77 vs. '76	**+11.12%**

Continued expansion of the aerospace industry produced more jobs

(Continued on Page 68)



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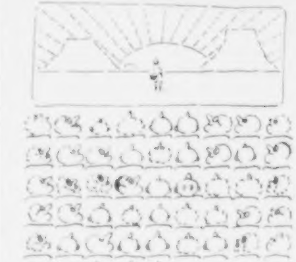

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(Continued from Page 67)

and brought a new miniwave of population growth to the Los Angeles-Long Beach market, but a cutback in new housing starts made it tough for newcomers in a market already short on apartments and reasonably priced homes.

Through the first-half of the 1970s, Los Angeles-Long Beach lost population in some years and hovered around the 7,000,000 level in others. But over the past year or so, the area's population inched up to a 1% growth rate and economic researchers see that continuing.

They point to a surge in aerospace growth that has had a beneficial ripple effect through many related technological industries.

As an example, this year Boeing of Seattle, the world's largest aircraft manufacturer, dealt out subcontracting work to Los Angeles and Long Beach-based suppliers totalling an estimated $5 billion, much of it to Lockheed, which in turn subcontracts to smaller specialists in the market.

In addition, McDonnell-Douglas' role in the space shuttle project was expanded and suppliers down the line have added work from that.

- The theory has been put forth that Los Angeles-Long Beach fell back to second place behind Chicago in retail sales last year because the high cost of housing in the West Coast market cut back consumer spending on other things.

Reseachers say this may be as important a reason as any for the Los Angeles retail sales total amounting to $29.7 billion (up from $26.9 billion in 1977) compared with No. 1 Chicago's $30.3 billion in retail sales last year.

Part of the shift in retail sales ranking is attributed to a surge in auto sales in the Chicago market that outpaced auto sales in Los Angeles-Long Beach, the traditional leader in this category.

One thought on this came from a sales statistics source at the Los Angeles Area Chamber of Commerce. He said one possible reason is that Chicagoans bought bigger cars resulting in a bigger total sales figure while Los Angeles-Long Beach continued its preference for smaller cars.

There was also mention of a shortage of popular small models which is understood to have sent buyers to neighboring Orange County and the Riverside-San Bernardino market. But for the most part Los Angeles-Long Beach economic researchers find the development puzzling.

- It was noted by others studying the market that when the gasoline shortage struck last spring it hit first in Los Angeles-Long Beach and car sales generally were off in the market for weeks afterward as the area recovered from the jolt of blocks-long gas lines.

Sobered by the experience, community leaders kept pressure on local governing bodies and the odd-even system of dispensing gasoline stayed in effect in Los Angeles-Long Beach even after other parts of California abandoned it.

The vote on letting drivers go back to their old ways was close, however, indicating that even this mild form of rationing is a tough matter for officeholders to face in a market where gasoline has been the economic lifeblood.

Areas in which Los Angeles-Long Beach remained on top in retail sales included spending on entertainment (primarily eating out) and furniture.

- Final agreement on holding the 1984 Olympic Games in Los Angeles provided local leaders and economic forecasters with food for upbeat speculation—and a few solid indications of the growth the games are expected to generate.

An increase in inquiries about long-range construction of new hotel space has been noted by the LAACC, which attributes some of this interest to the Olympics and some to a general need for more visitor accommodations because of increased convention activity in the market.

Having a negative impact on growth of the market so far are new rent controls that have resulted in a decrease to virtually zero in the number of applications for permits to build new apartments.

There is continual pressure for revisions that would encourage continued investment in this area, and local officials have been sounding conciliatory on the subject.

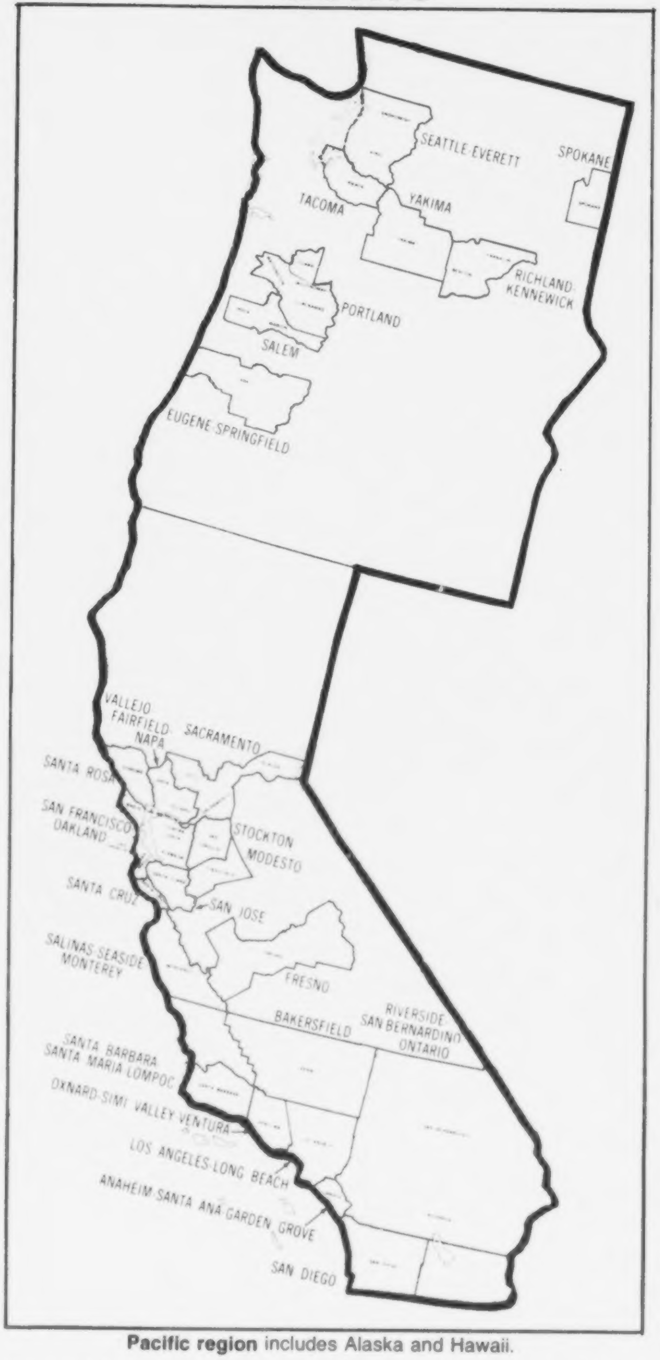
They have toughened their stance on conversion of apartments to condominiums, however. The practice had made quite a few millionaires overnight while driving many fixed-income apartment dwellers into substandard housing or out of the market altogether.

- The population mix continued to change, with Hispanics moving toward a majority in some areas and Anglos becoming a minority in the central city and some neighboring sections and increasing their numbers elsewhere.

Predictions that the city of Los Angeles, which is in the center of the market, will be a city of minorities soon (estimates on illegal aliens in Los Angeles indicate it may already be) don't seem to have dampened local enthusiasm about the market's future.

The median family income this year is expected to be close to $19,500, compared with $10,972 in 1970. This is no cause for celebration given inflation over the period, but neither has it slowed down commercial growth in most sections of the market.

Pacific



Pacific region includes Alaska and Hawaii.

Oxnard-Simi Valley-Ventura, Cal.

Population	**484,500**
Rank	**79th**
Personal income	**$3,119,000,000**
Income '77 vs. '76	**+12.97%**

Southern California's Ventura County, known as the Oxnard-Simi Valley-Ventura SMSA, continues to absorb the spillover population from neighboring Los Angeles and the San Fernando Valley.

Since 1970, Thousand Oaks has been the boom town, with an 85% population growth. Now stringent land developing policies are forcing developers to look elsewhere, and nearby Simi Valley is becoming the hot growth area.

A review committee in Thousand Oaks is updating the city's general plan and resisting pressure for hillside development. Three major projects are avoiding these land issues, however. They are the 850-acre Donielson Ranch, and the 2,300-acre Dos Vientos Ranch on the southwest side of the city and the 1,850-acre Metro-Goldwyn-Mayer ranch on the north side.

- The retail trade boom in Thousand Oaks, exemplified by the opening of the Oaks regional shopping center and numerous other retail outlets, parallels growth in residential construction. Oaks retailers alone increased the city's business license revenues by $356,000 last year.

But there is a feeling among some that the Thousand Oaks planning commission is "treading water and standing still." So it goes that a Downey, Cal.-based builder, the Mayer Group, recently changed its plans and selected Simi Valley for residential and commercial development.

Purchased for $9,000,000, the site is on a portion of the Indian Hills Ranch. Plans call for the building of nearly 800 homes there within the next five years, with about 95% of the new owners coming from Los Angeles, the San Fernando Valley and other areas of the Simi Valley.

The Mayer development is only a sample of the activity in Simi Valley. The area has 11 industrial and 35 commercial projects in various stages of construction, and—at midyear—49 residential projects approved but unbuilt.

Among the 19 new commercial projects being reviewed by city planners is a five-building shopping center at Tapo Canyon and Cochran St. with 90,606 sq. ft. of retail space and 50,000 sq. ft. of offices.

One attraction is the Pacific Ocean, which provides the southwest border of the SMSA, and offers 42 miles of coastline where Oxnard and Ventura, the county's most densely populated communities, are located.

- Oxnard points with pride to its Channel Islands Harbor, its many recreational facilities and the nearby residential and commercial developments that have made the south county shoreline an attractive place to live.

Located on some of the best agricultural land in the world, Oxnard developed as a farming town. Ventura County ranks 11th among California's 58 counties in agricultural development, and the Oxnard Plain, with its lemons, avocados, strawberries, flowers and vegetables acounts for more than 20% of the county's output.

- Oxnard also is headquarters of the plants and offices of many major companies, including several closely tied to agribusiness. While the dollar value of building permits has been down in recent years, total housing starts for 1979 are expected to equal or slightly exceed those of 1978.

Oxnard is served by two regional shopping centers, several smaller centers and the downtown shopping area.

- Current expansion on the retail front includes adding another 48,750 sq. ft. of space to the Crossroads Center complex and complete remodeling and enclosure of a formerly open mall shopping center. The latter facility, to be named Center Point Mall, will have a relocated J.C. Penney store as one of its retail outlets.

City planners also have approved development of a Zody's department store and other shops totaling about 138,000 sq. ft. Also approved is a 14-story office and commercial construction for the downtown redevelopment area for which ground bearing is scheduled to take place in February.

Fuel shortage has a mixed effect in this area. Tourism flourished as Los Angeles residents discovered they could have smog-free holidays for less than a tank of gas, round trip. But shortages of petrochemical fertilizers and insecticides worried the agricultural sector, and rising fuel prices brought the threat of potentially disastrous truckers' strikes.

Nearby Camarillo has also had a surge of growth, with an influx of residential buildings and an increasing number of light industrial plants. Among the city's newcomers have been Playtex and Clairol, joining 3M (1,000 employes), the SMSA's largest employer with the exception of the military.

- The Navy commands at Port Hueneme and Point Mugu, headquarters of the Pacific Missile Range, have a combined civilian and military work force of 16,000, with a payroll of $221,000,000 a year.

The past year saw traffic at Port Hueneme, the only deep water port between Los Angeles and San Francisco, threaten to outgrow existing facilities.

Del Monte Banana Co. began importing two shiploads of product from Central America each week, adding to other port activities, which include off loading of imported Mazda cars for 11 western states and serving as a support facility for intensified offshore oil explorations.

- In Ventura, the county seat, a carefully devised phasing plan has been implemented to ensure orderly growth. The city has also developed hillside building regulations and an open space plan to protect the quality of life for its residents. Basically a residential town, Ventura has had an upsurge of new condominiums, apartments, mobile home parks and housing tracts.

Much of downtown Ventura has been designated a redevelopment area and several renovation projects have already been completed.

Recreation-oriented Ventura is also in the first stages of a plan to develop Ventura Harbor to make full use of its waters and surroundings.

A large hotel, restaurants and a shopping village are some of the additions that have been planned. The city averages 55 conventions a year, accommodating up to 15,000 delegates in its hotels. Last year, Ventura's 11,000 hotel rooms brought in tax revenues of $248,000, up from $50,000 just four years ago.

Portland, Ore.

Population	**1,140,100**
Rank	**34th**
Personal income	**$8,832,000,000**
Income '77 vs. '76	**+12.2%**

The headlines in Portland, Ore., should read: "The Canadians are coming."

Canadian-proposed commercial and industrial development totaled more than $300,000,000 for the first quarter of 1979—and that's just the beginning of the reverse gold rush.

Cadillac-Fairview proposes to transform four downtown city blocks into a new $1,000,000 retail/office/hotel complex. The core area office buildings under construction are Canadian-financed. An $80,000,000 to $160,000,000 office/-retail complex is on the drawing board; so is another downtown 19-story office tower.

Canadian dollars have purchased a 152-acre residential development in suburban Lake Oswego; several tracts of property prime for residential construction in nearby Gresham; 3,000 acres east of Vancouver, Wash.; a frozen food processor in Washington County, and a prominent downtown apparel store, warehouse space and prime motel development site in Portland. And commercial brokers are rumored to have Canadian investors in the wings.

▪ Over-all, approved projects will add 1,400,000 sq. ft. to Portland's office space over the next three years—but the anticipated occupancy rate will be the same as 10 years ago—95%.

The dynamic growth of downtown has been accompanied by squeezing out elderly, low-income people occupying low-rent hotels and apartment houses.

Eye-openers for newcomers are the red-brick transit mall, in the heart of Portland's retail-office core, with its widened sidewalks, plantings, sheltered benches and disputatious art, and site of the three-day annual Artquake, and mile-long Waterfront park, along the Williamette River, where 1979's NeighborFair drew 400,000 people.

Portland's Chamber of Commerce expanded its support of cultural activities, with awards for business support of the arts and for the enhancement of art education in the schools.

And newcomers were aplenty. Net immigration in the past eight years jumped 72% and projections for the next decade show no easing in the flood of pilgrims. In total population, Portland declined slightly, but suburban Clackamas, Washington and Clark (Washington state) counties swelled, with developers madly swapping rich farmlands for housing and industrial developments.

For newcomers without backpacks, the 502-room Marriott Hotel will open in 1980 and several downtown hotels are in the talking stages, giving the town future convention muscle.

Despite rapid growth, Portland was ranked first nationally for its over-all quality of life in a study commissioned by the Environmental Protection Administration. Employes of Georgia-Pacific, whose corporate headquarters will be moved to Atlanta in 1983, are already debating the merits of a good job *vs.* a good life.

Biggest manufacturing work gains continue to be made in the electronics and electrical products area and will rise more sharply when Wacker Siltronics of West Germany begins operations next year and new California plants are settled.

Up from Santa Clara's "Silicon Valley" have come Maruman Integrated Circuits, to build a $10,000,000 plant in east Multnomah County starting in spring, 1980, the first major electronics high technology development east of the Williamette, and Intel Corp. to construct a plant employing 2,000 at Hillsboro. Hometown Tektronix opened a $35,000,000 Micro Electronics plant at Beaverton.

As downtown Portland continued skyward and its retail face changed—Marshall Field-owned Frederick & Nelson purchased Lipman's department store, among other takeovers—the over-all picture was mixed.

Nonagricultural employment during the summer increased 3.6% over a year ago, but unemployment rose 13.3%. Average weekly earnings in total manufacturing increased 11%, but inflation went up 14.2%. New small shopping centers growth accelerated, but the giants slackened pace.

Within a hour's drive of Portland, Ore., is Timberline Lodge, an all-year vacation resort popular with conventioneers.

The massive hydroelectric power base helped keep energy costs down. Nevertheless, there were soft spots in the economy. Summer tourism was off 25%, reflecting gasoline shortages. New passenger car registrations dipped 6.5%; trucks and buses were off 17.2%. Construction of single family homes was down 24% and multifamily units down 16.5%. Sales of both new and used homes lagged.

Portland's share of the West Coast ship repair business approaches 50%, and it continues to extend its lead over Seattle as the largest distribution center in the Northwest. The boom in auto imports, which has hurt the U.S. economy elsewhere, was good news on the Portland docks.

Riverside-San Bernardino-Ontario

Population	1,385,400
Rank	27th
Personal income	$8,380,000,000
Income '77 vs. '76	+12.42%

The Riverside-San Bernardino area, although one of Southern California's most rapidly growing industrial regions, is also the home of several of the most popular resort and recreational areas in all of California. As a result, the market is feeling the energy crunch. It's also taking steps to ease it.

The mountain resorts of the Big Bear Lake ski area, comprised of Snow Summit, Gold Mine, Snow Valley and Green Valley, have launched joint advertising campaigns pushing the area's new charter bus routes in hopes of letting Southern California skiers know that this year it will be cheaper and easier to go skiing.

The resorts have scheduled same-day bus service from six Los Angeles and Orange County shopping centers to the various ski areas for $23 round-trip.

▪ As ski resorts in the area are notorious for selling out tickets and disappointing many would-be visitors, the new bus program will allow skiers to confirm availability of tickets and purchase them at Southern California Ticketron locations.

The resorts are a major source of revenue to the market and a boon to local small businesses who don't seem ready to let the high price of gasoline pull away business without a fight.

Another major recreation-related industry, recreational vehicle manufacturing, is already hurting, however.

Riverside is the nation's largest manufacturing area for recreational vehicles, with two of the industry's largest plants, Fleetwood Enterprises and Golden West, both located there. Figures were not available for the year but sales have been widely reported as dropping fast. Despite job losses in RV manufacturing, total employment and retail sales figures are up in the Riverside area, where 1,800 new jobs were created during 1979, and total dollar volume sales were up 50%.

▪ Housing and commercial construction in the area have both slowed considerably, with only a 5% increase in home and construction. But the industry-laden area has seen even more businesses moving into the market this year than in 1978.

Newcomers include Pepperidge Farms, Hartz Mountain, Schneider Fine Foods, Arlington Heights Packing, Cunningham Mfg.'s Magnetic Pulse division and a Toro Mfg. plant expansion.

A major downtown shopping mall, Mission Square, was also completed this past summer.

In the San Bernardino area, retail sales are up 14.2% over the last year, with less than a 2% increase in employment. Numerous housing projects are still pending throughout the market due to several building moratoriums.

For the first time in the history of San Bernardino County, mineral production exceeded agricultural production, with mineral production accounting for 34% of California's total. Six mineral producing companies are currently in or planning major expansions, modifications or plant updates.

Sacramento

Population	951,000
Rank	39th
Personal income	$6,617,000,000
Income '77 vs. '76	+11.92%

Against a stable economic background, Sacramento experienced highs and lows in other areas in 1979, ranging from a national championship winning sports team to a sex crime scandal that rocked the city's leading hospitals.

The city celebrated the victorious homecoming of its professional soccer team, the Sacramento Gold, from the playoffs of the American Soccer League Championships in Columbus, O., Sept. 16. It was the first pro title since the Solons baseball team captured the Pacific Coast championship in 1942.

The Gold enjoyed larger crowds at its home games than any other team in the ASL, with a season attendance of 72,561. The enthusiasm of the crowds, however, did not spill over into support for a new stadium.

A measure to allow private financing and construction of a

(Continued on Page 70)

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100 MARKETS

(Continued from Page 69)

$20,000,000 stadium with seats for 30,000 was narrowly defeated, 19,000 to 18,000, in municipal elections Sept. 25.

It was the second time within recent years that a stadium issue was defeated, despite support by the Sacramento Sports Assn., a coalition of local businesses.

▪ The biggest news story of the year involved a Sacramento physician-anesthesiologist who was convicted of sexually molesting female patients. The incident prompted revamping of the governing boards of Sutter General and Memorial Hospitals, two of Sacramento's largest institutions.

The best economic news the city received in 1979 was Hewlett-Packard Co.'s announcement of plans to build an electronic assembly plant in suburban Roseville, which is expected to provide jobs for 4,500 people by 1983 and 22,000 by 1995.

Hewlett-Packard's plant will be a substantial impetus to make Sacramento one of the state's fastest growing regions in the 1980s, according to a study by the Center for Continuing Study of the California Economy, Palo Alto.

The center also predicts an increase of 7,000 jobs in paper, publishing, rubber, plastics, metals and electrical machinery during the 1980s.

▪ New interest was focused on the downtown mall with the opening of a 16-story Holiday Inn with 370 sorely needed rooms to supplement the city's convention center.

Other additions to the downtown plaza included a Weinstock's department store and the start-up of construction on a Liberty House department store, scheduled for completion in 1980.

The 10 square block renovation continues, with the two remaining lots up for bidding in September.

Construction was expected to begin in late 1979 on a 17-story office building that includes a five-story parking garage. Owned by the Canadian Daon Corp., the building will be located next to the state Capitol building.

The California Farm Bureau will occupy a new 160,000 sq. ft. building in early 1980, moving its headquarters from Berkeley to Sacramento.

The major housing project in the city in 1979 was construction of the 15-story Broadway Towers adjacent to the downtown plaza.

▪ In the suburbs, housing construction continued amidst a booming real estate market. As in other California communities, housing prices soared, though the average price for a Sacramento area home, $63,888, (as of the end of summer) would be considered a super bargain by househunters in the San Francisco Bay area.

Because the Sacramento economy lacks a strong industrial base, it was not seriously affected by energy related problems in 1979, though most of the 19 major industries located in the area reported they are concerned about the future supply and cost of energy.

Gas station owners were the most vocal and vehement protestors of the energy situation, with local participants in the California Service Station Assn. threatening to shut down over the Labor Day holiday weekend. The gas dealers were protesting gasoline profit ceilings, but a Superior Court injunction effectively thwarted the shutdown.

Unemployment in the Sacramento area was at 7% in July of 1979, an improvement over the 8.1% unemployment rate for the same period in 1978.

"There still are too many youths and minorities unemployed," said an official at the Sacramento Chamber of Commerce, who also mentioned unemployment problems among clerical workers.

The state government provides 30% of Sacramento's employment and Proposition 13 cutbacks resulted in loss of jobs for some 5,500 people.

San Diego

Population **1,743,600**
Rank **20th**
Personal income **$11,899,000,000**
Income '77 vs. '76 .... **+12.04%**

In 1979 the only word for San Diego's economy was booming. How long it will last nobody knows.

The boom sprang from many sources: A strong upsurge in aerospace and related high technology industries, and also from growth in computer and electronics manufacturing.

And there was a proliferation of small plants, retail outlets and new buildings to house them.

While many cities lost population, San Diego continued its annual growth of 3% to 4%, which stimulated business, especially retailing.

But the expansion put pressure on demands for business and residential quarters, and real estate prices became depressingly high.

▪ The single most important thing that happened in San Diego in 1979 was the improvement in manufacturing related to the boom in aerospace, according to the financial editor of the *San Diego Union*, Donald C. Bauder.

According to Mr. Bauder, the aerospace boom "really helped to buoy employment. It also gave a boost to aerospace high technology manufacturing. Their strength has been the really big positive surprise we've had."

He cited Rohr as a prime example of a company that is going great guns today. But two years ago it was close to bankruptcy. Committing too much of its corporate resource to land transportation, it lost hundreds of millions of dollars from BART in San Francisco and Metro in Washington, D.C. After taking its lumps, the company returned to aerospace.

San Diego registered major employment gains, largely by going after companies and inducing them to locate here. Among them was the Signal Cos., whose corporate team is moving here from its Beverly Hills headquarters.

Another big one is Oak Industries, which was attracted by the prospect of being near the University of California at San Diego, where its research and design facility can take advantage of scientific resources. Aerojet General also will move here.

▪ Another major Japanese company came to San Diego, as Sanyo bought 19 acres in a Kearny Mesa industrial area, built a 300,000 sq. ft. plant and in July of 1979 began producing audio equipment, basically stereo components.

Production of refrigerator units was launched three months later. Employing 400 persons, the plant is gearing up to produce some 200,000 units, both audio and refrigeration, in 1980.

Sony led the Japanese influx in the early 1960s and now produces 500,000 color television sets annually at its 750,000 sq. ft. plant in Rancho Bernardo, next door to the NCR Corp., plant, where the company's main computer frames are made for its world market of banks and retailers.

Sony has 1,400 employes, fewer than 4% of whom were transferred from the Tokyo office.

Fujitsu, of Japan, has completed negotiations with the city to acquire a plant to manufacture semiconductors. The plant would offer about 650 jobs initially and up to 1,000 eventually.

▪ San Diego's employment roles in the health industry are growing, with some new companies beginning operations in the eye care manufacturing field. IVAC and Imed are well established.

The relatively new 811-bed U.S. Veteran's Hospital has devoted one entire floor to research, and draws on the University of California Medical School next door.

The U.S.Naval Hospital in Balboa Park is getting ready to build a larger hospital. The hospital currently serves 343,000 eligible Navy personnel, dependents and retirees in the San Diego area, and trains 40% of the Navy's entire medical staff.

Tourism, which is one of San Diego's three largest industries, suffered a setback in 1979 due to the gasoline shortage and price rise. Resort hotels and Sea World were hardest hit. But business perked up again as the summer moved along.

▪ One of the year's biggest problems for San Diego (though those in the business view it on the positive side) was the rise in property prices, to levels above the national average.

The biggest development in the transportation picture is a projected $86,000,000 "Tijuana Trolley," the 16-mile rapid transit line from the Mexican border to downtown San Diego.

The transit board of directors hails it as an economic link between the U.S. and Mexico that will grow in importance as Mexico emerges as a world petroleum power, and as more dual industrial plants spring up, with corporate headquarters on the U.S. side and manufacturing operations on the Mexican side.

Controversy is swirling about a huge civic project, the Centre City Development of Horton Plaza. It is a redevelopment of a seedy downtown area that will focus on a big shopping center and later will include a convention center, new hotels, a restaurant and entertainment complex. The city would have to advance about $35,000,000 to be repaid by the Centre City Development Corp.

San Francisco-Oakland

Population **3,183,800**
Rank **7th**
Personal income **$29,467,000,000**
Income '77 vs. '76 .... **+10.20%**

San Francisco lost one of its major tourist attractions, the cable cars, when the system was shut down after Labor Day weekend, being judged unsafe by the Public Utilities Commission.

The cable cars are a national monument and the city is applying for $32,000,000 in federal funds to restore them. Meanwhile Chevron USA lead off corporate contributions to repair the cable cars, presenting Mayor Dianne Feinstein with a check for $1,000,000.

Tourists who arrived in San Francisco for an Indian summer visit were disgruntled and businesses at the end of the cable car lines, especially street performers, suffered.

A street vendor who sells peacock feather barettes at $10 each complained that sales were down from 25 to 10 a day and a magician who normally passes the hat among crowds to the tune of $60 a day had his take cut in half.

▪ Despite the temporary loss of the cable cars, tourism is expected to hit an alltime high in San Francisco this year with predictions by the head of the Convention & Visitors Bureau that last year's record of 3,200,000 visitors and convention delegates would easily be exceeded.

Fresh salmon from Puget Sound is one of the many delicacies a shopper can find at Seattle's Pike Place Market.

Robert Sullivan, general manager of the bureau, said that by the end of September there were already more than 2,880,000 visitors and delegates. Since the cable cars weren't shut down until after the height of the summer tourist season, this year's totals won't be affected, he said.

It has not been a good year for transportation in the San Francisco Bay area, which suffered from the 50-day United Airlines strike in the spring and a no-end-in-sight work stoppage by employes of the Bay Area Rapid Transit (BART) system that began Aug. 31.

BART's employes and management are at loggerheads over a cost of living escalator clause in the union contract. When the trains from the East Bay stopped running, some 165,000 commuters jammed buses and street cars in the city and snarled traffic on bridges when they substituted their cars for mass transit.

United Airline's strike had a strong impact on San Mateo County south of San Francisco where the airline is the largest employer with 13,000 employes and an annual payroll of $350,000,000.

▪ Once the United strike was settled, the new $100,000,000 North Terminal, which has the airline as its major tenant, opened at San Francisco International Airport. Financed by revenue bonds and an additional $40,000,000 expenditure by the airline, the new terminal is handling about 12,000 passengers per day.

Traffic was up for the airport this year, with a total of 23,849,415 passengers in and out for the fiscal year ended June 30, a gain of 11.3% over the previous year.

With the new terminal, the airport's capacity is estimated at 31,000,000 passengers annually. A new 7,000 space parking garage adjacent to the new terminal is due for completion by the end of the year.

A 16-story air traffic control tower received approval by the Airport Commission, with construction on the $6,000,000 tower to begin in August, 1980.

▪ At Pier 39, the city's newest shopping and restaurant complex, there were clowns carrying picket signs instead of balloons this fall. The clowns, who performed and sold balloons to tourists all summer, were protesting their eviction by developer Warren Simmons.

Mr. Simmons said that Pier 39 had always intended the clowns' tenancy to be temporary and that Pier 39 was planning to get into the balloon selling business itself.

A waterfront neighbor representing the old Port of San Francisco, the Ferry Building at the foot of Market Street, is the object of a $35,000,000 restoration project.

The Ferry Building with [illegible] ft. campanile clock tower [illegible] been used as the transportation hub it once was since the last automobile ferry to Oakland ceased operations in 1940.

Among proposals for future use of the Ferry Building are a visitors center, museum and shopping plaza.

▪ The Port of San Francisco welcomed the first ship from the People's Republic of China in October when the Zhi Hai sailed through the Golden Gate before taking on a load of corn in Sacramento.

It was an election year in 1979, and the list of candidates gives credence to San Francisco's image as a metropolis where everything goes. Mayor Dianne Feinstein went into the November 6 free-for-all the supposed favorite over Quentin Kopp, her principal rival, only to be forced into a run-off, which was to be resolved Dec. 11.

Running behind the two dominant candidates Nov. 6 was a colorful field which included David Scott, an avowed homosexual; Jello Biafra, lead singer of the punk band. "Dead Kennedys"; Steve Calitri, a taxicab driver who wanted to ban all single passenger cars from downtown, and Patricia Dolbeare, who described herself as an "antiliberal organizer" and called for "an end to government by homosexuals."

The skyline continues to be an

explosive issue in San Francisco. The city planning commission recently rejected a proposed 33-story tower by Southern Pacific Co., and reduced the height of a new building being constructed by Crocker bank. But a referendum putting a 20-story limit on new buildings was beaten in the November balloting.

■ While the problems of energy and inflation are very much in the forefront (the city's Board of Supervisors didn't repeal the odd-even gas rationing system until the end of October), a variety of events captured the attention of San Franciscans during the year.

A record breaking heat wave with temperatures near 100 degrees in September required city water trucks to follow Municipal Railway's diesel buses, spraying them to keep them from overheating.

A "blanket" of 10,000 people jammed Golden Gate Park for the seventh annual Opera in the Park concert and gave conductor Kurt Adler and tenor Luciano Pavarotti standing ovations.

An incident of terrorism came to a chilling conclusion when a sniper who paralyzed central Market Street for 23 hours was taken alive by a police assault team but hanged himself in his city jail cell two days later.

■ Across San Francisco Bay, Oakland is in the midst of a massive urban renewal and development program.

Chamber of commerce president Lex Byer estimated private investment in downtown Oakland by the mid-1980s will total $1.5 billion with Hong Kong U.S.A., City Center, Chinatown, Victorian Row and the Oakland World Trade Center making major contributions.

Three banks are in various stages of construction. Bank of America broke ground Aug. 23 for a $6,900,000, five-story building downtown; The Bank of the Orient is scheduled to open a $600,000, two-story branch in February, 1980, and Fidelity Plaza, a $20,000,000, 15-story office and parking complex near Lake Merritt, is still on the drawing board, though zoning approval has been granted.

At Oakland International Airport, ground was broken in October for a $1,300,000 executive terminal building, an effort to lure some of the 30 executive jets that land daily at San Francisco's airport.

■ Near the Oakland Airport on Hegenberger Road, the Oakland Hilton Inn is undertaking an $8,000,000 expansion of its facilities including a nine-story building and canopied walkway to the present three-story building.

Sports fans were dismayed with Oakland's troubled relationships with its professional baseball and football teams. The A's games were virtually deserted this summer and the city even filed a lawsuit against owner Charles Finley for failing to promote the team.

The Raiders, rumored to be considering relocation to Los Angeles, requested improvements to the Oakland Coliseum totalling $15,000,000. The team is in the final year of its third three-year option in a contract with the Oakland Coliseum, and officials there said the Raiders demands are far beyond the stadium's capacity.

San Jose

Population	**1,232,200**
Rank	**31st**
Personal income	**$10,508,000,000**
Income '77 vs. '76	**+12.9%**

The rest of the country may be worried about inflation and recession but it's a bull market in San Jose, where the booming electronics industry continues to bolster the economy of one of the fastest growing metropolitan areas in the nation.

"The rate of growth in the electronics industry is fantastic," said Jim Mitchell, business editor for the *San Jose Mercury*. "There were 35,000 new jobs in electronics this year."

In October, the Sunday editions of the *Mercury* and *News*, San Jose's morning and evening newspapers, had 94 pages of classified ads, "and more than half of them were job openings," Mr. Mitchell said.

Sales for most of the electronics companies in the San Jose metropolitan area increased 20% to 60% during 1979 and a representative of one company noted he's not worried about sales for the next 18 months, describing the future as "in the bag."

■ Expansion and acquisition are the orders of the day for most of the electronics companies in the Santa Clara Valley that makes up the San Jose metropolitan area.

A case in point involved merger offers to Memorex, a manufacturer of peripheral computer equipment, from Storage Technology, a similar corporation and Amdahl, a computer manufacturer.

Memorex directors rejected a $186,000,000 bid from Storage Technology and continued discussions with Amdahl, based on improving the computer company's offer of exchanging 1.2 of its shares for each Memorex share.

"The demand for these electronics products is so high, people are forgetting what happened when the bottom dropped out of the market in 1974," one industry source said. "Very few market analysts are being cautious today; they are for the most part, optimistic."

Electronic games represent an example of the increased consumer impact on that industry. "The companies can't produce the [computer] chips fast enough," the *Mercury's* Mr. Mitchell commented.

■ San Jose is the picture of suburban affluence with 131 shopping centers, 146 major food stores, more professional employes and more incomes above $25,000 than any of the other 11 San Francisco Bay area counties.

A major challenge facing San Jose is how to manage the rapid growth it has experienced over the last decade, a central issue in the successful reelection campaign of Mayor Janet Gray Hayes.

She described a map of the city as "a moth-eaten tablecloth. We have to fill in the holes before we add more fringe."

Another challenge is to retain an identity for the city while at the same time cooperating with the other 13 communities that populate the Santa Clara County.

A task force that included real estate brokers, city council members, labor leaders, environmentalists and homeowners from all 13 communities recently concluded some form of countywide metropolitan government is needed. But the idea is politically unpopular.

■ Control over land use is a jealously guarded power among the municipalities and one they are least likely to give up.

San Jose, for example, is locked in debate with the federal government over the height of a federal office building to be constructed downtown. The city wants a high rise and the federal government wants floor space provided by a lower, more sprawling complex.

Two new high rises are making their appearance on the San Jose skyline, however. The Union Bank, a 10-story, 120,000 sq. ft. structure, was completed and construction began on a 12-story, 160,000 sq. ft. Lloyds Bank building.

San Jose police moved into new quarters this fall, ahead of official dedication in December. The new $3,500,000 three story building across the street from city hall doubles the size of the Police administration's former quarters.

Despite the jump in the prime lending rate, San Jose banks and builders say there has been no slowdown in the housing market. The average price for a home in the San Jose area climbed by $2,000 per month starting in June after holding steady for the first six months of the year. By September an all-time high average home price was reached: $98,494.

■ Retailers noted that sales are keeping ahead of the cost of living index, though figures show increases of 14% over last year's sales, indicating a pretty close margin of profit.

Energy shortages and price increases had little impact on the San Jose economy in 1979, according to Mayor Hayes. "We have not suffered any shortages as far as new industrial or commercial activity is concerned," she said.

As in other California cities, there were gas lines and the shortage affected tourism in early summer. Visitor traffic was off 30% to 35% in late May and early June, according to James Tucker, economic development director for the San Jose Chamber of Commerce. Late summer activity was at the same level as 1978, he added.

Major hotels and motels have been running at 100% occupancy during the week and close to that on weekends, Mr. Tucker said, compared to 86% a year ago.

Seattle

Population	**1,467,600**
Rank	**22nd**
Personal income	**$12,070,000,000**
Income '77 vs. '76	**+11.13%**

A visitor has only to hop into a cab or car at the Seattle-Tacoma International Airport and drive downtown to catch the sweep of new construction that is changing the face of the city.

Major new office buildings include the 35-story 1111 Third Ave. Bldg., which topped out recently; the 36-story One Union Center, now well along, and the 42-story Seafirst Fifth Ave. Plaza, the newest of the projects.

Among hotels, the 33-story Park Hilton is just about finished, the 18-story David Denny is just starting and the biggest of all, the 47-story, $60,000,000 second tower of the Washington Plaza, the pride of Western International Hotels, is scheduled for completion in mid-1982.

■ Everett, 30 miles to the north and part of the SMSA, will soon have its first 12-story office building. To the east, as one drives across the Lake Washington Floating Bridge on Int. Hwy. 90, new high-rise office buildings of fast-growing downtown Bellevue stand out.

Along with this go a lot of smaller buildings and a record number of apartment and single-family residential construction projects. All told, according to "Marple's Business Newsletter," the regional publication, there is more new construction under way in Seattle than at any time in the city's history.

What's behind it? Topping the list is the tremendous workload of the Boeing Co., the world's largest builder of commercial aircraft. Its work force now exceeds 76,000 in the Seattle-Everett area, and its backlog totals more than $16 billion. In 1979 alone, Boeing added more than 10,000 employes, though figures are expected to level off next year.

But Seattle has become a lot more than just a builder of aerospace vehicles. With expansion in other manufacturing, notably in electronics and diversified goods, and with sharp growth in retail trade, services and other support groups, Boeing's place in the economy has actually shrunk. In 1966, when Boeing employment reached an alltime high, its work force accounted for 22% of all employes in the Seattle-Everett area. Today that proportion has fallen well below 10%.

The big growth comes with emergence of Seattle as the commercial and financial capital of the Pacific Northwest, serving a wide area—from the wheat and apple farms of the interior to the concentrated forest and shipping centers around Puget Sound and the oil and fishing industries of Alaska.

■ Ocean shipping takes on increasing importance, too. The Port of Seattle, under leadership of dollar-a-year commissioners, pioneered the building of docks, cranes and marshaling yards that have made Seattle second only to New York in movement of ocean shipping containers. Now the opening of China gives fresh impetus to shipping, and almost every week delegations of public officials and private industry head off for the Orient through Seattle.

As in much of the country, the most rapid growth in Seattle has

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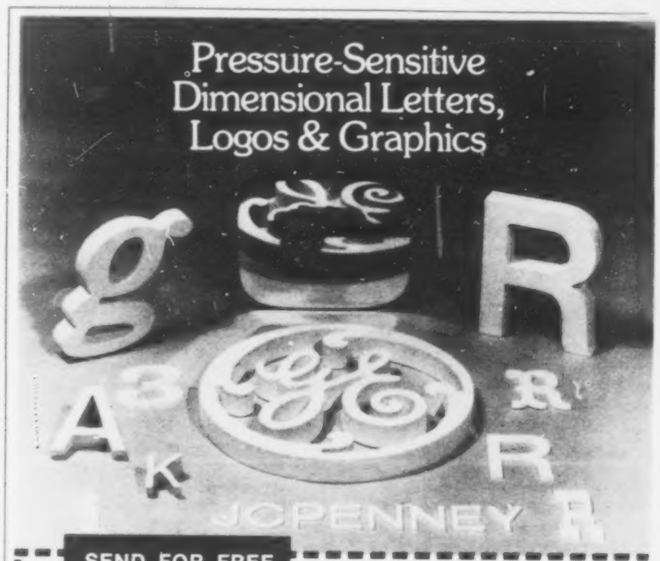

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(Continued from Page 71)

come not in manufacturing but in the services sector—new stores and shopping centers, new restaurants and notable expansion in the number of professional services, including accountants, lawyers, bankers and insurance brokers. Legal and accounting firms take a substantial amount of the available new office space.

Health services have also grown in importance—to residents of the Pacific Northwest and to the economy. The University of Washington Medical School, founded just after World War II, has become the largest in the nation in volume of medical research. Its teaching programs tie in with universities from Montana to Alaska. The number of employes in health services in the Seattle-Tacoma area now approaches 40,000, up nearly 25% in three years.

But Seattle has become known as a fun town, too. Two continuing attractions are the famed Pike Place market and the renovation of the Pioneer Square district.

- The Seattle Supersonics captured the National Basketball League championship last year and, in the process, had to move to the Kingdome stadium to accommodate record-breaking crowds. The Seattle Seahawks, now in their fourth year in the National Fooball League, sold out their entire season weeks before the first kickoff. And the Mariners, an American League baseball team, never far from the bottom of the standings, drew smaller crowds.

New restaurants have sprung up in the past two to three years, almost faster than one can keep track of. Indeed, the *Weekly*, the city's alternative newsweekly, recently published a section devoted to the 100 best restaurants. The diversity of restaurants ranges from French, Italian and Czechoslovakian to those influenced by the city's location on the Pacific rim—the restaurants with the cooking of Korea, Japan, China, Indonesia and India.

The legitimate stage continues to draw larger audiences. The Seattle Repertory Theater played to full houses for most of its last season. Now the city has begun construction of another theater on the grounds of the 1962 World's Fair.

In the heart of downtown, the Fifth Ave. Theater, built in opulent Chinese style 53 years ago and listed on National Register of Historic Places, is to be rebuilt as a performing arts center. And each summer, the Seattle Opera Assn. puts on the full Wagnerian Ring cycle, the only place in America where this is done.

The growth of the city brings counterpressures, however. Various individuals with good humor belong to what they call Lesser Seattle, an effort to preserve a beautiful corner of the country for those already here.

One can see why from a recent report from the State Office of Fiscal Management, which placed net inmigration into Washington during the fiscal year through April, 1979, at 100,600. That's 82% of the year's increase in total population and by far the largest gain since annual data were compiled starting in 1965.

Tacoma

Population	1,467,000
Rank	89th
Personal income	$12,070,000,000
Income '77 vs. '76	+11.13%

Tacoma has an asset found at no other deepwater port on Puget Sound: A number of large industrial manufacturing sites served directly by ocean shipping.

The development of these sites is controlled by the Port of Tacoma, which limits new manufacturing to that which requires water borne commerce—either for inbound raw materials or for the shipment of finished goods.

The results are spectacular. Tonnage moving across the docks went from 2,700,000 tons in 1976 to 5,400,000 in 1978. For 1979, the port estimates a final total up another 20%

- Tacoma, already the port of entry for imports of Chrysler and General Motors cars built in Japan, picked up late in 1979 a Mazda contract that is expected to bring to 130,000 the number of automobiles landing annually in Tacoma.

Figuring in all costs (for tugs, barges, diesel fuel, ship stores, longshoring and driveaway), the port estimates the average economic benefit to the community at $180 for each car imported—a total that exceeds $23,000,000 a year.

Two projects indicate the type of industrial expansion that the port fosters. Domtar Inc., a Canadian manufacturer, leased 15 acres for construction of a $15,000,000 plant to build gypsum wallboard. Construction of the plant is contingent upon Domtar's obtaining various shoreline and pollution-control permits. Domtar would bring raw gypsum by water from Mexico.

In another project for an Australian wood products company, the port agreed to advertise for sale a 50-acre tract (one of its inland industrial tracts) that is served by truck and rail, but not by ocean shipping.

The company would remanufacture lumber, produced in the Puget Sound area, into mouldings and other end products. Hugh Wild, the Port of Tacoma's industrial development and marketing manager, said the company expects to employ about 100 people initially.

- New forecasts prepared by Bonneville Power Administration for the Pacific Northwest indicate that Pierce County (Metropolitan Tacoma) will add 20% in employment from 1975 to 1980 and 12% more from 1980 to 1985 to a total of 184,600.

Tacoma business and civic leaders continue to work to retail a vital downtown, an area about a mile off the north-south I-5 freeway and scheduled to have a stub connection to the freeway in 1982. A number of retailers have left downtown for the Tacoma Mall, alongside the freeway on the edge of Tacoma.

Sears, Roebuck & Co., which has had a downtown location in Tacoma for 50 years, recently announced it will move to the mall, where Sears is building a 178,000 sq.-ft.-full-line store, to be completed in 1981.

But there is downtown expansion by other businesses. For example, headquarters for United Pacific Insurance Co., a subsidiary of Reliance Insurance Co., expanded into a building formerly occupied by the Bon Marche department store. The University of Puget Sound, whose campus is on the edge of Tacoma, is building a center downtown for its fast-growing and highly regarded law school.

- Looking further ahead, Tacoma leaders already are working on Expo '89, a world's fair that would bring construction of a permanent sports arena, convention center and exhibition hall. The city already has called in Allen Beach, planner of the world's fair in Osaka, for preliminary studies.

Expo '89 would be a special-category international exposition, such as the Century 21 world's fair in Seattle in 1962, Expo '74 in Spokane and the San Antonio Hemis-Fair in 1968.

Financing for the sports and conventional hall, center piece of Expo '89, is expected to go on the ballot in Tacoma in the spring of 1980. The 67-acre site already has been selected, some of the land vacant or containing rundown housing, but no attempt has been made yet to acquire the land.

- Noting that 1989 is the 100th anniversary of statehood in Washington, Mayor Mike Parker, strong advocate of Expo '89, said, "The eyes of the state will be where they belong—on Tacoma."

Changing life styles, spending spur market growth

(Continued from Page 1)

things happen.

And all of America is prepared to join them, for what is developing is but the more explicit, uninhibited evolution of the social and economic values endorsed in the '70s. The direction of the recent past is a preview of what will emerge in the '80s.

Already some of the statistics are in. We previewed some of the significant demographics a year ago (AA, Dec. 11, '78). The burning question is how markets will change as a result of the proliferation of one-person households, the broad participation of women in the labor force, delayed marriages, the high divorce rate, the low birth rate, women's lib, etc.

Changing life styles are bringing about a higher consumption rate. The degree to which consumers have increased their personal consumption expenditures during the last few years is well portrayed by the accompanying table.

The percentage of disposable income which consumers have devoted toward the consumption of goods and services is now at an unprecedented level.

- Turning to the latest information on U.S. markets contained in the new "Marketing Economics Guide 1979-80," one is immediately impressed by the broad impact that the increase in consumption has had on the thousands of markets in the country.

It accentuates the need for accurate measures of the current dimensions of each market so that marketers can assign their resources commensurately.

We find that from the time of the 1972 census to the present, the Mountain and West South Central regions scored the highest rates of increase in retail sales, 100.4% and 97.5% respectively. Wyoming and Nevada were the outstanding gainers in the Mountain region while Texas led in the West South Central.

Retailers in Alaska benefited substantially from the construction of the pipeline. In 1978, for example, long after the pipeline became fully operational, they realized a retail sales volume that is 138.9% above 1972.

If marketers were to follow the business adage, "people make the markets," and target markets according to where people are moving, they would miss some of the fastest growing markets. Aside from the two Sunbelt states, Texas and Nevada, the other pacesetting states following Wyoming and Alaska are in the Frostbelt: Montana (+105.4%), Idaho (+103.9%), North Dakota (+104.8%) and Oregon (+104.2%). All of these states more than doubled their retail sales volume since 1972.

- In order to capture the lion's share of the action, it is advantageous for marketers to examine each state in detail by focusing on the major markets. The 100 top markets in population account for 58.7% of the population, but 63.8% of the disposable income and 61.1% of the retail sales. These three statistics summarize succinctly the attraction of these markets.

Marketers who are laying their plans for the '80s will give these quality markets careful scrutiny because their high concentration of population offers the highest marketing efficiency, a critical consideration in the growing energy crisis. Moreover, their accumulated purchasing power promises substantial returns.

Among these 100 top metropolitan markets, those who have been making significant gains in retail sales will be the most attractive. Just as each growth company has a mystique of its own and an allure associated with it, so the growth markets have a special appeal to marketers.

The golden dozen markets that have compiled the best sales records, with the exception of Flint, Mich., are all located in the Sunbelt. Consequently, with the ever-growing energy crisis and food shortages, these are the areas that will continue to enjoy healthy growth during the decade of the '80s.

- The accompanying table shows the estimated 1978 retail sales volume and sales growth since the 1972 census. In addition, to help qualify the data, we have added per household sales for each market for 1972 and 1978, and the index of change.

The index shows how the retail sales volume changed after adjustment is made for the demographic change that occurred during the same period. Thus, Flint emerges with the highest index because, during this period, Flint had the lowest percentage of net demographic change. Consequently, an overwhelming part of the change in retail sales was generated by the same (or equivalent) households.

On the other hand Fort Lauderdale-Hollywood experienced the largest in-migration among the 12 markets; therefore, after allowing for the retail sales volume generated by the newcomers, its index of retail sales change came down to 145.

The table also shows the index of sales to income, an excellent barometer to show the retail drawing power of a market. If the index is greater than 100, it shows the extent to which the market attracts customers from outside the market. If the index is less than 100, it shows the extent to which resi-

(Continued on Page 74)

Income vs. consumption

	Personal disposable income	Personal consumption expenditures	Per cent consumption to income
1970	685.9	618.8	90.2%
1971	742.8	668.2	89.9
1972	801.3	733.0	91.5
1973	901.7	809.9	89.8
1974	984.6	889.6	90.3
1975	1,086.7	979.1	90.1
1976	1,184.5	1,089.9	92.0
1977	1,305.1	1,210.0	92.7
1978	1,458.4	1,350.8	92.6

Golden dozen metropolitan areas

(Top 100 metropolitan areas)

	Total retail sales (000 omitted)	% change 1978/1972	Per household sales 1978	Per household sales 1972	Adjust. index 78/72	Sales/income index 1978	Sales/income index 1972
Las Vegas	$ 1,952,744	121.1%	$14,475	$8,488	171	134	118
Houston	11,693,453	121.0	12,832	7,716	166	95	114
Austin	1,983,056	115.2	11,651	7,857	148	104	126
Flint	2,639,689	114.6	15,537	7,868	197	138	113
Baton Rouge	1,837,861	110.3	12,834	7,644	168	125	118
Anaheim-Santa Ana-Garden Grove	8,250,080	110.2	13,050	8,111	161	89	103
Phoenix	5,711,768	106.5	12,289	7,928	155	123	121
Fort Lauderdale-Hollywood	4,394,616	105.9	12,030	8,294	145	116	136
Tulsa	2,678,819	105.5	11,332	6,621	171	126	117
Fresno	1,996,226	104.2	11,763	7,001	168	106	115
San Diego	6,648,835	102.1	10,601	7,165	148	107	100
Sacramento	4,052,427	101.2	11,712	7,315	160	84	108

Growth is spurred

(Continued from Page 72)

dents make their purchases within the market.

Fort Lauderdale-Hollywood, for example, had the highest index among the 12 markets in 1972, but it gradually declined during the period, probably as the result of the rising competition from adjoining retail markets, a drop in the tourist trade and/or the conversions of some of the tourists into permanent residents.

- One of the more familiar and well documented patterns of mobility during the postwar period has been the flight from the central cities to the suburbs. As far as retail sales growth is concerned, the central cities of the faster growing markets portray a different but better picture.

Quite a number of these cities are enjoying a rate of retail sales growth that is almost on a par with the entire market for which it is the nucleus. For example, Houston shows a growth rate for the entire metropolitan area of 121% while the city itself has had a growth rate of 106.8%; Austin shows a growth rate for the entire market of 115.2% while the city itself has a growth rate of 116.2%, a better performance than the entire market and its suburbs.

Herein is a caveat for the uninitiated: Most of the states of the South and the West have laws that permit corporate cities to annex suburban areas with comparative ease.

This policy has the advantage of according to the city fathers the right and the obligation to develop the city according to a systematic, organized master plan. At the same time, it accords to the residents in the annexed areas the right to the various municipal services that are the necessary perquisites of a developing urban area and the obligations of a taxpayer.

The basic purpose of these provisions is to facilitate the development of the city. At the same time, it is intended to forestall the appearance of the ugly problems that have plagued the central cities of the older metropolitan areas during the past few decades.

An accompanying table lists the golden dozen central cities that have compiled the best gains since 1972. Because these cities are associated with the faster growth metropolitan areas, the legal provisions would appear to have contributed to their fast development.

For the market analyst, however, it is important to bear the caveat in mind when examining the data, because there is no easy technique to adjust the retail sales information to permit a consistent comparison along the same boundaries. The Bureau of the Census prepares a periodic study, entitled "Boundary and Annexation Survey (Series GE-30)" which shows the municipalities that have had the greatest net increase in land area since the last census.

In examining the regions and the states of the country, we noted that the states enjoying the fastest rate of growth in retail sales were located in the Frostbelt. Indeed, scrutinizing the remaining metro areas, we find that among the markets with the fastest growth rates are Anchorage, Billings, Boise City, Bismarck and Reno, markets located in the fastest growing states.

One interesting observation is that none of the smaller metropolitan areas in Florida which have enjoyed the most significant population growth rates—Fort Myers-Cape Coral, Sarasota, West Palm Beach and Bradenton—ranked among the top 12 markets in retail sales growth.

This is partly attributable to the fact that the Florida markets enjoy substantial tourist business so that they have a higher level of retail sales compared with other markets of the same population size group. Measuring growth in terms of growth rates, therefore, does impose a handicap.

- This analysis highlights the business opportunities that are open to marketers who want to ride on the coattails of growth. In examining the changing pattern of retail sales among the markets in the country, one important factor to evaluate during this period of rising inflation is the variation in prices from market to market.

For example, per household sales in Anchorage are at a high level of $19,332. This large differential over the rest of the markets in the country is attributable to the high prices that prevail in that market.

Golden dozen central cities

	Total retail sales (000 omitted)	% change 1978/1972	Per household sales 1978	Per household sales 1972	Adjust. index 78/72	Sales/income index 1978	Sales/income index 1972
Austin	$1,659,793	116.2%	$13,729	$ 9,032	152	111	146
Bakersfield	802,479	113.8	26,484	16,756	158	243	248
Houston	7,751,872	106.8	13,643	8,638	158	92	115
Tulsa	1,963,789	104.0	15,129	8,151	186	152	132
San Jose	2,201,277	97.6	11,112	7,902	141	84	95
Albuquerque	1,613,798	96.8	15,370	9,703	158	160	146
Oxnard-Simi Valley-Ventura	1,016,051	93.2	15,560	10,866	143	116	130
Baton Rouge	1,233,208	92.9	11,450	12,176	94	100	183
San Diego	3,164,362	92.1	10,039	6,806	148	103	97
El Paso	1,474,085	91.5	11,543	7,880	146	152	157
Anaheim-Santa Ana-Garden Grove	2,334,388	90.5	13,019	8,470	154	100	104
Fresno	1,158,987	89.0	16,164	10,257	158	152	175

Golden dozen metropolitan areas

(All metropolitan areas)

	Total retail sales (000 omitted)	% change 1978/1972	Per household sales 1978	Per household sales 1972	Adjust. index 78/72	Sales/income index 1978	Sales/income index 1972
Richland-Kennewick-Pasco	$ 550,016	165.2%	$12,472	$ 6,799	183	110	95
Bryan-College Station	295,991	150.1	11,983	7,172	198	100	119
Midland	418,692	147.6	16,292	7,938	208	99	116
Odessa	603,648	146.6	16,767	8,467	196	120	129
Lafayette	713,280	143.3	17,024	8,677	190	102	124
Reno	1,125,824	143.1	16,654	9,729	171	131	150
Sioux Falls	580,087	138.5	16,340	7,820	209	124	155
Bismarck	374,225	136.5	14,561	6,278	232	86	122
Provo-Orem	581,881	135.0	10,067	5,896	171	119	120
Boise City	746,799	129.0	13,456	7,973	169	131	120
Billings	587,623	128.4	15,505	8,353	186	135	145
Anchorage	964,691	125.9	19,332	10,877	178	108	101

Personal consumer expenditures 1978 vs. 1972

	(Millions of Dollars) 1978	(Millions of Dollars) 1972	Per cent increase
Household utilities	$63,508	$28,763	+120.8%
Electricity	28,337	12,314	+150.1
Gas	14,248	6,541	+117.8
Fuel oil and coal	13,983	6,270	+123.0
Medical care expenses	131,026	61,188	+114.1
Physicians	31,214	15,489	+101.5
Dentists	12,174	5,403	+125.3
Other professional services	5,364	2,336	+129.6
Privately controlled hospitals and orthopedic appliances	54,621	23,303	+134.4
Health insurance	12,727	5,564	+128.7
Medical care and hospitalization	6,689	2,594	+157.9
Workmen's compensation	3,324	1,415	+134.9
User-operated transportation			
Net purchases of used autos	17,724	7,300	+142.8
Other motor vehicles	12,768	5,454	+134.1
Repair, greasing, washing, parking, storage & rental	29,466	13,922	+111.7
Gasoline and oil	50,908	24 879	+104.6
Purchased intercity transportation			
Airline	5,265	2,637	+ 99.7
Recreation			
Books and maps	5,420	2,530	+114.2
Magazines, newspapers and sheet music	9,975	4,685	+112.9
Admission to spectator amusements	7,373	3,140	+134.8

Source: Survey of Current Business, July, 1976 and 1979

On the other hand, the Anchorage market is among the markets that have had comparatively small price increases; Houston and Denver-Boulder have had to adjust to much sharper increases.

The retail outlets located in the fast-growing markets usually proliferate according to a rather familiar pattern. As soon as the retail volume in a market begins to turn upward noticeably, new furniture/home furnishings and household appliance stores and apparel and accessory outlets will be among the first store categories to appear and they will proliferate quite rapidly.

- The ease with which businesses can enter into a market is one of the determining factors. Automotive dealers, building materials-hardware stores and large supermarkets will take a little longer time to start up.

Existing stores usually have a comfortable margin between actual and potential retail volume so that potential competitors will scrutinize all available sites before they make a firm decision to proceed. As a consequence, new, large department stores usually require the longest time to enter a market.

Inflation has imposed a burdensome challenge on marketers. MEI's product measure studies show dramatic changes in the demand, supply and price schedules for many products and services. Not only inflation itself, but the anticipation of accelerated inflation and the increasing importance of consumers of the NOW generation and their influence on the older generations have caused sharp changes in consumer expenditure patterns.

Marketers who continually monitor these changes, market by market, are in a better strategic position to respond to and to anticipate how these changes will affect the sales potentials for their products.

There have been significant changes in consumption expenditures during the past five years.

- For many categories, the data in the accompanying table highlight the power that suppliers of scarce goods and services can exercise to magnify their take of the consumer dollar. The table also serves to quantify the impact that these categories have made on the consumer budget forcing drastic changes in consumer spending patterns.

In the case of the distribution of petroleum products, there has been a substantial attrition of outlets since 1972. Not only has it become more inconvenient and more expensive for consumers to purchase gasoline, but they have also been forced to alter their shopping patterns.

Earlier we voiced the hope that the new Congress, elected on a mandate to cut taxes sharply, would work together with the administration to balance the budget, too. This would have been an important beginning toward restraining inflation and improving economic conditions.

Since this hope was not realized, we are saddled with an administration policy that includes high interest rates coupled with deficit spending, twin scourges that are working at cross purposes. The economy will enter the new decade in a state of stagflation, aggravated by a serious balance of payments problem and embarrassed by substantial international speculation on the dollar.

- There is hope that the exigencies of a Presidential election will force the government to implement a comprehensive, forward-looking program that will start the economy moving forward again.

Otherwise, having whetted the appetite of the NOW generation during the past few years, the administration will be particularly vulnerable to their sizable voting power, their boundless energy to work for a cause, their high educational attainment and their penchant to ask why.

Since they owe no loyalty to venerable concepts, programs, or agencies that have served their purposes in a bygone era, they will be more than ready to supplant them with those that will meet the challenges of the '80s. #

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Advertising Age

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Sammy and Speedy ski down snowy slopes in one of two new Alka-Seltzer commercials, playing up the product's participation as an Olympics sponsor. In bringing Speedy back again, Miles Laboratories called him "the perfect sportsman."

Speedy, Sammy in Olympics drive

ELKHART, IND.—A new duo—Speedy and Sammy—takes off for the Winter Olympics on Jan. 4 when Miles Laboratories breaks a new campaign that reprises the animated Speedy Alka-Seltzer, teaming him with current crooning pitchman Sammy Davis Jr.

The musical commercials retain the "plop, plop, fizz, fizz" tune at the finale, while the story line focuses on Alka-Seltzer's participation in the 1980 games (AA, Sept. 10).

Mitchell Streicker, vp-marketing services at Miles, said that his company and agency Wells, Rich, Greene have been looking for "just the right vehicle for Speedy," and have found it in the Olympics campaign.

One of the 30-second spots shows Sammy and Speedy packing suitcases, riding to the airport, and boarding a plane for Russia. The duo sings: "If you go to Moscow to cheer the U.S.A./ and you get acid indigestion and a headache, let me say/ . . . If you need us, we'll be there, fast relief is on its way."

"Alka-Seltzer. We'll be there" is the tag on the spots.

The Speedy character was born in 1952 when Wade Advertising of Chicago had the Miles account, and endured for 12 years and more than 100 commercials. Richard Beals, now 52 years old and president of an ad agency in California, was then and is now the voice of Speedy.

- Mr. Beals, who stands 4 ft., 6 ins. tall, was brought back along with Speedy for one commercial in 1976. Mr. Streicker said that spot was a test.

"We wanted to see how well he would perform as a spokesman," Mr. Streicker told ADVERTISING AGE. "And he performed very well." The three year interval between Speedy appearances, he said, was so that the animated little man would not be "overused."

Mr. Streicker would only say "maybe" when asked if Speedy would be used in a continuing series of commercials.

Outdoor, a "long list" of magazines and spot tv in "a large number of markets" will augment the three-network tv schedule.

Coast Productions, Los Angeles, handled the stop-motion animation in the current spots. #

'The new Chrysler Corp.' revs up confidence drive

By RALPH GRAY

HIGHLAND PARK, MICH.—A new Chrysler Corp.—saved by the bill—will strut in a confidence rebuilding campaign. Chairman Lee Iacocca will take the stump with the message that Chrysler is here to stay.

He will be calling the besieged auto company "The new Chrysler Corp." in tv spots of up to 90 seconds and page print ads. "We feel we must take steps to restore the level of confidence," said John K. Givens, director of marketing.

Getting prominent mention will be the $1.5 billion in government guarantees Congress approved. The campaign will break as soon as it's law, Mr. Givens said. "It's critical we get the message out that the new Chrysler is in business to stay," he added.

The ads will talk about changes that have been made in the company and ones that will be made, Mr. Givens said. At the same time, Chrysler will mount an internal campaign, "We can do it," aimed at employes and suppliers. Chrysler sales have been hit hard by the general slowdown in domestic sales and by fears that the company wouldn't be around to back its cars.

With Mr. Iacocca's corporate spiel, Chrysler will launch a heavy schedule in support of its small, fuel-efficient front-wheel-drive cars, the Omni-Horizon and imported Champ-Colt. The drive will focus on mpg and resale value.

Tv for the small cars will be regionalized—special feeds to different areas. The import models will be seen the most in import country—the West Coast and Northeast—and the domestic models in the central regions. There also will be a national umbrella effort with all cars.

Chrysler's ad spending will be up in the first quarter in support of both campaigns, Mr. Givens said.

The $300 rebate plan expires Dec. 31, and "at this moment, we don't plan to extend it," Mr. Givens said. "But we expect to take a number of new approaches, several of which have never been done before by others in the automotive business."

Meanwhile, Chrysler was revving up actor Ricardo Montalban in a new Cordoba commercial to air Dec. 30 on football games. "To drive it is to experience the pleasure of a truly roadworthy automobile in the Chrysler tradition of luxury. Yes, even rich Corinthian Leather," he says.

Two engineers introduce the commercial, talking about transverse front suspension. Chairman Iacocca doesn't appear. The Cordoba is the kind of car Chrysler says it needs in the profitable luxury markets.

But the company may be forced to cut back its plans for new entries in that segment. A report prepared for the Treasury Department says front-wheel-drive full-size cars and specialty spinoffs of the 1981 compacts may prove too expensive for the ailing company.

Small cars are better suited to Chrysler's survival in the opinion of some, and the company is breaking a magazine campaign for its imported Plymouth Sapporo this week. The life style and buff book effort says, "Sapporo is a luxury sports coupe from Japan just like Celica [Toyota] except Sapporo has more luxury, more sports and more coupe." Kenyon & Eckhardt is the agency.

Chrysler also is getting outside support. Hughes & Hatcher, Detroit clothiers, took 10% of its sales Dec. 18 to 20 and bought 12 cars, which it raffled off. Detroit Mayor Coleman Young drew the numbers in Hart Plaza. H&H president Max J. Pincus said he hoped the idea

(Continued on Page 28)

Interbank name change aimed at widening clout

MasterCard taking charge

By JOSH LEVINE

NEW YORK—Interbank is shucking the "Charge" from its "Master" and rechristening it MasterCard for an age when plastic is the universal scrip of a "cashless society."

As plastic cards become the medium for more kinds of financial transactions, Interbank is broadening the connotations of the product it markets on behalf of member banks.

The new Interbank entity will be introduced in a network tv, radio and magazine campaign breaking Feb. 25 via William Esty Co.

After a 10-week period heavily advertising the name change, a second campaign ushering in "the good life" that cardholders are able to tap will commence. Together, the two campaigns take up Interbank's $11,000,000 budget for 1980, raised from $9,200,000 spent this year.

At the heart of the name change is the gradual transition from a retail credit instrument to one that handles a range of nonspecific financial functions which card marketers will promote. (The same reasoning prompted an Interbank rival to switch from the the BankAmericard name to Visa in 1977.)

"We're laying the groundwork for the day when a card is really a bank in your pocket and the brick and mortar branch on the corner becomes an automated teller," said Kneeland Moore, Interbank vp-marketing.

A secondary aspect of the switch is concerned less with such heady musings and more with Interbank's immediate competitive problems with archrival Visa. Though Master Charge has a slight edge over Visa in U.S. card volume, it is at a severe disadvantage overseas, where Visa racked up $8.87 billion in card volume compared to $3.06 billion for Master Charge in the second quarter of 1979. U.S. volume came to roughly $9.5 billion for both cards.

"The word 'charge' just didn't go over in other countries. It doesn't translate well and it's hard to pronounce," said Mr. Moore. "The name change is in line with greater marketing energy in overseas markets that should enable us to close that gap in the future."

The extensive campaign here calls attention only to the changing nature of the card, however.

"A subtle name change, but it will mean a world of new possibilities for you," reads the MasterCard ad copy. "And the Good Life. Because MasterCard . . . is becoming a system for universal transactions. For banking needs and services."

The campaign schedule calls for prime time commercials on all three networks for a five-week period, and radio spots on 1,700 stations. The magazine lineup includes *Cosmopolitan*, *Good Housekeeping*, *Ladies' Home Journal*, *Life*, *McCall's*,

(Continued on Page 26)

Twas the night before Christmas and all
through ad land
No creatives were stirring, no meetings on
hand.
New products were stored for their '80 debut
And marketing efforts this decade quite through.
The ad folks were sated and all looked well fed
As party thoughts replaced layouts in everyone's
head.
But soon when the lights dim, and the Claus has
departed.
The work for the coming year's ads will get started.
Then on O&M, DDB, McCaffrey & McCall,
It's write away, sketch away, work away all.
A new marketing era will be on the rise
With a host of new ventures to tempt and surprise.
So in this brief respite from ad tears and sweat
We wish all our readers the best holiday yet.

—Season's Greetings

last minute news

Fortinberry to leave JWT for Ross Roy presidency

NEW YORK—Glen W. Fortinberry, vice-chairman of J. Walter Thompson Co., reportedly will leave the agency soon to become president of Ross Roy Inc., Detroit. Ross Roy declined comment on the report. John S. Pingel is now president of the agency. Mr. Fortinberry once headed the Ford Motor account team at JWT in Detroit.

(Continued on Page 8)

ER

Th agency shuffle

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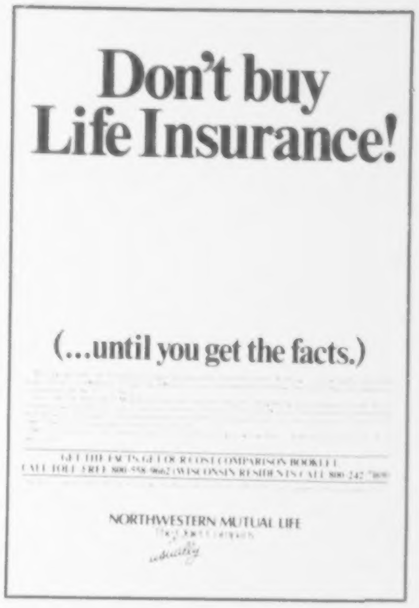
DC20014CNGL IHGENR 94187 920011
R HAGERMAN SECY TO SR VP
CONGRESSIONAL INFO SERVICE
7101 WISCONSIN AVE
WASHINGTON DC 20014


Don't buy Life Insurance!
(...until you get the facts.)
NORTHWESTERN MUTUAL LIFE

One-fifth of Northwestern Mutual Life Insurance Co.'s policyholders will receive dividends hat are higher than their premiums, claims an ad to appear next month that seeks to convince consumers there's a difference between life insurance companies.

'Quiet' NW Mutual raises its ad voice

By JACQUES NEHER

CHICAGO—The "quiet company," Northwestern Mutual Life Insurance, has decided it can no longer afford to be quiet.

The ninth largest life insurance underwriter, based in Milwaukee, will triple its advertising budget in 1980 to $6,000,000 to alert prospects that there is a wide difference in premium costs between companies, and to push a program that will offer current policyholders up to 15% of increased coverage at no change in premiums.

The first phase of the campaign breaks with a spot to run four times during the Super Bowl telecast Jan. 20. The commercial, asserting that there is more than a 50% difference in premiums for the same coverage from one company to another, lists a toll free number by which prospects can order a cost comparison booklet.

"We're trying to dispel the myth that all life insurance companies are the same," said Santo Saliture, advertising and corporate information manager. "Actually, insurance costs vary more than 300%, but we thought that fact would be too unbelievable, so we said 50%."

After the Super Bowl, the spot will give way to a print campaign slated for *Forbes*, *Money*, *National Geographic*, *Newsweek*, *Omni*, *People*, *Sports Illustrated*, *Time* and *TV Guide*.

Phase two of the campaign begins in April, with page ads in the *Chicago Tribune*, *Los Angeles Times*, *Wall Street Journal*, *New York Times* and *Washington Post*. Those ads, along with two tv spots, will introduce a tax savings adjustment the company is making that will allow it to offer $4.5 billion in additional coverage to its 1,000,000-plus policyholders.

The extra coverage, according to Mr. Saliture, will be passed along to pre-1978 policy owners who amend their policies to reflect the 4% rate of return currently assu-

(Continued on Page 28)

An apology

Although it was a positive event, one picture of a Blair gathering appears as a negative in this week's Photo Review (Page 14). The printing error could not be corrected without delaying distribution schedules.

Recruitment ad agencies new acquisition stars

By BERNICE KANNER

NEW YORK—Doyle Dane Bernbach's announcement last week of plans to buy Barickman Advertising, and the 50% of Bernard Hodes Advertising that Barickman owns, has focused attention on recruitment ad agencies and the race shaping up to acquire them.

Hodes, a New York-based recruitment ad specialist with offices in 12 other cities, will close 1979 billing more than $70,000,000.

Barickman, a 20-year-old Kansas City shop with an agricultural orientation, will bill almost $30,000,000. Bernard Hodes, 47, who owns the other half of his nine year-old shop, will continue as president; James H. Barickman as chairman of Barickman and Hodes. The value of the cash deal is predicated on the earnings of the agencies in the next four years.

• ADVERTISING AGE also has learned that Ogilvy & Mather has talked acquisition with Deutsch, Shea & Evans, a New York recruitment agency with estimated billings of $28,000,000. Foote, Cone & Belding Communications has talked to a number of recruitment agencies, according to president John E. O'Toole, but is more intent on building its own in-house recruitment operation—started a year ago—than buying an outside shop. One source, who noted that FCB's negotiations with World Wide Agency fell through, claimed that the agency was "serious" with the Santa Monica, Cal.-based North American Creative recruitment agency. Young & Rubicam reportedly has also shopped for a recruitment agency, but claims nothing is imminent.

J. Walter Thompson Co. launched the recruitment agency acquisition race with its purchase of World Wide Agency earlier this fall (AA, Oct. 1). The Los Angeles-based recruitment specialist will bill more than $60,000,000 in its 28 offices this year.

These traditionally publicity-shy agencies have not been ranked previously, but it is believed Hodes and World Wide are neck-and-neck for second place behind the Cleveland-based Nationwide Advertising Service. AA has informally ranked the recruitment shops and estimated their billings as follows: Equity Advertising, New York, fourth with billings of $35,000,000; Bentley, Barnes & Lynn, Los Angeles, $30,000,000; Deutsch, Shea; Allied Advertising Agency, Boston, $20,000,000; North American Creative, billing more than $15,000,000, and Shaker Advertising Agency, Oak Park, Ill., Stackig, Sanderson & White, Wash-

(Continued on Page 28)

Make it Special
BURGER KING

Young lad celebrates his first haircut with a meal out at Burger King—in the company's new campaign themed "Make it special. Make it Burger King."

'Make it special' Burger King theme

By CHRISTY MARSHALL

CHICAGO—Burger King Corp. is breaking a new ad campaign in selected Florida and Michigan markets at the first of the year. Themed "Make it special. Make it Burger King," the drive will be national by the end of February.

The new campaign is designed to give Miami-based Burger King a flexibility not available in the current "Who's got the best darn burger" effort.

"We can build a commercial to stress any one of our attributes," a company spokesman said. The qualities that BK claimed set the chain apart from the pack include atmosphere and the new line of specialty sandwiches (chicken, fish, ham & cheese and steak), among others.

The spots feature "big" days in the normal course of human events. The initial pool of commercials shows a little boy getting his first haircut, an older boy buying his first car, a high school dance, a school ball game and a little girl visiting her father's office. In each case, the day is topped off with a "special" meal at Burger King. The background lyrics explain what is so special about the day.

"We need to and want to tell the world we're different, we have something different to offer," the company spokesman said.

In one spot, a potato farmer, a restaurant manager and a customer (all "real people," not actors), describe what makes Burger King so special.

The campaign, created by J. Walter Thompson Co., New York, is "not targeted to one particular group," according to the spokesman, but is obviously designed with young adults, teens and families in mind.

"We're not McDonald's. We don't have $200,000,000-some to spend this year," the Burger King spokesman said. "With $80,000,000, we can't go after everybody and still be effective."

Network and spot tv and radio are the primary media for the campaign. Magazines may be used for special promotions, the company said, but no plans were announced for any magazine buys like McDonald's use of *Family Circle*, *Life* and *Woman's Day*.

In developing the new campaign, JWT asked all offices to submit creative. A total of 80 campaign ideas were reviewed. Those finalists were "rigorously tested" for several months by consumer panels, and the "Make it special" campaign emerged as a clear favorite, according to the spokesman.

"Make it special" bumps the 18-month-old "Who's got the best darn burger in the whole wide world," but with the rollout of the specialty sandwiches, the line was subtly changed a few months ago to: "Who's got the best darn burger and a whole lot more?" #

Bristol-Myers explains $25 million cable buy

By NANCY GIGES

NEW YORK—In making a $25,000,000 commitment to Ted Turner's Cable News Network, Bristol-Myers is counting on cable to have the impact on tv in the '80s that the formation of the traditional networks had in the '50s.

B-M recently announced a $25,000,000, ten-year sponsorship arrangement with the 24-hour network news channel, which hopes to start June 1 (AA, Dec. 17). The health care company will sponsor health science news features that will run regularly throughout each 24 hour period.

Marvin Koslow, B-M vp-marketing services, said ten 2-to-3-minute original features will be produced each week. The material will be prepared by *Medical World News*, reported and produced by Cable News Network. Each segment that will include an as-yet unselected anchorperson and fresh footage will run four times during the week. B-M is allowed one commercial—probably 30 seconds—for each feature and a credit to denote that the health science segment is sponsored by B-M.

• The company has been a leader in experimenting with new electronic media. Its biggest alternate media buy before this was made on superstation WTBS, Atlanta, where eight 30-second spots are running weekly during prime time movies. Products advertised include Bufferin, Ban, Vitalis and Body on Tap.

Mr. Koslow said this new buy will feature advertising for some of those products plus Excedrin and

(Continued on Page 26)

highlights

Monday, December 24, 1979

Despite economic warnings, most Americans say they have at least enough money to live comfortably. *See Page 4.*

Senate commerce committee tries to soften objections about pending FTC legislation that some say could undermine some major commission advertising projects. *See Page 4.*

The Advertising Hall of Fame of the American Advertising Federation elects two new members—Benton & Bowles late founder Atherton W. Hobler and late Procter & Gamble chief Neil McElroy. *See Page 6.*

Johnson Products takes a closer look at its marketing style to find a solution to sagging sales. *See Page 16.*

Adman turned teacher Robert Reilly recalls his hilarious first job in a small agency. *See Page 17.*

Bill Tyler reminds tv generation writers of the rules of print advertising. *See Page 17.*

Bob Stone reports on this year's avalanche of Christmas catalogs. *See Page 19.*

Lou Haugh forecasts the couponing scene for 1980. *See Page 20.*

A plan is laid out for a new electronic mail service, but the Postal Service may not like the specifics. *See Page 25.*

Coke's new position as marketer for the Cinzano line means more work for Kenyon & Eckhardt, which takes over the account. *See Page 26.*

Bell & Howell Co. will start 1980 with a $2,000,000 campaign to promote its microfilm products division. *See Page 31.*

Section 2

Since the Supreme Court ruling in Bates vs. State Bar of Arizona allowed lawyers to advertise, the trend for professionals to advertise their services has been growing slowly but steadily. Read who advertises, who creates professional advertising and what experts see in the future in Section 2/Professional Advertising, beginning opposite Page 16.

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AD PAGES IN CONSUMER PUBLICATIONS—DECEMBER 23

Vol. 50, No. 55—Advertising Age (ISSN-0001-8899) is published weekly except semiweekly the second week in March, the first week in September and the third in December at 740 Rush St., Chicago 60611. Second class postage paid at Chicago and additional mailing offices.

Advertising pages in December consumer publications

Current and December, '78, figures for U.S., Canadian and foreign publications reporting to Advertising Age

Women's

	Pages			
	Dec. 1979	Dec. 1978	Jan.-Dec. 1979	Jan.-Dec. 1978
†§Bride's Magazine	——	——	1,297.5	1,071.4
§Cosmopolitan	212.5	203.2	2,452.3	2,144.1
Essence	73.0	72.0	884.0	839.0
§Family Circle	142.7	141.0	1,798.0	1,704.5
▲Family Health	——	22.5	290.8	301.3
§Good Housekeeping	176.2	174.7	1,992.5	2,067.6
Ladies' Home Journal	116.6	129.2	1,355.9	1,410.6
Lady's Circle	8.6	10.4	111.5	137.0
McCall's	119.0	115.5	1,350.6	1,544.5
†Modern Bride	——	——	1,219.3	1,213.5
Ms.	67.5	48.2	560.0	492.5
○New Woman	44.0	44.3	260.8	208.8
§Parents Magazine	54.7	37.3	632.5	560.8
Playgirl	44.8	37.6	459.2	409.3
Redbook	107.7	111.6	1,490.7	1,519.9
Self	44.5	——	519.7	——
Seventeen	85.4	96.3	1,383.4	1,333.4
*Talk	——	——	180.2	158.7
'Teen Magazine	31.8	28.6	526.3	539.8
§True Story	43.7	42.6	668.4	554.4
§Woman's Day	124.0	146.0	1,618.2	1,733.8
K ▲The Workbasket	——	——	306.8	285.7
Working Woman	34.5	29.6	361.2	273.0
Total Group	1,531.2	1,490.6	21,719.8	20,503.6

General

	Dec. 1979	Dec. 1978	Jan.-Dec. 1979	Jan.-Dec. 1978
▲ A.D. Publications	17.4	15.3	150.4	170.4
After Dark	43.2	42.8	432.0	406.5
Air Progress	16.2	24.3	289.0	266.4
American Forests	19.0	13.2	200.3	171.2
§American Legion	15.5	15.5	322.5	333.6
○Americana	——	——	192.1	190.2
Apartment Life	[illegible]1.3	63.6	656.8	527.3
§▲Architectural Digest	116.5	80.4	1,157.7	991.1
§The Atlantic	30.6	29.7	359.1	346.7
○Audubon Magazine	——	——	217.6	181.8
§Bon Appetit	102.9	88.6	826.1	618.7
Book Digest	43.0	37.0	476.9	412.9
Christian Herald	38.0	40.5	466.0	463.3
Christian Life	29.4	28.1	356.1	357.6
*Christianity Today	43.1	40.6	659.0	539.1
Complete Men's Group	27.0	25.0	294.9	300.2
Country Journal	43.3	47.6	566.0	574.1
Creative Computing	82.9	52.2	741.0	204.0
▲Cuisine Magazine	50.5	30.2	427.9	301.6
Ebony	97.4	97.2	1,108.1	1,104.8
Elks Magazine	20.9	16.4	304.2	305.5
§Esquire	48.2	——	552.5	——
50 Plus	32.1	16.5	340.4	299.5
Flying	46.9	48.3	645.4	627.4
§Gentlemen's Quarterly	146.8	116.3	1,052.0	806.5
Golf Digest	73.5	73.7	948.1	1,020.0
§Golf Magazine	40.0	41.0	755.8	756.3
Gourmet	89.9	77.5	729.1	645.3
§Harper's Magazine	30.7	28.7	410.7	388.3
○Hi-Fi/Stereo Buyer's Guide	——	——	177.2	157.9
*High Fidelity	82.6	93.4	847.3	826.3
Income Opportunities	34.9	38.9	517.7	558.1
Kiwanis Magazine	——	——	199.3	152.1
Let's Live	94.7	86.8	1,130.0	1,010.4
Life	93.6	64.0	658.4	164.9
Lion Magazine	——	9.0	5.0	28.8
Modern Photography	134.0	136.9	1,513.0	1,478.8
§Money	79.7	59.1	857.0	820.6
Moneysworth	20.3	42.0	246.2	270.0
Moody Monthly	64.2	33.7	623.9	573.1
Moose Magazine	22.0	22.0	294.0	245.0
○Mother Earth News	——	——	289.0	287.7
National Geographic	40.0	33.4	387.4	414.8
National Jewish Monthly	31.0	37.4	315.8	381.6
National Lampoon	43.3	42.5	436.1	417.9
▲Natural History	31.9	35.0	451.4	435.7
Omni	59.0	35.2	465.5	118.7
§Oui Magazine	26.0	23.3	249.9	254.9
§Penthouse Magazine	95.0	89.6	902.2	777.2
Petersen's Photographic	51.5	65.0	599.0	695.1
Playbill	64.1	66.7	535.2	529.5
§Playboy	191.7	161.6	1,438.7	1,295.0
Popular Photography	144.5	166.9	1,868.1	1,895.8
Prevention	100.3	96.5	1,289.1	1,255.4
Psychology Today	68.1	94.2	721.6	825.5
▲Quest '79	——	——	272.6	242.2
§Reader's Digest	134.8	132.7	1,384.9	1,420.9
Rotarian	17.2	19.6	253.9	259.0
††Saturday Evening Post	29.2	35.2	382.4	332.1
Scientific American	101.9	93.8	1,043.8	918.4
Signature	39.2	36.8	555.4	484.1
Smithsonian	83.6	63.2	840.0	787.3
Stereo Review	91.7	96.8	940.5	994.7
Success Unlimited	23.7	23.8	405.3	410.6
Tennis Magazine	52.4	63.5	726.6	827.8
Town & Country	175.5	164.8	1,212.0	1,121.3
Travel/Holiday	28.3	27.0	557.8	475.6
Travel & Leisure	89.7	92.0	985.0	920.8
VFW Magazine	15.4	12.6	326.7	290.4
Weight Watchers	20.0	19.8	216.9	199.8
World Tennis	45.3	29.9	498.1	580.1
Writer's Digest	20.5	18.1	229.1	212.3
Yankee Magazine	87.8	98.0	1,237.5	1,264.0
Total Group	4,054.8	3,750.9	44,722.2	40,922.5

Arts & antiques

	Dec. 1979	Dec. 1978	Jan.-Dec. 1979	Jan.-Dec. 1978
○American Art & Antiques	——	——	281.8	135.5
American Artist	49.7	45.5	664.1	682.8
Antiques	144.4	143.5	1,667.6	1,570.9
Antiques World	44.0	45.8	568.8	102.3
▲Artnews	98.0	85.5	1,070.0	948.6
Total Group	336.1	320.3	4,252.3	3,440.1

Fashion & service

	Pages			
	Dec. 1979	Dec. 1978	Jan.-Dec. 1979	Jan.-Dec. 1978
Glamour	132.4	152.5	2,041.6	1,963.6
Harper's Bazaar	95.9	85.9	938.6	862.7
Mademoiselle	91.9	95.6	1,482.1	1,457.9
L'Officiel/USA	55.7	——	627.6	565.5
Vogue	188.0	190.1	2,325.0	2,174.7
Total Group	563.9	524.1	7,414.9	7,024.4

Home

	Dec. 1979	Dec. 1978	Jan.-Dec. 1979	Jan.-Dec. 1978
§Better Homes & Gardens	136.2	120.9	1,680.3	1,796.1
○Colonial Homes	——	——	264.5	211.0
C ○Decorating Showcase	——	——	112.9	85.8
I ▲Family Handyman	42.1	——	585.0	442.2
A ▲Flower & Garden	——	——	315.5	275.8
The Hometown Magazines:				
Dallas-Ft. Worth Home/Garden	66.9	27.0	514.3	74.8
Houston Home/Garden	131.4	115.2	1,352.6	1,267.4
Horticulture	24.3	25.6	351.5	377.8
House Beautiful	107.3	97.0	1,201.8	1,105.7
House & Garden	120.9	100.6	1,417.2	1,311.4
†Homeowners How-To	——	——	160.6	156.8
Hudson Home Guides	27.0	21.3	551.6	549.3
Living:				
○Dallas	——	——	724.3	667.7
○Houston	——	——	695.4	679.2
○Denver	——	——	522.8	472.7
‡Austin	——	——	131.9	126.9
‡San Antonio	——	——	111.8	91.3
○Phoenix	37.6	28.2	206.1	28.2
○Tampa	29.2	——	86.2	——
▲1001 Decorating Ideas	29.5	——	299.5	201.0
Organic Gardening	71.8	78.6	958.3	1,006.4
○Plants Alive	——	——	173.4	238.5
San Diego Home/Garden	44.8	——	124.6	——
Southern Living	137.9	121.4	1,638.7	1,662.4
§Sunset Magazine	135.2	132.0	1,864.4	1,728.8
○Texas Homes	——	——	518.0	258.2
○Workbench	——	——	374.5	359.7
Total Group	1,142.1	867.8	16,737.7	15,175.1

In-flight

	Dec. 1979	Dec. 1978	Jan.-Dec. 1979	Jan.-Dec. 1978
#Aboard Group	——	——	228.0	212.0
Air California	66.5	67.7	725.5	669.7
F ○Aloft/National Airlines	——	——	383.6	224.1
American Way	47.8	38.3	740.5	498.9
Braniff's Flying Colors	28.3	23.7	405.0	320.3
Delta Sky	32.0	——	544.0	——
East/West Network:				
○Air New England Flying Your Way	26.8	——	124.3	——
Eastern Review	69.4	74.1	1,001.0	843.0
Hughes Airwest Sundancer	114.1	78.3	954.1	895.5
Continental Extra	73.5	57.6	890.7	704.7
Ozark Flightime	86.1	45.2	726.3	603.5
Pan Am Clipper	48.3	32.3	542.9	427.6
PSA California	115.8	99.3	1,436.9	1,193.9
Texas International/The Texas Flyer	73.8	22.0	808.2	843.0
United Mainliner	86.5	75.1	1,156.2	996.0
Pace	——	——	119.2	78.4
Republic Scene	22.0	——	162.3	——
Southwest Airlines	58.6	44.6	606.0	547.4
USAir	38.7	——	189.6	——
Webb Publications:				
○Frontier Magazine	——	——	258.6	123.0
Passages	28.2	17.2	387.4	171.7
TWA Ambassador	45.6	32.4	683.3	467.1
Total Group	1,052.2	707.8	13,074.2	9,219.8

Metropolitan

	Dec. 1979	Dec. 1978	Jan.-Dec. 1979	Jan.-Dec. 1978
○Aloha	——	——	74.5	9.0
Atlanta	107.0	87.4	993.1	886.0
Baltimore	98.4	78.7	1,008.5	613.3
Bay Life	52.5	39.1	544.0	359.2
○Bay Views	51.0	48.0	410.5	317.9
Birmingham	46.6	31.3	388.7	391.6
Boston	167.3	129.5	1,295.1	1,112.3
Broward Life	50.4	49.4	552.5	494.4
Brown's Guide to Georgia	42.0	——	527.3	312.0
Central Florida Scene	15.2	——	198.1	172.1
○Charlotte	——	——	491.7	457.1
Chicago	195.5	211.7	1,842.0	1,798.2
○Chicago Elite	——	——	242.8	240.1
▼Chicago's North Shore	67.0	——	376.9	240.5
Cincinnati	65.3	62.8	676.8	642.3
Cleveland	126.3	128.3	1,008.0	1,138.8
Columbus Monthly	111.3	108.7	1,100.4	1,046.7
Commonwealth	17.5	42.5	207.7	235.0
Connecticut	78.6	62.9	883.0	844.5
D/Magazine, Dallas/Fort Worth	134.5	131.9	1,315.4	1,317.6
Delaware Today	44.2	39.5	383.8	366.4
Denver Monthly	26.9	24.5	323.3	252.3
Monthly Detroit	76.8	46.0	524.5	342.0
Exclusively Yours Wisconsin	87.0	101.0	1,046.9	1,078.4
Gold Coast of Florida/Indian River Life	124.5	126.0	1,187.4	1,000.9
Grand Rapids	33.9	18.0	318.9	212.5
Honolulu	80.2	84.8	952.4	837.0
Houston City	51.4	42.1	495.0	269.2
Indianapolis	40.0	31.2	387.8	380.6
Kansas City	45.0	42.0	397.9	339.2
Los Angeles	291.5	291.0	2,560.2	2,412.3
Madison	46.2	35.0	357.2	317.0
Mesa	54.0	35.8	416.7	123.8
Miami	67.3	56.5	612.8	469.7
Milwaukee Impressions	25.0	28.0	178.0	93.0
Mpls./St. Paul	61.3	99.1	693.6	484.3
Nashville!	64.4	57.4	693.4	720.1
New Jersey Monthly	100.1	74.4	831.0	662.5
New Mexico	36.6	30.8	283.3	232.4
New Orleans	64.7	65.0	617.5	603.6
Ohio	41.8	56.5	408.1	416.0
Omaha	26.2	31.0	314.3	223.4
Oregon	28.2	28.7	280.3	243.5
Palm Beach Life	67.5	60.5	565.0	445.4
Palm Springs Life	144.5	129.5	1,477.2	1,305.2
Philadelphia	170.9	184.7	1,782.1	1,836.8
Phoenix	129.4	90.5	1,177.6	814.6
Pittsburgh	71.6	92.2	626.8	651.2
Pittsburgher	41.3	41.0	345.1	328.0
○Roanoker	43.6	52.0	289.1	230.1
SA, The Magazine of San Antonio	50.3	38.5	406.3	460.5
Sacramento	40.5	44.1	411.3	553.1
St. Louis	134.0	122.0	1,226.0	1,064.0
San Diego	190.7	198.3	1,945.7	1,870.1
San Francisco	107.5	85.4	769.4	710.5
San Francisco Focus	34.2	25.0	279.5	279.9
○Sarasota Town & Country	——	——	248.6	241.8
▼Shenanduah Valley	——	——	36.0	——
Spokane	48.2	35.2	485.0	302.3
Texas Monthly	160.2	164.5	1,417.4	1,383.7
○Triad	14.6	16.5	137.9	9[illegible].7
Tucson	75.0	62.0	648.2	508.0
Washington Dossier	48.0	54.0	509.2	509.5
The Washingtonian	174.3	148.3	1,548.9	1,532.3
Westchester	42.3	49.7	528.8	584.1
Westchester Illustrated	48.6	43.2	484.0	380.3
Wichitan	68.3	65.6	687.3	413.7
Total Group	4,849.1	4,459.2	46,433.8	41,169.5

Movie-romance-radio-tv

	Dec. 1979	Dec. 1978	Jan.-Dec. 1979	Jan.-Dec. 1978
○Complete Women's Group	25.0	26.2	175.9	193.9
Ideal Women's Group:				
Daytime Stars	27.7	28.4	345.7	359.6
Intimate Story	30.0	27.3	350.7	374.7
Movie Life	29.5	28.4	288.1	348.6
○Movie Stars	29.5	28.1	177.3	356.6
Personal Romances	30.0	27.4	351.7	374.7
○Screen Stories	——	28.0	——	359.5
TV Star Parade	——	28.1	——	359.0
KMR Women's Group:				
Real Romances	11.0	15.7	160.4	175.8
Real Story	11.0	15.7	160.4	175.8
Teen Bag	——	13.6	69.7	145.1
Macfadden's Women's Group:				
Modern Romances	26.8	27.1	429.3	369.3
Photoplay	27.7	23.5	425.5	332.0
Secrets	26.8	27.1	428.3	362.3
True Confessions	26.5	25.8	427.7	364.9
True Experience	26.8	27.1	426.3	363.4
True Love	26.8	27.1	427.3	362.4
True Romance	26.8	27.1	426.3	362.4
Sterling Women's Group:				
Daytime TV	29.8	32.5	378.2	384.4
Modern Love	29.2	30.6	330.4	361.5
Modern Screen	——	33.0	355.0	365.0
Movie Mirror	——	33.0	193.2	392.6
Photo Screen	32.2	33.0	193.6	395.3
Real Confessions	29.2	30.6	361.2	359.5
TV Movie Screen	——	33.0	194.3	396.3
TV Picture Life	31.2	33.0	192.6	392.6
Total Group	533.5	710.4	7,269.1	8,787.2

Youth

	Dec. 1979	Dec. 1978	Jan.-Dec. 1979	Jan.-Dec. 1978
Boys' Life	24.1	24.4	274.2	295.7
Campus Life	27.2	28.6	386.7	332.1
††Scholastic Magazines	14.9	19.7	340.2	350.8
Total Group	66.2	72.7	1,001.1	978.6

Mechanics & science

	Dec. 1979	Dec. 1978	Jan.-Dec. 1979	Jan.-Dec. 1978
○Elementary Electronics	——	——	188.5	214.3
§Mechanix Illustrated	66.5	64.2	1,018.9	1,072.0
Popular Electronics	63.0	62.6	697.5	724.6
Popular Mechanics	98.9	87.1	1,431.3	1,403.4
§Popular Science	76.5	78.7	1,082.4	1,258.6
Total Group	304.9	292.6	4,418.6	4,672.9

Boating & yachting

	Dec. 1979	Dec. 1978	Jan.-Dec. 1979	Jan.-Dec. 1978
Boating	100.3	63.3	1,275.9	1,290.6
Cruising World	75.4	60.5	1,328.7	1,005.3
Motorboat	36.8	37.4	721.8	783.4
Motor Boating & Sailing	78.7	81.0	1,442.3	1,286.6
§Sail	79.7	87.8	1,549.4	1,593.1
§Sea	44.7	60.0	993.2	949.9
Trailer Boats	——	——	270.4	257.5
Yachting	141.2	145.2	2,227.9	2,184.6
Total Group	556.8	535.2	9,809.6	9,351.0

Automotive & recreational vehicles

	Dec. 1979	Dec. 1978	Jan.-Dec. 1979	Jan.-Dec. 1978
Car & Driver	83.7	74.8	888.8	800.6
Car Collector & Car Classics	27.1	16.7	305.4	206.1
Car Craft	37.6	49.7	714.2	756.1

§Sectional linage included but prorated to circulation of regional editions. *Sectional linage included but NOT prorated to circulation of regional editions. †Published 6 times a year. Published every other month. ▲Published 10 times a year. ††Published 9 times a year. ‡Published 3 times a year. #Published quarterly. Published twice a month. ‡‡Published 7 times a year. ○Published 11 times a year. ▼Published 8 times a year. **Published weekly. ▶Published every two weeks. A Starting Nov. '79 combining Nov./Dec. and June/July issues. B Preprinted inserts included. C Includes Budget Decorating & Remodeling. D Replaced Allegheny Flightime Sept. '79. E Replaced Northliner July '79. F Monthly, 1980. G First issue Oct. '78. H First issue Sept. '78. I Dec. issue published for first time in 1979. K Nov./Dec. issues combined first time in 1979.

(Continued on Page 24)

Advertising pages in December consumer publications

Current and December, '78, figures for U.S., Canadian and foreign publications reporting to Advertising Age

(Continued from Page 23)

	Pages Dec. 1979	Dec. 1978	Jan.-Dec. 1979	Jan.-Dec. 1978
Choppers	13.5	11.2	154.3	159.2
○Custom Bike	18.9	17.1	212.7	263.8
Cycle	69.9	96.2	1,078.6	950.1
Cycle Guide	34.0	66.6	562.7	417.2
Cycle World	58.1	86.5	859.4	775.7
Dirt Bike	17.8	19.2	263.2	230.0
Dune Buggies & Hot Vw's	32.6	33.0	398.0	345.0
Family Motor Coaching	58.3	72.0	1,013.5	983.9
4 Wheel & Offroad	25.8	18.5	339.1	201.9
Four Wheeler	33.0	39.0	529.6	529.5
Hot Rod	49.5	42.1	643.6	637.4
Motocross Action	35.0	19.8	355.0	247.1
Motorcyclist	27.7	33.2	469.7	468.0
Motor Trend	45.5	46.3	540.3	592.1
††Motorhome Life	—	—	613.4	662.0
Pickup, Van & 4 WD	34.5	44.2	638.0	596.5
Road & Track	94.4	97.7	1,085.2	1,052.5
Touring Bike	8.0	13.0	191.2	113.3
Trailer Life	92.4	117.2	1,537.4	1,693.4
Van Pickup & Off-Road World	10.1	10.9	132.8	218.7
Woodall's Trailer & RV Travel Magazine	40.0	53.8	805.9	997.2
Total Group	947.4	1,078.7	14,332.0	13,897.3

Outdoor & sport

	Dec. 1979	Dec. 1978	Jan.-Dec. 1979	Jan.-Dec. 1978
Alaska	52.1	49.1	536.5	492.9
○The American Handgunner	—	—	163.2	106.0
American Rifleman	25.1	25.4	392.5	437.4
○Archery World	—	—	214.0	246.3
○Backpacker	53.5	—	293.3	—
§Bass Master	36.4	41.0	407.9	403.9
††Bicycling	—	—	404.4	427.2
Camping Journal	—	—	242.5	234.9
Field & Stream	62.4	62.7	1,050.4	1,152.4
Fins and Feathers	15.2	11.5	394.1	260.4
○Fishing World	—	—	188.8	204.2
Florida Sportsman	54.1	48.0	722.5	529.1
‡‡Fly Fisherman	—	—	356.0	314.6
Fur-Fish-Game	27.1	31.2	329.5	340.2
Guns	28.9	28.7	352.5	363.6
Guns & Ammo	43.7	41.0	585.9	596.5
Horseman	36.5	28.6	402.1	471.0
Outdoor Life	59.6	65.9	976.5	1,122.5
Petersen's Hunting	22.5	21.9	349.3	344.5
The Runner	43.9	21.0	374.5	72.9
Runner's World	43.4	47.8	700.1	612.9
Salt Water Sportsman	32.9	35.7	643.4	586.3
Shooting Times	27.9	36.0	506.4	488.5
SkateBoarder	23.0	92.0	420.2	1,139.7
‡‡§Ski	104.1	105.4	595.5	600.7
‡‡Skiing	146.1	145.1	759.8	730.8
Skin Diver	47.5	43.6	698.0	617.9
Southern Outdoors	38.5	31.7	382.7	272.4
§Sport	44.7	39.6	509.8	517.8
Sports Afield	63.6	54.2	946.9	783.4
▼Spray	51.3	40.0	462.1	288.5
Western Outdoors	—	—	356.1	330.2
Total Group	1,184.0	1,147.1	15,717.4	15,089.6

Comics

	Dec. 1979	Dec. 1978	Jan.-Dec. 1979	Jan.-Dec. 1978
○Archie Comic Group	10.0	10.0	60.0	60.0
DC Comics	11.5	12.0	142.0	147.0
Harvey Comics Group	8.0	8.0	96.0	96.0
Marvel Comics Group	15.5	13.0	157.0	163.5
Total Group	45.0	43.0	455.0	466.5

Newspaper magazines I

	Dec. 1979	Dec. 1978	Jan.-Dec. 1979	Jan.-Dec. 1978
§Family Weekly	78.3	92.4	1,028.8	970.9
Parade	63.0	75.8	916.3	902.6
Total Group	141.3	168.2	1,945.1	1,873.5

Canadian national weekend magazines

	Dec. 1979	Dec. 1978	Jan.-Dec. 1979	Jan.-Dec. 1978
8 §Canadian Weekend	35.1	38.0	524.4	449.1
8 Perspectives	29.6	38.3	486.3	453.4
Total Group	64.7	76.3	1,010.7	902.5

Canadian

	Dec. 1979	Dec. 1978	Jan.-Dec. 1979	Jan.-Dec. 1978
L'Actualite	65.3	56.5	555.8	497.2
Chatelaine:				
§English Edition	76.1	60.4	951.8	752.1
French Edition	64.8	53.3	835.2	687.8
§Financial Post	40.1	24.3	433.1	294.1
▲§Flare	42.8	38.2	597.4	503.1
▲§Homemaker's Magazine:				
English Edition	55.4	78.0	819.8	878.9
French Edition	48.3	58.0	664.9	712.7
**§Macleans	93.7	71.0	1,057.1	932.4
§Quest Magazine	36.4	31.4	355.6	312.6
§Reader's Digest:				
Canada-English	103.2	96.2	1,058.9	1,006.0
Canada-French	97.9	97.6	953.2	935.2
Total	201.2	193.8	2,012.1	1,941.2
▲Saturday Night	38.5	35.5	404.3	374.9
Toronto Life	208.0	158.0	1,240.7	1,111.3
Total Group	970.6	858.4	9,027.8	7,998.3

Nov. pages

Business

	Pages Nov. 1979	Nov. 1978	Jan.-Nov. 1979	Jan.-Nov. 1978
Atlanta Business Chronicle	47.7	10.4	210.7	69.1
Barron's	210.6	160.9	1,853.6	1,542.8
Black Enterprise	42.5	38.1	494.4	430.7
§Business Week	512.5	539.3	4,676.1	4,541.4
Corporate Report	88.9	51.8	706.8	581.1
Crain's Chicago Business	66.3	31.0	506.7	148.9
Dun's Review	108.9	87.9	928.9	876.5
○Financial World	93.5	84.9	883.2	684.2
Florida Trend	49.8	56.9	635.0	631.8
○Forbes	331.9	240.3	2,489.8	2,056.2
§○Fortune	198.1	160.8	2,140.4	1,952.0
Houston Business Journal	115.0	114.7	1,328.3	1,135.4
§Inc. Magazine	60.3	—	404.8	—
○§Industry Week	218.4	207.7	1,956.3	1,867.1
§Nation's Business	65.6	68.4	515.9	455.4
▶Northern Ohio Business Journal	27.2	21.8	271.2	252.9
Outlook	40.2	34.8	416.9	267.8
The South	22.3	14.7	196.2	247.8
Texas Business	45.4	34.3	452.0	374.7
Total Group	2,345.1	1,958.7	21,067.2	18,115.8

Canadian

	Nov. 1979	Nov. 1978	Jan.-Nov. 1979	Jan.-Nov. 1978
§Time-Canada	195.5	210.3	1,411.6	1,291.8

Newspaper magazines II

	Nov. 1979	Nov. 1978	Jan.-Nov. 1979	Jan.-Nov. 1978
Boston Globe	204.2	243.0	1,566.0	1,676.0
Chicago Tribune	204.4	225.0	1,584.4	1,663.9
*Cleveland Plain Dealer	220.3	194.7	1,833.8	1,550.3
§Los Angeles Times Home Magazine	179.5	195.3	1,591.6	1,516.8
New York News	191.6	—	1,451.4	846.4
New York Times Magazine	478.9	467.8	3,903.7	2,550.4
Philadelphia Inquirer	113.2	116.5	1,019.1	1,022.7
Washington Post Magazine	152.2	170.3	1,275.9	1,546.1
Washington Star Home/Life Magazine	86.2	69.8	758.6	750.6
Total Group	1,830.5	1,682.4	14,984.5	13,123.2

Weeklies, bi-weeklies, semi-monthlies

	Nov. 1979	Nov. 1978	Jan.-Nov. 1979	Jan.-Nov. 1978
§Army Times Military Group:				
Air Force Times	187.0	165.9	1,704.3	1,661.7
Army Times	181.2	161.4	1,702.7	1,563.6
Navy Times	200.7	175.3	1,872.7	1,672.8
The Times Magazine	23.9	16.0	215.0	199.1
The Blood Horse	1,517.8	1,289.4	5,053.0	4,235.0
Circus Weekly	19.3	47.7	274.7	442.7
Commonweal	11.1	6.7	81.5	87.0
▶Cue/New York	97.4	120.2	1,042.2	982.8
Golf World	34.6	22.2	593.2	557.3
§Grit	38.7	45.3	435.6	470.0
National Review	32.0	41.0	339.4	349.0
New York Magazine	230.4	313.3	2,174.7	2,189.6
New Yorker	629.0	620.9	3,720.7	3,651.4
§Newsweek	411.0	380.4	3,121.8	3,055.3
People Weekly	388.6	354.3	3,151.3	2,818.4
Rolling Stone	135.2	150.1	1,014.6	1,068.4
▶§Saturday Review	65.9	48.8	599.4	513.1
Sporting News	69.9	55.1	679.9	518.1
§Sports Illustrated	327.7	286.2	2,551.6	2,644.4
§Time	360.8	367.6	2,497.0	2,887.0
§TV Guide	377.6	340.7	3,408.2	3,185.6
▶Us Magazine	65.0	63.7	575.8	567.6
§U.S. News & World Report	231.7	222.4	1,865.3	1,830.6
Total Group	5,636.5	5,294.6	38,674.6	37,150.5

Foreign

	Nov. 1979	Nov. 1978	Jan.-Nov. 1979	Jan.-Nov. 1978
Buenhogar:				
Mexico	96.0	96.0	712.5	540.0
Puerto Rico	20.8	20.5	217.0	158.8
Venezuela	67.2	64.5	474.3	505.0
Colombia	113.3	129.0	716.3	772.0
Peru	27.5	18.5	186.5	188.7
Central America	22.5	15.3	168.7	127.3
U.S.	6.5	10.7	106.2	112.3
Fascinacion:				
Mexico	12.7	13.7	102.5	108.0
Puerto Rico	2.0	0.2	13.2	8.0
Venezuela	16.0	25.2	131.5	216.0
Colombia	9.8	20.0	57.2	121.5
Central America	—	—	0.3	3.2
U.S.	2.0	2.3	30.0	31.5
Geomundo:				
Mexico	22.7	15.5	[illegible]	87.5
Puerto Rico	12.2	7.0	96.7	95.0
Venezuela	21.2	14.0	132.5	66.3
Colombia	24.7	32.0	170.8	159.5
Peru	16.7	4.0	78.7	50.0
Central America	9.7	6.0	71.0	40.0
U.S.	6.0	5.0	42.5	25.8
Hombre De Mundo:				
Mexico	38.8	32.8	237.8	151.8
Peru	7.2	—	30.3	—
Puerto Rico	24.2	11.5	190.2	93.8
Venezuela	25.7	20.7	162.3	114.5
Colombia	29.0	30.5	190.8	153.2
Central America	13.2	8.5	75.8	46.0
U.S.	10.3	8.7	79.2	49.7
Ideas Para Su Hogar:				
Mexico	11.0	4.5	91.5	18.7
Puerto Rico	0.8	4.2	32.7	10.7
Venezuela	13.5	17.7	130.5	71.5
Colombia	37.2	19.0	223.5	55.3
Peru	2.5	—	16.5	3.3
Central America	0.5	—	6.5	0.3
U.S.	1.0	—	6.5	0.3
Intimidades:				
Mexico	13.5	12.5	76.5	15.0
Puerto Rico	6.5	—	45.5	—
Venezuela	16.5	9.0	121.5	13.0
Colombia	3.5	—	13.5	—
Central America	2.5	—	7.5	—
U.S.	2.5	—	16.5	—
Mecanica Popular:				
Caribbean	38.0	37.0	343.5	315.2
Mexico	24.7	17.2	210.7	171.5
Argentine	7.3	5.2	50.2	46.2
The Ring en Espanol:				
Mexico	2.2	2.0	18.2	6.0
Puerto Rico	2.0	—	27.7	—
Venezuela	3.0	7.3	41.2	29.3
Colombia	—	1.0	4.2	3.0
Central America	—	—	2.2	—
U.S.	3.0	1.0	33.7	3.0
Vanidades Continental:				
Mexico	225.0	149.3	1,377.8	1,019.0
Puerto Rico	71.2	64.3	572.8	477.0
Venezuela	113.0	99.8	682.0	662.3
Colombia	167.7	188.5	1,030.5	959.7
Peru	44.7	34.8	265.8	228.3
Central America	48.2	31.2	324.5	222.8
U.S.	42.8	43.0	357.3	338.7
Cosmopolitan Foreign Editions:				
Australia	104.9	78.2	669.0	507.1
Brazil	77.0	38.0	351.0	229.0
France	103.0	60.0	805.0	594.0
Great Britain	220.0	200.0	1,488.0	1,224.0
Italy	64.0	45.0	376.0	218.0
Cosmopolitan en Espanol:				
Central America	11.7	10.2	79.3	67.7
Colombia	52.5	62.0	300.0	339.8
Mexico	115.0	85.5	675.0	475.0
Puerto Rico	47.7	31.7	305.5	239.0
U.S. (Spanish Language)	17.2	21.0	176.8	154.0
Venezuela	52.3	44.8	329.7	339.3
International Communications:				
African Business	32.9	7.0	250.6	30.5
The Middle East	74.9	83.1	618.9	576.1
New Africa	32.1	39.6	377.8	475.5
Al-Iktissad Al-Arabi	19.0	18.0	182.6	172.9
International Herald Tribune	103.5	119.5	1,023.7	1,092.3
International Management:				
Africa	25.7	26.0	222.3	216.3
Europe	66.7	57.8	474.5	423.0
Latin America	23.7	—	236.8	115.3
Middle East	56.7	35.8	390.8	408.5
Pacific	18.7	26.0	205.3	216.3
§Newsweek International:				
Atlantic	166.1	172.7	1,141.7	1,112.5
Latin America	37.2	—	340.4	—
Pacific	119.3	120.9	929.3	843.2
††Progreso	19.0	17.2	203.1	166.9
§Reader's Digest:				
Arabic	20.0	—	179.5	—
*Asian	441.8	35.2	2,692.1	464.2
Australian	103.0	68.0	705.6	552.7
Belgian-Flemish	149.0	176.5	931.4	851.7
Belgian-French	141.5	178.5	876.1	861.0
British	151.3	146.0	1,020.0	958.9
*Chinese	142.0	29.7	2,596.0	361.0
Danish	67.3	59.5	424.2	529.8
Dutch	90.3	74.5	642.2	557.3
Finnish	68.3	46.0	605.5	586.6
French	116.0	116.0	748.0	762.7
German	120.0	126.5	891.7	891.7
Iberian	56.0	43.0	410.1	376.0
Indian	118.0	104.8	999.0	824.1
Italian	92.0	101.5	636.0	714.0
Japanese	67.5	61.4	696.9	613.2
Korean	18.5	15.0	165.0	15.0
Latin America:				
Argentine	69.5	59.0	592.0	401.0
Brazil	38.9	12.5	150.3	134.9
Central America	32.5	34.0	233.0	264.0
Chile	42.0	28.0	268.5	227.0
Colombia	66.0	77.0	523.0	474.5
Ecuador	33.5	—	224.5	—
Mexico	68.7	48.1	480.0	329.1
Peru	16.5	9.0	100.0	92.0
Puerto Rico	20.5	17.5	161.0	126.0
U.P.B.	43.0	25.0	339.0	178.5
U.S. Spanish	15.5	21.5	171.5	174.0
Venezuela	39.0	29.0	403.3	302.5
Portugal	54.5	43.8	466.3	369.1
New Zealand	135.7	47.8	633.4	295.2
Norwegian	70.3	73.5	587.9	607.8
South African	111.0	102.5	832.0	852.0
Swedish	52.5	48.0	356.6	312.9
Swiss-French	57.0	55.0	358.0	370.0
Swiss-German	79.0	60.0	490.0	489.0
Canada-English	137.9	131.9	951.7	910.0
Canada-French	108.3	124.0	856.5	835.8
Total	3,254.3	2,438.2	24,397.8	17,665.7
§Time International:				
Time-Asia	145.9	138.7	1,084.0	937.8
Time-Atlantic	216.2	181.2	1,383.7	1,191.0
Time-Latin America	116.0	115.8	802.6	696.8
Time-South Pacific	215.6	206.0	1,561.5	1,338.0
▶Visao	127.3	168.5	1,274.2	1,387.2
▶§Vision/Latin America	67.7	63.9	458.8	470.5
Total Group	7,366.0	6,072.9	53,856.2	42,648.7

Advertising Age

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JAN 1980

Looking at '80

NBC will be No. 1 by next Christmas: Silverman

By JAMES P. FORKAN

New York—National Broadcasting Co. boss Fred Silverman, in a holiday mood, is still confident that the new year will find No. 3 NBC-TV coming on strong as its rivals, especially ABC, slip in the prime time Nielsens.

At NBC's Christmas party, Mr. Silverman saw 1980 as "an exciting year" for the three-way network tv battle, already the closest in years, and also a very important year for NBC. The outcome, he said, could affect the tv ratings picture for several years. He said he is still aiming for No. 1 by Christmas of 1980.

The November sweeps data, examined market by market, show good improvement for NBC over last year, even stronger gains by CBS and declines by ABC, other NBC execs said. CBS' significant gains this fall, however, may have cost that net "$50,000,000 to $100,000,000 spent on specials, movies, and 'eaten' episodes," Mr. Silverman figured. ("Eaten" episodes are those which never turn up on the screen once a series is killed).

ABC has long had problems with its Saturday, Sunday and Monday lead-ins (including the years when Mr. Silverman headed ABC's programing) but the NBC boss saw ABC's trouble spots "spreading."

He also saw more competition from pay cable and home video during 1980 (depending on movie titles) than existed two years ago, although he stressed that the new media are operating from a much smaller base.

Asked about the outlook for more sponsored series, Mr. Silverman told Advertising Age that several advertisers, including Procter & Gamble, are looking over some prime time series possibilities. That does not mean P&G's "Shirley" is finished, he added quickly. "We haven't given up on that yet," he emphasized.

The Nielsens of "the next four or five episodes, including the two-hour pilot [on Dec. 28] will be more indicative" of what "Shirley" is capable of doing, he feels, noting that the show was hurt by November sweeps fare and pre-Christmas specials. Agencies pointed out, however, that "Shirley" will go against ABC's Winter Olympics coverage in its last two airings before NBC decides its future.

(Continued on Page 28)

Thomopoulos: ABC will win again this season

By COLBY COATES

New York—Yes, the first half of the prime time tv season produced a few "personal" disappointments, but there's no way Tony Thomopoulos is about to second guess some of last September's more unorthodox scheduling, or the strategy that ended in ABC-TV's first November sweeps loss since 1975.

"We knew the season would be a very competitive situation," the president of ABC Entertainment said in an interview, comparing ABC to "the team that wins the World Series in a four-game sweep one year but takes seven to win the next year. In the end, the same team wins," he said, confident that ABC will overcome a stiff challenge from CBS-TV and retain its Nielsen crown for the 1979-80 season.

So now, as the second season unfolds and Mr. Thomopoulos is blessed with the Winter Olympics schussing its way into two prime time sweeps weeks in February, he's ready to tackle some of the network's more immediate problems. They include: Low ratings in about four prime time hours; the recognition that some key shows are getting older while a few new ones have fizzled, and deciding how "we can make made-for-tv movies that are special."

In attacking a perennial ABC bugaboo, Sundays from 7 p.m. to 9 p.m. (EST), ABC is countering with an informational show, "Incredible Sundays" and, in the second hour, "Ten Speed & Brown Shoe," which Mr. Thomopoulos said is "the best new program we've seen in quite a while."

- In line with his policy of fighting CBS' best with equal weight from ABC, "Ten Speed" goes against "Archie Bunker's Place" and "One Day at a Time."

"It's not going to be easy," he said, but to start things off right, "we've ordered up the most extensive promotion and publicity campaign we've had in a long time." In fact, it started at half time of the season's last Monday Night football game Dec. 17, when Howard Cosell chatted with the show's stars, Ben Vereen and Jeff Goldblum.

Of the six new programs in ABC's second season lineup, the most is expected from "Ten

(Continued on Page 28)

Texaco leads pack with national gasohol drive

By JOSH LEVINE

New York—Though it trailed going in, Texaco has broken out of test market with the oil industry's most ambitious gasohol marketing program and the first national campaign to run for a branded gasohol product.

Texaco lead-free gasohol was the subject of ads that ran last week in *Newsweek*, *Sports Illustrated*, *Time* and *U.S. News & World Report*, along with 13 newspapers. The ads, created by Benton & Bowles, carried the headline, "Announcing a new way to make gasoline go further."

Several oil companies, among them Standard Oil Co. (Indiana), Atlantic Richfield, Standard Oil Co. (California) and Philips Petroleum Co., have begun limited test marketing efforts in recent months. None of them approaches the scope of Texaco's distribution, which currently includes 600 stations in seven states, and is expected to extend to at least 1,100 stations in 10 states by March.

Though Texaco declined to discuss its gasohol ad plans, a spokesman indicated that additional ads will be placed within the next two months, possibly on a much wider basis.

(Continued on Page 26)

last minute news

P&G loses trademark suit against J&J

New York—Procter & Gamble has lost its year-old infringement suit against Johnson & Johnson over the use of the Assure and Sure & Natural names on feminine protection products. P&G had contended that the two labels infringed on its own Sure label for antiperspirants. District court Judge Pierre Leval, in his decision handed down late Friday, said a victory for P&G would have set back J&J for at least 1½ years. P&G's own Rely tampon, which has been marketed since 1974, is currently approaching national distribution *(see earlier story on Page 2)*.

Saint-Laurent puts new jeans at Epstein, Raboy

New York—Yves Saint-Laurent has assigned its new line of jeans to Epstein, Raboy Advertising, previously agency for Calvin Klein jeans. The YSL campaign, with spending about $1,000,000, will center on the jeans' jungle animal names. A jeans line marketed by YSL earlier has

(Continued on Page 8)

Don Smith Adman of the Year

Donald Smith, president of Burger King Corp., has been named Advertising Age's Adman of the Year for 1979. The story of how Mr. Smith led the turnaround at Burger King is in this week's Section 2: Forecast/Review.

Previous Adman of the Year award winners are: 1978, Barry Diller, chairman of Paramount Pictures; 1977, John A. Murphy, president and chief executive officer, Miller Brewing Co.; 1976, Robert E. Dewar, chairman and chief executive officer, K mart Corp.; 1975, Rawleigh Warner Jr., chairman and chief executive officer, Mobil Oil Corp.; 1974, Donald R. Keough, president, Coca-Cola USA; 1973, W. T. Beebe, chairman and chief executive officer, Delta Airlines; 1972, Roy Chapin Jr., chairman and chief executive officer, American Motors Corp., and 1971, David J. Mahoney, chairman and president, Norton Simon Inc. #

Pertschuk rulemaking bar loses in appeals court

WASHINGTON—A court of appeals panel here has ruled that Federal Trade Commission members should not be barred from voting in rulemaking procedures merely because they express views on pending issues.

The ruling is a rebuff to ad industry groups which contended that FTC chairman Michael Pertschuk should be barred from taking part in the children's advertising rulemaking because he had made speeches and written letters which indicate he had prejudged the issues.

The litigation has lost some of its urgency for the ad groups because Congress is currently considering legislation which stops the children's advertising hearing. But it has benchmark potential because it could set the ground rules which will determine whether FTC members and other regulators can discuss rulemaking issues before the formal final decision is rendered.

Earlier a lower court had agreed with the ad groups But the appeals court panel said the rigid restrictions which apply to commissioners when they sit in a litigated case must not be imposed when commissioners participate in rulemaking.

"If an agency official is to be effective he must engage in debate and discussion about the policy matters before him," the panel said. "As this court has recognized before, 'informal contacts between agencies and the public are the bread and butter of the process of administration'."

Ad groups had won strong support from federal Judge Gerhard Gesell in October, 1978, after they contended that chairman Pertschuk's speech at a meeting of Action for Children's Television showed he had prejudged the issues in the children's advertising rulemaking procedure. But the appeals court panel said chairman Pertschuk was merely arguing a line of legal reasoning, and that there is no evidence that his mind is made up on the facts of the case.

The appeals court said the ad groups are entitled to "an impartial decision-maker," but impartial "does not mean uninformed, unthinking or inarticulate."

- The panel noted chairman Pertschuk had appeared at ACT before the proposed rule was issued. "The period before the commission first decides to take action on a perceived problem is, in fact, the best time for a rulemaker to engage in dialog with concerned citizens. Discussion would be futile, of course, if the administrator could not test his own views on different audiences."

Without more, the court said, the expression of opinion does not show that an agency member cannot maintain an open mind during the hearing stage of the proceeding.

(Continued from Page 25)

Marketer trying soft-soap tack

By NANCY F. MILLMAN

CHICAGO—Will consumers part with their familiar bars of bathroom soap for newfangled pumpable liquid soaps in decorator containers?

Minnetonka Inc. is betting there will be enough consumers willing to slip away from messy and fast-shrinking bars of soap to give it a profitable share of the $700,000,000 market when it rolls its Softsoap into national distribution early this year.

Wally Marx, vp-general manager of Softsoap at the Chaska, Minn., company, told ADVERTISING AGE that Softsoap should be national by the end of the first quarter of 1980.

- Softsoap has been tested in Minneapolis, Milwaukee, Dallas, Houston, Denver, Indianapolis, St. Louis, Omaha and Chicago, and industry sources report that it has garnered between a 2% and 6% share of the bar soap category in each of its markets.

Minnetonka will spend $6,000,000 in tv and consumer magazines for the national launch of Softsoap, the company has told food brokers. While this figure seems high for a company with total sales from all its products in the $25,800,000 range, industry observers note that even $6,000,000 may not be enough for a new product launch in such a competitive category. Minnetonka handles the brand in-house.

The Yardley of London division of Jovan Inc. rolled out its liquid English lavender soap last spring and summer, specifically to beat Minnetonka to the punch (AA, March 19). Yardley currently is adding a cocoa butter soap, one of the varieties of its bar soaps, to the liquid line. Couponed newspaper ads promoted the English lavender rollout, with copy stressing the end of the "mushy, dirty bar" and savings, "because one (16-oz.) bottle . . . equals five bars of ordinary soap." After several agency switches, Bozell & Jacobs has settled in as the Yardley shop.

But according to Mr. Marx of Minnetonka, "Yardley is a dud." He said the latest market reports (reflecting the period ending mid-October) showed Yardley at less than 1% share in each of its markets. At Yardley, Tom Measday, vp-general manager, would only say that "we're the only national brand of liquid soap. We have a market share that is satisfactory to us." Mr. Measday said the Minnetonka assessment of Yardley's sales was "basically wrong" because it was not a national reading, but he would not comment on Yardley's national share.

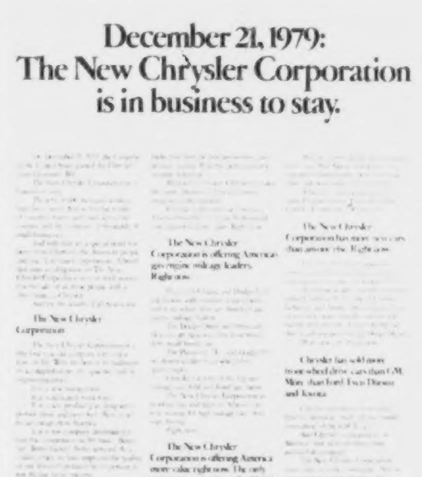
Major health and beauty aids marketers are going to be watching Minnetonka's rollout with more than casual interest. Top marketing men at S. C. Johnson & Son, Andrew Jergens Co. and Armour-Dial had very favorable comments about Softsoap's concept, packaging and progress so far. And rumors indicate that Helene Curtis Industries and Jergens are among companies contemplating entering this market.

One major marketer already has jumped in. Clorox, with its two-year option to acquire Evolution

(Continued on Page 28)

Chrysler spots delayed

New Chrysler tv spots featuring chairman Lee Iacocca hailing the government's loan guarantee were to run on last weekend's football telecasts, but the nets turned down the spots because the President has not yet signed the loan guarantee bill, and it might be construed as tending to influence legislation. In the spot, Mr. Iacocca says, "A special bond has been created with the American people—a bond that puts an obligation on the New Chrysler Corp. to turn itself around." Meanwhile, page print ads are pointing out the company's strong points and note changes that have been made or will be made. "America has given the New Chrysler Corp. breathing space," ads say. "Now watch us go." Kenyon & Eckhardt is the agency.



December 21, 1979:
The New Chrysler Corporation
is in business to stay.

highlights

Monday, December 31, 1979

A German "digestion aid" bitters-and-alcohol beverage makes its debut in Southern California. *See Page 4.*

A new magazine debuting in January will reintroduce some of the more memorable short stories from *Liberty* magazine. *See Page 6.*

Chrysler Corp. skis into the winter fun market with the Sno-Runner, a motorized snow bike. *See Page 12.*

Daimler-Benz signs on two new agencies to complete the agency lineup for its German Mercedes business. *See Page 16.*

Adman Thomas Murray speculates on the future of Kaiser-Fraser if today's ad techniques had been used to support its cars. *See Page 17.*

TV Byor recommends some 1980s resolutions for his agency people. *See Page 17.*

In another "what if . . ." article, Joseph Furth wonders what would have happened if the FTC had reviewed Lincoln's Gettysburg Address. *See Page 20.*

Hunt-Wesson Foods shifts from Wesson oil to Sunlite sunflower oil and pushes new sauces in a shift in ad support. *See Page 22.*

The Newport Jazz Festival gets a new sponsor—and a new name—via Brown & Williamson Tobacco Co. *See Page 23.*

The Magazine Publishers Assn. will dissolve its Field Selling Information Service, which monitored door-to-door magazine subscription sales. *See Page 26.*

Maine awards its state lottery account to New Hampshire agency Allyn Associates of Manchester. *See Page 26.*

Video Tape Network gives "Mr. Bill" vcr program special ad support as it gradually builds its catalog. *See Page 27.*

Peter Rogers tells the Blackglama legend in his new book. *See Page 30.*

"What becomes a legend most?" Jane Trahey builds a Blackglama legend into the campaign. *See Page 30.*

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Testimony concludes

Both sides eager for P&G mark decision

By LOUIS A. FANELLI

NEW YORK—Execs at Procter & Gamble and Johnson & Johnson's Personal Care Co. may be tempted to break open cases of Sure antiperspirant and Shower to Shower deodorant bath powder to help keep dry this week as P&G's year-old trademark infringement suit is being decided.

The parties to the trial are awaiting a decision by federal district court Judge Pierre Leval. Testimony ended Dec. 21, and both sides have requested an early opinion, but it is not known when the ruling will be issued.

The suit centers around J&J's decision to market Assure deodorant tampons and to begin testing Sure & Natural feminine napkins. P&G lawyers argued that the use of those two names infringed on P&G's Sure trademark.

- Industry sources indicated that P&G's suit may be an attempt to delay J&J's introduction of Assure in order to guarantee the successful national rollout of P&G's Rely tampons. Marketed since 1974, Rely began a region-by-region rollout in 1978. It currently is approaching national distribution, with Benton & Bowles handling (AA, Nov. 12).

If Judge Leval rules in favor of J&J, it is likely that P&G will appeal the case. J&J, however, will be able to continue to market both Assure and Sure & Natural. Assure is currently testing in Portland, Me., and Rochester, N.Y. Sure & Natural is currently testing in Florida markets.

The decision to use the Assure name apparently came after various tests, including the development of a separate campaign using the name Woman.

According to testimony by Michael Hayes, Personal Products Co. president, the Case & McGrath agency was asked to develop the Woman campaign because of "dissatisfaction with the progress we were making with SSC&B," the Assure agency.

- J&J later decided to drop the Woman label, "because Assure seemed to be making better progress."

If the court now decides to rule in favor of P&G, testimony has indicated that the cost to J&J—for repackaging and new advertising—could be substantial.

While Johnson & Johnson would not estimate the amount involved, an SSC&B exec said that if only a name change—not a change in the advertising focus—is involved, the additional cost would not be great. #

Advertising Age / Section 2
DECEMBER 31, 1979

FORECAST/REVIEW

Adman of the Year, 1979

A touch of magic

BY CHRISTY MARSHALL

MIAMI—Three days after being named McDonald Corp.'s vp in charge of just about everything except finance and law, Donald Smith left the No. 1 fast-food chain to join Burger King Corp. as president and chief operating officer.

That was in 1977. McDonald's was clearly supreme in the fast-food industry then, and Burger King was faltering, with little growth and critical consistency problems. Three years later, the chain that now claims it's got "the best darn burger in the whole wide world" is showing growth in a period when sales of McDonald's and other competitors have gone flat.

BK's average sales per unit in 1977 were $524,000; for fiscal year 1979, that figure grew to $658,000 and the estimate for 1980 is $725,000.

▪ Under Mr. Smith, Burger King has successfully grabbed a hunk of the children's market away from rival McDonald's, has improved its product and expanded the product line, has upgraded the stores—both inside and out—and has increased its market share of the fast-food industry to an estimated 7.6% in '79, from 5.7% when he first took command.

To salute that corporate turnaround, the editors of ADVERTISING AGE have selected Donald N. Smith, 39, as Adman of the Year for 1979.

The Burger King system Don Smith took over in 1977 was hardly a threat to McDonald's.

"On balance, Burger King was not growing in terms of comparable sales improvement—that is, producing incremental real growth from year to year," recalled a Burger King veteran, exec vp-operations Jerome Ruenheck. "As a system, our comparable growth was not there for as long as I can remember.

"If somebody did not do something about it, eventually I think we would have gone the way of some other fast-food companies and just sort of slipped into the sunset."

So why did Don Smith leave McDonald's, where he was heir apparent to the presidency, to take the reins of a troubled company?

▪ "Yes, I was given the title and so forth [at McDonald's], and the position gave me a clear shot at the top," Mr. Smith said. "And I'd been given some assurances that I would be president in a few years. The thing of it was I still wasn't really running the show.

"Even if I were to become president, I was not to be the ceo at that time, since Fred Turner, who is relatively young, would still be chairman of the board and chief executive officer. As such, I was not the final decision maker *per se*, so I was really interested in being able to get out and do something on my own.

"There was another incentive. Call it a little hokey if you will," Mr. Smith said, "but—I was

(Continued on Page S-3)

Christy Marshall is an associate editor of ADVERTISING AGE who, among other beats, covers the fast-food industry.

A down year? Not in advertising growth

BY ROBERT J. COEN

NEW YORK—For the fourth year in a row, advertising revenues have grown faster than the U.S. economy. Figures for 1979 show that total advertising expenditures increased by 13.3% over last year to $49.83 billion.

This has come despite a less than bright outlook for business in 1980. Inflation is expected to persist, and many industries are not likely to register real profit growth. Advertising demand, nevertheless, should continue to be relatively strong as a result of the 1980 political election campaigns and the Olympics, plus the momentum of the competition for consumer markets that has been building for the last four years.

Yet, because of the state of the economy, the advertising industry cannot expect an outstanding year in 1980, even though it probably will continue to outpace the softening economy.

The exceptional growth of advertising in 1976, 1977 and 1978 was quite a surprise to most serious students of advertising economics. A year ago, virtually no one would have believed that 1979 advertising growth would exceed 13%. The economy was supposed to soften much more than it did, and the advertising industry was expected to stall before it moved up again in the 1980 election-Olympic year.

The performance of 1979 now makes it clear that the role of advertising in industry has changed significantly in the last few years.

For 10 years prior to mid-1975, the ad industry's growth was sluggish. A series of unique events—including the Vietnam war, the withdrawal of cigarets from the broadcast media, President Nixon's wage and price controls and the deep and extended recession that began in the fourth quarter of 1973—had more of a negative impact on advertising than they did on the economy in general.

The impact of these pressures had run their course by mid-1975 and, as the economy began to expand in 1976, the climate in the ad industry rapidly improved. A flood of "held-back" new product introductions was released and advertising competition began to reappear. Established products were forced to respond with heightened advertising to sales ratios as competition for expanding consumer markets grew.

In 1980, the competition for market shares is not going to weaken in most industries, despite adverse economic developments. It will take more than a mild recession to offset the current momentum. Furthermore, it will require at least six months of lead time to reverse the strategies of most major consumer marketers, who are not inclined to relax their aggressive competitive postures.

Barring an outright economic disaster, advertising will probably do fairly well next year, even though we may experience a mild economic recession.

National Advertising Indexes

The McCann-Erickson National Advertising Indexes are a key barometer of the month-to-month path of national advertising spending. The indexes are seasonally adjusted measures of the monthly advertising revenue of the major national media. The general index is a composite of the data for network television, spot tv, magazines and newspaper expenditures of national advertisers.

The general index is based on the year 1967, which is equal to 100. The trend in national budgets was quite sluggish through the first half of the 1970s, not reaching the 150 level until the closing months of 1975. In the second half of the decade, the trend turned sharply upward. During 1979, the upward trend has continued, as the general index nears the 300 level. National budgets for the major media have nearly doubled in the last five years.

The indexes for each component shed some light on developing patterns in each of the individual media. For example, network tv, spot tv and newspapers have gradually moved upward throughout most months of this year, while magazines seem to have peaked in the

(Continued on Page S-2)

Robert J. Coen is a senior vp with McCann-Erickson, New York.

Forecast/Review Highlights

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How 1980 is shaping up

(Continued from Page S-1)

summer. The magazine trend line may be flattening, or it may just be temporarily stalled—time will tell.

Preliminary 1979 Details

The ad expenditure figures for 1979 must be labeled "preliminary" because some minor revisions will be made when 12 months data become available. For most media the estimates are based on monthly data that account for about 80% to 90% of the year's activity.

In 1979, total national ad expenditures increased by 12.8%. The largest gain was recorded by newspaper budgets. Some of the growth here can be explained by 1978 figures that were affected by newspaper strikes in New York and St. Louis. Another part of the improvement in the category stems from higher automotive linage figures, which are attributable to new model announcements and inventory clearance promotions. Cigaret schedules were also much higher in 1979, as manufacturers continued to introduce new brands or increase their budgets for established brands in order to defend or expand their market positions.

The outdoor medium likewise has done well in 1979, with automotive and cigaret activity also helping to raise 1979 receipts.

Network tv revenue growth gradually improved as the year unfolded. The sharp upturn in commercial prices in the fall, when the new season got under way, helped account for a projected yearly gain of at least 14%.

Most of the other media categories have posted gains close to the national average or just slightly lower. The ad expenditures of the companies doing business nationwide were very good in 1979. Most media ended the year with larger national advertising sales than they had expected 12 months ago.

Even more surprising was the continued strength in ad spending by companies doing business at the local level. Retailers maintained or increased their newspaper schedules, and classified linage continued to surpass the record-breaking levels of 1978.

The growth in local tv expenditures, moreover, has been surprisingly strong all year. Budget gains were well above the increases posted in retail sales of individual markets.

The majority of the reports on 1979 activity in other local media sectors have also been quite good. Total local advertising demand has continued to be strong despite soft spots in some local markets.

The Future

The advertising industry is closing the decade of the '70s on a strong upward trend, and the long range outlook for the '80s is good.

I look for advertising spending in 1980 to rise somewhere between 10% and 12%. The industry may not experience an exceptional boom in 1980, but relative to the floundering economy, it will probably turn out to be a fair year at least.

The long range outlook for the decade should be quite good, once the opening years are past. Real economic growth will occur during the '80s, as will an increase in the total number of people with jobs. There will be more women in the work force, and the quality of their employment will rise. Those among the large population bulge resulting from the post-World War II baby boom will reach their 30s. And there will be a concentration of well educated and productive adults in the society of the '80s. #

National advertising index

First 10 months, 1979

MONTH	GENERAL INDEX	NET TV	SPOT TV	ALL MAGAZINES	WEEKLIES	WOMEN'S	MONTHLIES	NEWSPAPERS
Jan.	257	279	277	227	190	246	287	241
Feb.	263	295	283	224	195	255	258	240
March	255	280	289	217	192	218	268	230
April	264	292	292	222	180	267	270	244
May	266	301	295	227	208	227	268	231
June	271	288	308	239	197	292	277	246
July	272	299	277	239	201	278	282	268
Aug.	288	322	287	258	240	274	281	275
Sept.	282	342	270	234	195	268	286	264
Oct.	278	328	315	221	191	233	273	232
Per cent change to date	+13	+14	+11	+12	+13	+ 9	+14	+16

Note: All indexes have been seasonally adjusted. The index shown for each medium is based on estimated total advertising investments in the medium, including talent, production and media costs. For each medium, the base (100) is an average of total investments in 1967.

Advertising volume in the U.S. in 1978 and 1979

MEDIUM	1978 MILLIONS	PER CENT OF TOTAL	1979 MILLIONS	PER CENT OF TOTAL	PER CENT CHANGE
NEWSPAPERS					
Total	$12,707	28.9	$14,585	29.3	+14.8
National	1,787	4.1	2,085	4.2	+16.6
Local	10,920	24.8	12,500	25.1	+14.5
MAGAZINES					
Total	$ 2,597	5.9	$ 2,930	5.9	+12.8
Weeklies	1,158	2.6	1,315	2.6	+13.4
Women's	672	1.5	735	1.5	+ 9.4
Monthlies	767	1.8	880	1.8	+14.5
FARM PUBLICATIONS	$ 104	0.2	$ 120	0.2	+14.0
TELEVISION					
Total	$ 8,979	20.4	$10,195	20.5	+13.5
Network	3,975	9.0	4,540	9.1	+14.2
Spot	2,581	5.9	2,890	5.8	+12.0
Local	2,423	5.5	2,765	5.6	+14.0
RADIO					
Total	$ 3,052	6.9	$ 3,385	6.8	+11.0
Network	147	0.3	170	0.3	+15.0
Spot	620	1.4	680	1.4	+ 9.8
Local	2,285	5.2	2,535	5.1	+11.0
DIRECT MAIL	$ 5,987	13.6	$ 6,650	13.3	+11.1
BUSINESS PUBLICATIONS	$ 1,400	3.2	$ 1,595	3.2	+14.0
OUTDOOR					
Total	$ 466	1.1	$ 535	1.1	+14.8
National	307	0.7	350	0.7	+14.0
Local	159	0.4	185	0.4	+16.4
MISCELLANEOUS					
Total	$ 8,678	19.8	$ 9,835	19.7	+13.4
National	4,485	10.2	5,060	10.2	+12.8
Local	4,193	9.6	4,775	9.5	+13.9
TOTAL					
National	$23,990	54.6	$27,070	54.3	+12.8
Local	19,980	45.4	22,760	45.7	+13.9
GRAND TOTAL	$43,970	100.0	$49,830	100.0	+13.3

Ad campaigns—Burger King's way

MIAMI—Burger King Corp. is breaking a new advertising campaign in January (AA, Dec. 23) to replace its nearly two-year-old "Who's got the best darn burger in the whole wide world" pitch. Over the years, industry watchers have claimed that the nation's No. 2 fast-food chain has had some of the best darn advertising in the industry.

The company, founded in 1954, broke its first major campaign in 1955. Created by Hume, Smith, Mickelberry of Miami, the ads used the theme, "Burger King, the home of the Whopper."

"The Whopper was the one big differential Burger King had," HSM president David Hume told ADVERTISING AGE. "Approximately 40% of the business was coming from the Whopper. McDonald's coming out with the Big Mac was, in essence, one of its answers to the Whopper."

That campaign ran until 1968, when the account shifted to one of parent Pillsbury's shops, BBDO.

During the HSM stint, Burger King created the current setup in which each franchise allocates 4% of its sales to marketing and advertising and leaves control of the advertising solely in the hands of the corporate headquarters.

Children have always played a special part in Burger King ads.

- After the HSM days, the first campaign from BBDO for BK centered on the line, "It takes two hands to handle a Whopper." The double-fisted approach ran from '68 until 1973, when the famous "Have it your way" campaign began.

"Have it your way" was the first time Burger King really worked at setting itself apart from the pack of fast-food places, as it stressed that at a Burger King you were able to get burgers "exactly the way you want them," not the assembly line way. The jingle crooned, "Hold the pickle, hold the lettuce," and Burger King had found its niche. The company stuck with the campaign for three years, upgrading it with the addition of stars such as Vincent Price, decked out as the devil, and humorous Harlem Globetrotter Meadowlark Lemon, who stacked up burgers for a very big meal.

But in August, 1976, as fewer customers waited in long lines to get it their way, Burger King dropped BBDO, and picked J. Walter Thompson Co. to handle the account. Thompson came with fast-food expertise from Shakey's Pizza and the Red Barn systems.

JWT's first campaign for Burger King broke the following November and tapped the Bicentennial bonanza with, "America loves burgers and we're America's Burger King." That campaign ran, with some expansions, until the current "best darn burger" drive broke in February, 1978

- As in the early days, messages directed to children have played a special part in the Burger King strategy. In 1975, BBDO retired the early little King character and courted youngsters with live action ads that tapped the adult's "Have it your way" approach. In one spot, kids donned fake noses and glasses to stress their individuality and the special service they get at BK.

With Don Smith on board, the company began to shoot for the children's market with greater intensity when in the summer of 1977, it formally introduced the live Magic Burger King to the public. The subtheme of that first campaign was "Now you're old enough to enjoy Burger King." About the same time, the company made some subtle changes in its adult advertising to feature more children in its spots, munching along with their parents. #—*C.M.*

C 2710-1

Advertising Age

50 YEARS 1930-1980

$1 a Copy; $30 a Year · The International Newspaper of Marketing • In Two Sections. Section 1. · January 14, 1980

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Russian actions imperil marketing plans

Cloud over Olympics tv

By COLBY COATES

NEW YORK—Fred Silverman may be the president of NBC, but it's the President of the United States who will decide if the network broadcasts 152 hours of coverage of the 1980 Summer Olympics from Moscow.

Should the President ask the U.S. Olympic Committee to keep the athletes home and they agree, then good citizen NBC would pull out as well. Two separate insurance policies would take care of NBC's $100,000,000 investment, but the harm to its long-range prime time programing strategy would be severe.

"We won't be there if the U.S. doesn't participate," an NBC exec said. Meanwhile, "all our planning is going ahead with the full expectation that the games are on." If as has been suggested, the games are postponed a year and moved to another site, NBC could be in trouble since its contract is with the Soviets. However, in view of the unusual circumstances, it's not inconceivable that the International Olympic Committee might step in and award the network the tv rights.

Speaking on PBS' "MacNeil-Lehrer Report," Robert Kane, the head of the USOC, spoke against the concept of a U.S.-initiated boycott, but admitted, "We would ad-

(Continued on Page 71)

From Russia, but maybe not with love.

Vodka faces backlash

By JOSH LEVINE

NEW YORK—In the vodka classification of grain neutral spirits, some brands are decidedly less neutral than others.

The recent intervention in Afghanistan by Soviet forces and the ensuing uproar here almost certainly will loosen the grip of Russia's wildly successful vodka export, Stolichnaya, on the deluxe vodka market, liquor analysts say.

Moreover, they add, guilt by association could taint even those domestic brands that have cloaked themselves in a Russian bearskin mantle to give their products a romantic allure. Among the drinking public that has made vodka the single largest liquor category (Americans bought 95,600,000 gals. of vodka in 1978), there is little cognizance of a brand's origin—especially in cases where U.S. marketers have done their best to obscure their own roots.

- Only Stolichnaya and several virtually unknown brands can claim to come from Russia, however, and the distributor, Monsieur Henri Wines, Purchase, N.Y., has no plans to mumble about it now. "There are no revisions in either our ad schedule or the copy," said a Stolichnaya spokesman. "The ads that appear in February still say, "The only vodka imported from

(Continued on Page 71)

Hands across de Garmo

John de Garmo (left), an outspoken opponent of "merger for merger's sake," said the pairing of his shop with D'Arcy-MacManus & Masius, coming after several "serious" offers, is "a marriage of two strong partners and, therefore, worthwhile." He and his new boss, D'Arcy chairman James B. Orthwein, told why they teamed up by pointing to this picture. "It says it all," Mr. de Garmo added. (See story on Page 4.)

ARF magazine research study unable to pick best method

By BERNICE KANNER

NEW YORK—The ad community, which has long awaited the Advertising Research Foundation comparability report, will have to wait some more to learn if the two traditional interview methods used in syndicated magazine research can be comparable.

Initial findings of the $425,000 study—to be announced here Jan. 23—indicate that the two methods don't compare. But the research fails to answer which method is better.

Simmons Market Research Bureau uses the traditional through-the-book method for weeklies and larger circulation monthlies and the recent reading mode for smaller books. Mediamark Research, formerly Magazine Research, relies exclusively on the recent reading or recall method of interviewing.

- Top line results of the study reportedly confirm that the recent reading mode produced dramatically higher audience estimates than the through-the-book approach. (The ad community suspected as much after MRI released total audience numbers larger than expected in October). But with the exception of the triweeklies and, to a lesser extent, the small circulation monthlies, these recent reading scores are not consistently greater than those obtained by through-the-book interviews.

The findings also revealed that on an average, using a mixed method (recent reading and through-the-book in one interview) did not greatly distort the through-the-book results. But scattered impact means that this probably will be investigated further.

The preliminary data, based on interviews with 4,600 people in 24 weeks, also suggests that qualifying the data, as SMRB did in its fall, 1979, report, failed to reconcile the differences between the two methodologies. It does not say, however, that the differences are irreconcilable.

For that, the research community will have to wait until March when a bottom line report evaluating this study is issued, said one member of the Magazine Research Development Council, the group of agency, advertiser and publishing executives empowered to pilot the study. There has been an unofficial ban in discussing the findings until the conference later this month.

SMRB attempted to reconcile the differences in the methodologies when it detected a 90% "overstatement' in the data for small magazines using the straight recent reading method and "qualified" those numbers to align them with results achieved using the through-the-book method. Media researchers bristled at the way the data was qualified, claiming it had been done arbitrarily and without their consent. Bending to pressure, SMRB later made the unadjusted

(Continued on Page 72)

Braniff betting on better barter

By JOSH LEVINE

NEW YORK—Braniff International will bolster its media buying with media flying as its $20,000,000 1980 campaign gets off the ground Jan. 15.

Dallas-based Braniff and several other airlines are starting to avail themselves of unofficial government sanction of barter payment for airline ads. Though the Civil Aeronautics Board has yet to issue a ruling on the subject, the agency, upon request, is allowing airlines to exchange flight tickets for advertising time and space.

A CAB spokesman said the relaxation of an "ironclad rule" that all tickets be paid for in cash comes at a time when impending recession and soaring jet fuel bills threaten the profitability of many carriers.

- Though the cash saved through barter gives slim comfort when fuel bills often account for over a third of an airline's operating costs, Braniff, for one, could use the relief.

In the face of 1979 third-quarter losses of $9,800,000 after taxes (operating losses were much higher), Braniff's new ad theme brings home its past distress as much as its future goals: "We better be better. We're Braniff."

Barter may allow Braniff to extend the reach of its $20,000,000 worldwide budget for 1980, up from $14,000,000 in 1979. If the media prove receptive to the airline's barter offers, Braniff could decide to reinvest the cash savings in advertising to bolster an expected sag in airline load factors.

"Braniff is attempting to barter for all media, as are other airlines," a Braniff spokesman said. "Obviously, there's only so much call for the tickets the airlines are offering," he continued, "so the guy that gets to the media first is in the best position."

- Continental and Pan Am are known to be engaged in bartering already.

Whoever gets to the media first, barter may not overturn airline ad practices, according to airline executives. "Everybody's running around like there's a sudden bonanza out there," said an advertising director at another large airline. "There isn't," he added. "You have to realize that what you're giving away is distressed merchandise, and, consequently, you're going to get distress merchandise in return. An airline needs upscale demographics, and barter isn't the way to get them."

The current Braniff (paid) sched-

(Continued on Page 74)

last minute news

WRG may lose $12 million Jack in the Box

SAN DIEGO—Ralston Purina Co.'s Jack in the Box restaurant chain is reevaluating its 2½-year relationship with Wells, Rich, Greene/West, on its $12,000,000 account. Sources say the chain was ready to leave the Los Angeles shop, but late last week WRG was given 30 days to present new approaches in an effort to save it. The fast-food chain apparently was not satisfied with earlier campaigns in the works at WRG for early '80 launch (AA, Oct. 1).

Philip Morris denies Marlboro II in works

NEW YORK—Philip Morris U.S.A. has denied a report that it has begun production of an ultra-low tar cigaret called Marlboro II at its Richmond plant. "We have no plans to produce or market a brand called Marlboro II," a PM spokesman said. An industry source conjectured that a brand called Marlboro II would have "enormous impact" in the ultra-low segment, whose brands include American Tobacco's Carlton, RJR's Now and Lorillard's Kent III and Triumph.

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Schlitz Max Factor

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WASHINGTON DC 20014

NEWSPAPER

BAKER
REPUBLICAN
PRESIDENT
NOW!
JOHN CONNALLY
FOR PRESIDENT
Kennedy

Iowa's airwaves will be taken over this week by Presidential hopefuls including: Howard Baker Jr., John Connally, George Bush, Jimmy Carter and Edward Kennedy.

Iowa airwaves fill with Presidential drives

**By JACQUES NEHER
and RICHARD GORDON**

DES MOINES—Multiple choice quiz. Thirty seconds:

The next President of the United States should be: (A) Solid and trustworthy? (B) a fairly decent photographer who will bring back that old-time pride? (C) a man who grew up with soil between his toes? (D) a man who will call it as he sees it? (E) a man who needs no training? (F) an advocate of prayer in school? (G) none of the above?

Iowans watching tv in the next week will undoubtedly have a chance to pass judgment on the above choices as at least six of the 10 major Presidential aspirants promise to fill the local airwaves with these tidbits in their respective bids to win delegate support—or at least "momentum"—in the nonbinding precinct caucuses Jan. 21.

Since Jimmy Carter first employed the caucuses four years ago to win his first battle and set the stage for his long-term candidacy, the event has blossomed into Iowa's biggest growth industry. In 1976, Mr. Carter and his five rivals spent a total of $35,000 in radio and tv; by the time the last spot is aired next Sunday, the 14 Iowa tv stations, alone, will have absorbed at least $350,000 from the various campaign chests. Radio stations and newspapers will probably take in an additional $200,000.

While some candidates have downplayed the importance of the Iowa caucuses and one has chosen to stay out all together—Republican John Anderson—others believe the caucuses, if nothing more, will "set the tone" for the media campaigns to follow in the primaries. Some say the caucuses will present a chance for the candidates' image makers to test the effectiveness of their initial positioning and media strategies.

A compilation of orders for airtime at 11 of the state's tv stations last Wednesday showed John Connally as the biggest spender by far, with $115,445 already spent or on order for the next week. Howard Baker Jr. came in second, with $70,056; President Carter, $37,975; George Bush, $25,735; Edward Kennedy, $10,530, and Ronald Reagan, $5,550. The Philip Crane camp, which received a late transfusion of cash following the Des Moines Republican debate Jan. 5, was scurrying to buy tv time late in the week and totals weren't available. Jerry Brown and Bob Dole also were making last-minute inquiries for availabilities.

▪ Only a few months ago, most political observers thought it unlikely that candidates looking for votes in the 2,531 precinct caucuses would want to invest much in media, but instead would turn their efforts to developing organizational bases that would bring them their votes. With so small a percentage of voters likely to participate in the event, major media coverage was considered wasteful.

But with a few of the candidates beginning to buy tv time as early as November, the battle for the airwaves quickly accelerated, either because the candidates found they were too far behind at the organizational level, or else they just didn't want to be viewed as underfunded.

For example, George Bush's heavy broadcast buy in the final week "to some extent . . . is defensive," according to deputy political director Dave Sparks, who added that the candidate wanted "to be on the air when everyone else is on the air."

So now, if as many as 50,000 people brave the elements to congregate in their local churches or basements for the hours-long affair—which would be about double the turnout in 1976—the candidates, together, will be spending more than $10 per vote just in the media.

▪ On the Democratic side, the President is overwhelming his main competitor in Iowa, Sen. Kennedy, with a multifaceted tv campaign that seems to be testing several themes. One series, in a backhanded way, is apparently designed to question Mr. Kennedy's honesty. One spot, which excerpts a Carter speech on the economy, ends with the voiceover: "President Carter—he tells you the truth." Another ends with voiceover saying: "You may not always agree with everything he does, but President Carter is telling the simple truth."

Another series of 30s, 60s, and five-minute commercials shows the President behind the scenes at the White House, discussing policy with Cabinet members, special interest groups, and the Vice-President.

In one spot, geared to show the President as decisive, a foreign policy discussion ends with the President saying to his advisors: "I'll make a decision on it today."

A new set of spots, breaking this week, consist of man-on-the street interviews with Iowans who supported Mr. Carter in 1976 and say they still do. This series, according to the President's adman, Gerald Rafshoon, is intended to show "continuity of support for the President in Iowa."

▪ Sen. Kennedy's advertising thrust appears much weaker in comparison, but the Kennedy camp is said to be relying more on organizational efforts than media. The candidate started his tv sched-

(Continued on Page 74)

GOP plans $5 million push

NEW YORK—The Republican Marketing Group, an organization jointly-sponsored by the Republican National Committee and the National Republican Congressional Committee, will begin airing spots in February that urge the nation's voters to "Vote Republican—for a change."

The $5,000,000 ad campaign is scheduled to run on network and spot tv through mid-June. Humphrey Browning MacDougall, Boston, is doing creative. Malcolm MacDougall, vp-creative director, was among the major strategists on the unsuccessful Gerald Ford Presidential campaign in 1976.

This new Republican effort is described by a Republican National Committee spokesman as an attempt to "get more Republicans elected" to Congress.

Ads will focus on issues such as the economy, energy and declining American prestige. They will argue that these problems are either the result of or have been inadequately handled by the Democrats, who have controlled both houses of Congress for the past 25 years.

The Republicans had been trying to keep details of the campaign under wraps, hoping to announce it with hoopla and confetti at an end-of-the-month press conference, but information has been leaking for the past week from talkative agency and Republican sources in Boston and Washington.

▪ A major reason for wanting to keep the lid on was that the Republicans have not yet raised all of the $5,000,000 needed to mount the campaign. According to James Killough, former Compton Advertising exec now heading the Republican Marketing Group, "We are in the process of trying to raise the money. We are close, but not close enough, which is not to say that we won't do it."

▪ Mr. Killough's organization is Washington-based, as is the Republican National Committee and the National Republican Congressional Committee. Holding up the third end of the Boston-Washington-New York triangle in this Republican effort is SFM Media Services here, which will handle buying time.

According to reports from agency and Republican National Committee sources, the campaign includes six spots and three flights

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highlights

Monday, January 14, 1980

D'Arcy-MacManaus & Masius shores up its New York operation by buying de Garmo Inc. *See Page 4.*

Home video continues to command strong interest in the consumer electronics industry despite lower-than-expected sales. *See Page 6.*

The Defense Department is looking for just one shop for its joint service advertising campaign. *See Page 10.*

Scripto and Paper-Mate kick off the decade with major advertising efforts. *See Page 12.*

Adless radio programing in San Diego still irks some media buyers, and Arbitron is increasing the length of sweep periods to check such attempts to "hype" ratings. *See Page 16.*

Chuck Standen, just retired from the post of chairman at Tatham-Laird & Kudner, reflects on his agency and the current advertising climate. *See Page 20.*

Major tv sponsors are paying for "noncommercial" radio publicity campaigns to publicize their special presentations. *See Page 35.*

Newsday, ensconced in new offices in Melville, N.Y., is pushing beyond its Long Island borders to challenge New York City's three major dailies in Queens. *See Page 38.*

Nine California tv stations are dragged before the FCC by environmentalists pushing counter ads. *See Page 40.*

Name changes affected 230 corporations and 60 agencies in 1979. *See Page 43.*

Richard C. Anderson explores the area of judgment decisions in a computer dominated media world and how that area affects advertisers. *See Page 47.*

Hooper White spots a role reversal in automobile advertising with big cars talking simple and straight and little cars sounding big and important. *See Page 47.*

Robert E. Roth advises that in the preliminary stages of an audit, being ready with answers may be the best way to avoid unnecessary and aggravating inquiries into agency financial practices. *See Page 50.*

William A. Robinson takes a critical look at six sales promotions in 1979 in his third "Match Wits" game. *See Page 52.*

Japan's Daiei Inc. will set up a chain of small department stores featuring French products with the help of Au Printemps. *See Page 65.*

Senate FTC allies hope chairman Pertschuk's exit from the children's tv rule will blunt the drive to kill the project. *See Page 71.*

Super Bowl XIV will serve as a battlefield not only for the Steelers and Rams but also for a batch of advertisers. *See Page 72.*

Jeffrey Martin Inc. brings back Topol as a "smoker's toothpaste." *See Page 73.*

Mattel's Intellivision electronic game/personal computer is about to be switched on. *See Page 75.*

A "talking" microwave oven wasn't the only "world's first" at a consumer electronics trade show. *See Page 75.*

Section 2

The economy may be ailing, but the job situation in the advertising business continues to look encouraging. Section 2/Job Hunting and Recruitment surveys the prospects and other matters—beginning opposite Page 42.

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FTC trims role as media watchdog

WASHINGTON—At a full-day session mostly closed to the public, members of the Federal Trade Commission made it clear to staffers last week that they have no interest in trying to stretch their antitrust power to reshape the structure and practices of media.

One clue to the kind of information examined at the meeting came at a late afternoon session, where invited representatives of Warner Communications' Qube system briefed the commissioners on their two-way cable tv network in Columbus, O., including its potential as an advertising medium of the future.

Little has been heard about FTC's media plans since a two-day seminar in December, 1978, when panels of experts from the industry and the legal community sketched their views of emerging ownership and business practices.

During the closed meeting last week, staffers provided the commission with a range of ideas for further investigations and interventions at FTC and other regulatory agencies. The commission in-

(Continued on Page 71)

Advertising Age / Section 2

JOB HUNTING and recruitment

JANUARY 14, 1980

'No recession in ad business'

Job demand stays strong

BY B. G. YOVOVICH

CHICAGO—Despite an uncertain economic climate that is causing employers to hesitate in taking on new employes and is inhibiting individuals from switching jobs, recruiters specializing in advertising/-marketing positions found that the demand for personnel remained strong through 1979.

"There is no recession in the advertising business," says Edwin Stern, who heads his own New York-based recruitment agency, "though, with the uncertainty of the economy, people are more chary about moving."

A number of factors helped fuel the demand for advertising/-marketing personnel. With the 1973-74 recession following quickly on the heels of the severe advertising personnel cutbacks in 1970-71, the number of recruits coming into the field was severely limited during much of the early 1970s.

The popularity of advertising during that time was also severely damaged by Federal Trade Commission investigations in the late 1960s and early 1970s and by the general antibusiness attitude prevalent during the Vietnam war years.

▪ Though some training programs have been established recently, the number of individuals with the kind of experience needed at the middle-management level remains low.

"A couple of years ago it was impossible," recalls Marcia Fleschner, a recruiter with Smith's Fifth Avenue in New York, who says that the shortage eased somewhat this year.

"There's not the gaping vacuum any more," agrees Tony Reynes of the Judd-Falk recruitment agency's Chicago office.

The federal wage-price guidelines have also helped to stir up movement within the industry. With many companies holding to the wage hike ceilings, says Steve Werner, who heads his own New York agency, "Many people have found it necessary to switch jobs in order to get raises that enable them to keep up with inflation."

Faced with the prospect of losing some of their better employes, "this year for the first time we're

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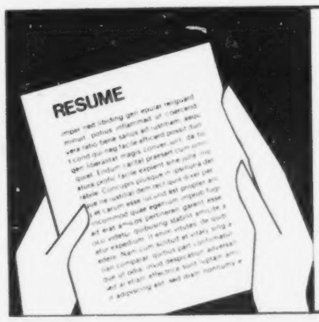

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Agencies step up recruitment of entry-level college grads

BY EDWARD J. ROGERS

NEW YORK—How extensive is advertising agency involvement in recruitment of college grads for entry-level training positions? Where is the industry doing its recruiting? Is a graduate degree necessary to gain a berth with one of the top agencies?

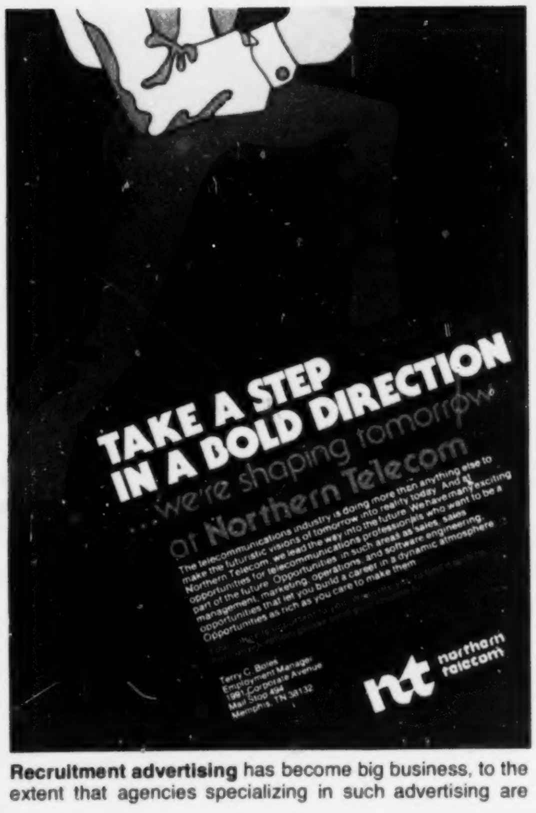
A survey among 22 of the 25 largest agencies shows that the agencies are indeed busily recruiting, at a large number of both undergraduate and graduate schools. And prospects for 1979 grads were up over the numbers actually hired in 1978.

The agencies surveyed employ approximately 38% of the estimated national agency population of some 65,000. They were asked several questions including:

- The number of on-staff employes in 1978, and the number anticipated for 1979.
- The numbers of undergraduate and graduate students, without prior fulltime work experience, hired in 1978 for formal or informal training programs or into entry-level positions clearly identified as spots from which they could develop professionally, and the num-

(Continued on Page S-2)

Edward J. Rogers is vp-director of personnel at NW Ayer ABH International, New York.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The telecommunications industry is doing more than anything else to make the futuristic visions of tomorrow into reality today. And at Northern Telecom, we lead the way into the future. We have many exciting opportunities for telecommunications professionals who want to be a part of the future. Opportunities in such areas as sales, sales management, marketing, operations, and software engineering. Opportunities that let you build a career in a dynamic atmosphere. Opportunities as rich as you care to make them.

Terry C. Boles
Employment Manager
1991 Corporate Avenue
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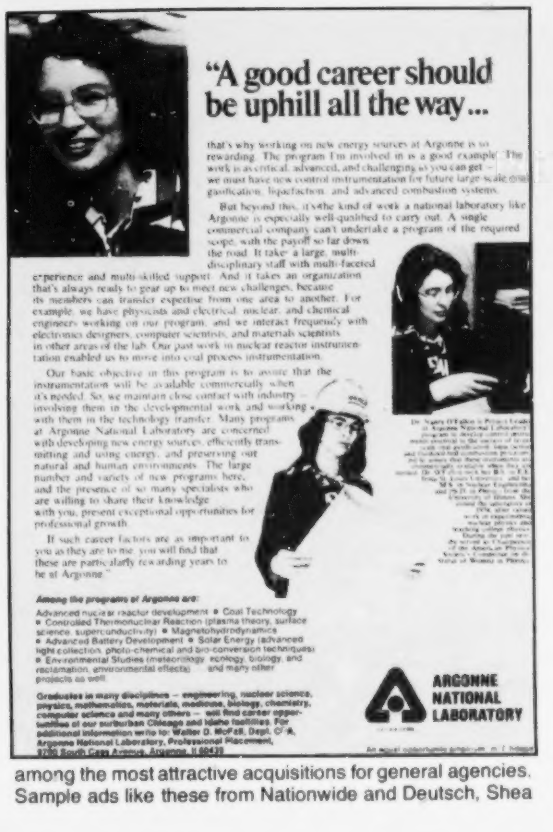
Memphis, TN 38132


ARGONNE NATIONAL LABORATORY

"A good career should be uphill all the way...

that's why working on new energy sources at Argonne is so rewarding. The program I'm involved in is a good example. The work is as critical, advanced, and challenging as you can get — we must have new control instrumentation for future large-scale coal gasification, liquefaction, and advanced combustion systems.

But beyond this, it's the kind of work a national laboratory like Argonne is especially well-qualified to carry out. A single commercial company can't undertake a program of the required scope, with the payoff so far down the road. It takes a large, multi-disciplinary staff with multi-faceted experience and multi-skilled support. And it takes an organization that's always ready to gear up to meet new challenges, because its members can transfer expertise from one area to another. For example, we have physicists and electrical, nuclear, and chemical engineers working on our program, and we interact frequently with electronics designers, computer scientists, and materials scientists in other areas of the lab. Our past work in nuclear reactor instrumentation enabled us to move into coal process instrumentation.

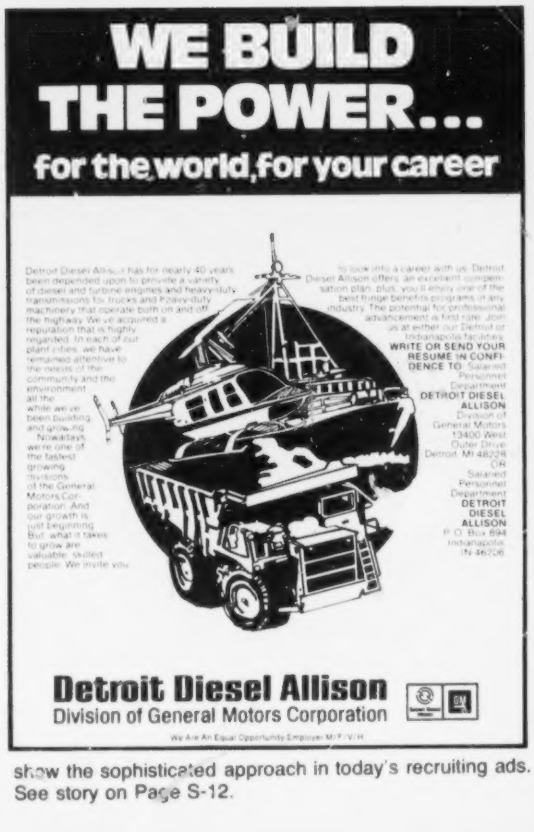
Our basic objective in this program is to assure that the instrumentation will be available commercially when it's needed. So, we maintain close contact with industry — involving them in the developmental work and working with them in the technology transfer. Many programs at Argonne National Laboratory are concerned with developing new energy sources, efficiently transmitting and using energy, and preserving our natural and human environments. The large number and variety of new programs here, and the presence of so many specialists who are willing to share their knowledge with you, present exceptional opportunities for professional growth.

If such career factors are as important to you as they are to me, you will find that these are particularly rewarding years to be at Argonne."

Among the programs of Argonne are:

Advanced nuclear reactor development • Coal Technology • Controlled Thermonuclear Reaction (plasma theory, surface science, superconductivity) • Magnetohydrodynamics • Advanced Battery Development • Solar Energy (advanced light collection, photo-chemical and bio-conversion techniques) • Environmental Studies (meteorology, ecology, biology, and reclamation, environmental effects) ... and many other projects as well.

Graduates in many disciplines — engineering, nuclear science, physics, mathematics, materials, medicine, biology, chemistry, computer science and many others — will find career opportunities at our suburban Chicago and Idaho facilities. For additional information write to: Walter D. McFall, Dept. C/A, Argonne National Laboratory, Professional Placement, 9700 South Cass Avenue, Argonne, Il 60439


WE BUILD THE POWER...
for the world, for your career

Detroit Diesel Allison has for nearly 40 years been depended upon to provide a variety of diesel and turbine engines and heavy-duty transmissions for trucks and heavy-duty machinery that operate both on and off the highway. We've acquired a reputation that is highly regarded. In each of our plant cities, we have remained attentive to the needs of the community and the environment all the while we've been building and growing.

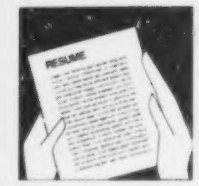
Nowadays, we're one of the fastest growing divisions of the General Motors Corporation. And our growth is just beginning. But, what it takes to grow are valuable, skilled people. We invite you to look into a career with us. Detroit Diesel Allison offers an excellent compensation plan, plus, you'll enjoy one of the best fringe benefits programs in any industry. The potential for professional advancement is first rate. Join us at either our Detroit or Indianapolis facilities.

WRITE OR SEND YOUR RESUME IN CONFIDENCE TO: Salaried Personnel Department
DETROIT DIESEL ALLISON
Division of General Motors
13400 West Outer Drive
Detroit, MI 48228
OR
Salaried Personnel Department
DETROIT DIESEL ALLISON
P. O. Box 894
Indianapolis, IN 46206

Detroit Diesel Allison
Division of General Motors Corporation

We Are An Equal Opportunity Employer M/F/V/H

Recruitment advertising has become big business, to the extent that agencies specializing in such advertising are among the most attractive acquisitions for general agencies. Sample ads like these from Nationwide and Deutsch, Shea show the sophisticated approach in today's recruiting ads. See story on Page S-12.



Where do they come from?

Agencies step up college recruiting

Advertising Agency Undergraduate On-Campus Recruiting 1978-79

	1978		1979	
School	Agencies Visited	Rank by Number of Visits	Agencies Visited	Rank by Number of Visits
MSU	3	1	3	1
Columbia	2	2	0	Unranked
NYU	2	2	0	Unranked
Syracuse	2	2	1	Unranked
U. of Michigan	2	2	2	2
Howard	1	Unranked	3	1
Princeton	1	Unranked	3	1
U. of Illinois	1	Unranked	3	1
Amherst	1	Unranked	2•	2
Dartmouth	1	Unranked	2	2
U. of Missouri	1	Unranked	2	2

Advertising Agency Graduate On-Campus Recruiting 1978-79

	1978		1979	
School	Agencies Visited	Rank by Number of Visits	Agencies Visited	Rank by Number of Visits
Columbia	16	1	14	1
Wharton	15	2	12	2
Harvard	11	3	7	7
Medill	11	3	11	3
Northwestern (Exc. Medill)	11	3	8	4
NYU	8	6	8	4
Stanford	7	7	5	13
U. of Chicago	7	7	7	7
U. of Illinois	7	7	6	12
A.G.S.I.M.	6	10	7	7
Dartmouth	6	10	8	4
U. of Michigan	6	10	7	7
U. of Virginia	6	10	7	7
UCLA	5	14	5	13
MSU	4	15	5	13
Atlanta U.	2	16	4	16
U. of Missouri	2	16	1	Unranked
Notre Dame	1	Unranked	2	17
USC	1	Unranked	2	17
U. of N. Carolina	1	Unranked	2	17

Sources of Advertising Agency Entry-Level College Grads Three or More Hires in 1978

Undergraduate			Graduate		
School	Number Hired	Rank	School	Number Hired	Rank
MSU	16	1	Columbia	27	1
Baruch	12	2	Medill	17	2
Syracuse	11	3	Wharton	13	3
Wayne State	8	4	A.G.S.I.M.	11	4
Boston U.	7	5	NYU	11	4
Northwestern	7	5	U. of Chicago	11	4
U. of Michigan	7	5	MSU	8	7
Dartmouth	5	8	U. of Michigan	7	8
Amherst	4	9	Northwestern (Exc. Medill)	7	8
SUNY-Albany	4	9	U. of Illinois	6	10
Trinity	4	9	U. of Virginia	6	10
U. of Illinois	4	9	Harvard	5	12
U. of Wisconsin	4	9	Pace	5	12
Babson	3	14	Fordham	4	14
Boston College	3	14	Yale	3	15
Columbia	3	14	UCLA	3	15
Fairfield	3	14	Tulane	3	15
Hofstra	3	14			
Miami of Ohio	3	14			
Queens	3	14			
Tufts	3	14			
UCLA	3	14			
U. of Chicago	3	14			
USC	3	14			
Villanova	3	14			

(Continued from Page S-1)

ber anticipated for 1979.

- The names of the schools from which the 1978 grads came.
- Which schools agencies visit for on-campus recruiting.

Encouraging Facts And Figures

Clear from the responses is an increase in the hiring of recent college grads. While the agencies surveyed experienced a collective 2.5% increase in the total number of domestic U.S. employes, they project a 7.2% increase in the number of graduating students hired.

In 1978, the agencies reported hiring 265 students with bachelors degrees and 194 with graduate degrees. For 1979, they anticipated hiring 283 with bachelors degrees (up 6.8%) and 209 with graduate degrees (up 7.7%).

Of the 20 agencies reporting on 1978 *vs.* 1979 trends in undergraduate hiring, 12 anticipate an increase in the number of bachelors, 6 expect a decrease and 2 expect to hire the same number.

Of the 21 reporting on 1978 *vs.* 1979 trends in hiring of graduate students, 12 anticipate an increase, 3 expect a decrease and 6 expect to hire the same number.

How Do Schools Rate?

School popularity among recruiters is indicated in the ranking of schools by number of visits for those schools at which two or more agencies recruited.

In 1978, the agencies visited 25 schools for undergraduate candidates. In addition to five ranked schools, those visited were Amherst, Boston University, Brigham Young, Carleton, Dartmouth, Drake, Hampton Institute, Howard, Marquette, Morgan State, Northwestern, Notre Dame, Ohio University, Princeton, Texas Tech, University of Florida, University of Illinois, University of Missouri, University of the South and Wabash.

The agencies visited 32 schools for undergraduate candidates in 1979. In addition to eight ranked schools, those visited were Atlanta University, Baruch, Boston College, Brigham Young, Brown, Carleton, Colgate, Denison, Drake, Duke, Emory, Lawrence, Morgan State, Northwestern, Northwood Institute, Notre Dame, Oberlin, Ohio University, Swarthmore, Syracuse, University of Tennessee, University of Wisconsin, Vanderbilt and Williams.

In 1978, the agencies visited 29 schools for graduate candidates. In addition to 17 ranked schools, those visited were Babcock, Berkeley, Duke, Fairleigh Dickinson, Indiana University, Notre Dame, Ohio University, University of Iowa, University of North Carolina, USC, Xavier University and Yale University.

The agencies visited 31 schools for graduate candidates in 1979. In addition to 19 ranked schools, those visited were Babcock, Berkeley, Brigham Young, Duke, Fairleigh Dickinson, Indiana University, Ohio State, Ohio University, Syracuse, University of Missouri, University of Tennessee and Vanderbilt.

Although the number of recruiting schedules each agency had at the various schools is unknown, the increase in the number of campus visits is supported by the increased number of students expected to be hired in 1979.

Where Do They Come From?

The 265 students graduating with undergraduate degrees in 1978, who subsequently joined one of the surveyed agencies, came from 121 different schools. Leading the list is Michigan State, followed by Baruch, Syracuse, Wayne State, Boston University, Northwestern, University of Michigan and Dartmouth. As a group, these eight schools accounted for 28% of undergraduate hires reported. Interestingly, only MSU, Syracuse and the University of Michigan were visited by two or more agencies in 1978.

The 194 graduate students hired in 1978 came from 53 different schools. At the head of the list is Columbia, followed by Medill, Wharton, A.G.S.I.M., NYU, University of Chicago, MSU, University of Michigan and Northwestern excluding Medill. Collectively, these nine schools accounted for 58% of graduate hires reported. All these schools had on-campus visits from agencies.

A similar study, done five years ago, provides the opportunity to observe rank changes in recruiting popularity among schools offering graduate degrees. This table also shows changes in the rank of schools as sources for entry-level employes hired. (Similar data is unavailable for undergraduates at this time.)

Implications

Data can assist recruiters in making decisions regarding how productive an intended visit is likely to be. Of course, if all agency recruiters restrict their visits to a small universe of schools, "productivity" (*i.e.*, the number of students hired in relation to the number interviewed) is sure to drop. There is much to be gained from developing new sources and broadening the recruiting base.

Word of thanks

A word of appreciation to the agencies that participated in this survey: Ayer, Bates, BBDO, B&B, Leo Burnett, Campbell-Ewald, Compton, Cunningham & Walsh, DFS, D'Arcy, DDB, FC&B, Grey, K&E, Marsteller, McCann-Erickson, NH&S, Ogilvy, Ross Roy, SSC&B, JWT and Y&R.

Because respondents were not asked how many students they saw at each school visited, a reliable "productivity index" could not be developed. However, rank by 1979 visits generally meshes well with rank by 1978 hires, indicating that agencies are carefully tracking their success, or lack of it, at different schools.

Happily, the agency entry-level recruitment scene is much improved over the past five years. The increased number of trainees hired and the anticipated increase between 1978 actual and 1979 expected, hopefully mean that the industry will continue recognizing the need for providing opportunities in the years ahead. The problems now being faced, due to a dearth of talent with three to five years experience, can be avoided in the future only by bringing in sufficient numbers of entry-level personnel. #

Adman challenges agency recruiting, training practices

BY GENE NOVAK

NEW YORK—The methods we use today to find beginners with creative talents range from chaotic to nonexistent. The same can be said for agencies' methods of training those few who wander in and get past the first hurdle.

Yet new blood is sorely needed in the agency business. Witness the costly game of musical chairs we play as we lure trained people from one another; as the same people change chairs, we get pretty much the same music, but at wildly escalating salaries. There is too little pressure from below, from a new and eager generation of challengers.

If we rely only on media and research as the traditional entry-level paths, (whatever happened to the mailroom?) we simply won't get the free spirits, the poets, the offbeats, the wild and wacky ones — the ones we need to get new juices flowing as our older juices congeal.

▪ One third of agency recruitment sources consists of unsolicited letters and resumes. Here is a youngster sitting down to write one of the most important letters of his life, trying to break into a field where grabbing attention and selling one's merits are absolutely necessary. So how come aspiring admakers write such godawful dull letters? I've read hundreds but only a few grabbed me by the tie and hoisted me out of my chair:

"*Dear Mr. Novak: I think I have the makings of a really hot copywriter – in fact, you can see that this letter got singed . . .*"

She had burned the edges of the letter and envelope, but not enough to make it undeliverable or unreadable. She got her interview.

I remember a letter from a youngster who stapled a $10 bill to it, betting that he'd get an interview. I put the letter in a desk drawer and waited. Next week another $10 arrived with the message that it was now double or nothing. My guilt was such that I called him in and gave him back his $20. Also I hired him.

"*Dear Mr. Novak,*" writes a 26-year-old woman, "*I've been everything from a truck driver in Pittsburgh to a Peace Corps technician in Equador, but I really want to write ads. I've had two years of college and read a lot. I'm working now in a boutique and free lance for an East Side weekly. I think I know what makes people buy and I*

(Continued on Page S-4)

Gene Novak is president and creative director, Rumrill-Hoyt, New York.

Ad pages in farm publications for 12 months, 1979-1978

Fourth-quarter and year-to-date figures for U.S. and Canadian publications reporting to Advertising Age

Key: (mon)-monthly; (sm)-semi-monthly; (bm)-bi-monthly; (bw)-bi-weekly; (w)-weekly; (d)-daily; (q)-quarterly.

General farm publications

	Pages			
	Oct.-Dec. 1979	Oct.-Dec. 1978	Jan.-Dec. 1979	Jan.-Dec. 1978
American Agriculturist &				
The Rural New Yorker	99.1	102.8	468.8	453.0
Measured in lines	75,354	78,124	356,476	344,354
A Big Farmer	14.3	34.9	141.4	134.1
Measured in lines	6,137	14,965	60,675	57,550
†§California Farmer (sm)	161.2	135.4	713.6	673.1
Measured in lines	122,551	102,879	542,395	511,551
Dakota Farmer: (sm)				
#North Dakota Edition	149.1	170.3	827.4	747.3
Measured in lines	113,330	129,449	628,836	566,958
#South Dakota Edition	154.2	176.7	843.3	761.8
Measured in lines	117,189	134,312	640,918	578,955
Weighted Totals	151.7	173.5	835.4	753.6
Measured in lines	115,261	131,887	634,935	572,795
§Farm Futures	45.1	69.4	299.4	292.1
Measured in lines	19,348	29,794	125,310	128,434
Farm Industry News	98.4	83.4	430.9	394.7
Measured in lines	71,809	60,026	332,133	296,611
Farm Journal	199.9	173.4	766.2	717.8
Measured in lines	85,755	74,379	328,693	307,952
Farmer-Stockman Unit: (mon)				
Kansas-Farmer-Stockman	53.2	44.1	168.1	168.1
Measured in lines	40,500	33,564	127,760	127,777
Oklahoma Farmer-Stockman	46.7	43.5	187.9	196.8
Measured in lines	35,497	33,129	142,829	149,634
Texas Farmer-Stockman	59.8	54.8	201.9	228.1
Measured in lines	45,512	41,692	153,475	173,384
*Harvest Publishing Unit: (sm)				
Kansas Farmer	165.8	142.0	850.3	728.8
Measured in lines	126,051	107,921	646,239	553,905
Michigan Farmer	176.0	177.1	810.3	780.2
Measured in lines	133,770	134,578	615,818	592,996
Missouri Ruralist	211.7	190.3	979.2	825.9
Measured in lines	160,920	144,618	744,206	627,664
Ohio Farmer	221.7	213.7	1,144.3	1,043.2
Measured in lines	168,498	162,387	869,677	792,834
Pennsylvania Farmer	128.1	129.4	701.3	682.4
Measured in lines	97,319	98,317	533,008	518,644
High Plains Journal: (w)				
Central Kansas	234.7	178.0	945.9	767.7
Measured in lines	262,927	199,311	1,059,425	859,691
Colorado-Nebraska	222.1	165.1	908.9	746.4
Measured in lines	248,773	184,849	1,017,916	835,947
Oklahoma-Texas	222.9	169.6	942.3	774.9
Measured in lines	249,669	189,945	1,055,408	867,923
Western Kansas	281.7	226.1	1,128.1	958.5
Measured in lines	315,497	253,329	1,263,419	1,073,541
§Irrigation Age	58.0	80.4	345.1	367.5
Measured in lines	24,882	34,491	148,058	157,657
Kentucky Farmer (mon)	76.5	68.6	384.8	347.2
Measured in lines	58,165	52,151	292,464	263,891
Lancaster Farming	1,122.7	1,030.3	4,980.4	4,457.2
Measured in lines	1,509,022	1,384,726	6,693,963	5,991,940
Midwest Farm Paper Unit: (sm)				
The Farmer	301.5	285.5	1,421.9	1,280.7
Measured in lines	229,150	217,041	1,080,683	973,393
Nebraska Farmer	316.6	311.1	1,560.7	1,379.1
Measured in lines	240,640	236,486	1,186,172	1,048,286
§Prairie Farmer:				
#Illinois Edition	334.0	335.5	1,801.5	1,740.4
#Indiana Edition	334.0	346.5	1,844.9	1,731.2
Average 2 Editions	334.0	340.1	1,819.8	1,759.3
Measured in lines	253,858	258,521	1,383,063	1,337,211
Wisconsin Agriculturist	214.8	206.2	1,120.3	996.7
Measured in lines	163,282	156,717	851,411	757,492
▲Pecan South	14.1	10.7	93.2	74.4
Measured in lines	5,922	4,494	39,144	31,248
§Progressive Farmer	180.1	205.0	733.3	857.5
Measured in lines	75,638	86,084	308,022	360,165
Specialized Agricultural Publications:				
▶Flue Cured Tobacco Farmer	30.0	29.8	174.0	175.5
Measured in lines	12,780	12,695	74,124	74,763
Peanut Farmer	—	—	115.0	166.8
Measured in lines	—	—	48,990	71,057
§Successful Farming (mon)	213.8	185.8	820.6	741.5
Measured in lines	91,738	79,693	352,022	318,095
Tennessee Farmer (mon)	42.2	42.1	186.3	174.1
Measured in lines	32,075	31,997	141,608	132,318
Western Unit Farm Magazines: (mon)				
Arizona Farmer-Ranchman	98.4	109.7	450.0	486.7
Measured in lines	74,791	83,394	341,978	369,900
Colorado Rancher & Farmer	118.2	122.9	562.5	540.5
Measured in lines	89,775	93,388	427,403	410,752
Northwest Unit Farm Magazines:				
Idaho Farmer-Stockman	143.0	147.7	738.5	726.5
Measured in Lines	108,713	112,244	561,231	552,170
Montana Farmer-Stockman	207.3	190.6	953.9	893.8
Measured in lines	157,540	144,837	724,972	679,270
Oregon Farmer-Stockman	132.4	120.4	637.5	599.9
Measured in lines	100,597	91,535	484,513	455,938
Utah Farmer-Stockman	116.6	115.0	534.6	518.7
Measured in lines	88,617	87,382	406,287	394,220
Washington Farmer-Stockman	138.7	126.1	672.4	643.3
Measured in lines	105,392	95,821	511,026	488,932
Wyoming Farmer-Stockman	264.0	259.9	988.1	963.4
Measured in lines	206,130	203,778	758,152	732,104
Total Group	6,917.0	6,494.4	31,917.1	29,451.7

Notes: §Sectional linage included but prorated to circulation of regional editions. †Published twice a month, except July, August and December, monthly. *Published twice a month except June, July and December, monthly.

▲Published six times a year. ◇Published 11 times a year. #Not included in totals. A. No December issue in 1979.

Dairy & livestock

	Pages			
	Oct.-Dec. 1979	Oct.-Dec. 1978	Jan.-Dec. 1979	Jan.-Dec. 1978
§Beef Magazine	163.5	119.6	501.0	353.0
The Cattleman (mon)	349.2	273.9	1,235.5	1,119.0
Dairy Herd Management	130.4	79.4	466.3	369.4
§Drovers Journal	328.0	254.8	1,260.3	1,084.1
Feedlot Management	98.6	65.4	322.6	246.4
Florida Cattleman (mon)	270.0	245.4	936.1	836.3
§Hoards Dairyman (sm)	198.2	180.1	935.5	846.1
Hog Farm Management	144.2	119.8	657.4	569.4

"Now we are running full almost every issue of the

It's always nice to know that you have contributed to a customer's growth. After all, when our advertisers grow we know we are doing our job well…and that job is providing our readers with the information they need to operate their farms profitably and efficiently…something each of our magazines has been doing for well over 100 years.

Twenty-five full-time editors in our five states work diligently to provide timely and valuable information to over 400,000 subscribers twenty-one times a year… *local* subscribers who want to read about their state…their type of enterprise…their problems…and their neighbors.

This combination of professional editing and reader loyalty makes the Harvest Farm Unit magazines ideal for advertisers who want to grow…grow like Jacques Seed Company has grown! And when our customers grow, we grow. That's why letters like this one from George Jacques makes us *glow!*

HARVEST FARM UNIT

The Ohio Farmer
Michigan Farmer
Pennsylvania Farmer
Missouri Ruralist
Kansas Farmer

HARVEST

THE HARVEST PUBLISHING COMPANY
9800 Detroit Avenue
Cleveland, Ohio 44102
Phone 216-651-5500

Ad pages in farm publications for 12 months, 1979-1978

Fourth-quarter and year-to-date figures for U.S. and Canadian publications reporting to Advertising Age

Key: (mon)-monthly; (sm)-semi-monthly; (bm)-bi-monthly; (bw)-bi-weekly; (w)-weekly; (d)-daily; (q)-quarterly.

	Pages			
	Oct.-Dec. 1979	Oct.-Dec. 1978	Jan.-Dec. 1979	Jan.-Dec. 1978
†Livestock Breeder Journal (mon)	315.7	320.2	1,427.4	1,421.7
National Hog Farmer	323.6	245.8	961.3	785.9
Pig American	49.5	14.2	223.4	86.8
Southern Beef Producer	49.0	52.8	274.9	267.5
**Southern Hog Producer	69.3	35.0	222.8	117.7
▲Sunbelt Dairyman (mon)	22.2	25.4	127.1	125.0
Dairy: (mon)				
Full Edition	31.1	27.7	149.4	120.5
Western Edition	48.8	48.4	163.6	152.7
◇Livestock: (mon)				
Central Edition	123.9	128.5	501.2	524.6
Western Edition	124.8	117.1	546.2	509.2
Southern Edition	86.6	93.5	354.8	331.9
Western Livestock Journal				
Weekly:				
Central Edition	130.9	87.7	411.5	332.9
Western Edition	160.9	121.5	502.1	410.6
Western Livestock Reporter/Montwyo News (W)	424.0	239.9	1,137.2	1,027.9
Total Group	3,642.4	2,896.1	13,317.6	11,638.6

Notes: §Sectional linage included but prorated to circulation of regional editions. ▲Published ten times a year; July/August November/December issues combined. **Published January, February, March, April/May, August/September, October, November/December. †Jan.-Dec. '79. includes 247.8 pp in Georgia, North Carolina, Virginia, Kentucky state editions. Jan-Dec. '78, includes 323.8 pp in Georgia, North Carolina, Virginia, Kentucky state editions.

Fruit & vegetable

	Oct.-Dec. 1979	Oct.-Dec. 1978	Jan.-Dec. 1979	Jan.-Dec. 1978
American Fruit Grower (mon)	71.5	71.7	438.2	435.2
American Vegetable Grower (mon)	135.8	120.1	912.0	508.3
*Citrograph	—	—	—	—
Citrus & Vegetable Magazine	104.8	73.3	360.2	307.3
The Citrus Industry	168.0	132.0	632.0	536.0
Florida Grower & Rancher	31.6	17.0	112.8	97.4
Total Group	511.7	414.1	2,455.2	1,884.2

*4th quarter figures not available

Poultry

	Oct.-Dec. 1979	Oct.-Dec. 1978	Jan.-Dec. 1979	Jan.-Dec. 1978
Broiler Industry	166.4	171.1	728.6	633.8
Poultry Digest	90.7	87.7	389.4	344.4
Poultry Tribune	112.0	95.3	465.4	416.5
Total Group	369.1	354.1	1,583.4	1,394.7

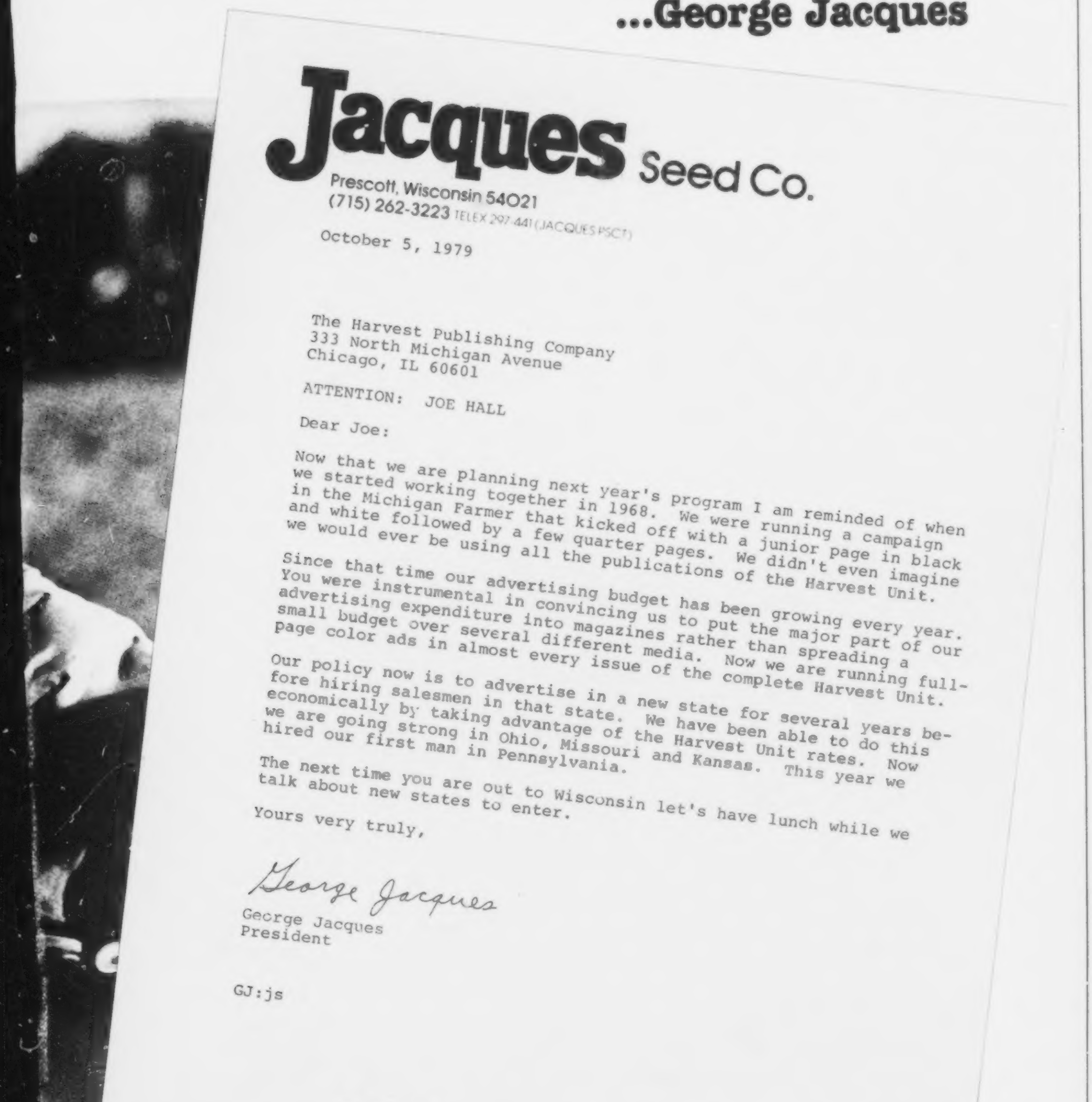
Canadian

	Oct.-Dec. 1979	Oct.-Dec. 1978	Jan.-Dec. 1979	Jan.-Dec. 1978
Country Guide (mon)				
#Eastern Edition	116.4	104.6	512.7	499.6
#National Edition	189.7	158.1	899.7	832.0
#Western Edition	135.1	107.0	628.8	567.1
Average 3 Editions	147.1	123.2	680.4	632.9
Le Bulletin des Agriculteurs (mon)	168.0	142.0	769.0	788.0
Total Group	315.1	265.2	1,449.4	1,420.9

Notes: #Not included in totals.

page color ads in complete Harvest Unit."

...George Jacques



Jacques Seed Co.
Prescott, Wisconsin 54021
(715) 262-3223 TELEX 297-441 (JACQUES PSCT)

October 5, 1979

The Harvest Publishing Company
333 North Michigan Avenue
Chicago, IL 60601

ATTENTION: JOE HALL

Dear Joe:

Now that we are planning next year's program I am reminded of when we started working together in 1968. We were running a campaign in the Michigan Farmer that kicked off with a junior page in black and white followed by a few quarter pages. We didn't even imagine we would ever be using all the publications of the Harvest Unit.

Since that time our advertising budget has been growing every year. You were instrumental in convincing us to put the major part of our advertising expenditure into magazines rather than spreading a small budget over several different media. Now we are running full-page color ads in almost every issue of the complete Harvest Unit.

Our policy now is to advertise in a new state for several years before hiring salesmen in that state. We have been able to do this economically by taking advantage of the Harvest Unit rates. Now we are going strong in Ohio, Missouri and Kansas. This year we hired our first man in Pennsylvania.

The next time you are out to Wisconsin let's have lunch while we talk about new states to enter.

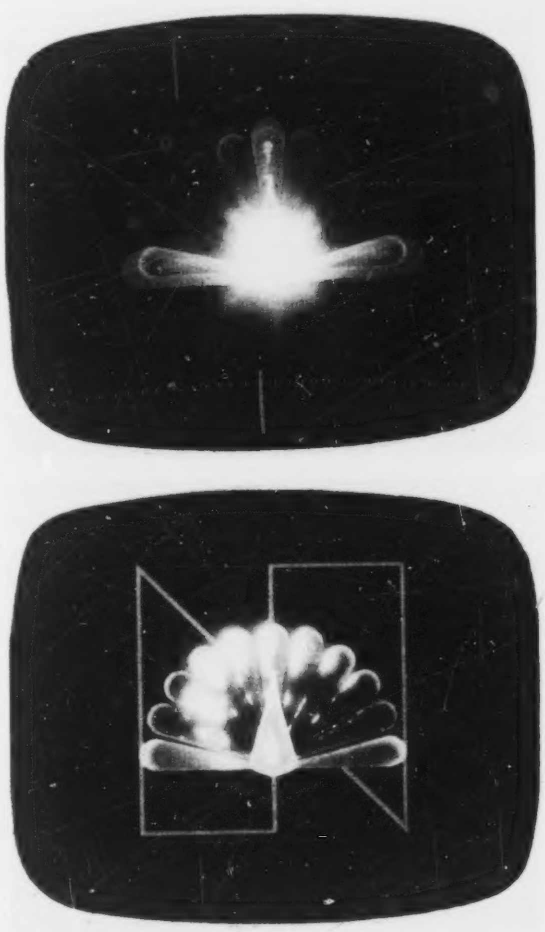
Yours very truly,

George Jacques

George Jacques
President

GJ:js

Seed Plants at Lincoln, Illinois; Schaller, Iowa; York, Nebraska; Hastings, Minnesota; Cuba City and Prescott, Wisconsin



The newest NBC-TV logo, wedding the peacock and the "N" symbol, is being used to open the network's prime time movies, series and specials. Zeplin Productions, New York, produced the ID symbol with NBC's print and design department.

account changes

Converse jogs over to Mark Myers

WILMINGTON, MASS.—Eltra Corp.'s Converse division has appointed Mark Myers Inc., Concord, Mass., to handle its $1,000,000 account. Humphrey Browning MacDougall, Boston, is the previous agency for the footwear and clothing marketer.

Other accounts moving:

Royal Hawaiian Cruise Lines, newly formed American all-passenger cruise line, to **Ronald Wren Advertising,** San Francisco, its first agency. Billings are $1,000,000.

All in Style magazine, a division of East/West Network, New York, to **Chalk, Nissen, Hanft,** its first agency. Also to Chalk: **College-Town,** a division of Interco, and **Chesa International Ltd.,** manufacturer-licensee of Geoffrey Beene and Givenchy fashions. Both previously had been handled in-house.

Aiwa America, New York, manufacturer of high fidelity home and car stereo equipment, to **Sasaki & Associates,** Melville, N.Y., from Henderson & Dapper. Billings put at $500,000.

Van Heusen Corporate Markets Co., a division of Van Heusen, to **Compton Direct Marketing,** New York, from Grey/2 which continues to service Van Heusen's industrial ad requirements for career apparel.

Kapalua Bay Hotel, Maui, Hawaii, and **Posada Vallarta,** Puerto Vallarta, Mexico, also a resort, to **Needham & Grohmann,** New York. The Kapalua Bay Hotel had no previous agency; Posada Vallarta had been handled in-house. Combined billings are put at $550,000.

Sounder Sports Inc., Ivoryton, Conn., Southern Star Shipping Co.'s manufacturer of golf clubs, to **de Garmo Inc.,** New York, from The Advertising Department, Old Lyme, Conn. Billings put at $500,000.

Corning Glass Works' industrial materials department, Corning, N.Y., manufacturer of lighting products, technical glass and ceramic products, to **Winterkorn, Hammond & Lillis,** Rochester, N.Y. No previous agency. WH&L also handles Corning's laboratory products division.

Montgomery Ward Enterprises, subsidiary of Montgomery Ward, Chicago, to **TLX Direct Marketing,** New York, for Ward's Wide World of Travel, a new travel club.

Roneo Vickers Inc. to **Gilbert, Whitney & Johns,** Little Ferry, N.J., for its newly formed copier division, billing under $500,000.

Super Food Services, Dayton, O., to **Willis Case Harwood,** from Byer & Bowman, Columbus.

Captran Corp., Sanibel, Fla., to **Ruben, Montgomery & Associates,** Indianapolis, for its condominium time sharing program.

Rallye Aircraft Corp., Raleigh, N.C., to **Flemister & Burkhardt,** Atlanta, for its General Aviation aircraft and dealer network. F&B had handled projects for Rallye last year. Budget for new program is $400,000.

Wormser Co., Chicago, marketer of toddlers' sleepware, to **Robert D. Schoenbrod Inc.,** for its Peanuts line.

Ryobi America Corp., Elk Grove Village, Ill., to **Bozell & Jacobs,** Chicago, its first agency.

Hill-Rom Co., Batesville, Ind., marketer of hospital furniture, to **Bailey Orner Makstaller,** Cincinnati, from Caldwell Van Riper, Indianapolis.

Daytona International Speedway, Daytona, Fla., to **Gouchenour Inc.,** Altamonte Springs, Fla., first agency.

Michael Scott, a leather goods manufacturer, and Daido Inc.'s **power transmission** division, to **Balletta Napurano & Co.,** Springfield, N.J., from Frieze Advertising, East Brunswick, N.J., and Keyes Martin, Springfield, N.J., respectively.

Financial Times/World Business Weekly to **Lawrence Brown Advertising,** New York, for *World Business Weekly*, a news magazine of international business news. Advertising previously was handled direct.

Bankers Life & Casualty Co., New York, to **Steen Advertising,** Lynbrook, N.Y., its first agency.

CMP Publications, Manhasset, N.Y., to **Cappiello & Co.,** New York, its first agency.

Mediapoint Inc., San Diego, distributor of over-the-air pay tv Z Channel in Orange County, to **The Phillips Organization,** San Diego, from Kaufman, Lansky Advertising, San Diego.

Protection, Inc., Pomona, Cal.-based manufacturer of professional aviator helmets, to **McAward & Associates,** Phoenix, its first agency.

Prelude Products, New York, manufacturer of personal massagers, to **Anesh, Viseltear, Gumbinner,** New York, from Martin Landey, Arlow Advertising. Also to AVG: *Houston City* magazine and Mississippi Publishers, publishers of the *Jackson* (Miss.) *Clarion Ledger* and *Daily News*. No previous agencies.

Phase Linear Corp., Lynwood, Wash., an independent subsidiary of Pioneer of America, to **Sheridan Hosner Smith & Co.,** Seattle, succeeding Evans/-Pacific, Seattle.

Pharmacia Laboratories, New York, has assigned a new product, Healon, to **Grey Medical Advertising.** The product is a solution used in eye surgery to help protect the internal eye parts.

French Government Tourist Office and **French West Indies Tourist Board,** New York, to **Van Brunt & Co./IMAA** from Needham, Harper & Steers.

Koret of California, San Francisco, women's sportswear maker acquired by Levi Strauss last year, to **Botsford Ketchum** to handle its first national consumer and trade advertising. Andrews Agency continues on collateral. #

AIRLINE ADVERTISING EXPENDITURES

Third Quarter

Airline	Ad Expenditures		Total Transport Revenues*		% of revenue	
	1978	1979	1978	1979	1978	1979
Allegheny (USAir)	$ 1,464,000	$ 2,749,000	$146,245,000	$184,430,000	1.00	1.50
American	10,680,000	12,337,000	731,330,000	792,541,000	1.46	1.56
Braniff	3,690,623	3,339,729	243,671,403	353,449,671	1.51	0.94
Continental	4,454,541	6,711,943	197,651,412	227,179,019	2.25	2.95
Delta	6,750,362	8,015,993	562,345,405	656,499,434	1.20	1.22
Eastern	8,821,226	10,165,876	571,592,932	692,804,416	1.54	1.47
National	3,480,000	3,496,000	153,809,000	163,046,000	2.26	2.14
Northwest	1,309,629	2,145,996	75,084,383	331,953,703	1.74	0.64
Pan Am	11,517,000	11,626,000	639,942,000	601,309,000	1.80	1.93
**Republic	——	4,520,000	——	150,780,000	—	3.00
Texas Internat'l	327,626	687,101	46,775,207	63,808,332	0.70	1.08
TWA	11,563,836	13,194,927	694,412,715	802,259,684	1.67	1.64
United	14,507,572	15,792,104	987,491,068	1,004,619,675	1.47	1.57
Western	3,178,000	3,647,000	230,664,965	236,130,576	1.38	1.54

*Total Transport Revenue figures include the following categories: Passenger, Property and Charter.

**Began operations in 1979 as a result of a merger between North Central and Southern Airlines.

Schoenfeld wins rights to Brittania

NEW YORK—Schoenfeld Inc., Seattle-based manufacturer of Brittania sportswear and jeans, has won a permanent injunction in U.S. district court here, enjoining Foster Industries from using Brittania or any confusingly similar name on any of its products.

Foster, headquartered here, had been using the accepted spelling of Britannia as its jeans name. Blocked by a preliminary injunction last September, Foster then began using the name on a line of shirts at a trade show and again was stopped by a preliminary injunction.

▪ Foster has been required to notify any accounts that have bought its goods under the Britannia name that it cannot fill their orders. It also is required to change the labels on any goods that are still in stock.

Additionally, Foster is not allowed to use any logo or symbol that resembles the Schoenfeld trademark or that of its subsidiary, Brittania.

Sales of the privately held Schoenfeld are estimated in excess of $200,000,000. #

To Keep Your Ad Material
up front
WHERE IT COUNTS

Beemak Literature Holders come in many sizes and shapes with or without base, clear or opaque.
Literature Display Racks made with any holder in any size or configuration.

CRS800C 4⅛"x7"x1⅝"

Dozens of shapes and sizes available. Silk screen or printing if desired. Write for information.

BEEMAK PLASTICS
7424 Santa Monica Blvd., Los Angeles, Calif. 90046
Phone: (213) 876-1770

DELTA DASH.
SAME DAY DELIVERY ON SMALL PACKAGES.

Delta is an airline run by professionals. Like Customer Services Agent Terry L. Theiss.

Why settle for overnight delivery? Delta DASH can give you same day service. DASH (Delta Airlines Special Handling) takes to the air 1,500 times a day on Delta jets. So if your small package is in a big hurry, DASH it. Shipments picked up during normal business hours will be delivered that same day. If your package arrives after normal business hours, we will deliver it the first thing next morning—generally no later than 10am. Delta carries more over-the-counter shipments of 50 lbs. or less than any other scheduled airline.

And DASH serves over 80 U.S. cities plus San Juan.

Packages are accepted at airport ticket counters up to 30 minutes before flight time. Up to 60 minutes at cargo terminals. Size limit is 90 inches: width + length + height.

The airport-to-airport rate between any two of Delta's domestic cities is $35 ($25 between Dallas/Ft. Worth and Los Angeles or San Diego or San Francisco). Expedited pick-up and delivery available at extra charge. Call (800) 638-7333, toll free. (In Baltimore, 269-6393.)

You can also ship via DASH between Delta cities in the U.S. and Montreal, Nassau, Bermuda, London, England and Frankfurt, Germany. For full details, call your local Delta cargo office.

DELTA

DELTA IS READY WHEN YOU ARE

If Cyrus McCormick hadn't revolutionized farming in 1831, Chicago business might not be reaping so many profits today.

Cyrus McCormick, founder of the company known today as International Harvester.

And our readership profile at Crain's Chicago Business might not be as good either. It includes the most successful business people in one of the world's great business cities. 57% are in upper management. 71% are college graduates. 83% own corporate stock. 85% own their own home. Average household income is $53,000.

To find out more about how to harvest these customers call today:
(312) 649-5370 in Chicago or
(212) 986-5050 in New York.

Crain's Chicago Business

media people

Levine named publisher of 'Talk'

NEW YORK—Arthur Levine has been named publisher of *Talk*, succeeding W. Page Thompson, who resigned from the 10-year-old monthly. Mr. Levine continued as president of *Talk*, recently acquired by ITX Corp., a financial holding company. Carol Donadio will succeed Mr. Thompson as associate publisher-ad director. She had been merchandising sales director at *Modern Bride*. Mr. Thompson's plans are not known.

Other people moving:

David Beihoff to president, Community Publications Co., Denver, a subsidiary of the Minneapolis Star and Tribune Co., from president and publisher, Stromberg Publications, Baltimore, succeeding **Thomas Noonan,** who resigned. Also, **Bob Elkin** to planning director for the *Star* and *Tribune* from marketing services manager, succeeding **Mike Koch,** who becomes assistant treasurer of the parent.

W. Dean Singleton to exec vp, a new title, Allbritton Communications, Washington, from president of the company's newspaper division.

Perry Antoshak to vp-associate publisher, a new post, *America's Textiles*, Clark Publishing Co., Greenville, S.C., from editor-publisher, *Knitting Industry*, S.A.F. International, New York.

Danna Gordon, director of circulation, *GEO*, New York, assumes the additional responsibilities of associate publisher, a new post at the Gruner + Jahr USA publications. Also at *GEO*, **Mary Ann Abbott** to director of promotion, a new post, from director of administration.

William K. Stubblefield to vp-assistant western regional manager, Branham Newspaper Sales, Los Angeles, a new post, from Denver manager. **Bob Touchberry,** former Denver sales rep, succeeds Mr. Stubblefield as Denver manager.

John R. Cornett to publisher, *Gary* (Ind.) *Post-Tribune* from a similar post at the *Boca Raton* (Fla.) *News*. Both papers are owned by Knight-Ridder Newspapers. No successor named to the Boca Raton post.

Art Johnson to *Americana*, New York, as ad director, a new post, from *Woman's Day* as account manager.

James J. Rainsford to eastern advertising director, Petersen Publishing, New York office, from advertising director, *Mechanix Illustrated*. He succeeds **Robert Berg,** who resigned.

Karla Hay Diserens to sales development manager, *Parents*, New York, a new post, from promotion copywriter. Also, **Mindy Morawetz** to pr manager from copywriter.

Robert B. Neilley to manager, marketing communications, Industry Media, Denver, publishers of *Plastics Machinery & Equipment*, *Plastics Design Forum* and *Plastics Compounding* magazines, from marketing services manager. He succeeds **Marcia Sutton,** now special assistant to the president.

Peter Mummery to district manager, McGraw-Hill Publications Co., London, for *Business Week*, *Chemical Week*, *Modern Plastics* and *Modern Plastics International*, from Far East Trade Press in a similar post. He succeeds **Bob Ghey,** who has left the company.

Frank Sibley to western sales manager, a new post, *Design News*, from Midwest manager. Also, **Peter Boniface** to eastern sales manager, from New England district manager.

David Hunke to Kansas City manager, Branham Newspaper Sales, from ad marketing manager, *Wichita Eagle & Beacon*, succeeding **Nelson Hurst,** who joins Branham's sales staff in Chicago.

Robert A. Lukas to western regional sales manager, *Electronic Design*, a new post, from district sales manager. Mr. Lukas continues to be based in Sunnyvale, Cal.

Chuck Apgar from assistant to classified ad manager, *San Diego Union* and *Tribune*, succeeding **Charles Chadrow,** who retired.

ELECTED VPs:

Peter R. Kann, associate publisher, *Wall Street Journal*, Dow Jones & Co., New York . . . **Jerry Johnson,** eastern advertising manager, Johnson Publishing Co.

BROADCAST PEOPLE

William Pitney to senior vp-operations from vp-operations, Cox Cable Communications, Atlanta. Also at Cox Cable: **R. B. Ellis** to vp, in addition to being West Coast division general manager, San Diego; **B. R. Bennett** to vp, in addition to being general manager, Cox Cable Development division, Atlanta, and **John Thorne** to vp-corporate development from director.

Keith McKenney to area vp for planning and development, a new post, Storer Broadcasting Co., from vp-general manager, WTVG-TV, Toledo. Succeeding him is **Horace Ray** from assistant general manager. Also, **Douglas Sinn** to general sales manager, from vp-general manager, WSPD, Toldeo. He is followed by **James White** from sales manager, WOOD Broadcasting, Grand Rapids, Mich.

Gary Hecht to director of special projects, SIN/National Spanish Television Network, New York, from general manager, Young & Rubicam International, to supervise sponsor sales in SIN's year-long "Destino 80" tv specials on the Presidential election and the 1980 census. Also at SIN, **Carole Bird** to manager of marketing services from chief administrator, Miller Graphic Arts, and **Gregory Leddy** to ad director from account exec, Spanish Advertising & Marketing Services. All are new positions.

G. Hecht

C. Bird

Gregory Lincoln to director, marketing, CBS Radio Network, New York, a new post, from account exec, CBS Radio Network.

Robert Fuller to director, press information, CBS Radio, New York, from manager, press information.

Rudi Taylor to the new post of San Francisco manager, Top Market Television, from Los Angeles account exec. Also at the tv rep, **Bill Scaffide** to the new position of Cleveland manager from account exec, WJKW-TV.

Pauline B. Rogers to advertising and pr coordinator, Trans-American video production facility, a division of Merv Griffin Productions, Hollywood, a new post, from free lance writer and ad coordinator for Filmex.

David G. King, vp/general manager, WGAN-TV, Portland, Me., has been elected a vp, Guy Gannett Broadcasting Services, Portland, licensee of the CBS affiliate. He continues as station vp/-general manager. Also, **Michael J. Colello,** general manager, KSTT/WXLP (fm), Quad Cities, Iowa/Illinois, has been elected vp, Quad Cities Broadcasting Co., also a subsidiary of Guy Gannett Broadcasting.

Robert W. Dunn, general sales manager, WTIC, Hartford, Conn., to vp, Ten Eighty Corp.

ELECTED VP:

F. Owen McKearney, Chicago CBS sales team manager, Blair Television.

CABLE PEOPLE

Joseph Ferstl to president, Lerner Cable, a new subsidiary of Lerner Newspapers, Chicago, for which he is also an exec vp. Assuming his duties as display ad manager for the far north side of the Myers Newspapers is **Ted Biedron,** who also retains the post of vp-classified advertising.

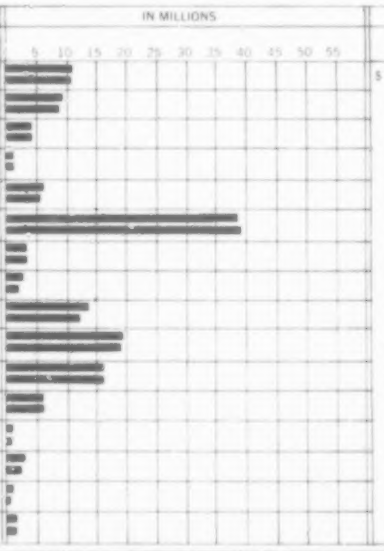
Trygve E. Myhren to exec vp-programing, marketing, finance and administration, American Television and Communications (ATC), Denver, as part of a corporate reorganization of the Time Inc. cable tv subsidiary, from senior vp-marketing and programing. Also at ATC in Denver, **Joseph J. Collins** to exec vp-cable operations and **Michael J. McCrudden** to senior vp-planning and development from senior vp-western operations. Mr. McCrudden succeeds **David D. Kinley,** who becomes senior vp-special projects.

PAY TV PEOPLE

Andrew Wald to senior vp-programing, ON TV subscription tv in Los Angeles and Detroit, National Subscription Television, Los Angeles, from vp-programing. #

FLASH REPORT: Newspaper advertising investment for October

Source: Media Records Inc.



OCTOBER—1979 CATEGORIES	YEAR	DOLLARS 1979	DOLLARS 1978	CHANGE ACTUAL $ G OR L	CHANGE % G OR L
Amusements	1979 1978	$ 11 406 068	$ 10 791 299	+ 614 769	+ 5.7
Apparel & accessories	1979 1978	9 390 726	8 828 045	+ 562 681	+ 6.4
Auto supply, service shops	1979 1978	4 761 712	4 758 385	+ 3 327	+ 0.1
Building contractors	1979 1978	956 470	995 010	38 540	3.9
Building matls, hardware	1979 1978	5 480 622	5 296 800	+ 183 822	+ 3.5
Department stores	1979 1978	38 439 922	39 377 587	937 665	2.4
Drug stores	1979 1978	3 520 360	3 573 119	52 759	1.5
Eating & drinking places	1979 1978	2 588 930	2 064 015	+ 524 915	+ 25.4
Food stores	1979 1978	13 822 791	11 763 556	+ 2 059 235	+ 17.5
Furniture & furnishings	1979 1978	19 930 319	19 525 507	+ 404 812	+ 2.1
General mdse stores	1979 1978	16 005 598	16 065 892	60 294	0.4
Real estate	1979 1978	6 880 561	6 890 190	9 623	0.1
Shoe stores	1979 1978	1 163 814	1 078 243	+ 85 571	+ 7.9
Sptg & leisure time equipment	1979 1978	3 026 661	2 373 218	+ 653 443	+ 27.5
Public service utilities	1979 1978	1 061 316	779 845	+ 281 471	+ 36.1
Banks & trust companies	1979 1978	1 776 660	1 674 916	+ 101 744	+ 6.1

This Flash Report of newspaper advertiser investment compiled for ADVERTISING AGE by Media Records, is derived from tabulations that cover 35 dailies and 25 Sunday editions in 15 cities—Atlanta, Baltimore, Boston, Chicago, Cleveland, Dallas, Denver, Detroit, Los Angeles, Miami, New York, Philadelphia, Pittsburgh, San Francisco and Washington. The report indicates marketplace strengths and weaknesses.

Utility spending up 36% in papers

NEW YORK—Public service utilities newspaper advertising showed a sparkling 36.1% gain in dollar spending during October, 1979, compared with October, 1978, according to the October Flash Report prepared for ADVERTISING AGE by Media Records.

Trailing close behind were sporting and leisure time equipment with a gain of 27.5% and eating and drinking places with a gain of 25.4%.

■ Of the 16 categories monitored for AA by Media Records, five were down in October ad volume in the 15 cities whose newspapers are measured (*see chart*).

Department stores, Newspapers' leading dollar category, lost by 2.4%. They were followed in the top five dollar spending group by furniture and furnishings (up 2.1%), general merchandise stores (down 0.4%), food stores (up 17.5%) and amusements (up 5.7%). #

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C 2710 · 20/1

RECEIVED 1980

Advertising Age

50 YEARS 1930-1980

$1 a Copy; $30 a Year • The International Newspaper of Marketing • In Two Sections. Section 1. • January 21, 1980

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Marx toy maker sellout may burn agencies

By JAMES P. FORKAN

NEW YORK—In a complex arrangement still being worked out at press time, Dunbee-Combex-Marx is preparing to sell off and license the Marx Toys and Aurora Products lines to three toy rivals.

The ad agencies for Marx (McCann-Erickson, New York) and Aurora (Scott Lancaster Mills Atha, Los Angeles), as well as most of the personnel from both marketers, are likely to lose out once the toys are absorbed into the buyers' own lines, sources believed.

Additionally, McCann reportedly has been stuck with $2,000,000 in unpaid Marx media bills, industry sources said. When asked, George Hatch, McCann's exec vp-chief financial officer, said only that "we certainly are having collection problems" with Marx—a client only since last summer—but that "we are studying the situation and working on solutions."

Other McCann officials added, "We don't know the full situation at this stage." However, one member of the account team, account supervisor Gary Price, has shifted to other clients in the San Francisco office.

Arthur Golden, Marx president, and Robert Jackman, exec vp-general manager, Aurora, both based in Stamford, Conn., could not be reached for comment.

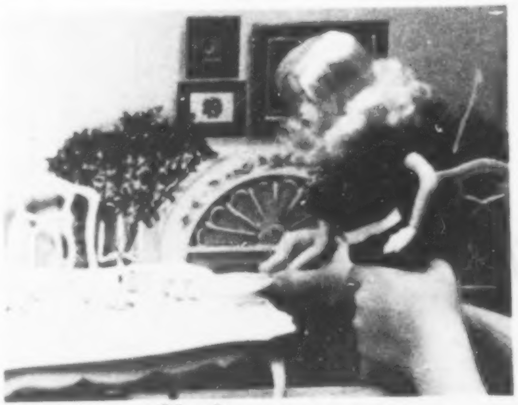
They were among those said to have been meeting in New York with DCM's chief Richard Beecham, in from London, and with prospective buyers and licensees in a package transaction believed unique in toy business history. (One Marx executive, Dan Weiss, has left as exec vp to return to Gabriel Industries.)

■ "This has been coming down the pike for about four months," said one source, who added that things speeded up after the close of the Christmas selling season.

Although contracts have yet to be finalized, ADVERTISING AGE has pieced the acquisition puzzle together from various industry officials. DCM brass are studying an exchange of stock deal whereby Leisure Dynamics, Minneapolis, would take over Aurora Products, which early last year quit all but the toy auto racing field; Aurora's AFX line is said to be No. 1 in that $100,000,000 category.

Mego Corp. has acquired the First Love doll plus the

(Continued on Page 83)



Goodbye, Sindy

Marx' Sindy doll, shown here in a tv commercial, is up for sale as part of a sellout by Dunbee-Combex-Marx.

Pan Am seeks ticket wholesaling

By JOSH LEVINE

NEW YORK—Pan American World Airways is putting the finishing touches on a fare proposal which, if approved, would take much of the marketing risk and obligation out of the airline's hands on certain routes.

Under the proposed "group contractor fares," large blocks of tickets on scheduled flights would be sold at wholesale to middlemen, or contractors, who would then assume the risk and responsibility of pricing and marketing the tickets as they saw fit.

Pan Am expects to overcome certain objections expressed by the Civil Aeronautics Board when it rejected a Pan Am/National proposal two weeks ago, and plans to apply the new arrangement to its N.Y.-Frankfurt route by Feb. 1.

■ While Pan Am would be paid less for the tickets than it could get through direct sale, the sacrifice insures a minimum return when many airlines fear a menacing drop in plane load factors.

"We take the money and run," said a Pan Am spokesman. "The idea is to accept less than we might have gotten, with the assurance that we'll at least have the money.

"Load factors are on everybody's mind," he continued, "and this proposal effectively transfers the risk of empty seats to the retailer

(Continued on Page 84)

ONEIDA

Oneida Ltd. hopes this ad, part of a new series, displays an element of surprise for the flatware category. Campaign breaks in February via David Deutsch Associates.

Olympic tie-in marketers facing a no-win situation

An Advertising Age roundup

"It's all very sad, and a no-win situation" for everyone involved. That's the widely shared opinion of one marketing exec from a major sponsor of NBC-TV's planned coverage of the Summer Olympic games in Moscow next July.

NBC and the 50 sponsors who have committed some $150,000,000 to the coverage late last week were awaiting word from President Carter, who may ask that the U.S., in protest to Russia's invasion of Afghanistan, withdraw from Olympics participation in Moscow.

The prospects that the advertising and accompanying promotional hoopla would go down the drain grew last week as unofficial reports said Mr. Carter was in favor of a boycott. NBC has said if a U.S. team doesn't participate in Moscow, neither will NBC.

■ The question is what will happen to the ad dollars and additional millions of promotional dollars (estimated at about $80,000,000) planned by Olympic tie-in marketers. Late last week execs of some of those companies indicated they had not all caught up with the fast-changing scene.

A spokesman for the Gillette Co., Boston, said that while nothing has been resolved, "you would be foolish not to look at alternatives." He said the company will "go along" with whatever President Carter decides.

While the company said it will be spending $5,000,000 on tv advertising during the games, "the budgeted money could and would be diverted" if the U.S. did not participate.

"Scared stiff" is the term a sales promotion executive used to describe the mood of two clients whose promotion programs are tied to the Summer Olympics.

"Both are reading the newspapers a lot closer than anyone else" the exec noted. However, he said the promotions will likely proceed as planned, since there is the expectation of news coverage by the

(Continued on Page 83)

Gold, silver price rockets offer risky ride

NEW YORK—The impact of soaring silver prices, now being felt in higher prices for photographic film, is only the latest reaction to a prolonged worldwide surge in silver and gold bullion prices.

Gold, at $250 a year ago, was fast approaching $900 an ounce last week. Silver has increased about 600%, to more than $40 an ounce, since January, 1979. Such increases have led to what is currently dubbed "gold madness," as people rush to sell their jewelry or other family heirlooms and baubles that were, until now, more appreciated for their sentimental value.

In metro New York, at least two gold buying companies are using tv to encourage such traffic. Jeanne Berns, Huntington, N.Y., notes in a tv spot that old gold, silverware, jewelry and diamonds can be traded in for stereos, vacations, cameras, etc. "Goodbye old diamond ring. Hello new couch," is one of her lines. U.S. Redemption Center, also seeking the same business, includes coins and provides an "800" phone number in tv spots.

■ Tiffany sterling is still on sale here, a store spokesman said, because the company bought heavily in silver last spring. Cartier said it has had to increase its silver prices "substantially" to keep pace with the market. Because of pricing turmoil, however, Macy's has discounted the sale of sterling flatware until price escalations subside. Bloomingdale's salespeople check with flatware manufacturers before quoting prices to customers.

In Allentown, Pa., Hess's department store prepared for a Jan. 21 one-day sale at which sterling silver flatware prices are to be reduced by 53% to 79%. Hess's said armed guards and extra police

(Continued on Page 86)

last minute news

K-C testing Softique facial tissues in Albany

NEENAH, WIS.—Kimberly-Clark is introducing new Softique facial tissues into test in Albany, N.Y. The 175-count box of premium-price tissue has a side opening and is described as a totally new type of tissue. It is made by a new air-lay process that offers softness and absorbency advantages. A full ad program is planned, via Burnett. In the feminine hygiene area, K-C is reintroducing its Kotex heavy-duty tampons under the name Kotex Security tampons. The brand is marketed only in the Midwest and West. O&M, Chicago, is handling.

Playtex introducing maxi and mini pads

NEW YORK—International Playtex is introducing maxi and mini pads in Dallas and St. Louis. Available in both deodorant and nondeodorant

(Continued on Page 8)

NEWSPAPER i 3
AA MARBO
DC20014CNGLIHGENP 94187 920011
8 HAGERMAN SECY TO SR VP
CONGRESSIONAL INFC SERVICE
7101 WISCONSIN AVE
WASHINGTON DC 20014

NBC's Tartikoff has some funny (tv) ideas

B. TARTIKOFF

By COLBY COATES

NEW YORK—At least six prime time comedies and the intriguing prospect of a Francis Ford Coppola or a Barbra Streisand making a children's tv show are just two elements of the programing philosophy taking shape at NBC for next fall, says one of its chief architects, new NBC Entertainment president Brandon Tartikoff.

A meteoric rise in the business since his first job at Van Leeuwen & Partners has, at age 31, propelled the native New Yorker into this top network job and a seat at the right hand of his mentor, NBC president Fred Silverman.

Mike Weinblatt, whom Mr. Tartikoff succeeds, has taken over the presidency of a new unit, NBC Enterprises, which will handle foreign sales, syndication and development of products for a market "swelling with new technology."

Moreover, there are indications that Mr. Weinblatt will spearhead a possible NBC move into production of theatrical movies, something NBC hitherto has said it would ignore. Both ABC and CBS, however, recently have created new units to get the networks back in the theatricals business.

A network spokesman said there's nothing to confirm or deny about the theatrical reports. "The division is only a few days old, and Mike is taking a week's vacation," the spokesman continued. "When he returns, he'll sit down and make some recommendations. Down the line, who knows what will happen." But the betting is that NBC will make up its mind in the next few months.

For Mr. Tartikoff, however, attention is fully focused on the small screen, his own "awesome responsibilities" and using the

(Continued on Page 84)

Alberto conditioner, lotion bow

By JENNIFER ALTER

MELROSE PARK, ILL.—Alberto-Culver Co. is entering the new year at an aggressive new products pace, with the national introduction of Blow Dryer hair conditioner and test market launch of Sensually Silky skin lotion.

Blow Dryer, a line extension to Alberto VO5 hair dressing, is a concentrate conditioner to be used before blowing hair dry. Available in 1½-oz. tubes, it will be backed initially by a $1,000,000-plus ad campaign through Lee King & Partners, Chicago.

The hair dressing product, to be shipped to retailers next month, was never in a test market, but was monitored for over a year through a variety of methods, including in-home. Positioned for both men and women, it is packaged in a small blue and white box.

Sensually Silky, a protective skin lotion, is beginning test in Rockford, Ill. The test will be backed with a full schedule of ad support, including 30-second spots, also through Lee King & Partners. It is packaged in 10-oz. baby blue bottles.

- The commercial features a hardworking housewife transformed to a sensual beauty after using the product.

To be pitted against P&G's Wondra and Chesebrough-Pond's Vaseline Intensive Care, Sensually Silky is described by a company spokesperson as having "protective properties other lotions can't claim."

- Additionally, Baker's Joy an aerosol flour and oil combination designed to "grease" baking pans, will go national in approximately six months, according to Alberto president Leonard Lavin. It has been in test since January, 1979 (AA, Jan. 22, '79). Mr. Lavin said at the company's annual meeting last week that there had been some technical difficulties with the product, but that they had been fixed.

Mr. Lavin said Previews, a hot appetizer mix available in onion, mushroom, seafood and cheese flavors, will continue in test with no target date for rollout. #

20
CIGARETTES
regular
size
FILTER

No-name cigs come to Canada

TORONTO—Dominion Stores, the supermarket chain that has a 30% share of the plum Ontario food market, has added cigarets to its list of generic products.

The cigarets, made in Mexico because no Canadian manufacturer could be found to supply the chain, cost 75 cents (Canadian) a pack, compared to $1.10 for regular brands.

However, the Mexican product is a blend with Turkish flavor, whereas the popular Canadian brands are blander, using predominently Virginia type tobacco. #

CBS: Leading the '79-80 prime time pack?

By COLBY COATES

NEW YORK—On the verge of riding its Super Bowl broadcast past ABC in season-to-date standings, CBS seems ready to pull off a major upset and take the 1979-80 prime time season.

At least that's what some network executives guardedly predict. As for the agency view, Paul Schulman, president of Paul Schulman Co., a division of Gardner Advertising's Advanswers, predicted, "It's off the wall, but CBS is going to be No. 1 this season."

To enhance its chances of unseating ABC as the prime time kingpin, CBS further refined its second season schedule last week, shuffling the lineup of its two weakest nights, Tuesday and Saturday.

Meanwhile, all three networks still were developing their February ratings sweeps strategy, with the gathering confidence at CBS reflected in some bold moves to counter ABC's Winter Olympics broadcasts.

- Strategy calls for CBS to match the first network run of "The Exorcist" against ABC's Feb. 12 opening Olympics telecast. The next night, CBS comes right back with the sequel, "The Exorcist: The Heretic," prompting one observer to remark, "ABC's going to have a devil of a time with that combination."

"S.H.E.," a two-hour pilot about a "female" James Bond, also plays against the Olympics, Feb. 23, with the back-to-back combination of Bob Newhart and Goldie Hawn specials expected to join the fray on Feb. 19.

Of course, ABC has some plans of its own, including kicking off the sweeps Feb. 1 with "An Unmarried Woman," and leading in to the Olympics with a two-part airing of "The Deep," Feb. 10 and 11. "Swan Song," starring David Soul (who used to be Hutch of "Starsky & Hutch") runs Feb. 8. If all that's not enough, NBC reportedly is ready to counter "Exorcist" and the Olympics with Burt Reynolds' "The End."

The latest CBS revisions take place the first week of March after the Olympics and the sweeps have ended. "White Shadow" continues to hold down the first Tuesday hour, but the Saturday night movie, moved there only last month, now returns to its former Tuesday, 9 p.m. to 11 p.m. slot. The Saturday lead-off hour, "The Chisholms," also stays put, but "Hawaii Five-O" comes in from Tuesday to fill the hour at 9 p.m. Making its long awaited debut at 10 p.m. will be "Hagen," starring Chad Everett. As bad as "Hagen" seems to be to some executives who have seen it, they still think it's enough to salvage second place against "Fantasy Island" but well in front of "Prime Time Saturday."

- Ratings for the 17th week of the prime time season had CBS on top with a 20.9 rating and 32 share. ABC was second with a 19.3 rating and 30 share, with NBC third with a 17.2 rating and 27 share. #

highlights

Monday, January 21, 1980

Amtrak is changing tracks in its advertising in 1980 as it shoots for increased ridership. *See Page 4.*

J. Walter Thompson Co. buys into Euro-Advertising to build a second European agency network. *See Page 10.*

The New York Times Co.'s *Us* magazine most likely will be sold soon, but there's little chance it will go to former publisher Porter Bibb. *See Page 12.*

Gay Mayer, Mem Co. president, claims he's not disturbed by imitative positioning from Yardley of London's new men's toiletry line . . . yet. *See Page 12.*

The spillover of NFL game coverage into prime time is one secret ingredient in CBS' strong fall season ratings success. *See Page 14.*

Horn & Hardart is studying the expansion of New York fast-food restaurant called Taters & Toppings, devoted to serving up baked potatoes with toppings. *See Page 36.*

Retailers across the country agree that Christmas 1979 wasn't the best. *See Page 44.*

Maple syrup producers have started a campaign against look-alikes of their product. *See Page 45.*

Stephen O. Frankfurt explores a marketing segment forgotten or ignored—middle age, those consumers between the ages of 45 and 64. Until now, they have been thought of as sexless, hopeless and resistant to change. Some surprising statistics are uncovered. *See Page 49.*

William D. Tyler takes a look at some advertising campaigns in 1979 and how they relate to the decades of the '70s and the '80s. *See Page 49.*

Gene Mahany examines some of the promotions unveiled at the start of 1980 and uncovers some products that are broadening their scope to tap market segments previously overlooked. *See Page 58.*

Due to the U.K. economy and political scene, the coming year promises to be a watershed for British advertising. *See Page 60.*

Israeli and Egyptian media execs are considering ways to exploit the newly opened lines of communications between the two countries. *See Page 62.*

CBS takes a first step toward competition for retail ad dollars with a new marketing program called FIRST. *See Page 69.*

For Seniors Only, a magazine aimed at graduating high school seniors, offers colleges and technical training schools a pool of potential applicants. *See Page 82.*

United Artists Music will step up pursuit of advertising use of its songs, starting with first-quarter mailings of songbook samplers. *See Page 82.*

Vital, a fitness magazine that folded after two issues last year, will be revitalized this spring by a unit of Montgomery Ward & Co. *See Page 86.*

Eastman Kodak's announced price increases have upset the relatively stable camera industry. *See Page 86.*

NAD says the Cycle dog food line can be called "unique" even though some items in the line are like other products. *See Page 87.*

Section 2

Direct marketing has evolved from Eli Terry's free-trial, installment payment plan clock offers in the 1790s to sophisticated demographically and geographically-based mailing lists and Qube direct response methods. Read about the state of the industry and where it's going in Section 2 on Direct Marketing, beginning opposite Page 44.

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Fiat eyes one shop—BBDO?

TURIN—A topflight worldwide team from BBDO made a presentation to Fiat here last week to persuade the world's 7th largest auto maker to put all its advertising eggs in one basket. The pitch fell on quite receptive ears.

"We definitely do have a problem with communications," Charles Cole, the company's international advertising director, told ADVERTISING AGE. "And it arises from the fact that we have a different advertising agency in every country."

He did not say that he intended to hand the companies' worldwide advertising over to BBDO, but he did admit to looking very closely at the agency proposal.

- "If there is any way that we can straighten our problems out, we will do it," he said. "An international agency is the logical answer. But looking down the list, you see very few without conflict."

BBDO's selling points in its pitch are its experience on Chrysler in the U.S., its launch of Toyota in the U.K. and the strong bond forged between Fiat and Italia/-

(Continued on Page 84)

Spot tv shows no signs of recession

By MAURINE CHRISTOPHER

NEW YORK—Despite recession talk, prime time cost-per-points estimates for January indicate a strong spot tv market with prices up for all top 20 markets compared with year-ago levels.

The peak gains in this monthly Spot Quotations & Data report came in Minneapolis, up 13.7% to $58 per 30-second spot and in Chicago, up 12.1% to $148. These figures are based on transactions through Dec. 28 for a sampling of major advertising agencies. Only affiliates are covered in the prime time cost per household rating point listings.

Marvin Richfield, president of the SQAD report, attributed the Chicago strength to the "combined influence of an early political primary in March and prewinter Olympic maneuvering." He saw Minneapolis still benefiting from the promotional and sales hype that accompanied last year's affiliation switches.

Ironically, Mr. Richfield also cited a November that was not sold out and a relatively weak December as factors in the January showing. "Quite a few spot tv broadcast directors advised clients and client contact agency people that 1980 buys should be placed early to take advantage of an apparent weakness in spot tv," he noted. "That weakness no longer exists."

- Below the top 20 markets, standout cities on the list included Denver with a prime time cpp for 30s of $54, Hartford with $51 and San Diego with $47.

As usual, late news was the runner-up category in most big markets. January quotations in this area, which covers independents as well as affiliates, show this ranking: New York, $188; Los Angeles, $130; Chicago, $114; Boston, $101; San Francisco, $96; Philadelphia, $95; Dallas, $72; Houston, $66; Detroit, $64; Washington, $56, and Baltimore, $50.

Looking best in late fringe were New York, $127; Los Angeles, $96; Boston, $83, and San Francisco and Philadelphia, both $62.

- The SQAD report also includes an advertiser/agency planners guide giving quarterly cost projections for all dayparts for the next six quarters.

This year's prime time cpp forecast for New York ranges from $319 for the first quarter to $371 for the last. Other city listings for the same periods: Los Angeles $249 and $290; Chicago $181 and $211; Philadelphia $134 and $165, and San Francisco $154 and $179.

Below the top 50, Knoxville and Mobile were estimated at $15 and $18 and Rochester and Fresno at $20 and $23. #

Products Finishing

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published monthly

January 'street' prices for spot tv on network affiliates

Average cost per household rating point for 30-second spot

Nielsen market rank		Prime time '80 vs. '79	'79 vs. '78
1.	New York	$276	(+ 7.4%)
2.	Los Angeles	223	(+ 2.3%)
3.	Chicago	148	(+12.1%)
4.	Philadelphia	124	(+ 2.5%)
5.	San Francisco	137	(+ 5.4%)
6.	Boston	127	(+ 6.7%)
7.	Detroit	92	(+ 9.5%)
8.	Cleveland	56	(+ 5.7%)
9.	Washington	80	(+ 3.9%)
10.	Dallas	87	(+ 4.8%)
11.	Pittsburgh	62	(+ 5.1%)
12.	Houston	86	(+ 4.9%)
13.	Minneapolis	58	(+13.7%)
14.	St. Louis	43	(+ 4.9%)
15.	Miami	75	(+ 5.6%)
16.	Atlanta	68	(+ 6.3%)
17.	Seattle	65	(+ 4.8%)
18.	Tampa	58	(+ 5.5%)
19.	Baltimore	61	(+ 5.2%)
20.	Indianapolis	42	(+ 5 %)

Market combinations at a glance -cpp

Ranked by market size	Prime time January	cpm
1-10	$1,350	$5.40
11-20	618	6.49
21-30	400	5.91
31-40	241	4.47
41-50	202	4.41

Source: Spot Quotations & Data, 960 Third Ave., New York 10022. Average cpps for a 30-second spot were determined from ad agency conventional buys on affiliates as of Dec. 28. Excluded are spots bought on a 52-week basis or calling for 150-plus gross rating points weekly. These averages are a yardstick and not a listing of the market's lowest prices. Ratings used are an Arbitron-Nielsen average. These guides can be applied to 60s—200%—and 10s—50%. Percentage gain over January, 1979, is shown in parentheses.

Bonne Bell adds to 10K athletes' line

LAKEWOOD, O.—Encouraged by the reception of its 10K line introduced last spring (AA, June 4), Bonne Bell Inc. will launch two more products in March.

10K Sport Stick, a moisturizer and lubricant that prevents chafing and chapping during exercise, and 10K Body Soak, a vitamin-enriched bath gel designed to relax tired muscles, will be added to the line created to cater to the athlete's beauty problems.

The two new items, along with 10K Sport Shampoo, 10K Sport Lotion and 10K Etonic running shoes, will be promoted in color page ads breaking in major sports and fashion magazines in April through Leber Katz Partners, New York.

The campaign will run in *Cosmopolitan*, *Mademoiselle*, *Runner's World*, *Self*, *Ski*, *Skiing*, *'Teen* and *Women's Sports*. Theme line is: "What's better than 10K? More 10K." #

'HBR' increases rates

The *Harvard Business Review* has increased its subscription rates by 14%, from $21 to $24 annually, effective Jan. 1. The every-other-monthly also has increased ad rates 9% as a result of increased costs for paper, printing and distribution.

How newspaper research from ACB's "MINTSYSTEM" will give your newspaper advertising more results

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SAVE A COOL $10
VACUUM CLEANER
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"Where and when—exactly—are your competitors spending their newspaper advertising and promotion dollars?"

"What advertising appeals and techniques are competitors using?"

"How are retailers in various markets pricing your products vs. competitive products?"

"Are key retailers promoting your brand or your competitors'?"

"Are you getting the most for your Co-op dollars?"

"Which retailers are key to your sales efforts and which are not?"

"What new, innovative advertising approaches are working?"

"What about the seasonality? Are you missing out by not heavying-up at certain periods?"

"What are the market trends you should be taking advantage of?"

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SAN FRANCISCO: 1453 Mission Street, 94103, Phone 415/552-6000
ORLANDO: 1010 Executive Center Drive, 32803, Phone 305/898-7680

Advertising pages in January consumer publications

Current and January '79, figures for U.S., Canadian and foreign publications reporting to Advertising Age

Women's

	Pages Jan 1980	Pages Jan 1979
†§Bride's Magazine	395.8	334.4
§Cosmopolitan	135.9	111.6
Essence	53.0	52.0
§Family Circle	68.3	72.3
▲Family Health	23.0	23.6
§Good Housekeeping	113.6	99.4
Ladies' Home Journal	72.0	75.2
Lady's Circle	6.4	7.7
McCall's	67.2	77.2
○McCall's Working Mother	53.3	——
†Modern Bride	321.0	343.0
Ms	37.7	35.3
○New Woman	——	——
§Parents Magazine	45.0	45.9
Playgirl	47.0	37.8
Redbook	88.9	83.5
Self	30.1	40.7
Seventeen	70.4	71.1
*Talk	17.7	18.0
*Teen Magazine	26.1	28.3
§True Story	42.7	37.6
§Woman's Day	107.0	92.0
The Workbasket	32.7	24.6
Working Woman	28.0	16.2
Total Group	1,882.8	1,727.9

General

	Pages Jan 1980	Pages Jan 1979
▲ A D Publications	——	——
After Dark	32.0	30.9
Air Progress	19.7	20.8
American Forests	16.2	15.2
§American Legion	31.0	33.1
○Americana	26.1	33.3
Apartment Life	48.0	47.5
§▲Architectural Digest	114.8	95.3
§The Atlantic	23.1	22.3
○Audubon Magazine	29.4	34.2
§Bon Appetit	44.0	37.3
Book Digest	39.4	53.5
Christian Herald	50.0	43.0
Christian Life	23.6	25.3
*Christianity Today	56.6	46.6
Complete Men's Group	25.0	25.0
Country Journal	48.9	48.1
Creative Computing	75.7	52.8
▲Cuisine Magazine	35.8	35.5
Ebony	64.1	64.3
Elks Magazine	30.1	27.6
§Esquire	22.7	23.2
50 Plus	27.7	17.2
Flying	54.8	37.7
§Gentlemen's Quarterly	——	——
Golf Digest	54.3	55.9
§Golf Magazine	34.1	42.8
Gourmet	41.3	38.2
§Harper's Magazine	20.5	30.5
○Hi-Fi/Stereo Buyer's Guide	26.3	22.5
*High Fidelity	54.5	66.3
Income Opportunities	36.6	37.3
Kiwanis Magazine	13.4	16.7
Let's Live	98.9	87.5
Life	43.8	32.5
Lion Magazine	——	——
Modern Photography	121.0	121.6
§Money	55.4	41.2
Moneysworth	24.5	25.2
Moody Monthly	48.3	55.0
Moose Magazine	——	——
○Mother Earth News	57.8	45.0
National Geographic	27.7	21.0
National Jewish Monthly	19.0	28.2
National Lampoon	36.5	32.5
▲Natural History	42.6	46.3
Omni	40.7	24.6
§Oui Magazine	20.0	14.9
§Penthouse Magazine	76.2	67.1
Petersen's Photographic	38.0	48.1
Playbill	45.5	46.7
§Playboy	120.6	139.3
Popular Photography	131.9	158.5
Prevention	79.5	112.1
Psychology Today	44.6	33.0
▲Quest '80	34.9	——
§Reader's Digest	61.4	74.7
Rotarian	27.2	19.5
††Saturday Evening Post	61.5	54.4
Scientific American	69.2	54.8
Signature	34.4	39.5
Smithsonian	63.5	54.3
Stereo Review	81.5	77.7
Success Unlimited	30.3	33.5
Tennis Magazine	37.8	45.8
Town & Country	53.6	42.5
Travel/Holiday	32.5	41.0
Travel & Leisure	49.1	51.7
VFW Magazine	32.7	31.6
Weight Watchers	14.3	11.6
World Tennis	46.8	38.8
Writer's Digest	16.7	18.5
Yankee Magazine	97.8	110.5
Total Group	3,237.4	3,160.6

Fashion & service

	Pages Jan 1980	Pages Jan 1979
Glamour	95.6	81.1
Harper's Bazaar	34.7	36.2
Mademoiselle	58.9	50.7
L'Officiel/USA	——	——
Vogue	88.1	77.8
Total Group	277.3	245.8

Arts & antiques

	Pages Jan 1980	Pages Jan 1979
○American Art & Antiques	56.3	43.9
American Artist	46.3	53.3
Antiques	171.6	142.6
Antiques World	58.5	53.7
▲Artnews	88.5	80.5
Total Group	421.2	374.0

Home

	Pages Jan 1980	Pages Jan 1979
§Better Homes & Gardens	86.8	97.5
○Colonial Homes	47.7	32.7
C ○Decorating Showcase	26.4	21.3
▲Family Handyman	66.8	57.9
Flower & Garden	33.1	34.6
The Hometown Magazines		
Dallas-Fort Worth Home/Garden	41.8	22.2
Houston Home/Garden	83.4	83.8
Horticulture	43.7	45.1
House Beautiful	64.3	62.0
House & Garden	82.6	79.3
†Homeowners How-To	30.1	14.5
Hudson Home Guides	50.4	43.9
Living		
○Dallas	119.5	111.5
○Houston	97.5	113.0
○Denver	92.2	83.0
‡Austin	46.1	47.3
‡San Antonio	——	——
○Phoenix	——	——
○Tampa	——	——
▲1001 Decorating Ideas	34.2	33.9
Organic Gardening	106.7	95.0
○Plants Alive	——	——
San Diego Home/Garden	37.6	——
Southern Living	77.9	92.9
§Sunset Magazine	74.8	89.6
○Texas Homes	95.1	83.3
○Workbench	66.8	62.4
Total Group	1,505.5	1,406.7

In-flight

	Pages Jan 1980	Pages Jan 1979
#Aboard Group	336.0	312.0
Air California	53.7	54.2
Aloft/National Airlines	58.8	57.3
American Way	49.8	35.9
Braniff's Flying Colors	35.3	26.7
Clipper	27.8	26.7
Delta Sky	41.8	39.3
East/West Network		
○Air New England Flying Your Way	——	——
Eastern Review	65.0	74.6
Hughes Airwest Sundancer	71.0	83.2
Continental Extra	60.9	63.3
Ozark Flightime	49.2	55.0
PSA California	94.5	106.3
Texas International/The Texas Flyer	55.9	41.2
United Mainliner	66.6	71.3
○Pace	19.2	17.2
Scene	23.7	——
Southwest Airlines	58.5	48.4
USAir	26.5	——
Webb Publications		
○Frontier Magazine	33.0	26.0
Passages	22.5	18.0
TWA Ambassador	44.2	33.3
Total Group	1,293.9	1,189.9

Metropolitan

	Pages Jan 1980	Pages Jan 1979
○Aloha	——	6.0
Atlanta	64.3	61.2
Baltimore	56.7	98.4
Bay Life	55.0	44.3
○Bay Views	26.2	27.0
Birmingham	24.2	31.7
Boston	89.1	85.9
Broward Life	49.7	51.4
Brown's Guide to Georgia	108.0	——
Central Florida Scene	——	——
○Charlotte	——	——
Chicago	110.1	148.0
▲Chicago Elite	——	——
▲Chicago's North Shore	53.1	33.6
Cincinnati	60.8	56.5
Cleveland	51.8	62.4
Columbus Monthly	66.0	63.2
Commonwealth	21.1	19.2
Connecticut	88.0	101.0
D/Magazine, Dallas/Fort Worth	41.8	22.2
Delaware Today	32.9	25.7
Denver Monthly	14.2	16.0
Monthly Detroit	34.0	22.0
Exclusively Yours Wisconsin	59.3	69.0
Gold Coast of Florida/Indian River Life	132.0	115.8
Grand Rapids	32.5	16.3
Honolulu	61.0	60.4
Houston City	36.1	26.8
Indianapolis	31.3	28.3
Kansas City	23.6	30.5
Los Angeles	152.3	156.5
Madison	44.0	18.0
Mesa	51.0	28.5
Miami	65.5	51.0
Milwaukee Impressions	33.0	29.0
Mpls./St. Paul	47.0	33.4
Nashville!	50.3	44.2
New Jersey Monthly	77.3	56.6
New Mexico	13.5	13.8
New Orleans	43.1	46.8
Ohio	33.5	42.6
Omaha	24.1	20.4
Oregon	43.5	48.0
Palm Beach Life	70.5	61.2
Palm Springs Life	196.0	171.0
Philadelphia	84.9	98.6
Phoenix	117.4	103.1
Pittsburgh	48.7	54.1
Pittsburgher	49.8	36.9
○Roanoker	43.5	48.0
SA, The Magazine of San Antonio	40.5	21.0
Sacramento	18.2	27.3
St. Louis	80.0	84.0
San Diego	131.3	128.5
San Francisco	48.3	40.5
San Francisco Focus	26.4	30.1
○San Jose	——	——
○Sarasota Town & Country	96.0	43.8
▼Shenandoah Valley	38.0	——
Spokane	40.3	38.0
Texas Monthly	76.7	71.9
○Triad	17.0	28.0
Tucson	40.0	46.0
Washington Dossier	36.0	36.0
The Washingtonian	84.0	97.0
Westchester	37.8	34.0
Westchester Illustrated	46.4	39.2
Wichitan	36.5	41.0
Total Group	3,582.4	3,313.5

Movie-romance-radio-tv

	Pages Jan 1980	Pages Jan 1979
○Complete Women's Group	——	——
Ideal Women's Group		
Daytime Stars	——	——
Intimate Story	23.3	27.6
Movie Life	——	——
○Movie Stars	——	——
Personal Romances	23.3	27.6
○Screen Stories	——	——
TV Star Parade	——	——
KMR Women's Group		
Real Romances	——	12.6
Real Story	——	12.6
○Teen Bag	5.0	9.9
Macfadden's Women's Group		
Modern Romances	25.8	21.8
Photoplay	——	——
Secrets	25.8	21.8
True Confessions	26.1	21.2
True Experience	25.8	21.8
True Love	25.8	21.8
True Romance	25.8	21.8
Sterling Women's Group		
Daytime TV	29.3	30.0
Modern Love	——	27.6
Modern Screen	30.8	30.0
○Movie Mirror	30.8	30.0
Photo Screen	——	——
Real Confessions	28.8	27.6
TV Movie Screen	30.8	30.0
TV Picture Life	——	——
Total Group	357.2	395.7

Youth

	Pages Jan 1980	Pages Jan 1979
Boys' Life	21.8	20.0
Campus Life	35.3	26.7
††Scholastic Magazines	33.3	34.1
Total Group	90.4	80.8

Mechanics & science

	Pages Jan 1980	Pages Jan 1979
○Elementary Electronics	24.4	34.8
§Mechanix Illustrated	75.4	81.5
Popular Electronics	57.2	54.4
Popular Mechanics	92.3	92.5
§Popular Science	79.1	80.5
Total Group	328.4	343.7

Boating & yachting

	Pages Jan 1980	Pages Jan 1979
Boating	146.6	158.5
Chesapeake Bay	34.2	31.0
Cruising World	111.3	98.7
Motorboat	59.2	84.6
Motor Boating & Sailing	141.4	147.9
§Sail	173.8	141.3
§Sea	111.4	118.9
Trailer Boats	28.1	25.2
Yachting	234.8	279.5
Total Group	1,040.8	1,085.6

Automotive & recreational vehicles

	Pages Jan 1980	Pages Jan 1979
Car & Driver	55.9	43.3
Car Collector & Car Classics	26.1	20.1
Car Craft	33.7	38.5
Choppers	11.5	14.5
○Custom Bike	——	14.6
Cycle	89.4	96.3
Cycle Guide	31.3	68.4
Cycle World	87.3	72.8
Dirt Bike	19.5	21.5
Dune Buggies & Hot Vw's	31.2	32.0
Family Motor Coaching	65.9	78.3
4 Wheel & Offroad	16.1	19.4
Four Wheeler	26.3	36.0
Hot Rod	32.6	31.1
Motocross Action	25.8	15.4
Motorcyclist	27.3	31.2
Motor Trend	35.4	26.2
††Motorhome Life	61.0	64.2
Pickup, Van & 4WD	28.3	44.7
Road & Track	76.6	61.4
Touring Bike	9.0	——
Trailer Life	87.9	122.8
Van Pickup & Off Road World	6.9	9.9
Woodall's Trailer & RV Travel Magazine	39.2	79.3
Total Group	924.2	1,041.8

Outdoor & sport

	Pages Jan 1980	Pages Jan 1979
Alaska	39.8	38.8
○The American Handgunner	25.5	19.4
American Rifleman	27.3	28.6
○Archery World	25.0	26.0
○Backpacker	——	——
§Bass Master	105.5	92.1
††Bicycling	41.2	28.1
Camping Journal	——	——
Field & Stream	68.3	71.0
Fins and Feathers	15.8	13.9
○Fishing World	29.3	32.6
Florida Sportsman	58.1	53.4
‡‡Fly Fisherman	72.3	44.2
Fur-Fish-Game	27.4	29.7
Guns	26.2	20.8
Guns & Ammo	36.2	34.9
Horseman	25.2	18.3
Outdoor Life	60.5	78.5
Petersen's Hunting	15.0	19.7
The Runner	16.2	31.3
Runner's World	30.0	46.3
Salt Water Sportsman	50.6	50.8
Shooting Times	26.0	28.6
SkateBoarder	20.0	61.4
‡‡§Ski	66.3	79.3
‡‡Skiing	67.0	72.1
Skin Diver	75.2	73.6
‡‡Southern Outdoors	28.8	34.3
§Sport	36.8	28.5
Sports Afield	72.9	66.9
▼Spray	——	——
Western Outdoors	33.4	36.6
Total Group	1,224.8	1,259.7

Comics

	Pages Jan 1980	Pages Jan 1979
○Archie Comic Group	——	——
DC Comics	11.5	12.0
Harvey Comics Group	8.0	8.0
Marvel Comics Group	14.0	12.5
Total Group	33.5	32.5

Newspaper Magazines I

	Pages Jan 1980	Pages Jan 1979
§Family Weekly	89.6	93.5
Parade	71.4	81.6
Total Group	161.0	175.1

Canadian National Weekend Magazines

	Pages Jan 1980	Pages Jan 1979
§Canadian Weekend	25.5	25.2
B Perspectives	35.8	25.3
Total Group	61.3	50.5

Canadian

	Pages Jan 1980	Pages Jan 1979
L'Actualite	22.3	15.5
Chatelaine		
§English Edition	61.2	53.6
French Edition	38.8	27.6
§Financial Post	——	——
▲§Flare	53.2	37.2
▲§Homemaker's Magazine		
English Edition	103.6	——
French Edition	79.0	——
**§Macleans	43.6	37.4
§Quest Magazine	——	——
§Reader's Digest:		
Canada-English	58.4	46.2
Canada-French	50.5	52.3
Total	108.9	98.5
▲Saturday Night	16.5	31.5
Toronto Life	62.0	45.8
Total Group	589.1	347.1

(Continued on Page 74)

§Sectional linage included but prorated to circulation of regional editions. *Sectional linage included but NOT prorated to circulation of regional editions. †Published 6 times a year. ○Published every other month. ▲Published 10 times a year. ††Published 9 times a year. ‡Published 3 times a year. #Published quarterly. ☆Published twice a month. ‡‡Published 7 times a year. ◇Published 11 times a year. ▼Published 8 times a year. **Published weekly. ▶Published every two weeks. A Correct figure for Jan.-Nov. '79 is 2,821.8. B Preprinted inserts included. C Includes Budget Decorating & Remodeling.

Advertising pages in consumer publications

Current and year-ago figures for U.S., Canadian and foreign publications reporting to Advertising Age

(Continued from Page 73)

December pages

Business

	Pages			
	Dec. 1979	Dec. 1978	Jan.-Dec. 1979	Jan.-Dec. 1978
Atlanta Business Chronicle	20.5	10.4	231.2	79.5
Barron's	164.9	110.4	2,018.5	1,652.5
Black Enterprises	45.7	44.3	540.1	475.0
§Business Week	430.6	389.1	5,106.7	4,930.5
Corporate Report	61.8	46.7	768.5	627.8
Crain's Chicago Business	53.1	18.3	559.8	167.2
Dun's Review	87.3	62.6	1,016.3	939.2
☆Financial World	71.7	67.6	——	——
Florida Trend	46.4	43.2	681.4	671.9
☆Forbes	151.9	115.0	2,641.7	2,171.2
§☆Fortune	161.1	175.5	2,301.5	2,127.6
Houston Business Journal	103.2	88.9	1,431.5	1,224.3
§INC. Magazine	62.5	——	473.0	——
☆§Industry Week	82.1	96.5	2,038.4	1,963.6
§Nation's Business	29.4	55.1	545.3	510.5
*New England Business	33.0	32.7	568.3	450.3
▶Northern Ohio Business				
Journal	27.5	14.9	298.7	267.8
Outlook	34.0	31.5	450.6	299.3
The South	14.1	16.7	210.3	264.5
Texas Business	27.2	25.7	479.2	400.4
Total Group	1,708.0	1,445.1	22,361.0	18,772.8

Canadian

	Dec. 1979	Dec. 1978	Jan.-Dec. 1979	Jan.-Dec. 1978
§Time-Canada	139.4	113.3	1,551.2	1,409.6

Newspaper magazines II

	Dec. 1979	Dec. 1978	Jan.-Dec. 1979	Jan.-Dec. 1978
Boston Globe	200.7	198.6	1,766.7	1,874.6
Chicago Tribune	217.3	224.1	1,801.7	1,888.0
*Cleveland Plain Dealer	275.2	134.5	2,109.0	1,684.8
§Los Angeles Times				
Home Magazine	163.6	153.2	1,755.2	1,670.0
New York News	171.7	158.3	1,623.1	1,004.7
New York Times Magazine	446.2	446.9	4,349.9	2,993.3
Philadelphia Inquirer	118.2	87.6	1,137.3	1,110.3
Washington Post Magazine	191.9	150.9	1,467.8	1,697.0
Washington Star,				
Home/Life Magazine	88.9	56.6	847.5	807.2
Total Group	1,873.7	2,821.4	16,858.2	14,729.9

Weeklies, bi-weeklies, semi-monthlies

	Dec. 1979	Dec. 1978	Jan.-Dec. 1979	Jan.-Dec. 1978
§Army Times Military Group:				
Air Force Times	175.5	123.7	1,879.9	1,785.4
Army Times	169.0	119.1	1,871.7	1,682.7
Navy Times	191.2	133.5	2,064.0	1,806.3
The Times Magazine	8.9	11.3	223.9	210.4
The Blood Horse	460.1	332.8	5,513.1	4,567.7
Circus	29.7	37.0	317.0	479.7
Commonweal	6.2	7.3	87.7	94.3
▶Cue New York	151.7	175.6	1,193.9	1,158.4
Golf World	28.2	39.3	621.3	596.6
§Grit	32.5	35.2	468.1	505.2
National Review	27.5	24.5	366.9	373.5
New York Magazine	268.3	250.0	2,222.0	2,439.6
New Yorker	458.6	409.7	4,179.3	4,061.0
§Newsweek	341.7	271.4	3,455.1	3,326.7
People Weekly	366.6	354.4	3,517.9	3,172.8
Rolling Stone	149.2	130.2	1,163.8	1,198.7
▶§Saturday Review	35.8	18.3	635.1	531.4
Sporting News	68.4	48.0	748.3	566.1
§Sports Illustrated	274.8	243.3	2,826.5	2,887.6
A. §Time	331.3	278.0	3,153.1	3,166.6
§TV Guide	323.0	316.7	3,731.2	3,502.3
▶Us Magazine	71.9	60.0	647.8	627.5
§U.S. News & World Report	204.2	152.0	2,069.5	1,981.9
Total Group	4,174.3	3,571.3	42,957.1	40,722.4

Foreign

	Pages			
	Dec. 1979	Dec. 1978	Jan.-Dec. 1979	Jan.-Dec. 1978
Buenhogar:				
Mexico	99.5	94.7	812.0	634.7
Puerto Rico	36.2	30.8	253.2	189.7
Venezuela	78.3	73.2	552.7	578.2
Colombia	99.7	134.3	816.0	898.8
Peru	32.8	21.0	219.3	209.7
Central America	26.0	23.5	194.7	150.8
U.S.	8.5	6.5	114.7	118.8
Fascinacion:				
Mexico	15.2	15.0	117.7	123.0
Puerto Rico	1.0	4.8	14.2	12.8
Venezuela	14.3	24.2	145.8	240.2
Colombia	14.2	13.5	71.2	135.0
Central America	——	——	0.3	3.2
U.S.	——	2.3	30.0	33.8
Geomundo:				
Mexico	33.3	17.5	168.0	105.0
Puerto Rico	20.2	6.0	116.8	101.0
Venezuela	23.7	16.5	156.2	82.8
Colombia	29.7	23.0	200.5	182.5
Peru	18.7	5.0	97.3	55.0
Central America	13.7	5.0	84.7	45.0
U.S.	5.0	1.0	47.5	26.8
Hombre De Mundo:				
Mexico	53.2	43.0	291.0	194.8
Puerto Rico	25.0	22.0	215.2	115.8
Venezuela	40.5	32.0	202.8	146.5
Colombia	35.8	37.8	226.7	191.0
Peru	12.0	——	42.3	——
Central America	17.0	12.0	92.8	58.0
U.S.	9.3	8.7	88.5	58.3
Ideas Para Su Hogar:				
Mexico	17.2	7.2	108.7	25.8
Puerto Rico	7.0	2.5	39.7	13.2
Venezuela	27.3	21.2	157.8	92.7
Colombia	42.3	29.7	265.8	85.0
Peru	5.0	——	21.5	3.2
Central America	——	——	6.5	0.3
U.S.	1.0	——	7.5	0.3
Intimidades:				
Mexico	15.8	8.0	104.5	23.0
Puerto Rico	4.0	——	49.5	——
Venezuela	8.0	7.5	129.5	20.5
Colombia	2.0	——	15.5	——
Central America	1.0	——	2.0	——
U.S.	2.0	——	8.5	——
Mecanica Popular:				
Caribbean	54.0	61.0	397.5	376.2
Mexico	29.0	16.0	239.7	187.5
Argentina	7.7	6.0	57.8	52.2
The Ring en Espanol:				
Mexico	3.2	2.0	21.3	8.0
Puerto Rico	2.0	——	29.7	——
Venezuela	3.0	8.3	44.2	37.7
Colombia	——	——	4.2	3.0
Central America	——	——	2.2	——
U.S.	3.0	1.0	36.7	4.0
Vanidades Continental:				
Mexico	175.3	149.7	1,553.2	1,168.7
Puerto Rico	85.2	79.3	658.0	556.3
Venezuela	89.8	79.2	771.8	741.5
Colombia	136.3	157.0	1,166.8	1,146.7
Peru	44.3	26.2	310.2	254.5
Central America	41.2	33.2	365.7	256.0
U.S.	39.7	44.7	397.0	383.0
Cosmopolitan Foreign Editions:				
Australia	96.5	93.4	765.5	600.5
Brazil	49.0	21.0	400.0	250.0
France	84.0	70.0	889.0	664.0
Great Britain	158.0	158.0	1,650.0	1,385.0
Italy	49.0	44.0	425.0	262.0

	Pages			
	Dec. 1979	Dec. 1978	Jan.-Dec. 1979	Jan.-Dec. 1978
Cosmopolitan en Espanol:				
Central America	13.2	10.3	92.5	78.0
Colombia	49.0	63.8	349.0	403.7
Mexico	118.2	92.6	793.2	567.2
Puerto Rico	50.5	49.3	356.0	288.3
U.S. (Spanish Language)	21.2	21.2	198.0	175.2
Venezuela	56.2	54.5	385.8	393.8
International Communications				
African Business	40.7	16.5	291.4	47.0
The Middle East	53.2	61.7	672.2	637.9
New African	22.2	32.0	400.0	507.4
Al-Iktissad Al-Arabi	20.0	14.7	202.6	187.6
International Herald Tribune	93.8	87.1	1,117.5	1,179.4
International Management				
Africa	24.3	19.7	246.7	236.0
Europe	65.0	42.7	539.5	465.7
Latin America	19.2	25.3	256.0	140.7
Middle East	45.3	39.3	436.1	447.8
Pacific	16.3	19.7	221.7	236.0
§Newsweek International				
Atlantic	101.0	92.8	1,242.6	1,206.4
Latin America	28.0	——	368.3	——
Pacific	91.2	84.1	120.0	927.3
††Progreso	16.0	14.0	219.1	180.9
§Reader's Digest:				
Arabic	15.0	19.5	194.5	19.5
*Asian	487.0	49.5	3,179.1	513.7
Australian	63.5	61.5	769.1	614.2
Belgian-Flemish	133.5	129.3	1,064.9	981.0
Belgian-French	120.5	126.0	996.6	987.0
British	114.5	109.7	1,134.3	1,068.6
*Chinese	172.0	39.1	2,768.0	400.1
Danish	85.3	76.3	509.5	606.1
Dutch	41.8	44.5	684.0	601.8
Finnish	49.0	49.0	654.5	635.6
French	65.8	55.7	813.2	818.4
German	86.4	92.1	978.1	983.8
Iberian	56.5	47.5	466.6	423.5
Indian	109.0	134.3	1,106.0	958.4
Italian	62.5	74.0	698.5	788.0
Japanese	73.2	68.2	770.1	682.0
Korean	19.0	14.0	184.0	29.0
Latin American:				
Argentina	80.5	73.0	672.5	474.0
Brazil	7.5	16.5	127.8	151.4
Central America	38.0	42.5	270.0	306.5
Chile	45.0	52.0	313.0	279.0
Colombia	72.5	87.0	595.5	561.5
Ecuador	34.0	——	258.5	——
Mexico	115.5	115.9	595.5	445.0
Peru	17.5	19.0	117.5	111.0
Puerto Rico	31.0	33.5	191.0	159.5
U.P.B.	52.0	30.5	391.0	209.0
U.S. Spanish	16.5	28.5	188.0	202.5
Venezuela	43.5	45.0	446.8	347.5
Portugal	64.8	64.5	531.1	433.6
New Zealand	77.7	54.0	711.1	349.2
Norwegian	55.0	62.0	651.4	669.8
South African	98.0	61.0	930.5	913.5
Swedish	39.5	39.5	396.1	352.4
Swiss-French	43.0	30.0	401.0	400.0
Swiss-German	49.0	42.0	539.0	531.0
Canada-English	103.2	96.6	1,054.9	1,006.6
Canada-French	96.6	96.6	953.4	932.4
Total	2,935.1	2,279.8	27,306.6	19,946.1
Time International:				
Time-Asia	132.2	104.9	1,215.4	1,050.2
Time-Atlantic	139.2	113.7	1,523.0	1,310.3
Time-Latin America	103.9	78.5	906.6	774.6
Time-South Pacific	157.9	130.1	1,720.1	1,466.7
▶Visao	126.7	125.7	1,400.9	1,512.9
▶§Vision/Latin America	49.2	67.6	508.0	538.1
Total Group	6,634.3	5,541.0	59,562.8	48,197.2

EVERETT RATTRAY

EAST HAMPTON, N.Y.—Everett T. Rattray, 47, publisher and editor of the weekly *East Hampton Star* on Long Island, died of cancer Jan. 14 at his home here.

Mr. Rattray took over the newspaper from his mother, Jeannette E. Rattray, in 1961. In a conservative, primarily Republican town, Mr. Rattray made a career of publishing a liberal, mostly Democratic paper.

In addition to running the paper, Mr. Rattray also wrote a book about the Hamptons called, "The South Fork, the Land and People of Eastern Long Island," that was published in 1978.

Mr. Rattray's wife, Helen, will continue to run the newspaper, which has a circulation of almost 9,000. It is expected that one of their three children eventually will take over the reins.

VINCENT MANNO

BOCA RATON, FLA.—Vincent Manno, 67, a newspaper broker and media financial consultant, died at his retirement home here Jan. 10.

Mr. Manno helped set up the first cooperative production plan for cities with more than one newspaper. He also helped to write the Federal Newspaper Preservation Act of 1970, covering newspaper mergers.

Following his education at the University of Maryland and the South Jersey Law School and U.S. Army service during World War II, Mr. Manno set up offices in New Canaan, Conn. It was from this base that he became one of the nation's leading newspaper brokers for publishers across the country.

RICHARD RIMBACH SR.

PITTSBURGH—Richard Rimbach Sr., 84, president and owner of Rimbach Publishing Co. here, publisher of *Pollution Equipment News* and *Industrial Hygiene News*, died Dec. 21 in North Hills Passavant Hosipital following a brief illness. Mr. Rimbach, a professional engineer, founded his publishing company in 1928 with *Instruments* (now *Instruments & Control Systems*). He was a founder of the National Instrument Society of America in 1945, and served as its executive secretary from 1946 to 1950.

CYRIL WAGNER

CHICAGO—Cyril Wagner, 61, corporate director of planning and marketing, Evangelical Hospital Assn., Oak Park, Ill., died Jan. 9 of a heart attack. Mr. Wagner, who had been with the association since 1977, spent most of his life in tv sales, starting at ABC in 1949. From 1953 to 1974 he was with NBC-TV here as an account exec, sales manager and finally director of central sales. He was director of corporate relations, Rogers Merchandising, from 1974 to 1977.

VIRGIL BROWNE

OKLAHOMA CITY—Virgil Browne, a longtime Coca-Cola bottler and soft drink marketing pioneer, died here Dec. 31 at age 102. In the 1920s, Mr. Browne was the first soft drink bottler to sponsor baseball on radio and the first to advertise in the newspaper comics section, according to a Coca-Cola Co. spokesman in Atlanta. He was also the first to exploit the potential of the automatic vending machine for soft drink sales, the spokesman added.

Some credit him with developing the idea of the six-pack as well, but Coca-Cola said it isn't sure who first made that packaging innovation. Mr. Browne and a partner bought the Coke bottling business here in 1922; at his death, he and his sons owned Coke bottling interests in 20 cities.

NORMAN WYNKOOP

ST. PETERSBURG, FLA.—Norman O. (Dutch) Wynkoop, 86, retired vp-controller at McGraw-Hill Publications, died of a stroke at White Memorial Hospital here on Jan. 1.

Mr. Wynkoop, who retired from McGraw-Hill in 1958 after 38 years with the company, made his retirement home in nearby Redington Beach. Mr. Wynkoop joined M-H as a salesman and later became Philadelphia district sales manager for *Power* magazine. He went on to become publisher of *Power* and held similar posts at M-H's *Industrial Distribution*, *American Machinist* and *Product Engineering*. He was named a company vp in 1937 and controller in 1946.

ANDRE KOSTELANETZ

PORT-AU-PRINCE, HAITI—Andre Kostelanetz, 78, veteran symphony orchestra conductor, died at Canabe Verte Hospital here following a heart attack on Jan. 13.

The conductor headlined one of the popular 1930s radio series, Liggett & Myers' "Chesterfield Hour," on CBS Radio. He himself recorded scores of those broadcasts for donation to the Library of Congress.

H. G. WHEELOCK

LARCHMONT, N.Y.—Howe G. Wheelock, 68, Newhouse Newspapers advertising rep, died at his home here Jan. 9 following a long illness. Mr. Wheelock had been with Newhouse for the past 16 years. Before that, he worked for the Scripps-Howard chain. #

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Advertising Age

50 YEARS 1930-1980

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Inflation doesn't deflate luxury spending

By NANCY GIGES

NEW YORK—Research by two major agencies suggests that while Americans are well aware of inflation's impact on their lives, certain priorities are so important that high costs aren't dampening their spending spirit.

According to a study by BBDO, even though 91% of consumers believe inflation has affected their lives, only 44% say it has greatly affected the amount they spend on luxury items.

The BBDO survey suggests that the supermarket is one place consumers are scrimping so they can "splurge" on luxuries. But a Dancer Fitzgerald Sample survey solely on food concerns placed worries about costs a close second behind taste, and found that for a sizable segment, avoiding certain factors such as preservatives, sugar, fat, salt, cholesterol and excessive calories are an overriding concern.

In the BBDO results, 37% of consumers said tight money has greatly influenced what they spend on fun—a figure the agency expected to be higher.

Realizing that consumers might not want to admit spending on luxuries when many believe they should be scrimping, BBDO first asked what they thought others were splurging on. The agency believes these figures are more indicative of what respondents were spending themselves than what they said about their own behavior.

For example, 30% said they thought others were buying major appliances while only 17% said they themselves were. For movies, 29% said others were splurging while only 13% admitted they themselves were.

According to BBDO, consumers are relying on a variety of cost-saving measures to help reduce their supermarket tabs. Some 75% say they are buying items on sale and paying more attention to price advertising than five years ago. A majority are comparison-shopping with greater frequency and stepping up their use of coupons. They are preparing less expensive meals, buying only necessities and purchasing the economy size of many items, BBDO found.

However, according to DFS results, younger people, especially single-person households, have the lowest concern for nutrition and cost and the greatest interest in convenience foods. People over 50 have higher concerns for nutrition and cost.

Although U.S. Department of Agriculture figures show that about 80% of households use coupons, the DFS study discovered only about 56%. It found it surprising that there was no difference in household penetration of coupon use between those with high concern *vs.* low concern for food costs. The dominant factor differentiating segments that use and don't

(Continued on Page 70)

STOLICHNAYA
RUSSIAN VODKA
TSINGTAO VODKA

Did the Russians miscalculate?

IMPORTED VODKA

IZMIRA

Finally you can serve the finest imported vodka without buying Russian.

IZMIRA has perfected a vodka that makes vodka a whole new experience. Distilled from white beets and imported from Turkey, IZMIRA has a way of letting your friends and relatives know, feel, and share your joy, your exuberance, the sincere warmth of the simchah you've invited them to share with you. And IZMIRA has the kind of sophistication that makes serving it in excellent taste. L'Chayim!

Chinese attack. . . . . . so do the Turks

Deluxe, imported vodkas produced outside the U.S.S.R. are exploiting the outcry that has followed Russia's invasion of Afghanistan, by sniping at the leader Stolichnaya, imported from the Soviet Union. Romann & Tannenholz handles Tsingtao for Monarch Wine Co., and E. T. Howard is agency for Izmira.

Major tv producers drop chiefs

By MAURINE CHRISTOPHER

NEW YORK—At least two of the leading tv software suppliers will start the 1980-81 sales season at the National Assn. of TV Program Executives mid-February meeting, in San Francisco, with new men at the top.

Dramatic executive suite upheavals occurred very close together at Time-Life Films, where Austin O. Furst Jr. moved in to succeed Bruce L. Paisner, and at Metromedia Producers Corp., where the search is on for a successor to Lennart Ringquist. Each presidential departure was officially described as a resignation.

In both cases there were reports that heavy expenditures for ambitious production projects—miniseries at Metromedia and movies at Time-Life—were at least partly responsible for getting the execs into trouble with corporate financial watchdogs.

- Hollywood and New York were teeming with rumors that other program production chiefs are on their way out. Edward Montanus, president of MGM Television, denied such reports about himself. He said that while these film jobs are the type to wear a person down in five years or so, he's not thinking of leaving yet.

In the first of what some observers expect to be a series of management changes at Time-Life Films, Gerald M. Levin, president of Time's Home Box Office until being promoted to group vp for video last August, brought in a familiar face from HBO when he taped Mr. Furst; he had been an exec vp at the No. 1 pay cable network.

A company spokesman said Mr. Paisner will remain as a Time Inc. vp and adviser to Mr. Levin on tv and movies. Before going into the video operation about 10 years ago, Mr. Paisner was assistant to Andrew Heiskell, chairman of Time Inc., an association that sources think may keep Mr. Paisner secure in the corporate family if he wishes to stay.

(Continued on Page 69)

Motorcycle market

Chrysler package going for broke

By RALPH GRAY and LOUIS A. FANELLI

DETROIT—Chrysler Corp.'s new marketing package that includes a money-back guarantee is an automotive first that may be a last. Other auto makers greeted the "unprecedented, unsurpassed, unbelievable" program cooly.

But the struggling Chrysler will concentrate "all our advertising and marketing firepower" on the guarantees in a "saturation schedule" on tv, magazines and newspapers.

Not only will Chrysler offer unsatisfied customers their money back, the company also will give free scheduled maintenance for 24,000 miles or 24 months (12/12 for imports), a free membership in the Amoco Motor Club and $50 for test driving a Chrysler vehicle.

"This is the beginning of a whole new way of doing business in the automotive industry," said president J. Paul Bergmoser at a New York press conference. "For years the consumer has demanded better protection on his car purchase and better protection against his service needs."

General Motors and Ford Motor Co. had no official comment on the Chrysler action, and American Motors said it wouldn't follow any of the four points. "It is not a new era dawning in automotive marketing," one industry analyst said. "The rebates weren't either. Nobody followed them this time around."

The $50 test drive and money-back provisions may be "an open invitation for people to pick their pocket," he said.

An automotive adman commented: "This is the kind of thing Chrysler has to try—a desperation move. But all of us have to try new

(Continued on Page 70)

RKO loss may spur rewrite bill

WASHINGTON—The Federal Communications Commission's action killing RKO General's tv operations in three big cities dismayed the broadcasting industry but offered the consoling prospect of renewed congressional interest in a communications act rewrite.

National Assn. of Broadcasters senior vp-general counsel Erwin Krasnow said FCC's action against RKO last week was "most unfair" and goes directly to the issue of "license stability."

Legislation before the Senate communications subcommittee

(Continued on Page 70)

last minute news

Pizza Hut readying invitations for review

WICHITA—Pizza Hut will send out invitations to "several agencies within the month" as it conducts a review of its estimated $30,000,000 account (including co-op). Incumbent Foote, Cone & Belding, Chicago, will be on the list, according to the company, which declined to give a reason for the review.

NAB project to include hygiene, hemorrhoid items

PALM SPRINGS, CAL.—The National Assn. of Broadcasters tv and radio boards ordered the expansion of a planned public opinion research project on contraceptive advertising to include feminine hygiene and hemorrhoid care products as well, categories under frequent attack by viewers. The NAB codes currently do not authorize contraceptive advertising, but allow the other categories in certain dayparts.

(Continued on Page 8)

NEWSPAPER

BEST AVAILABLE COPY

Daly reveals CBS' spring, fall tv plans

By COLBY COATES

NEW YORK—Though obviously pleased with the prime time surge that has propelled his network into a first place ratings tie with ABC, CBS Entertainment president Bob Daly still isn't ready to predict victory for the tumultuous 1979-80 season.

"I'm a firm believer in momentum and we have it now," Mr. Daly said, "but the Winter Olympics [on ABC] could slow us down."

Even though he thinks the controversy over the summer games "may add a few points" to ABC's February numbers, the CBS exec maintained "the key is whether they can promote their new shows and whether they are any good."

Paced by the Super Bowl, CBS took the 18th week of the prime time Nielsens with a 22.5 rating and 35.2 share compared to second place ABC's 20.2 rating and 32 share. More importantly, the network tied ABC for first place for the season-to-date with a 19.4 rating, something that hasn't happened since April, 1976.

Quite a comeback for Mr. Daly and crew, especially since "everybody had us all fired" last September when CBS got off to its traditional miserable start, due mainly to the baseball playoffs and World Series aired by the competition.

- Although the CBS exec has absorbed some early season thrashings before, he admitted that, having survived the 1979 edition, "I can't take another start like that one again." As a result, CBS is mulling over a new tactical gambit for the fall of 1980.

"We may start the season with three movie nights," he said. "Then after baseball is over we would cancel one night and introduce our new dramatic hours." He ruled out breaking in the new hours in August after the political conventions are over on the grounds that hour films require more lead time.

It is possible, however, that CBS may get an earlier jump with a few taped half hour comedies. "Logistically the turnaround time isn't as great as films," he said.

Like his counterparts at ABC and NBC, Mr. Daly expects to log plenty of overtime during the next 60 days, assembling the schedule for the 1980 prime time campaign. The difference between CBS and its peers, however, seems to be both in the quantity and quality of the programs that could land a prime time slot.

"As ABC can testify, it's a tough

(Continued on Page 69)

Becomes Olympics net for '84

ABC gets Yugoslav rights

By JAMES P. FORKAN

NEW YORK—ABC won the gold medal for the most Olympics—and most expensive games—within a 20-year period when it landed the 1984 Winter Olympics rights for about $90,000,000.

ABC's money machine, which late last year won the '84 summer games for $220,000,000-plus, will shell out much more for the Yugoslavia games than it will for Lake Placid's, with its rights of $15,500,000 and production costs of $30,000,000. The $90,000,000 figure excludes production.

ABC, which will have covered nine of the 12 Olympics from 1964 through '84, was mum on pricing the time in its 60-plus hours of mostly prime time coverage. NBC, with its Moscow woes, left the Yugoslavia bidding early in the week when it could not get a 60-day delay.

As for the Moscow Olympics coverage, an NBC-TV official said, "No one has withdrawn as a sponsor." He added, "I'm sure people are thinking about that. Nothing has happened yet."

- Although President Carter reiterated his boycott sentiments during his Jan. 23 State of the Union telecast, NBC officials said there still are "a lot of what ifs," including what if the Russians comply with Mr. Carter's demand that they leave Afghanistan? NBC will be "guided by government policies and regulations," but policy in this case will not be "clear" till the President's Feb. 20 deadline for withdrawal arrives, these network officials said. NBC also will be watching the outcome of the U.S. Olympic Committee meeting Jan. 26-27 and its poll of team members on a boycott.

If the network does not cover the games, various NBC execs said, the replacement fare would have to be "fairly normal" programing, given the short lead time. Some industry sources thought NBC could, for one thing, try out more summer series ideas than it had planned.

- As for selling this non-Olympics July-August time, NBC will not

(Continued on Page 70)

WRG to Seattle via ex-Kraft Smithers

NEWPORT BEACH, CAL.—Wells, Rich, Greene, while locked in a struggle to retain $30,000,000 in billings from key accounts serviced by its Los Angeles office, will open a new full-service office in Seattle and begin prospecting for new business in the Northwest.

- WRG/West chairman Raymond Townsend said the Seattle office will open in mid-February with a nucleus provided by former executives of Kraft Smith Inc., Seattle (AA, Jan. 21).

Robert Wolf, senior vp and WRG/Los Angeles managing director, flatly denied such a move was afoot when questioned by ADVERTISING AGE a week earlier, as did William Mullen, one of the Kraft Smith execs.

Heading the WRG Seattle office as managing director will be John Henry Barber, formerly a vp with Kraft Smith. Other top executives will be Mr. Mullen, creative director; James Aaby, associate creative director, and Ronald Jaco, media director. All held similar posts at Kraft Smith.

Initial efforts of the Seattle office, said Mr. Townsend, will be the development of new business, with two presentations scheduled this week. The $3,500,000 Brittania sportwear account, located in

(Continued on Page 73)

Services rate agencies

	Ted Bates & Co. Navy	J. Walter Thompson Co. Marines	D'Arcy-MacManus & Masius Air Force	W. B. Doner & Co National Guard
Account Mgmt	*	8	8	9
Creative	10	9	7	7
Media	9	9	10	5
Research	7	9	9	8
Timeliness	8	9	9	9½
Cost Control	10	7	10	9
Initiative	10	8	8	8
Personal Chemistry	10	10	10	10
Communications	10	10	10	9½
Do they understand our problems	9	10	10	10

*No rating given.

Military ad staffs rated their agencies, with 10 the top score, for Defense Department ad consultants. Burrell Advertising, Chicago, the Navy's minority agency, was not rated. Scores for Army agency, N W Ayer ABH, weren't available.

Study pins medals on military ad team

By RICHARD L. GORDON

WASHINGTON—Even as President Carter spoke last week of reviving the military draft, Pentagon ad managers were getting a straight "A" report for their handling of the "all volunteer" military's multi-million-dollar recruit advertising effort.

The praise was from New York ad consultants Canter, Achenbaum, Heekin, whose top to bottom look at military ad management—paid for by the Pentagon (AA, May 29, '78)—is gradually surfacing.

The reports available last week express the consultants' view that the Pentagon ad managers have become the equals of topflight ad managers in private business—if not better.

But changes were urged in the systems some of the services use for selecting ad agencies, including eliminating ground rules that may favor incumbents over challenging agencies and switching to competitions every five years instead of every three, as now required by federal contracting rules.

While a summary report was not available, each of the individual service studies available praised the "professionalism" and "organizational skills" of the military ad staffs.

- Canter, Achenbaum, Heekin reports on the Navy, Air Force and Marines based much of their praise for the service ad executives on their planning efforts. The Navy had "better long-term marketing cost planning than found in most private sector companies," the consultants said.

The Air Force, likewise, does "an admirable job in the planning area, much better than most companies in the private sector," according to the reports.

The Marines were cited for their system of setting objectives; their professionalism is "comparable if not superior to the best managers of advertising in business and industry."

Where the military ad teams fall

(Continued on Page 72)

highlights

Monday, January 28, 1980

The International Newspaper Advertising Executives 124th sales conference, held in Dallas last week, concentrated on familiar themes such as increasing national advertising and keeping retail advertisers from switching to other media. *See Page 4.*

Borden plans its biggest Cracker Jack campaign ever. *See Page 6.*

Charles N. Blakemore moves to Benton & Bowles as top creative executive. *See Page 6.*

A "1981" inauguration spot by Della Femina, Travisano & Partners for the California Jeep Dealers Assn. doesn't feature Ted Kennedy—but some say it looks like it does. *See Page 14.*

An FTC antitruster said Time Inc.'s buy of Book-of-the-Month Club is getting "particularly close scrutiny," but added that FTC is planning no unconventional antitrust moves in the media industry. *See Page 14.*

Licensing programs proved successful for Sunkist Growers in 1979. *See Page 22.*

Commuter airlines' chances for more exposure in the *Official Airline Guide* took a nose dive with a recent FTC decision. *See Page 30.*

Media watchers expect Thomson Newspapers to revive its newly acquired Canadian chain, F.P. Publications. *See Page 38.*

David Deutsch probes the fine line between making suggestions that serve as guidelines and suggestions that interfere with creativity. *See Page 43.*

Alan Eirinberg takes a look at how banks and savings institutions responded to the threat of losing deposits to "near-bank" competitors who weren't limited to interest rates established under the government Regulation Q. *See Page 43.*

Robert S. Allison describes how daily morning meetings can be put to use to get the most from agency talent and improve advertising campaigns. *See Page 44.*

Volney Palmer answers a query about the knack of thinking and feeling "like common people." *See Page 44.*

Ed Meyer sees some surprising changes in sales promotions in the 1980s—the key being adjusting to the life styles of the decade. *See Page 47.*

Spanish ad agencies are in a tizzy over a media-buying shop that is growing extraordinarily fast. *See Page 50.*

Promo/NCK, a small Lisbon agency, has brought a $1,000,000 lawsuit against Norman, Craig & Kummel because the U.S. agency allegedly broke a contract between the two agencies. *See Page 55.*

Legal problems still abound as Anheuser-Busch continues to push Budweiser on the U.K. market. *See Page 60.*

Chicago Sun-Times editor-in-chief apparently is being groomed to replace Marshall Field V. *See Page 69.*

Bacardi Rum capped a period of successive sales increases by taking the lead in a study of liquor brand rankings last year. *See Page 74.*

Mobil ads to be aired during the company's syndicated series prompted three tv stations to cancel scheduled broadcasts. *See Page 74.*

Section 2

Section 2 on Philadelphia explores the City of Brotherly Love from an advertising point of view, from the agency scene to a media roundup and its broadcast production capabilities. Included are articles on where to go and what to do, sports, restaurants and an agency roundtable discussion, beginning opposite Page 38.

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Bacardi rum-bles to top-seller spot

By JOSH LEVINE

NEW YORK—Bacardi rum has capped a decade of steady volume increases to emerge as the nation's top liquor brand in the last year of the '70s, according to *Impact*, an industry newsletter.

Bacardi moved up from third place in 1978 to establish what *Impact* editor and publisher Marvin Shanken envisions as a long reign atop his annual rankings. The study, due for release Friday, also charts increased share for key brands in all categories.

The Bacardi Imports' brand displaced Heublein's Smirnoff vodka, the 1978 leader, with 1979 depletions of 6,350,000 cases, up 15% from 1978. (Depletions measure the transfer of three-gallon cases from wholesaler to retailer.)

- Though still a powerhouse, Seagram's 7 Crown dropped from second place to third last year, with depletions of 5,540,000 cases. Before 1978, 7 Crown enjoyed a 30-year dynasty as America's most popular liquor brand. Its decline confirms the country's shift to the lighter "white goods"—vodka, rum and gin.

Of the top 10 brands, all five white goods registered an increase in case depletions. "Brown goods" brands in the top 10—Canadian whisky, scotch, bourbon and blended whisky—all dropped below their 1978 volume in 1979, with the exception of Jim Beam, up 2%.

But even with the decline in depletions, key brown goods brands performed better than the categories in which they fell. "Premium brands have the margin to support enough advertising to maintain their positioning in the market," said Mr. Shanken.

In the scotch category, *Impact's* 10-year comparison showed that three ranked brands, J&B Rare, Dewar's and Cutty Sark, held a combined 35.3% of the market last year compared with 30.6% in 1970. Four ranked bourbon brands rose from 21.5% of the category in 1970 to 38.7% in 1979; five ranked Canadians rose slightly to 73% from 72.1% 10 years ago, and two ranked blends grew from 34.5% to 49.6%.

"Distillers will continue to support those key brands heavily in coming years," Mr. Shanken said, "and advertising dollars spent per case probably will increase. That trend goes along with general consolidation of brands and severe financial management. There will be a slowdown in marketing support for secondary brands."

Whatever ad support is marshaled behind other brands, Bacardi promises to hold the top spot for years to come, Mr. Shanken said. "The king is dead," he intoned. "Long live the king." #

1979 IMPACT RANKING
TOP SELLING DISTILLED SPIRITS BRANDS IN U.S.
(Thousands of 3.0 gallon cases)

Rank	Brand	Distiller/ Importer	Category	Three Gallon Case Depletions 1978	Three Gallon Case Depletions 1979	Change	Average Annual Compounded Growth Rate (Nine Years) 1970-1979
1	BACARDI	Bacardi Imports	Rum	5,520	6,350	+ 15%	13%
2	SMIRNOFF	Heublein	Vodka	5,985	6,020	+ 1%	8%
3	SEAGRAM'S 7 CROWN	Seagram	Blend	5,650	5,540	− 2%	2%
4	SEAGRAM'S VO	Seagram	Canadian	3,620	3,450	− 5%	1%
5	CANADIAN CLUB	Hiram Walker	Canadian	3,085	3,035	− 2%	1%
6	JIM BEAM	James B. Beam	Bourbon	2,860	2,910	+ 2%	2%
7	POPOV	Heublein	Vodka	2,230	2,800	+ 26%	16%
8	SEAGRAM'S GIN	Seagram	Gin	2,350	2,520	+ 6%	11%
9	GORDON'S GIN	Renfield	Gin	2,385	2,480	+ 4%	1%
10	J & B RARE	Paddington	Scotch	2,500	2,475	− 1%	1%
11	WINDSOR SUPREME	National	Canadian	2,220	2,250	+ 1%	6%
12	CANADIAN MIST	Brown-Forman	Canadian	2,110	2,240	+ 6%	16%
13	JACK DANIEL'S	Brown-Forman	Bourbon	1,895	2,160	+ 14%	15%
14	DEWAR'S	Schenley	Scotch	1,845	2,020	+ 9%	4%
15	GILBEY'S GIN	National	Gin	1,925	1,875	3%	1%
16	ANCIENT AGE	Schenley	Bourbon	1,800	1,725	− 4%	1%
17	BLACK VELVET	Heublein	Canadian	1,660	1,720	+ 4%	17%
18	CUTTY SARK	Buckingham	Scotch	1,760	1,690	− 4%	1%
19	KESSLER	Seagram	Blend	1,680	1,600	− 5%	1%
20	EARLY TIMES	Brown-Forman	Bourbon	1,685	1,595	5%	1%
	TOP TWENTY BRANDS	— —	— —	54,765	56,455	+ 3%	4%

Source: IMPACT DATABANK 1980

Stations drop Mobil tv series, citing FCC

NEW YORK—Mobil Corp. has hastily juggled the lineup of tv stations in the syndication network for its six-part series, "Edward and Mrs. Simpson," after three Post-Newsweek stations canceled the broadcasts in response to Mobil's commercials.

The stations pulling out—WDIV, Detroit; WFSB, Hartford, Conn., and WJXT, Jacksonville, Fla., found a "moral" in the issue-oriented commercials (part of the syndication package), produced in the form of fables. If ads "make explicit allusions to important controversial issues," as a Post-Newsweek attorney put it, stations are required to grant equal time for opposing views under the Federal Communications Commission's fairness doctrine.

- Mobil enlisted WKBD, Detroit; WVIT, Hartford, and WJCT, Jacksonville, to replace the defectors. In Detroit, a crucial market and audience for Mobil's energy-related fables, WDIV as an NBC affiliate leads independent WKBD, owned by the Field stations.

"I consider their [the Post-Newsweek stations] actions to be censorship," said Herbert Schmertz, Mobil vp-public affairs, who created the ads. "It's curious to note that print versions of the same ads ran in the same company's newspaper, the *Washington Post*," he added.

Mr. Schmertz has long battled network policy on issue-oriented ads.

- Before trading its Washington tv station for its current Detroit outlet, Post-Newsweek had been involved in at least two legal fights over "controversial" commercial messages.

In 1976, a Texaco spot that aired on the Washington station drew attacks for allegedly promoting the virtues of integrated oil companies at a time when the Senate was debating whether to break up the oil industry (AA, Aug. 16, '76). FCC ordered the station to carry opposing views.

- Earlier, Post-Newsweek fought to the U.S. Supreme Court and won a decision upholding its right to refuse to air commercials challenging the Vietnam War.

The Mobil commercials were produced by Steve Gold Productions and placed by SFM Media Service Corp. here. #

AmEx hopes to 'balance' cheque ads

(Continued from Page 3)

wide-ranging talk on the need to control "Big Brother" technology, noting some emerging social trends that he thinks sophisticated marketers should note. Mr. Robinson sees a societal shift from "a value system of conformity to one of competing systems—a multichoice society.

"A new set of values is emerging from the negative, post-Vietnam, post-Watergate era," Mr. Robinson said. "They revolve around: The movement away from big government to local government initiative; deregulation and less regulation as a national priority; the replacement, in part, of the Protestant work ethic by the "Society of Entitlement"; the psychology of high inflation and its complex impact on standards of living; the decline of the two-party system and the rise of special interest groups, and the rise of working women and the two-income family.

"The implications of this value shift to a multichoice society will have a profound effect upon business," said Mr. Robinson. "It will mean, among other things, that the private sector will have to cope with a society that is even more highly segmented by market. The tastes and values of the consumer will reflect great diversity . . . and diversity will represent new opportunities for those with the capacity to respond and deliver.

"Needless to say the financial services industry is influenced and will continue to be influenced by these changing consumer trends," he continued.

"The image of America as a homogeneous market is declining," continued Mr. Robinson. "The image of America as a marketplace of diversity is ascending."

Looking to the 1980s, Mr. Robinson thinks marketing will be of utmost importance to financial institutions. "What is obvious is that the banking environment will be characterized by tough competition and an escalating use of new marketing techniques to lure the increasingly bewildered and inflation-conscious consumer."

As far as claims that we may become a "cashless society" in the near future, Mr. Robinson is skeptical. "I do not believe the cashless society is immediately at hand because it does not reflect the public's deepest wish. Instead, in terms of payment systems, individuals will want more options, not less."

Mr. Robinson thinks commercial tv will face more problems in the future. "Tv has already begun to lose some of its ground. With new home entertainment options, it is no longer the only wheel in town." #

advertising stock prices

NEW YORK—Closing prices of selected agency, media and research company stocks:

NEW YORK STOCK EXCHANGE

	Jan. 23	Jan. 9
ABC	36⅛	36½
John Blair	20¾	20⅛
Capital Cities	48	47¾
CBS	53⅝	52⅝
Cowles Comm	24	22¾
Cox B'cstg	66	65
R. R. Donnelley	27⅝	28
Dow Jones	46½	42½
Dun & Bradstreet	43⅝	45⅛
Esquire	15¼	16⅝
FCB	26⅛	24⅝
Gannett Co	46⅛	47¾
Harcourt Brace	33⅛	32¾
Harte-Hanks	27⅛	27¼
Houghton-Mifflin	31	30¼
Interpublic	35⅛	34
Jefferson-Pilot	28⅛	29½
Knight-Ridder	24¾	25
McGraw-Hill	29½	28
Macmillan	14¼	14¼
Meredith Corp	34½	33⅛
Metromedia	72¼	72¼
Playboy	16⅛	14¾
RCA	22½	24
Scott, Foresman	25¾	25¾
Storer B'cstg	30⅛	25
Taft B'cstg	33¼	34½
Teleprompter	23¼	24¼
JWT	30⅛	28⅞
Time	49½	48
Times Mirror	38¾	36¾
Viacom	42¾	38⅞
Wometco	21¼	21

AMERICAN STOCK EXCHANGE

	Jan. 23	Jan. 9
Affiliated Publications	29⅛	29¾
Gross Telecasting	26	26⅛
Media General	28⅛	25¼
New York Times	22¾	23⅛
Prentice-Hall	22½	23⅛
Sonderling B'cstg	30¼	29¼
Washington Post	20	20¼

OVER-THE-COUNTER (Bid)

	Jan. 23	Jan. 9
BBDO	34¼	34
Doremus	7	7
DDB	27¼	24½
Grey	45½	41½
Lin B'cstg	45½	46½
Market Facts	8	8
Multimedia	32¾	33¼
A. C. Nielsen Co	29½	27½
Ogilvy & Mather	23¼	21
Scholastic Magazines	13½	14
Scripps-Howard B'cstg	63	65
Synergistic Comm	1⅛	1⅛
UA-Columbia Cablevision	47	40
Webb Co	17½	17

Quotations supplied by James L. Finger, Merrill Lynch, Pierce, Fenner & Smith, New York.

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Advertising Age

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50 YEARS 1930-1980

$1 a Copy; $30 a Year *The International Newspaper of Marketing* • *In Two Sections. Section 1.* *February 4, 1980*

Pepsi captures 'spirit' in new theme

Bottler meet told $80 million set for brand ads

By NANCY GIGES

LAS VEGAS—Sensing that the Me decade of the '70s is taking a "you" turn in the '80s, Pepsi-Cola unveiled a new ad campaign here last week for its flagship brand to convey feelings of pride and optimism in America.

Theme changes and a 30% hike in ad spending—to $80,000,000—are part of Pepsi's arsenal to retain the momentum it has gained against archrival Coca-Cola. During a national convention here, bottlers were told of the importance of sophisticated marketing to combat growing competition.

The new Pepsi campaign invites Americans to "Catch that Pepsi spirit. Drink it in!" It replaces the three-year-old "Have a Pepsi day," but is a further extension of the brand's 18-year-old "Pepsi generation" concept.

New themes also were introduced for Mountain Dew and Pepsi Light, while Diet Pepsi retains its "You're drinking Diet Pepsi and it shows" with some improvement in execution.

Some 3,000 bottlers crowded into two showings of a $2,000,000 extravaganza Pepsi put on at the MGM Grand Hotel. It was the first national Pepsi gathering since 1976 when the company introduced its "Have a Pepsi day" theme.

In other years, Pepsi introduced updated ad plans at regional meetings. But a new theme calls for all-out efforts for bottler support. Each franchisee decides what promotions are introduced in its markets, and how much co-op will be spent.

The commercials were greeted with long and sustained applause by the assembled bottlers. The show biz atmosphere was typified by the company president John Sculley's appearance in a white spangled tuxedo. He later switched to a green tuxedo to tout himself as president of "the Mountain Dew company." The point was that it is a mainstream brand and deserves a soft drink company of its own.

▪ The biggest portion of the 1980 ad budget, $50,000,000, goes to Pepsi, followed by $14,000,000 for

(Continued on Page 86)

Catch that Pepsi Spirit.
Drink it in!
PEPSI

The whole town turns out to welcome the local hero returning from his first successful season as a Major League Baseball player in this spot carrying the new Pepsi theme, "Catch that Pepsi spirit. Drink it in!" It's Pepsi's first theme change since 1976.

S&S, C&W talks off; P&G may be reason

By BERNICE KANNER

NEW YORK—Merger talks between Cunningham & Walsh and London-based Saatchi & Saatchi Co. have been tabled indefinitely. But the apparent breakdown has not dampened either agency's interest in affiliation.

Reports have it that Procter & Gamble Co. squelched the deal. Both shops serve the giant Cincinnati-based marketer, Saatchi through the S&S Garland Compton subsidiary, which is 19% owned by Compton Advertising. C&W handles P&G's Folger's coffee.

But C&W also handles American Home Products Corp.'s Boyle-Midway division (Woolite products) and American Brands' Jergens lotion and soap products. Saatchi handles P&G's Fairy Snow and Fairy toilet and household soap, Ariel and Head & Shoulders shampoo. The leading British shop also handles Nivea cream and liquid, Atrixo hand cream and Nivea cosmetics.

C&W's Boyle-Midway and Jergens business has not been a problem since it is not a P&G agency in the soaps or toiletries areas, working only for P&G's foods division. But a linkup with S&S would have put the shop into those areas for P&G.

▪ C&W president Anthony Chevins dismissed such reports. "Procter & Gamble doesn't work that way," he said. "They don't interfere in the way we run our own business." But he conceded that potential conflicts do exist.

The C&W-S&S union is "not as dead as a doornail, but odds are slim that we'll get together," said Mr. Chevins. His $225,200,000 agency is privately held by some 90 shareholders. The merger question was laid aside without being brought to a vote.

Meanwhile, conversations continue with other domestic and international agencies, said Mr.

(Continued on Page 86)

Filmland seeks clout, not creative

Big studios shifting shops

By JOHN REVETT and BOB MARICH

LOS ANGELES—An unprecedented shake-up of top movie marketing and ad execs over the past few months—and to an extent a push for fees instead of commissions—has started producing major account changes in the movie industry.

Doyle Dane Bernbach has followed ad head David Weitzner from 20th Century-Fox to Universal Pictures, and Fox' new ad chief has started a review which may include D'Arcy-MacManus & Masius, which loses Universal after 12 years. And if Wells, Rich, Greene/West fails to hold the Columbia Pictures account, no one is discounting the possibility of a WRG bid for Fox; the man who hired WRG at Columbia, Robert Cort, is now head of advertising at the studio.

Might D'Arcy also check Columbia to see if it's not too late to take part in that agency review? That's another possibility as the studio account wheel keeps turning.

In splitting with Fox after four years to take on Universal, Doyle Dane is expected to be adding $2,000,000 to $3,000,000 in billings. Universal is estimated to be spending at the $22,000,000 level, with Fox pegged at just below $20,000,000.

▪ As it did when working with Mr. Weitzner at Fox, DDB is expected to be handling some creative work at Universal, but the assignment is said to be primarily media handling on a commission basis.

At least part of the reason for DDB's split with Fox is understood to be a proposal on the part of Mr. Cort that the agency continue on the account under a fee arrangement that Doyle Dane found unacceptable.

A push for fees rather than commission payment is central in new Columbia ad head Fred Goldberg's review of agencies to handle that studio's $25,000,000-plus in spending, that has been handled by WRG. Columbia's total expenditures, including co-op, have been close to $40,000,000 over the past year. Mr. Goldberg made it clear that agency selection, expected within a month, would depend to a significant extent on who comes up with a budget-con-

(Continued on Page 85)

Thank you, Canada.

Signs of thanks to Canada for its part in aiding six Americans to escape from Iran popped up last week, including this page ad in the *New York Times* from Citicorp. The ad was prepared in-house.

last minute news

Korvettes chain goes in-house from Grey

NEW YORK—Korvettes has taken its account in-house following a mutal termination with Grey, where it billed an estimated $4,000,000-plus in 1979. A new campaign will move away from "The other Korvettes" theme, but retain the hanger symbol for fashion ads and value image. A new slogan, "Famous brands at Korvettes' famous low prices," will accompany hard goods ads. Media emphasis will shift from spot tv to circulars and suburban newspapers.

Goodyear sets launch of its Arriva radial

AKRON—Goodyear Tire & Rubber Co. breaks a campaign Feb. 12 for its new "bread and butter" steel-belted radial tire, the Arriva. Goodyear will spend more to introduce it than was spent to back the all-weather Tiempo, said vp-advertising John Kelley. Arriva will be billed as combining fuel efficiency, all-weather use, long mileage and traction. "Even its footprint tells you it's different" is the theme, via Campbell-Ewald, Detroit.

(Continued on Page 8)

NEWSPAPER

AA MAR80
DC20014CNGLIHGENR 94187 920011
R HAGERMAN SECY TO SR VP
CONGRESSIONAL INFO SERVICE
7101 WISCONSIN AVE
WASHINGTON DC 20014

RKO cable operations could face FCC review

By MAURINE CHRISTOPHER

NEW YORK—RKO General, one of the country's largest radio-tv station groups, and its parent General Tire & Rubber Co., will wait to get the formal order lifting its tv licenses in Boston, New York and Los Angeles before deciding how to fight this $600,000,000 battle.

Once that painstakingly crafted document is released, RKO may ask the Federal Communications Commission to reconsider, or go to court to try to prove itself a trustworthy licensee despite the misconduct charges leveled against it and its parent (AA, Jan. 28).

The $600,000,000 estimate made by one of the dissenting commissioners apparently covers only the market value of the 16 radio and tv stations and excludes the cable holdings of General Tire. Now that the commission has acted on a 11-year-old challenge against WNAC-TV, Boston, RKO can't sell any of its radio or tv stations until the legal hassle is resolved.

Further, the 40-plus catv systems owned by General Tire's cable subsidiary, Cablecom-General, could be subject to character scrutiny at the FCC every three years at license renewal time. This unit netted $4,970,000 last year on a gross of $37,400,000. Franchise applications are pending with cities in a few markets and are under consideration in 10 to 20 others to expand General Tire's holdings in cable.

The impression from an FCC source in Washington was that Cablecom's (cable auxiliary relay service) licenses might be in jeopardy too as a result of the commission's concern over consent decrees in which General Tire admitted to making payoffs to foreign officials and illegal domestic campaign contributions. Perhaps most importantly, General Tire also was charged with pressuring its suppliers, such as insurance companies, to buy time on RKO General stations. When announcing its decision, the commission noted that the chairman of General Tire was RKO's chairman as well.

A General Tire spokesman in Akron emphasized that the Justice Department and Securities & Exchange Commission consent de-

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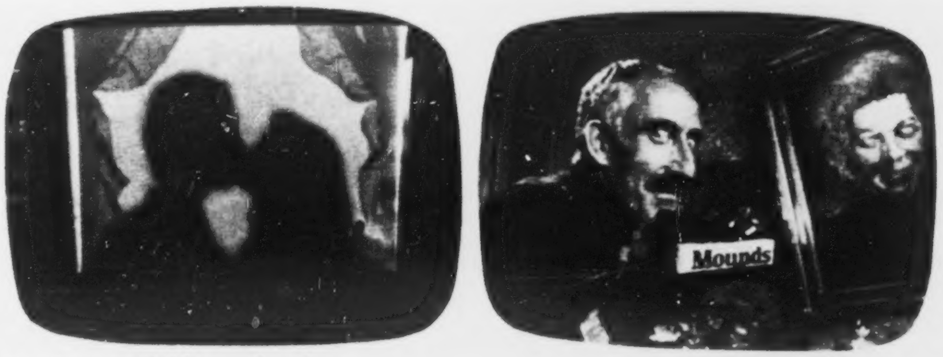

Lovers of the dark

Young lovers and cat burglers are among those who love the dark, according to this new spot promoting the "deep dark chocolate" of Peter Paul Cadbury's Mounds candy bar (AA, Jan. 14). Agency is Dancer Fitzgerald Sample, New York. Production house: Petrucelli & Associates.

Crain sets Cleveland business paper debut

CLEVELAND—Crain Communications Inc., Chicago, will launch its second general business newspaper here this spring.

Crain's Cleveland Business will debut March 31 as an every-other-week tabloid and be modeled on *Crain's Chicago Business*, which was launched in that market as a weekly in June, 1978.

The paper will have a controlled circulation of about 25,000 initially, and will be distributed in a seven-county area, according to publisher Ernie Zielasko, who also is editor-publisher of Crain's *Rubber & Plastics News*, based in Akron.

Frederick Freeman, former business editor of the *Cleveland Plain Dealer*, has been named editor of the paper, which will begin with a four-member editorial staff in addition to correspondents in Columbus and Washington.

Lowell Chrisman has been named director of sales, a title he also holds with *Rubber & Plastics News*. Arnold Benjamin, formerly on the sales staff at the *Plain Dealer*, was named sales manager.

The new publication will be published by Crain Automotive Group, which also publishes *Automotive News* and *Rubber & Plas-*

(Continued on Page 88)

Seven-Up account switch rumors discounted

By CHRISTY MARSHALL
and JOHN J. O'CONNOR

NEW YORK—A whopping 73.4% decline in Seven-Up Co.'s operating income last year, coupled with the hiring of a top creative exec with soft drink credentials by Backer & Spielvogel, has rekindled speculation about the $40,000,000-plus 7UP account at N W Ayer ABH.

While the latest events have served to heighten the convictions of some agency execs that Seven-Up's parent, Philip Morris Inc., eventually will move the account to Backer & Spielvogel, that feeling is not shared by 7UP bottlers and soft drink analysts in general. In addition, an informed source said that Backer & Spielvogel's hiring of David Lamb as vp-associate creative director (AA, Jan. 28) was not related to that agency's expectation of landing Seven-Up.

Carl Spielvogel, chairman of B&S, would only say that Mr. Lamb, formerly senior vp-executive creative director at Ogilvy & Mather, Chicago, where he worked on Royal Crown Cola, was one of a number of execs being added now that the agency has digested the $85,000,000 Miller Brewing account.

Mr. Spielvogel, whose shop now has a staff of 93, said that talks have begun with prospective new clients since a moratorium on new business was lifted Jan. 15.

▪ "I'm not surprised at the [Seven-Up] results," one midwestern bottler said. "Besides spending heavily in media, Seven-Up has been spending heavily in staffing, in beefing-up salaries." PM last week announced that Seven-Up's operating income had decreased to $6,985,000 in 1979, 73.4% lower than $26,291,000 reported in 1978. The Seven-Up performance was the only negative note in PM's record-breaking year in sales and earnings. The parent company's results: Sales up 25.2% to $8.3 billion and earnings up 24.3% to $501,881,000.

Despite Seven-Up's '79 performance, one bottling exec observed, "I really don't think they [PM and Seven-Up] are that unhappy [with Ayer]. I look at Philip Morris as a company with very intelligent people who know it takes time to make things right and who don't expect results yesterday. With Ayer, everyone hoped they would hit a home run, but they didn't. However, I really think Ayer will get another chance."

Robert Emerson, an analyst at Salomon Brothers here, was not particularly bothered by the results posted by Seven-Up. Over the long term, he said, he expects Seven-Up to improve significantly, since he anticipates the company will test or introduce broadly a cola-type soft drink perhaps by the end of this year. As for near-term results, he suggested that new plans to be unveiled to bottlers March 17 could help matters.

Mr. Emerson also believes Seven-Up "will not necessarily market a conventional cola." In his mind, the company is likely to market a caffeine-free, as reported earlier (AA, Sept. 24), or combination grape or cherry-type cola drink. #

highlights

Monday, February 4, 1980

CBS takes the season rating lead but ABC makes the big moves. *See Page 4.*

Nabisco selects McCann-Erickson, New York, to handle its $7,000,000 ready-to-eat and cold cereal and Dromedary products account. *See Page 4.*

Ad industry groups said they'll go to the Supreme Court to seek permanent disqualification of FTC chairman Michael Pertschuk from children's tv rulemaking. *See Page 6.*

Fifth annual ADVERTISING AGE Week conference has been set for Aug. 17 to 22 in Chicago. *See Page 10.*

Nielsen rankings for syndicated television shows were encouraging to Group W and its magazine concept. *See Page 12.*

Murjani International is looking beyond its success with the Gloria Vanderbilt line, and expects to be a $1 billion company in 5 years. *See Page 14.*

Affiliated Publications has a cautious acquisition plan. *See Page 24.*

Fortune's fortunes look good in this, its 50th year. *See Page 32.*

Fragrance marketers had a good Christmas season, but they are concerned about the 1980 outlook. *See Page 38.*

Ogilvy & Mather/2 has set up a research unit to study abstractions. *See Page 47.*

Doremus has a plan to smooth out the ups and downs of financial advertising. *See Page 48.*

William R. Hesse, who has been exec vp in charge of Washington operations of the American Assn. of Advertising Agencies, reflects on the five years of turbulent change in the role of the Four A's in an interview with ADVERTISING AGE Stanley E. Cohen and Richard L. Gordon. *See Page 51.*

Walter P. Margulies examines the 1980s outlook for the packaging industry and finds it entangled in a web of regulations. *See Page 56.*

Cameron S. Foote finds that space limitations are putting a squeeze on point of purchase promotional material, forcing displays to be more communicative and less decorative. *See Page 58.*

Japan's No. 2 dentifrice producer will launch a salty tasting toothpaste, under the brand name Care, in the U.S. this spring. *See Page 60.*

Australia's government-sponsored boycott of the Summer Olympics in Moscow could mean a multi-million-dollar loss for sponsors of the national team. *See Page 65.*

Jerry Goodis, Canadian advertising's *enfant terrible*, is starting his career over again. *See Page 66.*

Jovan is continuing its hot new products pace. *See Page 70.*

Breck is trying a third time to change its image. *See Page 71.*

Print ad production costs were up about 9% last year, a survey reports. *See Page 73.*

New product failures aren't as high as usually reported, according to a Conference Board study. *See Page 74.*

Section 2

When a new product rolls out nationally, chances are it has gone through a test market. Section 2/Test Marketing focuses on the thinking that goes through marketers' minds during this step of the marketing process—beginning opposite Page 46.

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Vol. 51, No. 5—Advertising Age (ISSN-0001-8899) is published weekly except semiweekly the third week in March, the first week in September and the third week in December at 740 Rush St., Chicago, Il. 60611. Second class postage paid at Chicago and additional mailing offices.

Station says Ralphs tried ad pressure

LOS ANGELES—Charges that Young & Rubicam and Southern California's largest supermarket chain tried to pressure KABC-TV into softening its scanner-vs.-item pricing news coverage have been flying here for close to a week, but not just in media circles.

Instead of shrugging it off as in most advertiser pressure cases, KABC-TV has been putting the whole controversy on the air, night after night, on its continuing coverage of whether supermarkets should be required to mark the price of each item on its shelves. The supermarket chain, Ralphs, has been in the forefront of efforts to permit use of price scanning systems without item pricing, to save money.

The ABC o&o station began reporting on its local evening news last Monday that KABC-TV news director Dennis Swanson received a call from Y&R, agency for Ralphs, which Mr. Swanson called "an implied threat" of ad retaliation for the station's reporting of the anti-scanner side of the issue.

(Continued on Page 88)

Laboratory simulations

Marketers use 'other' ways to test

(Continued from Page S-1)

A less enthusiastic advocate of laboratory testing is Charles Hildreth, associate director of client services in the development department of General Foods, White Plains, N.Y.

"Their accuracy has been overclaimed," Mr. Hildreth says. "We would never go straight out (nationally) on their results."

In fact, Mr. Hildreth indicates that GF does not use simulated testing methods particularly often and has not used them at all in the past year or so.

He cites some dangers in relying on simulated programs. "We are concerned that on first blush (the product) may be good but that long term it drops." And he adds, "There is a tendency to want to believe in the results in terms of share performance, and this can be misleading."

GF would use simulated tests, Mr. Hildreth says, for diagnostic purposes. "These tests help you understand what you have done and how to improve, what's good about a product, what makes it work," he says.

Swift & Co., Chicago, according to Bruce Gooden, director of new products, sees clear advantages to simulated testing.

"If our ability to produce the product is very expensive, we make a small amount and test the water to decide, yes, we should spend $250,000 to put the machine in," he says. "We might also use it where the proposition has been very gray; the product is not a clear winner or loser, and you don't feel real good about taking a market loss because of the questionable success."

Another instance in which Mr. Gooden sees simulated tests as effective is when the product needs its total package—all consumer communications—in order to sell. "Merely telling someone about it isn't going to do the trick. There has to be something more personal about it," he says. "And the lab allows you to expose people to your package itself in a competitive framework.

Mr. Gooden also cites the advantages of confidentiality afforded by the simulated test, and considers it one of the few methods of test pricing. He says it provides a clearer diagnosis of the situation than does test marketing in that you're able to separate which results come from coupons and which come from advertising.

CHARLES HILDRETH

Lastly, Mr. Gooden says, because of its expediency, a lab test is useful for a seasonal product. The ability to move quickly enables the manufacturer to get the product right out rather than wait around for another year.

- Mr. Gooden points out that Swift has never foregone a test market after a lab test. After all, he says, a lab test won't tell you what level of distribution to aim for, what shelf space you will get, whether you will be featured in trade ads, what your competition will do, what kind of repeat sales you will have and what true level of sales the product will reach.

Mr. Gooden, who has used Management Decision's ASSESSOR, says he applies the method only if the company is insecure about a product. The company, he says, has gone ahead with only one of four products it has screened in a lab situation.

- Perhaps the general feelings toward laboratory testing are best summed up by Joel Levine, corporate director of research for Pillsbury, which uses its own "Supertest" system. Mr. Levine says Pillsbury kills about one of three products after the Supertest and would never consider going national without a test market.

"There are too many risks," he says. "Even if you get a pretest volume that is great, how big is it really? We use the Supertest to get some feel, some perspective on how good the market is. The objective is to be more selective with what you take into test." #

How test marketing stacks up

The following tables, compiled by Market Facts, are based on questionnaires sent to the market research directors of the 132 largest consumer goods manufacturers in the U.S. A total of 84 were returned—a 64% response rate. The responses were obtained from March 30 through April 20 in 1979.

Use of Test Marketing Techniques

	Regular test markets with outside auditing %	Controlled store testing %	Test marketing laboratories %	Test market purchase diaries %	Test market telephone tracking studies %
Usually use it in conjunction with other research techniques	92%	86%	84%	95%	100%
Usually use it autonomously	8	14	16	5	—
Average number of times used in past year	3.6	3.2	3.4	3.3	3.7

Source: Market Facts

Importance of Test Marketing Techniques

	PERCENT OF RESPONDENTS WHO SAID:			
	They spent most money on last year	Technique growing in use	Declining in use	Net difference
Company managed test markets, with outside contract auditing	12%	10%	12%	2%
Controlled store testing (i.e., Marketest, Market Audits, Nielsen Data Markets	10	11	7	+4
Test market laboratories (i.e., Yankelovich, ASSESSOR, COMPAC)	8	16	4	+12
Test market purchase diaries	4	6	6	—
Test market telephone tracking studies	7	12	5	+7

Source: Market Facts

Test Marketing Usage

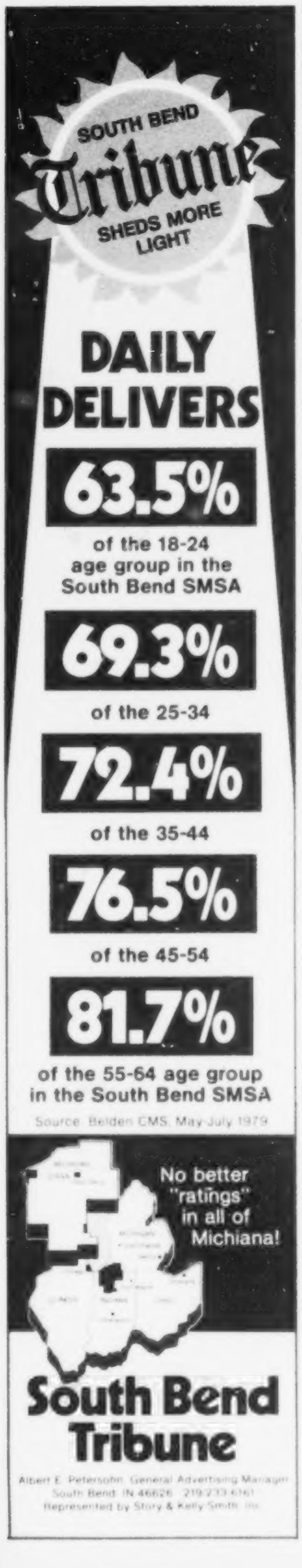
		Product Line		Research Budget	
Used in last year:	Total sample	Grocery & drug products	Durable goods & services	Under $1,000,000	Over $1,000,000
Company managed test markets	38%	58%	20%	22%	70%
Controlled store testing	32	51	12	26	44
Test marketing laboratories	27	42	12	18	44
Test market purchase diaries	28	46	10	11	63
Test market telephone tracking studies	48	74	20	3	82

Source: Market Facts

Technique Receiving Most Spending

	1979 survey	1978 survey	Net change
Company managed test markets, with outside contract auditing	12%	15%	3%
Controlled store testing (*i.e.* Marketest, Market Audits, Nielsen Data Markets)	10	19	-9
Test market laboratories (*i.e.*, Yankelovich, ASSESSOR, COMPAC)	8	10	-2
Test market purchase diaries	4	4	—
Test market telephone tracking studies	7	11	4

Source: Market Facts



DAILY DELIVERS

63.5%
of the 18-24 age group in the South Bend SMSA

69.3%
of the 25-34

72.4%
of the 35-44

76.5%
of the 45-54

81.7%
of the 55-64 age group in the South Bend SMSA

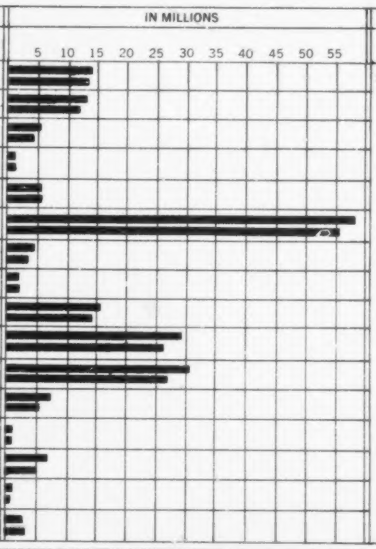
Source: Belden CMS, May-July 1979

South Bend Tribune

Albert E. Petersohn, General Advertising Manager
South Bend, IN 46626 219/233-6161
Represented by Story & Kelly-Smith, Inc.

FLASH REPORT: Newspaper advertising investment for November

Source: Media Records Inc.



NOVEMBER—1979 CATEGORIES	YEAR	DOLLARS 1979	DOLLARS 1978	CHANGE ACTUAL $ G OR L	CHANGE % G OR L
Amusements	1979 1978	$ 14,147,641	$ 13,982,557	+ 165,084	+ 1.2
Apparel & accessories	1979 1978	12,912,509	12,031,434	+ 881,075	+ 7.3
Auto supply, service shops	1979 1978	5,053,802	4,637,142	+ 416,660	+ 9.0
Building contractors	1979 1978	940,534	815,109	+ 125,425	+ 15.4
Building matls, hardware	1979 1978	6,628,467	5,609,350	+ 1,019,117	+ 18.2
Department stores	1979 1978	57,820,607	55,610,638	+ 2,209,969	+ 4.0
Drug stores	1979 1978	4,819,664	4,450,444	+ 369,220	+ 8.3
Eating & drinking places	1979 1978	3,244,070	2,385,533	+ 858,537	+ 36.0
Food stores	1979 1978	15,821,535	14,374,934	+ 1,446,601	+ 10.1
Furniture & furnishings	1979 1978	29,804,699	26,273,341	+ 3,531,358	+ 13.4
General mdse stores	1979 1978	30,152,569	26,612,978	+ 3,539,591	+ 13.3
Real estate	1979 1978	6,405,545	5,546,491	+ 859,054	+ 15.5
Shoe stores	1979 1978	1,433,158	1,298,720	+ 144,438	+ 11.1
Sptg & leisure time equipment	1979 1978	7,058,302	4,906,582	+ 2,151,720	+ 43.9
Public service utilities	1979 1978	1,687,095	1,455,821	+ 231,274	+ 15.9
Banks & trust companies	1979 1978	3,058,897	3,626,655	− 567,758	− 15.7

This Flash Report of newspaper advertiser investment, compiled for ADVERTISING AGE by Media Records, is derived from tabulations that cover 35 dailies and 25 Sunday editions in 15 cities—Atlanta, Baltimore, Boston, Chicago, Cleveland, Dallas, Denver, Detroit, Los Angeles, Miami, New York, Philadelphia, Pittsburgh, San Francisco and Washington. The report indicates marketplace strengths and weaknesses.

Ad spending in sports gear jumps 43.9%

NEW YORK—Sporting and leisure time equipment newspaper advertising showed a sporting 43.9% increase in dollar spending during November, 1979, compared with November, 1978, according to the November Flash Report prepared for ADVERTISING AGE by Media Records.

The runner-up for percentage gain was the eating and drinking places category, which registered an increase of 36% in the period.

▪ Of the 16 categories monitored for AD AGE by Media Records, only one—banks and trust companies—showed a decline in November ad volume in the 15 cities.

Department stores, newspapers' leading dollar category, gained 4%. It was followed in the top five for dollar spending by general merchandise stores, furniture and furnishings, food stores and amusements. #

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GENERAL PATTON

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"STANDING OVATION"
PANASONIC
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New Jersey
For info Contact: Will Jordan
Suite 10F, 435 W. 57th St. N.Y., N.Y. 10019
(212) 265-1652

O&M/2 unit to study abstractions

NEW YORK—Ogilvy & Mather/2 has set up its own research department geared to the study of abstractions in marketing.

John Garver, who had been a research associate at parent Ogilvy & Mather, has been named director of research in the newly formed department.

The move follows the shifting of media buying, planning and creative services to the fledgling subsidiary in efforts to make the $35,000,000 shop more autonomous. O&M/2 previously shared research facilities with its parent. Now the two-year-old shop utilizes the "reasonably mechanical services," such as accounting, of O&M.

▪ The new research department will be geared to implementing the unusual O&M/2 philosophy, Mr. Garver said. Simply stated, the agency assumes that the economy is less product-based than it once was, that it is increasingly service-oriented, and that the emphasis is shifting from the marketing of "concretes," which are cost-based and reproducible, to the marketing of "abstractions." These abstracts are value-based and they rely on the inexact science of psychographics. #

Paper linage service buys tv operation

NEW YORK—Media Records Corp., the newspaper linage measuring service, has acquired Comtrac Inc., a Santa Clara, Cal.-based broadcast measuring service.

Comtrac tapes commercials on 150 tv stations in 34 major markets. Media Records expects to expand Comtrac's broadcast measuring operations so that it will be comparable with those of the newspaper service.

▪ Glen DeKraker, founder and head of Comtrac, will continue as president.

Media Records measures ad linage in 240 daily and Sunday papers in more than 80 major markets, including Canada. #

VENTURA ASSOCIATES INC. ☆ INDEPENDENT JUDGING ORGANIZATION ☆
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Sweepstakes & Promotion
Design & Administration
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New York, N.Y. 10016
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chemicals
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guide inside
1980-81
OPD
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. . . since 1913, the quintessential reference book for purchasers of commercial chemicals—comprehensive, authoritative and simple to use in its compact desk-top size (6"x8"). And the 1980-81 OPD Chemical Buyers Directory will be even more useful than ever, containing 1,700 supplier listings on 12,000 chemicals and related process materials and incorporating a larger Chemicals Shipping Guide. If chemical products/services are your business, make it your business to advertise in the 1980-81 OPD Chemical Buyers Directory. For added punch, try color. We offer that too. Closing date April 1, 1980. Phone us at 212/732-9820 and we'll give you the full details. Chemical Marketing Reporter, 100 Church Street, New York, N.Y. 10007.

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Advertising Age
50 YEARS 1930-1980
$1 a Copy; $30 a Year · The International Newspaper of Marketing • In Two Sections. Section 1. · February 11, 1980

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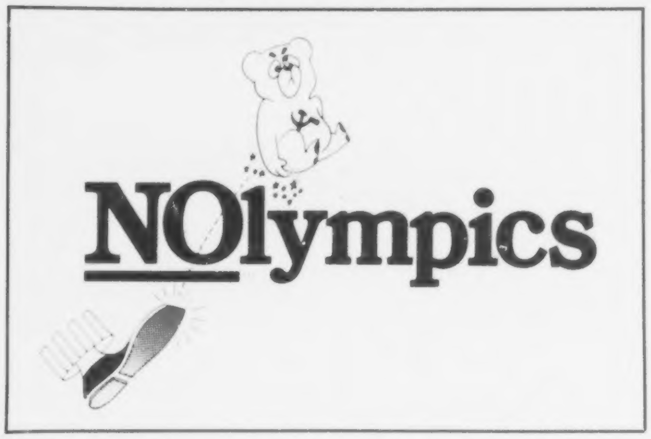
RECEIVED
11 1980

Summer games cold



Symbolic of growing world resistance to participation in the Summer Olympics in Moscow is this design for t-shirts and bumper stickers from Morton H. Kaplan Associates, a Chicago pr company.

Winter games hot

Mobil
1
LAKE PLACID
1980
When it comes to beating the cold at the 1980 Winter Olympics, the U.S. has a winner.
THE WORLD COMES TO AMERICA FOR THE 1980 WINTER OLYMPICS!
AND AMERICA WILL WATCH IT ON ABC!
ABC SPORTS

Tune-in ad from ABC hails its coverage beginning Tuesday of the Winter Olympics at Lake Placid, N.Y., which will include tie-ins by Mobil and a host of other marketers.

Marketers worldwide eye alternate to Moscow tie-ins

An Advertising Age roundup

As other nations join with the U.S. in threatening to boycott the Summer Olympics in Moscow, marketers worldwide are reevaluating their plans to tie in with the event.

With no hint yet that the U.S.S.R. is considering an Afghanistan troop withdrawal by Feb. 20—President Carter's deadline before he seeks a U.S. boycott of the games—the hopes grow dimmer for sponsorships, tie-in promotions, tv coverage and product endorsement opportunities for promising summer medalists.

In the U.S., major sponsors such as Coca-Cola and Levi Strauss are preparing alternative plans. Levi Strauss said it is ready to adjust its marketing tie-ins for Olympic sports clothing *(See story on Page 3)*.

In Britain, some big names involved in Olympic promotion include Watney Mann, Revlon, George Wimpey, Smiths and Associated Biscuits. Between them they were due to contribute substantially to the British Olympic Assn.'s $2,200,000 appeal. The association so far has $1,320,000 but admits the rate of contributions has markedly slowed. The money is to cover excursions both to Lake Placid and Moscow.

Pye, the tv manufacturer, is likely to scrap its Great Golden Olympic Offer, which would have offered cash prizes to those who bought or rented Pye tvs in the run-up to Moscow.

Arena Swimsuits, part of Adidas, already has sold more than 200,000 Olympic swimsuits, but is worried about a boycott.

Wimpey, the building contractor, has committed virtually all its advertising budget to the games. "We have put $550,000 into boxing, swimming and three-day events," said marketing manager Michael Hicks. "The Olympics was the spearhead of the effort."

(Continued on Page 87)

Full house at Lake Placid

LAKE PLACID, N.Y.—Untroubled by the Soviet Olympic situation, the Winter Olympics opens here Wednesday with more than $35,000,000 in the till from various marketers and from ABC-TV, which will provide extensive coverage of the events.

ABC paid $15,500,000 in tv rights plus $30,000,000 in production costs and said it will make a profit from the time sold to more than 40 sponsors within 49½ hours of actual games coverage, starting Feb. 13. The bulk of it is in prime time.

The Lake Placid Olympic Organizing Committee and licensor Capital Sports, meanwhile, have signed at least 110 companies for tie-in products and 100 companies as "official" suppliers. Those rights came to $20,000,000-plus.

Coca-Cola, General Foods and Boeing are among those breaking new tv commercials within the ABC coverage.

Coca-Cola has created new spots for Coke and Tab; GF has new ads for Maxwell House coffee, and Boeing Commercial Airplane Co. will salute all athletes from young beginners to gold medal hopefuls in a Cole & Weber-created spot scheduled to run 10 times during the 12-day event.

Another major sponsor, Bristol-Myers, already has begun airing a Kenyon & Eckhardt-created spot for Excedrin filmed at Lake Placid that shows the headache that organizing the Olympics can cause.

Other major sponsors of the games, including Block Drug and Campbell Soup, intend to run commercials from their current campaigns.

Coca-Cola will air two new commercials. One shows an Olympics participant bidding farewell to his family and girlfriend at a railroad station. They share a Coke before he boards the train. Another spot, narrated by country singer Kenny Rogers, features the sights and sounds of the Special Olympics, games held for handicapped individuals. Both appear under the "Have a Coke and a smile" umbrella, created by McCann-Erickson.

▪ For Tab sugar-free cola, a new spot shows a couple practicing their figure skating before appearing at the games. The commercial carries the current "Tab for beautiful people" theme, also by McCann.

New commercials for Maxwell House coffee include vignettes with an international flavor. Continuing to show people enjoying Maxwell House coffee all day long, one spot features two athletes from different countries who are drinking Maxwell House at a coffee shop and talking about down-

(Continued on Page 87)

United move signals airline marketing shifts

By JOSH LEVINE

NEW YORK—United Airlines encountered immediate resistance from travel agents last week on planting its flag in the newly opened territory of deregulated agent compensation, an area where increasing marketing competition between airlines will be staged in coming years.

Anticipating an order by the Civil Aeronautics Board last Tuesday that breaks up the standard commission paid to travel agents, United a day earlier announced a plan to pay agents a flat fee of $8.50 for each ticket coupon they sell. While not abolishing commissions, the CAB ruling opens up various schemes of agent compensation, including co-op advertising allowances that were proscribed previously.

Agents were paid a standard commission of 7% on most ticket sales, a rate set by the Air Traffic Conference of the Air Transport Association, under the fixed commission system. "Open commission" would take effect 60 days after a final order is handed down, a move expected this week. United's fee plan is scheduled for April.

▪ The "open commissions" order points the direction the board may follow in considering whether several grandiose projects to distribute airline tickets automatically eventually get off the ground.

An ATC exclusivity rule currently limits ticket selling to the airlines themselves and accredited travel agents. But, although the CAB refused requests to rule on exclusivity along with fixed commissions, an ATC spokesman expects that restriction "to fade away within about a year."

Airline Tickets by Banks is ready to move when that happens. The Colorado Springs company would install automatic ticket dispensers in banks, enabling airlines to key their reservations into any bank outlet. The ATBB machines would deliver an authorized ticket

(Continued on Page 86)

Coors deals for Belgium import brew

By CHRISTY MARSHALL

CHICAGO—Adolph Coors Co. has secured the U.S. marketing rights to Stella Artois, Belgium's No. 1 brew.

Coors, whose execs reportedly had been traveling to Europe in search of an import (AA, June 11), apparently has worked out an arrangement whereby it will work up a marketing plan for Stella Artois—over an undetermined pe-

(Continued on Page 86)

last minute news

Jack in the Box decision due; Fortis' on project

SAN DIEGO—Ralston Purina's Foodmaker unit heard presentations Friday from Wells, Rich, Greene/West in its effort to save the $12,000,000 Jack in the Box account, and a decision is expected this week. In a move that may or may not be related to a possible review (if WRG is terminated), the fast-food chain has Fortis Fortis Westerfield, which opened in Chicago Feb. 1 (AA, Jan. 14), working on a creative project for Jack in the Box. Exact nature of the assignment is not known, but sources say ad production has begun on the FFW project.

Carnation rolling out new Fish Ahoy

LOS ANGELES—Carnation is rolling national with its third cat food line, Fish Ahoy, a dry multimix blend, and will start an estimated $6,000,000-plus network and spot tv and newspaper supplement campaign in about four weeks, via SSC&B. The debut follows Purina's introduction of Ocean Blend by several months.

(Continued on Page 8)

NEWSPAPER

Levi goes for new

AA MAR80
DC20014CNGL1HGENR 94187 920011
R HAGERMAN SECY TO SR VP
CONGRESSIONAL INFO SERVICE
7101 WISCONSIN AVE
WASHINGTON DC 20014

ABC first? Nets ready rollout of fall lineup

By COLBY COATES

NEW YORK—While NBC is on the verge of announcing prime time schedule revisions to take effect in a few weeks, a preliminary timetable on the rollout of the three networks fall schedules has emerged.

Some educated guesswork by agecny observers reckon that ABC will be first out of the starting gate, probably announcing its new fall lineup in late April. CBS will follow, with one buyer pointing to May 1 as a best bet. NBC, it's said, would wrap up the first round of counterprograming a week to 10 days later.

Of more immediate importance to NBC, however, is the new tactics it will employ once the February sweeps and Winter Olympics have had their run. Speculation about the programs that could end up with new slots include "Big Show," "United States" and "Sanford" from NBC's second season roster and "Hello Larry" and "Prime Time Saturday" from the fall. In addition, entries such as "Boomer," "Pink Lady" and "Maxx and Me," which have yet to find a spot in the schedule, could, as a result of the shifts, find a place on the prime time roster.

Some sources see "Big Show" and "United States" moving to the 9 p.m. to 11 p.m. block on Wednesday, playing off the steadily building drawing power of "Real People," which just notched its best numbers ever, a 27.9 rating and 40 share.

NBC's Perry Lafferty talks about next fall-Page 88

"Sanford," which marks the return of Redd Foxx to NBC, tentatively has been scheduled to play Friday, 8 p.m. (EST), but there's now talk it might displace "Hello Larry" as the half-hour follow to "Diff'rent Strokes." That duo could wind up on Tuesday with a "Sheriff Lobo" lead in. The key then would be to fill the last hour, now stop-gapped with the "Best of Saturday Night Live."

Besides shuffling the Tuesday and Wednesday schedules, it's anticipated that NBC will take another look at Friday, which currently shows "Sanford" and Facts of Life" in the first hour and a movie to fill the other two. Whatever the scope of NBC's moves, they will be centered on the 9 p.m. to 10 p.m. and 10 p.m. to 11 p.m. blocks as NBC has established some solid foundations in the 8 p.m. to 9 p.m. hour, sources said.

As for the release of next fall's schedules, agency executives say the timing will have less of an impact on the upfront market than in recent years.

As the clear-cut No. 1—and usu-

(Continued on Page 85)

B&S lands Seven-Up's new brands —not 7UP

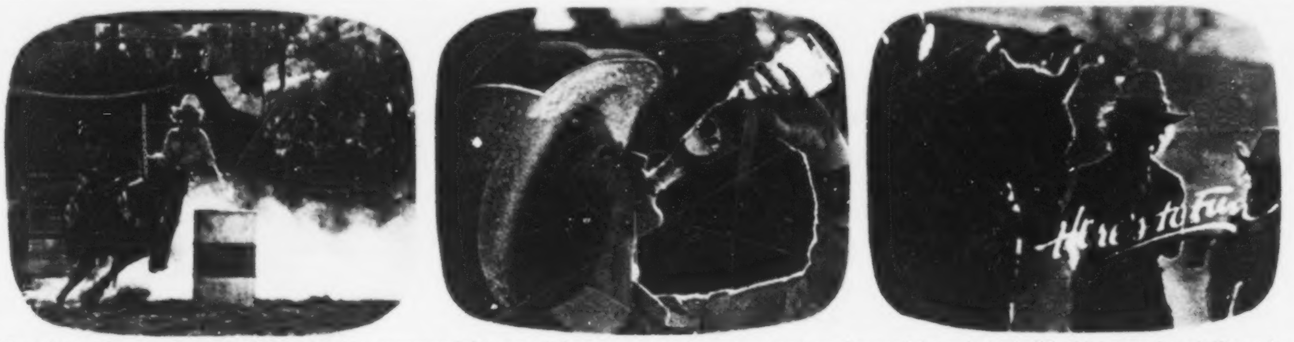
NEW YORK—Backer & Spielvogel made two presentations to Seven-Up Co. chieftains before they landed the company's new product account last week—a piece of business formerly handled by Leo Burnett Co., Chicago.

The appointment confirmed the earlier reports that B&S would be getting some Seven-Up business (AA, Feb. 4), but the rumored assignment was the St. Louis company's main brands, 7UP and Diet 7UP. They, however, stay with current agency N W Ayer ABH.

Backer & Spielvogel has been beefing up its staff for the appointment. Apart from the addition of former Ogilvy & Mather exec David Lamb, the agency has added Theodore A. Lamontagne as vp-account director. Mr. Lamontagne comes with expertise from PepsiCo, but most recently was with Grey Advertising, where he worked on Canada Dry's low-caffeine cola, Spur.

This gives strength to the oft-mentioned possibility that Seven-Up is getting ready to introduce a

(Continued on Page 86)



RC salutes fun and competition in this commercial, one of its new "Here's to fun" campaign from Ogilvy & Mather. A montage of sand racers, pole climbers, kids on Big Wheels, the Eureka, Cal., annual Kinetic race and a champion barrel racer (shown) star in this 30-second spot. Stressing that competing is fun, the song goes: "Here's to you/You're the fun/You know how good life can be/And you've tasted it in a cold RC . . ."

New RC drive teams 'you' and fun

By CHRISTY MARSHALL

CHICAGO—Just a week after Pepsi-Cola Co. announced its new ad campaign was based on the feeling that '80s will be the "you" decade, Royal Crown Cola's new drive comes right out and declares it so.

- RC's traditional theme line, "Me and my RC," has been expanded into "You and me and my RC" in a campaign breaking nationally on Feb. 25. With the third party added, the gist of the RC effort is fun—as in the new tag line, "Here's to fun."

"We are looking at ways of showing how RC Cola is smack dab in the middle of fun," said Larry Atseff, vp-marketing. "Here's to fun is our way of tying the way people enjoy the product with the product itself."

- The campaign is targeted at a younger audience—"younger people and younger thinking people," Mr. Atseff said. "We are after the heavy cola drinkers who, face it, are usually younger."

Aside from the similarities in the Pepsi and RC campaigns ("you" and youth), some of the scenarios are the same—both Pepsi and RC use a rodeo for settings.

"I can't deny we have scenes that look like other soft drink commercials," Mr. Atseff told ADVERTISING AGE, "but soft drinks are consumed in fun activities. We hope to tie in fun with RC. We want to get the concept of fun in the product as well as the experience."

"Here's to fun" is the second RC campaign from Ogilvy & Mather since it picked up the account in September, 1978. The first effort, which began airing last June, was the ill-fated "Who's the me in me and my RC?" in an effort that received a thumbs down reaction from many bottlers.

"The bottlers had some problems with it," Mr. Atseff said. "But we got some good playback from consumers. We received a lot of positive response on the beach spot, with the dog [retrieving everybody's RC]. As we looked at it [the campaign] we thought: Is there another way to present RC more positively?"

- The top creative exec on that earlier campaign, David Lamb, recently left Ogilvy for Backer & Spielvogel, which gave rise to the

(Continued on Page 86)

World Air flies again, chops fares

OAKLAND, CAL.—World Airways, shut down for six months by the grounding of DC-10s and then a strike, will resume coast-to-coast flights Feb. 27, adding new service to Hawaii and chopping fares 35% to 40% under regular coach fares, and will give the program a $700,000 send-off via a new ad agency.

Under the headline, "Watch out, Goliath. David is back," ads done in news style open up: "World Airways is declaring war on the high cost of air travel. The establishment airlines charge too much to begin with, then add insult to injury with confusing restrictions." The opening statement carries the signature of Edward J. Daly, president and chairman of the airline.

In a swipe at other carriers, World says it pioneered popular low-cost transcontinental air service in April, 1979, and that "sent the Goliaths like United, TWA and American into a frenzy."

- World Airways, recognized in the industry as the largest charter airline in the world, will operate daily nonstop between Newark and Los Angeles for a fare of $180, including tax, and nonstop between Newark and Oakland for $194. It also will fly daily nonstop between Washington/Baltimore and Los Angeles, and also serving Oakland via Los Angeles.

The line will open its first service

(Continued on Page 86)

highlights

Monday, February 11, 1980

"TV Guide" has spun out its first cable/pay tv edition in New Mexico. *See Page 4.*

Germany's Tengelmann Group is using the American A&P's brand and logo as a private label. *See Page 10.*

McCann-Erickson comes home from China with two new assignments. *See Page 12.*

Two top muffler makers are launching campaigns to boost sales of their product. *See Page 28.*

Business Week, seeking to assure dramatic revenue growth, has organized an international division, added two overseas editions and done away with its "full run" buy. *See Page 41.*

Premium incentive industry is looking forward to more growth in 1980. *See Page 41.*

McDonald's works with Warner Bros. on another movie tie-in, this time the sequel to "Oh, God." *See Page 44.*

Ford Motor Co. ads rely on music with a variation of the "That's incredible" theme. *See Page 44.*

Barcardi Imports is looking to lessen its dependence on a rum that is now the country's most popular liquor brand. *See Page 48.*

CBS News president Bill Leonard compares his news team to the Pittsburgh Steelers. *See Page 50.*

William D. Tyler enters the debate over what is more important in a campaign, the strategy or the execution, before exploring 10 ads for February. *See Page 53.*

Bill Davidson reflects on Chrysler's latest advertising promotions and comes up with some interesting observations about the car maker. *See Page 53.*

Gene Gramm offers some more product concepts from readers, including a teddy bear that tells bedtime stories. *See Page 56.*

Louis J. Haugh looks into the pros and cons of telephone marketing and the controversy surrounding this marketing tool. *See Page 60.*

India's top major political parties employed spirited ad tactics in the weeks before the populace of the world's biggest democracy voted Indira Gandhi back into office. *See Page 62.*

Italy has a law prohibiting cigaret advertising in any medium, yet Benson & Hedges has been placing ads in major Italian business magazines. Is B&H breaking the law? *See Page 68.*

Leading women's magazines say that pressure by tobacco companies hasn't made them ignore articles on the health dangers of cigaret smoking. *See Page 71.*

Avon Products launches three new items to counteract the consumer spending slowdown. *See Page 76.*

Savings Bank Life Insurance is cultivating dual policy sales to sidestep a limit on the value of its policies. *See Page 82.*

NBC plans to slant its tv movies toward target demographics and develop fewer "traditional" series pilots. *See Page 88.*

Section 2

Take a look through France—its trade, business and some of the people involved in them. Section 2 France explores such areas as the expansion of French supermarkets, the country's pitch for U.S. tv exposure and some political effects on its economy, beginning opposite Page 48.

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Muffler makers making ad noise

By JACQUES NEHER

CHICAGO—The top two suppliers of mufflers to the automotive aftermarket will launch campaigns this year that seek to bolster their sales through service stations and to siphon off the jobs performed by muffler specialty shops and mass-merchandisers.

Walker Mfg. Co., the largest muffler maker, will hike ad spending at least 20% this year to make more consumers familiar with the brand and encourage more service stations to carry and install Walker systems.

No. 2 muffler maker, Maremont Corp., has signed actor Jack Klugman as ad spokesman for its Turbo-Flow muffler in its first consumer campaign in several years. The muffler will carry a lifetime warranty—the first such warranty offered through service stations.

Walker, a division of Tenneco Automotive, Racine, Wis., will spend "in excess of $2,400,000" in a brand awareness campaign using network tv and magazines, according to ad director Mike Sucharda. Walker spent about $2,000,000 last year in its first consumer effort.

■ "Last year we kept 8 million people quiet," is the overbearing message in print ads scheduled to run in *Sport* and *Sports Illustrated*. A tv commercial, stressing that Walker mufflers are available from more than 15,000 dealers, is planned to run in various sports programs throughout the year, including the Winter and Summer Olympics.

Olympic track star Marty Liquori has been signed as spokesman for the company, although he will appear at trade shows and in trade advertising, not consumer advertising.

"We're keeping our fingers crossed and hoping for the best," said Mr. Sucharda, regarding the possibility the U.S. will pull out of the Moscow summer games. Nevertheless, he said, the company is working on contingency plans that might include increasing the print schedule significantly.

Service stations—the prime outlet for Walker—perform about 14% of the muffler replacements nationally, a figure that has dropped drastically over the years as mass-merchandisers and specialty shops like Midas International began to grab huge chunks of the market.

Walker plans a trade campaign designed to convince "blue chip" service stations in major metropolitan markets, as well as the smaller market stations, to establish "muffler bays" in their stations. The company then will equip dealers with tools, exhaust supplies and offer promotional materials and a 50-50 co-op ad program. Walker hopes to equip 800 stations and repair garages with muffler bays in 1980, and as many as 5,000 within the decade. Hoffman York, Milwaukee, handles Walker.

■ Meanwhile, Maremont will take a slightly different approach in its tv and print campaign, scheduled to break in March.

A brand awareness campaign will claim Maremont's Turbo-Flow muffler increases horsepower and fuel economy by reducing "back pressure," according to Norm Dobrowski, director of market planning.

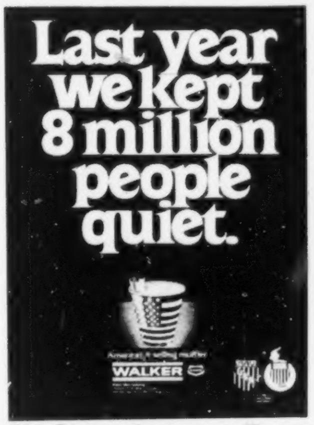
The lifetime warranty touted in the $2,000,000-plus campaign "will allow service stations to compete with the mass-merchandisers and Midases who have been offering lifetime warranties for years," Mr. Dobrowski said.

A trade campaign also is planned Barkley & Evergreen here is handling.

In the meantime, Midas has no intention of letting up on its competition—the mass-merchandisers and service stations. The company now has about 1,000 stores domestically. Midas plans a network tv local radio campaign estimated around $21,000,000—up about 15% over 1979.

Midas' campaign theme, "It pays to Midasize," will be continued as the company pursues a price-value strategy. Wells, Rich, Greene, New York, handles.

The aftermarket for mufflers is expected to grow 10% in 1980, to about $1.65 billion at retail. Specialized muffler shops account for about 27% of the market, including a 13% share belonging to Midas alone. Parts shops or "jobbers" account for 24% of the aftermarket, and mass-merchandisers—notably Sears, Roebuck & Co., Montgomery Ward and J.C. Penney—hold about 18%. After the 14% belonging to service stations, the remaining aftermarket is divided among repair shops, new car dealers and tire stores. #



Old Glory adorns a muffler as Walker Manufacturing Co. is keying its 1980 ad campaign to the Olympics.

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Ad expenditures:
Nov. '79—$303,268,037
Nov. '78—$262,087,169
Increase: +16%

Ad pages:
Nov. '79—12,939.82
Nov. '78—12,544.26
Increase: +3%

Top Ten Advertisers	1979	1978	% Change
R. J. Reynolds Industries	$12,723,552	$ 5,614,134	+127%
General Motors Corp.	8,360,664	7,623,735	+ 10
Seagram Co. Ltd.	7,798,017	6,568,039	+ 19
Philip Morris Inc.	6,165,364	5,267,556	+ 17
Ford Motor Co.	5,771,041	3,859,519	+ 50
General Foods Corp.	4,932,855	4,365,004	+ 13
B.A.T. Industries Ltd.	4,146,795	1,472,746	+182
Loews Corp.	3,745,911	3,127,515	+ 20
Procter & Gamble	3,593,137	4,148,087	− 13
General Mills Inc.	3,440,373	3,478,541	− 1

Top Ten Product Categories	1979	1978	% change
Cigarets & tobacco	$28,771,471	$18,065,645	+ 59%
Automotive	28,353,680	25,194,879	+ 13
Beer, wine & liquor	27,641,470	22,837,533	+ 21
Food & food products	26,888,609	22,952,727	+ 17
Toiletries & cosmetics	17,677,169	17,105,253	+ 3
Business & consumer services	16,402,048	14,361,264	+ 14
Retail &/or direct-by-mail	13,783,270	13,351,906	+ 3
Publishing & media	13,026,954	12,437,383	+ 5
Jewelry & cameras	12,859,329	10,202,854	+ 26
Home entertainment equipment	10,466,726	9,651,971	+ 8

SOURCE: PIB/LNA Magazine Analysis Service covers 102 consumer magazines constituting about 90% of consumer magazine ad dollars. It is compiled and published for Publishers Information Bureau by Leading National Advertisers Inc.

Reynolds keeps lead

NEW YORK—R. J. Reynolds Industries again was the biggest magazine advertiser in November, a month when ad expenditures grew 16% and ad pages, 3%.

Reynolds held the lead for nine out of 11 months last year.

The tobacco, food, shipping and oil conglomerate hiked its magazine budget 127% to $12,723,552 in November. General Motors, which continued to hold second place, upped its magazine expenditures 10%.

Seagram Co. Ltd. remained in the No. 3 slot and boosted its magazine spending 19% while Philip Morris, which kept fourth place, increased its magazine expenditures 17%. Ford Motor Co. held on to fifth place with a 50% increase in its magazine budget.

General Foods Corp. advanced from eighth to sixth with a 13% hike, displacing Loews Corp.

Data in the accompanying chart was compiled by the Leading National Advertisers for the Publishers Information Bureau and ADVERTISING AGE. #

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Advertising Age / Section 2

FEBRUARY 11, 1980

FRANCE

French supers expand arsenals for '80s fight

By CAROLYN PFAFF

For the 1980s, the big supermarket chains in France, under the leadership of some of the most savvy businessmen, are launching product diversification and expansionary efforts to insure sales growth of at least 15% a year.

In the space of 15 years, France has arrived at the point where 40% of all food distribution is now handled by 3,584 supermarkets and 392 hypermarkets. Of this 40%, the hypermarkets claim to account for 20%. A recent Nielsen report revealed that France is the world champion in this respect. No other country has reached the 40% mark, according to Nielsen figures published in January, 1979.

But the days have gone when the market leader, Carrefour, which had sales last year of FF16 billion ($4 billion) from 45 stores, will see profits increase sometimes as much as 75% a year.

In the last decade Carrefour overtook the competition through several revolutions—the first one being the introduction of generic lines in 1976.

A vast range of generic products are now offered in France—from diapers to hi-fi equipment—in all the big hypermarkets such as Euromarche, Mammouth, Casino, Auchan, Radar, Co-op and many more. In fact, Euromarche at one time looked into the possibility of a generic car.

Another recent Carrefour innovation, quickly copied, was the move onto the international scene. Forty French supermarkets are now operat-

(Continued on Page S-6)

France-Soir

Paris kiosk owners say they no longer have space for the number of magazines and newspapers on sale these days. One of the heavier trafficked kiosks is the one at the Arc de Triomphe.

Artful cigaret ads confound regulators

Tell a Frenchman that something is forbidden and he considers this a challenge. Tell a French adman that he can't advertise cigarets, except for the packet, and the affair becomes a test of honor and ingenuity.

Both Reynolds Tobacco and Philip Morris, no doubt spurred on by their ad agencies and local affiliates, have caught the French spirit.

And their solution, subtle but simple, to the whole cigaret ad dilemma was: if you can only show the pack in ads why not put something interesting on the pack. If that something has to be the *embleme* or logo, well then, let's play around with the logo.

First Camel, through the French agency Homsy Delafosse, and now Marlboro, through Leo Burnett, have come up with ads that are giving the French powers-that-be a *crise cardiaque* (heart attack).

Is it legal or isn't it? That is the question now being sifted and resifted by the courts. The first judgment on Camel, handed down early in January, said no. The case is now under appeal and as long as there is an appeal, the ads can continue until the case comes up again, maybe at the end of this year.

- The Camel ads, which date back to December, 1976, show a cute camel "smoking with delectation," according to the courts of law. Marlboro ads, which began only last November, show an unsmiling cowboy, lighting up a cigaret. It's hard to tell whether he's enjoying it or not.

The enjoyment angle may seem neither here nor there. But in fact it is crucial because, according to the Reynolds judgment, if the subject shows satisfaction, be he a corrupted camel or a poker-faced cowboy, he is judged to be inciting others to sin along with him.

Explaining it's decision, the court seemed to agree that the camel was a legitimate trademark but, on the other hand, the camel had no right to smoke. "It's a rather comic battle," says Jacques Leclerc of Reynolds France. "As I interpret the judgment, all we have to do is take the cigaret out of the camel's mouth and we're okay."

- Nevertheless, Reynolds is fighting to the bitter end for its rights. "The camel is our registered trademark and we want to keep it on the pack as it is," says Mr. Leclerc.

Reynolds also has another problem. A big proportion of its ads use a camel lighter instead of a cigaret pack, a necessary and effective way of avoiding page limitations, which are Camel's special problem in the market because it was a latecomer.

According to the judge all the Camel ads were against the law and so was the manufacture of lighters in imitation of the pack. Interestingly, the court did not pronounce on the use of the lighter in the ads but instead it ruled against the lighter itself.

This particular ruling comes a bit late in the day in view of the fact that for four years now practically all the big cigaret companies and especially the government monopoly group, SEITA, have been selling lighters like *petits pains*.

- The judge based his ruling on article 3 of the Loi Veil, which says there must be no propaganda appearing on any object which could constitute indirect ads for cigarets.

It will be interesting to see how the appeals court interprets this. But a close reading makes it clear that lighters are definitely against the spirit, if not the letter of the cigaret law.

Marlboro has yet to be taken to court but all bets are that it's just a

(Continued on Page S-16)

HIGHLIGHTS

French pitch for American tv exposure S-2
Trade channels differ markedly from U.S. S-4
Barre's reforms mean societal changes S-8
World doorstep of Renault, PSA rivalry S-14
Pet food market proves palatable S-15
Ecoutez Valery! Paris is speaking to vous . . . S-16
Jacques Douce: Avenue (empire) builder S-18

Supers stock up arsenals for '80s

(Continued from Page 1)

ing in Spain, Italy, Britain and Brazil, with many more planned.

■ And this January Carrefour came up with another first, the launching of the no-choice, one-product stores called Ed, modeled on the concept successfully introduced in Germany by Aldi.

On the other hand, Euromarche, part of the Viniprix group, and No. 2 behind Carrefour, has lately been active in the innovation department. It launched the *Vacances Orange*, a generic vacation sold off the hook; in other words a choice of pre-packaged holidays at competitive prices.

The Co-op supermarket group, a powerful association of independent shopkeepers also followed suit, as did the world's second largest bank, France's Credit Agricole, which sells vacation packages in bank offices across the country.

■ Early this year, Euromarche also announced the creation of a group of stores along the lines of Sears, Roebuck & Co., aimed at selling a vast range of products by catalog: "We are going to create a new concept in stores in France," says Gerard Seul, director-general of Euromarche. (For the record, catalog sale houses exist in France, in particular Le Redoute [FF3.4 billion sales] which specializes mainly in cheaper clothing lines, but there is as yet no equivalent of a Sears, Roebuck-type operation.)

All this activity on the part of the big two—Carrefour and Euromarche—proves one thing: both are expecting tough competition in the next decade. In fact, throughout the '70s there has been a tremendous evolution in the balance of power between the main supermarket chains. It is hard to remember that supermarkets were only introduced in France as late as 1963.

France waited 20 years after the U.S. to go supermarketing but when the first French group in the field, Carrefour, finally decided to build a supermarket at Sainte Genevieve-des-Bois in 1963, the result was a gigantic 3,000-sq.-meter store, guaranteed to blow the mind of the average Frenchman accustomed to buying all his goods in small local shops.

■ Carrefour made a killing and soon competitors moved in, slicing up the country into fiefdoms where each reigned supreme, then spreading out to take on the competition.

The make-or-break power of the hypermarkets is all-important when it comes to certain new product launches. For example, in the disposable diaper market, hypermarkets account for 50% of sales.

When Procter & Gamble's Pampers came into France a year ago, two French disposable diaper makers, Lotus and Peaudouce, responded by introducing their versions of the panty-style diaper with elastic legs. It was argued that only three brands could survive in the crowded field.

■ The battle for shelf space reached colossal proportions and each company, including the mighty P&G, was obliged to pay significant sums to each distributor to assure space. Payments of FF10,000 every six months were cited. This kind of kickback is a way of life in France.

On the other hand, the hypermarket generic lines often account for a staggering percentage of a company's output. In the economy diaper market, Lotus does 18% under its own name and another 9% for Carrefour. The other French maker, Peaudouce, does 18% in its own right but a big 29% is represented by orders for a variety of hypermarket generic lines.

Obviously, the power of the hypermarkets has always been a source of resentment for the small shopkeeper. And politicians argued that the situation was simply intolerable in a country where the local *commercant* had traditionally been the backbone of the nation.

Finally, in 1973, the pot boiled over. Two things happened: the *loi Royer*, and then the oil crises.

■ The *loi Royer*, voted in December 1973, was the work of Jean Royer, Minister of Commerce and mayor of Tours. It rigorously limits the creation of all new supermarkets of more than 1,000 sq. metres. Each request for a new site must now be submitted to a board comprised of consumers, shopkeepers and local officials.

After 1973, the number of new hypermarkets constructed has dropped substantially, to 32 in 1977 and down to 18 in 1978.

Also, after the oil crisis, the French, who traditionally spend more on food than any other nation in Europe, began cutting back. At the same time the country was in the grip of romantic socialist and ecological passions with the press arguing that the end of capitalism was near.

■ As Etienne Thil, commercial director of Carrefour, points out: "What had once seemed marvelous to the French became banal. Enormous parking lots hours till 10 at night, a choice of 350,000 articles with 15% off the usual price, all this was taken for granted or actively attacked by ecologists."

But despite sometimes violent criticism from the left, the clientele of the supermarkets has continued to climb, not as quickly as before but steadily.

Nevertheless, the big supermarket chains felt the pinch and their answer was to start buying up existing stores no matter where, absorbing independents and slashing prices—13% is the average markup. All felt they must keep growing or perish.

■ As far as Carrefour was concerned, the *loi Royer* worked superbly in its favor. With its already established 40 *hypermarches*, brilliantly located, all operating smoothly across the country, and the competition obliged to wait for years to get construction, Carrefour was sitting pretty.

Today, Carrefour turnover is still double that of its nearest rival. The 10 Carrefour hypermarkets in the Paris region alone account for FF4 billion.

But slowly other groups have been gaining in strength.

One of the major problems now has become the cost of transporting goods. For example, a supermarket which can take 25 tons of peanut oil in a single load at one time will pay 25 cents per kilo whereas a one ton order will cost 60 cents. This rise in transportation costs is a handicap for Carrefour, which has always favored decentralization and thus has no warehouses capable of storing big loads.

Casino, on the other hand, has not only warehouses but factories to condition certain products. Says Jean Pierre Gerard, head of Casino: "Thanks to our special setup we deliver only complete loads, programmed by computer."

But the chain best placed to profit from the delivery squeeze is Promodes in Normandy. The group, originally wholesale, owns a chain of depots across its territory. "A truck should never have to travel more than 150 kilometers a day or it's too expensive," says Paul Louis Halley of Promodes.

Advertising's influence

In the realm of advertising and promotion, by far the biggest spenders are Carrefour, Euromarche and Mammouth, in that order.

As a group, hypermarkets are No. 1 in the breakdown of ad expenditures by category with FF985 billion spent in 1978. Ad spending on food alone was FF755 billion the same year.

All this ad money has to be divided up between the radio, press and billboards. Television has always been banned in order to protect the small shopkeeper. In fact, general retailers are so heavily into radio that it assures 25% of radio's total income each year.

Between the big duo, Carrefour and Euromarche, there is a marked difference in ad strategy. Carrefour, through RSC&G and now Impact FCB, favors the press and often runs national image campaigns while Euromarché with Createurs Associé prefers radio and favors information spots about prices and weekend bargains.

However, as Etienne Thil of Carrefour points out sadly: "Tests prove that the public makes little differentation between the various *hypermarches*."

This March, Carrefour will come out with a completely new image campaign using photos in the style of David Hamilton and a 'gentle' message, "the opposite of hard sell," says Patrick d'Elme, pr director for Carrefour. Radio will be abandoned in favor of magazines and billboards. The campaign will be worth FF15,000,000, not counting the regional effort. #

Sales of top 15 supers

(FF000,000/FF1 = $0.25)

	'78 sales	% sales change '77/78
Carrefour	14,522	+16.4%
Casino Guichard Perrachon	7,294	+15.3
Promodes	6,838	+43.7
Viniprix	6,335	+14.7
Radar	6,039	+13.6
Auchan	5,917	+32.1
Comptoirs Modernes	4,289	+57.1
Euromarche (Viniprix)	4,099	+30.2
Docks de France	3,825	+15.7
Cedis (Mammouth)	3,466	+13.8
Codec Una	3,184	+18.0
Cofradel	2,935	+12.8
Felix Potin	2,636	+ 3.4
La Ruche Picarde	2,093	+24.3
Union des Co-op de Lorraine	1,952	− 0.2

Leading Supers' ad spend in '78

	Press	Radio	Total Advertising*
Carrefour	33,152	15,236	49,519
Euromarche	15,797	33,048	48,845
Mammouth	25,431	30,435	45,865
Casino	25,136	5,184	31,320

*Retailers in France, where the small shopkeeper still has the upper hand, cannot advertise on tv.

Supermarket integration

Carrefour is the no. 1 group and owns an important minority interest in Castorama and California, stores specializing in do-it-yourself equipment for the homeowner; also a growing foreign network and the new single-product Ed group in Paris (in association with Radar).

Viniprix-Euromarche. Viniprix owns a number of small-and medium-sized superettes operating under its own name. The group controls the boutique chains, Beaujolaise, Saveco and Vegaprix.

Casino Guichard Perrachon has supermarkets, specialty shops and a chain of 50 cafeterias.

Promodes owns the hypermarkets Continent, the supermarkets Champion and the Normandy stores of Goulet-Turpin and Ami; in the Aquitaine (Bordeaux area) it has Eco Union and Etoile. Also a franchise system for the group Shopi and Banco and 12 cafeterias under the Presto sign.

Docks de France is the wholesaler for Paridoc which in turn controls the important hypermarkets Mammouth. It recently took over Cofradel.

Radar, like Viniprix, has small- and medium-sized superettes of varying sizes. Its most recent coup was the purchase of Paris France which owns the department stores Dames de France, and in Paris, the department store Trois Quartiers.

Edouard Leclerc, Intermarche and **Coop** supermarket chains. Leclerc and Intermarche operate uniquely on the franchising system and keep their stores among the most economical in France. There is also a popular growing trend toward shopkeepers cooperatives which accounted for FF20 billion ($5 billion) in sales in 1979. Codec-Una moved up from FF3 billion to FF8 billion in one year, reflecting the number of new shopkeepers who decided to ally themselves with the group. #

RECEIVED
19

Advertising Age

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50 YEARS 1930-1980

$1 a Copy; $30 a Year · The International Newspaper of Marketing • In Two Sections. Section 1. · February 18, 1980

JWT-H&K link may accelerate trend

Some at pr shop miffed at sale

By BERNICE KANNER

NEW YORK—J. Walter Thompson Co.'s latest acquisition—that of Hill & Knowlton, the bluest of the blue chip public relations companies—has reconfirmed that giant agency's commitment to preeminence and touched off speculation that more pr-ad agency pairings will follow. It also touched off sparks of discontent among some Hill & Knowlton executives who were surprised by the sale.

Last week, JWT, now neck-and-neck with Young & Rubicam as the largest U.S. shop worldwide, revealed plans to buy Hill & Knowlton, the largest and heretofore fiercely independent pr company, for about $28,000,000 in cash and stock.

JWT also disclosed plans to create JWT Group Inc., a holding company to be chaired by JWT chairman-chief executive officer Don Johnston and to house JWT's various communications businesses. Details involving the reorganization of the corporate structure will be hammered out at a board meeting Feb. 27.

In the days immediately following the announcement, word filtered out of internal discord at Hill & Knowlton. Some younger H&K executives apparently are disturbed about the timing of the sale and believe the shop was "sold out from underneath" them without their knowledge and without having an opportunity to bid.

- The buy, the largest in JWT's 115-year history, advances the domino theory held by Dean Witter Reynolds analyst Fred Anschel: "After one goes, the others go."

The first pr domino to go was Carl Byoir & Associates, when Foote, Cone & Belding Communications bought the nation's third largest pr shop in 1978. Last July, Young & Rubicam acquired Burson-Marsteller, the No. 2 pr operation, when it merged with Marsteller Inc. And in November, Benton & Bowles entered the pr derby by acquiring Manning, Selvage & Lee, ranked No. 7 among pr shops, according to *O'Dwyer's Directory of Public Relations Firms.*

At that time, and again last week, Ogilvy & Mather president William Phillips expressed interest in the field. Doyle Dane Bernbach president Neil R. Austrian said his agency has looked at the field, and while not considering it "an absolute necessity," it hasn't ruled out the prospect of adding a pr shop.

Since then, other ad agencies have scampered to get in on the bidding. One management consultant, Chester Burger of Chester

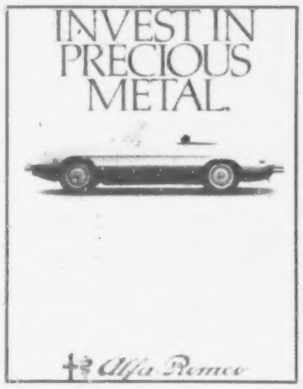
(Continued on Page 77)

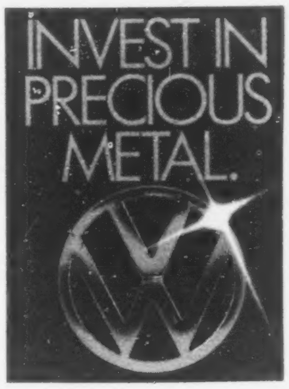
Too, too precious

NEW YORK—In 1974 Volkswagen of America took note of the increasing price of gold with a humorous plug for its cars, an ad saying simply "Invest in precious metal." Now, with gold prices skyrocketing, VofA and Doyle Dane Bernbach decided to repeat the ad.

Meanwhile, a copywriter at F. William Free was working up a one-shot ad for client Alfa Romeo Inc. (like VofA located in Englewood Cliffs, N.J.), to run in *Automotive News*. His headline: "Invest in precious metal."

Both ads broke about the same time with VW's in newsweeklies and *The New Yorker*.




INVEST IN PRECIOUS METAL.

Ray Raaber, account exec at Free, termed the duplicated headline a coincidence. John Slaven, ad director at VofA, pointed out his company's prior use of the line, but stressed that he was not suggesting Free copied the idea. #

Presidential ad drives under way

nowtorm in New England

By LEAH ROZEN

NEW YORK—Humorist Will Rogers once said, "Politics has got so expensive that it takes lots of money to even get beat with."

Lots of money is exactly what the 1980 presidential candidates are spending in the New England primaries, scheduled for Feb. 26 in New Hampshire and March 4 in Massachusetts and Vermont.

Most of the candidates appear to be spending at least $300,000 on their New England efforts, with the majority of the dollars going to tv advertising.

President Jimmy Carter, hoping to show his strength by beating Massachusetts Sen. Edward Kennedy in his own backyard, is spending $200,000 in the final four weeks of his New England effort. His advertising is being handled by Rafshoon Communications, Washington.

McAdory Lipscomb, Rafshoon vp, said that all Carter ads use the tag line, "A solid man in a sensitive job." He said the dozen tv spots being used concentrate on Mr. Carter's record as President.

Mr. Lipscomb said that the President's major rival, Sen. Edward Kennedy, is mentioned by name in only one of the radio spots, although he is alluded to in several other radio ads. The spots ask voters to compare the Kennedy and Carter records.

In turn, Kennedy radio spots now airing criticize Mr. Carter, which the senator has been doing more and more as he attempts to recover from his loss in the recent Iowa caucuses.

- Most of the other candidates appear to be avoiding mentioning their opponents by name. Ads concentrate at this stage on acquainting viewers with the candidates.

Or, as David Sparks, deputy political director on Republican George Bush's campaign put it: "It's still very early for substance in spots. What's needed is a general approach since this is still the first glimpse of the candidate for many voters."

Mr. Bush, who is considered a strong rival of former California Gov. Ronald Reagan for the top spot in the New England Republican primaries, is airing commercials that detail his job history (businessman, congressman, Central Intelligence Agency head) and end with the slogan, "A President we won't have to train"—an approach that paid off with a win in Iowa.

The Bush organization started showing a new 30-second spot in New England last week that features World War II film footage of military pilot Bush being rescued from his downed plane onto a carrier deck. The ad was created by Robert Goodman Productions, Baltimore.

- Ronald Reagan is running about a dozen tv spots, primarily 30-seconds, and radio commercials. The spots feature Mr. Reagan giving his views on issues such as the economy and foreign policy and his record as California's governor. The Reagan ads were created by

(Continued on Page 78)

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Sears mulls test of catalog sales via Warner cable

By JACQUES NEHER

CHICAGO—Sears, Roebuck & Co. soon may be ready to take a light-year leap over its competition in the catalog sales business by establishing a cable tv catalog network.

Sears, the nation's largest catalog retailer with about $3.6 billion in catalog sales in 1978, is currently negotiating with Warner Amex Cable Corp., New York, to develop a cable channel devoted to merchandising the thousands of products offered in its catalogs. The channel, according to sources, would be beamed up to a satellite and then distributed to programing-hungry cable systems across the country. More than 15,000,000 homes are currently wired with cable tv.

A Sears spokesman said the company was not engaged in "active negotiations," with Warner Amex, but admitted it was "in discussion with Warner and others" about possible tests using a cable channel to sell catalog merchandise. Such a test, he said, is "conceivable this year."

Warner officials refused to discuss the project, but a source told ADVERTISING AGE that negotiations with Sears "are moving right along."

- How such a channel might work is open to question. Last December, Warner tried out the concept with an American Express catalog, utilizing its interactive Qube system in Columbus as well as a non-Qube franchise it holds in Reston, Va.

In that test, seven categories of products from the American Express Christmas catalog were featured in regular five-minute intervals throughout the day on its special "Video Catalogue Channel." Viewers in Columbus could push a button on their Qube console if they desired a product shown. This would instigate a telephone response by Qube opera-

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last minute news

WRG/West hangs onto Jack in the Box account

SAN DIEGO—Ralston Purina's Foodmaker unit has retained Wells, Rich, Greene/West, Los Angeles, on the $15,000,000 Jack in the Box account, but another WRG/West assignment, Columbia Pictures, billing $25,000,000-plus, remains on the endangered list. A decision between WRG, Diener/Hauser/Bates, Needham and Ogilvy is expected from Columbia this week. In the Foodmaker decision officials said WRG came up with a "long-term creative solution" for the chain, and also was correcting account servicing problems.

GF unleashes Gaines Complete dog food

WHITE PLAINS, N.Y.—General Foods is introducing nationally Gaines Complete dog food backed by a $14,400,000 ad effort, including day and prime time tv, newspapers, magazines and 216,000,000 coupons. The dog food in beef and beef with cheese flavors is individually packaged similar to semi-moist, but priced competitively with soft dry. It is positioned as a value-oriented, nutritionally balanced item with a six-serving box retailing for $1.29 to $1.39. Tv by Y&R breaks March 10, with print ads following.

(Continued on Page 8)

$15 to $20 million behind Ford rebates

By RALPH GRAY

NEW ORLEANS—Ford Motor Co. is betting there is life after rebates and will follow its $15,000,000 to $20,000,000 rebate ad splurge with a similar spring effort.

General Motors kicked off the latest round of rebates and was followed by Ford and then by American Motors Corp., which mounted an indirect rebate (dealer pass-through) campaign. Chrysler Corp. quietly introduced an unadvertised $200 to $700 rebate on 100,000 holdover 1979 models.

Chrysler's Iacocca tells K-car plans ....Page 20

That and other Chrysler programs slowed its sales decline to 11% from a year ago while the industry was plunging 22%.

The tough times also produced some balm for J. Walter Thompson Co, the oft-criticized Ford division agency. "I am very happy with the job JWT has done in the past 60 to 90 days," said Bennett Bidwell, vp-car and truck group. JWT has been a target of harsh words from chairman Henry Ford II, but Mr. Bidwell said, "I think they're doing a fine job, and I'm not afraid to say that for attribution." He was in New Orleans for the National Automobile Dealers Assn. meeting.

Ford's rebate is $300 on the compact Fairmont and $500 on the specialty Thunderbird for both 1979 and 1980 models. The $15,000,000 to $20,000,000 is in addition to Ford's existing budget, with the bulk of that on rebates, Mr. Bidwell said. The rebate program budget is estimated at $75,000,000, including the ad budget.

A follow-up spring program "will be promoted in similar fashion," he added. "We are sharply increasing the budget and not necessarily for the period of the rebate announcement."

The spring campaign follows the end of the rebate on March 22 and will include Fairmont-Zephyr, Mustang-Capri and Granada-Monarch.

"The over-all point will be not to buy a car and get a check but buy a car and get a heck of a deal," he said. The initial rebate splurge will

(Continued on Page 78)

Confetti
color
Germaine Monteil

Confetti in the spring

Germaine Monteil will launch its spring color story—Confetti color—in the April *Cosmopolitan* and *Vogue*. Ad was done in-house by Beebe Inc.

Study notes grumbling about shops

Ad $ won't solve military woes

By RICHARD L. GORDON

WASHINGTON—The Pentagon has released a summation report by a private ad consultant that says the all-volunteer Armed Forces are haunted by major "product" problems that bigger ad budgets alone won't cure.

The overview report is one of a series of studies turned over to the Pentagon by New York consultants Canter, Achenbaum, Heekin last May that are being released publicly after lengthy in-house reviews (AA, Jan. 28).

Not only does the sum-up study—reviewing individual reports on the major services—buck the trend to bigger ad budgets, particularly at the Army, but it also reports there is grumbling by ad staffers at the Army, Air Force and National Guard Bureau about their agencies.

The consultants noted "undercurrents" of "criticism" and "dissatisfaction" among Army and Air Force ad staffers, who questioned whether their services had selected the "best" agencies in the last competition for their contracts.

While Canter, Achenbaum, Heekin said it was satisfied that none of the existing service agencies was performing "poorly," it reported these service views about their agencies:

- Army agency N W Ayer ABH, New York, is "acceptable over-all" but received "substantial criticism" for timeliness problems, use of research and the caliber of staffing assigned to the account, the Pentagon's biggest (total budget this year is around $60,000,000).
- National Guard Bureau agency W. B. Doner & Co., Baltimore, was also "acceptable" but criticized by Guard personnel for its media and creative work.
- Air Force agency D'Arcy-MacManus & Masius, New York, was "good over-all," USAF staffers told the consultants. There was unhappiness with creative, however, but the Air Force said the situation "is improving."
- Navy agency Ted Bates & Co., New York, was "very good over-all," with some Navy criticism of research.
- Marine Corps agency J. Walter Thompson Co. was "very good over-all" with no specific criticisms cited by that service.

Canter, Achenbaum, Heekin

(Continued on Page 78)

ABA studies easing of lawyer ad code

By JENNIFER ALTER

CHICAGO—If the American Bar Assn. approves the new Code of Professional Conduct presented in discussion draft at its midyear meeting here, its restrictions on lawyer advertising will be greatly relaxed.

Unlike the current code, which spells out specifically what a lawyer can say, the new code—developed by the ABA's commission on evaluation of professional standards—limits a lawyer's advertising options only by what is false, fraudulent or misleading.

The proposed code is being analyzed in a series of public hearings this year, and will be brought before the ABA's house of delegates for final action in February, 1981.

The ABA code, which serves as a model for state bar associations, often is adopted by state supreme courts as rules for governing lawyers' conduct.

▪ Under the existing guidelines, lawyers' ads may include only name, address, telephone, fields of expertise and a fee structure. They are also essentially restricted to use of print, radio and tv media.

Not only would the new code provide for greater creative and informative description of services, but it also suggests that use of other media may be acceptable.

According to ABA commission on advertising chairman Roger Brosnahan, "It would appear to us [that the new code] permits a broader category of public communication vehicles such as billboards, placards and bus cards." Mr. Brosnahan said his commis-

(Continued on Page 78)

Someone opened your tank and siphoned your gas.
Where does that leave you?
Stant
$1 Cash Refund from Stant

The growing likelihood of gas heists has prompted Purolator's Stant division to offer rebates on its locking gas tank caps. The $1,500,000 campaign breaks in March via Bozell & Jacobs.

U.S. trader to sell time on China tv

By KEVIN McMANUS

CHICAGO—Waysun Liao, a Chinese-American businessman, and his little-known Chicago-based trading company, Transplex, should soon become familiar to advertisers and agencies hoping to reach the Chinese market.

Mr. Liao told ADVERTISING AGE last Friday that within the next few weeks he will hold news conferences in New York and Los Angeles to announce details of a contract making Transplex the sole Western sales agent for China Central Television (CCTV), China's government-operated national tv station.

The contract, whose announce-

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highlights

Monday, February 18, 1980

CBS Video Enterprises' new boss eyes the software potential for home video and catv. *See Page 6.*

McCann-Erickson battles back after the loss of Miller Brewing Co. *See Page 10.*

Joseph E. Seagram & Sons' Paul Masson Vineyards will follow an industry trend toward table wines with its new ad emphasis on chablis and burgundy. *See Page 12.*

Hartz Mountain agreed not to disrupt the introduction of new pet products in rival Miller-Morton's Sergeant's line as part of a consent decree. *See Page 12.*

National Advertising Division resolved 12 challenges to advertising last month. *See Page 14.*

Specialty advertising will increase as the national mood changes. *See Page 18.*

Aggressive advertising will launch Chrysler Corp.'s K-car, due this fall. *See Page 20.*

Random House's acquisition by Newhouse Publications isn't expected to affect Random's agency lineup. *See Page 20.*

A look at the state of the art of advertising will be offered during AD AGE Week through workshops and presentations. *See Page 34.*

Twentieth Century-Fox' "Monte Carlo Show" offers more than four national minutes to advertisers. *See Page 35.*

"Great taste, great for your waist," is the theme of Star-Kist's new ads. *See Page 38.*

Harper's Bazaar is rebounding after almost a decade of flux. *See Page 44.*

Swenson's Ice Cream Co. is looking for a national agency following its acquisition by Red River Resources, Phoenix. *See Page 45.*

Hooper White takes a look at how a campaign was developed from a product name change to get the desired results for the manufacturer. *See Page 47.*

Michael Grossman explains how to get big budget impact on a small advertising budget—a sometimes elusive goal for small agencies. *See Page 47.*

Richard C. Douglas offers the advice of public relation types, clients and even the press itself on how to handle meeting the press. *See Page 48.*

In a minireview, Hooper White examines a campaign technique known as compression commercials—a process in which a commercial can be speeded up by as much as 25% without the viewer being aware of it. *See Page 50.*

William A. Robinson sees economics "profoundly altering the look of promotions" in the 1980s. Current trends in promotions attest to it, and as the trends pick up steam, a new problem could emerge—clutter. *See Page 54.*

The FTC and five cigaret companies reached an agreement—pending approval by a federal judge—that would end a five-year dispute. *See Page 76.*

Bell & Howell-Mamiya Co. launches a major ad campaign to try to capture a top spot in the 35-mm camera category. *See Page 76.*

Electronic toys, though barely 10% of the toy industry's annual volume, now will begin stretching beyond the games category. *See Page 82.*

Compton International strengthens its management and readies its reel. *See Page 82.*

American Business Press presents Neal and ABP/Crain Awards for editorial excellence. *See Page 82.*

Section 2

Mention cable television or satellites to tv syndicators, and you'll get a variety of apprehensive reactions. Section 2/Tv Syndication, which includes a listing of syndicated shows available to stations, explores these responses and other issues, beginning opposite Page 42.

REGULAR FEATURES

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Stations invest big bucks

Golden 'oldies' add coats of gold

Price per episode (dollars in thousands)

Market	"Mary Tyler Moore Show"	"M*A*S*H"	"Happy Days"	"All in the Family"	"Laverne & Shirley"	"Three's Company"
Los Angeles	$15.4	$17.0	$ 35.5	$ 40.0	$ 61.5	$89.3
New York	9.4	18.0	35.0	40.0	54.5	89.3
Chicago	6.8	9.5	15.0	18.0	26.0	—
San Francisco	6.2	5.5	22.0	18.0	35.0	—
Philadelphia	6.5	5.5	25.5	24.0	37.5	48.0
Boston	5.0	5.5	15.4	17.5	32.0	—
Detroit	5.0	4.5	16.0	18.0	—	—
Dallas-Fort Worth	3.0	2.5	6.8	—	14.0	—
Washington, D.C.	3.1	4.5	15.1	18.5	27.5	25.5
Cleveland	3.3	4.0	14.1	—	16.5	—
Market total	$63.7	$76.5	$200.4	$194.0	$304.5	—

—Not sold in the market.

BY ANTHONY HOFFMAN

NEW YORK—Prices paid for syndicated offnetwork product in the country's top markets have provoked a raging controversy over how profitable these shows will be for stations—if at all.

The dramatic change in the pricing trends of syndicated fare began with the sale of the "Mary Tyler Moore" show, the first fresh offnetwork series made available in several years. Coming on the heels of a spectacular rise in profits in 1976 for the independents, the syndicators' main customers, the per episode price for 168 MTM shows in the New York market was $38,000, more than 2½ times the previous recordholder—"Bewitched," at $15,000.

Anthony Hoffman, vp, Bache Halsey Stuart Shields, and a specialist in broadcast stocks, keeps a close watch on the syndication field.

Although program directors at other stations gasped audibly, one by one they began to line up to buy. When the sale was complete, prices close to the asking levels were achieved in nearly every market and nationwide, the sale followed the pricing pattern of New York.

Syndicated series used to be sold in each market to the station that came closest to meeting the distributor's asking price. The asking price was determined by the syndicator, based on the potential audience. In looking at Bache & Co.'s estimated price per episode for the most recent series sold in the top 10 markets, it is evident that, as MTM data indicate, the variations from the average price were only plus 30% to minus 7%. Thus, realized prices, although dramatically higher than other series sold previously, were proportioned to the size of each market.

This was, however, the last time the offnetwork market operated in orderly fashion. With the next major hit series, "Happy Days," things began to come unglued.

The break with traditional selling was the brainchild of Paramount's Dick Lawrence, who believed significant syndication revenues were being lost by determining an asking price before opening the sale. The older system, in effect, made the asking price the maximum, since any of the prospective buyers could close out the bidding at any time merely by meeting the asking price. The negotiating process was concerned only with the size of the discount off the asking price. This type of negotiation was familiar to broadcasters in that it was identical to the process of selling broadcast time.

By not suggesting an asking price, Paramount believed it could force the stations to determine the maximum they could afford. The sale of "Happy Days," in other words, changed the sale of programs to a true auction. This ABC hit was still running either first or second in prime time, with ratings levels higher than any previous occupant of that lofty competitive position.

The choice of New York to open negotiations proved ideal because of the competitive environment at the time the series went on sale. The market for syndicated offnetwork products in New York consisted of only two vhfs—Metromedia's WNEW and the Tribune Co.'s WPIX. At the time, WNEW was outperforming WPIX in ratings by a nearly two to one ratio for the entire day. Although the battle was close from sign-on until 6 p.m., WNEW had built up a commanding lead from 6 p.m. to 11 p.m. in part because of its successful scheduling of offnetwork comedies.

▪ Clearly, WPIX had to become more aggressive in offnetwork product acquisition; so when the offer went out to both stations, reportedly asking for bids of more than $25,000 per episode, WPIX bid $35,000, expecting to have to top a $30,000-plus offer from WNEW. Ironically, this trend to open auction could have been stopped dead in its tracks if WPIX only had known that WNEW would not bid at all.

(Continued on Page S-4)

Episode cost per thousand homes

Market	Tv homes (000's)	"Mary Tyler Moore Show"	"M*A*S*H"	"Happy Days"	"All in the Family"	"Laverne & Shirley"	"Three's Company"
New York	6,375.5	$2.42	$2.82	$ 5.49	$6.27	$ 8.55	$14.01
Los Angeles	3,882.8	2.42	2.67	9.14	10.30	14.04	23.00
Chicago	2,806.6	2.42	3.38	5.34	6.41	9.26	—
Philadelphia	2,364.0	2.75	2.54	9.31	7.61	15.86	20.30
San Francisco	1,830.7	3.40	3.00	22.07	18.05	35.11	—
Boston	1,788.3	2.80	3.08	8.67	9.79	17.89	—
Detroit	1,590.7	3.14	2.83	10.06	11.32	—	—
Cleveland	1,363.9	2.42	2.93	10.33	—	12.10	—
Washington	1,304.2	2.42	3.45	11.58	14.18	21.09	19.55
Dallas-Fort Worth	1,115.3	2.69	2.24	6.10	—	12.55	—
Total/average	24,422	$2.61	$3.13	$ 8.21	$ 8.84	$13.34	—
Deviation from average		+30% – 7	+10% –28	+168% – 35	+104% – 29	+163% – 36	— —

—Not sold in the market.

New technology strikes a raw, sensitive nerve

(Continued from Page S-1)

Twentieth Century-Fox reacted affirmatively to life in the new technology era, noting that "pay tv and cassette assaults on free tv probably will cause more headaches in 1980 than previous years, but hopefully, much of the confusion will be cleared up next year." Twentieth Century, already selling to cable on a selective basis, pointed out further that cable and pay tv will become viable markets themselves for distributors.

ARP Films, which distributes "Spiderman," expressed concern about superstations' disregard for copyright infringement, thus diminishing the market value of a program. The need for more uniform direction as technical advances occur was cited by Kenco Productions, which believed that quality syndication fare would become even more vital to local stations as satellite to home telecasting becomes a reality in the U.S.

Rising production costs were mentioned again and again throughout the responses. "You can budget a job and in two months your figures have gone up 10%," said Carter-Grant. "Money is tight and, if you are able to get it, the 19% interest rate practically obliterates your profit structure. It is a difficult period for the small to medium independent producer without the umbrella of a large distribution company."

JWT mentioned the financial squeeze, too, as syndicators try to come up with budgets large enough to produce fare competitive with the high cost packages carried on the networks. Group W, which dropped Mike Douglas when he reportedly asked for a $1,000,000 raise, talked of escalating production costs and continuing network encroachment into local time periods, as well as general economic uncertainties. Group W now hopes to move the John Davidson talk show right into the old Douglas lineup and then some.

▪ One of the most succinct "biggest problem" answers came from Cinema Sales Corp.: "Breaking even." Marathon Entertainment accused the major ad agencies of adding to the syndicators' economic woes by "forcing inferior products down the stations' throats using the promise of big spot dollars as the wedge. This tactic is unprofessional and erodes the credibility of original tv programing."

UPA placed much of the blame on stations themselves, charging them with spending too much of their syndication budgets for star offnetwork series and leaving too little to purchase "filler" shows. "This is shortsighted thinking that will drive all prices up and seriously hurt the bottom line," said UPA. "An inflationary cycle is created and what's worse, when you consider the need for programing from sign-on to sign-off, many hours go unfilled. You could take some properties off the shelf that should have been buried long ago—but that doesn't make our air look better. We'll lose the audience eventually to pay and cable."

Producers were given a share of the blame for inflation in Viacom's response. Major problems, this major supplier said, are escalation of first-run production costs and the increasing costs and guarantees asked of distributors by producers—which ultimately must be passed on to stations.

Gardner's Advanswers bracketed costs, limited supply of quality programing and fewer desirable local time periods as threats to the continuing good health of syndication. But the supplier offered a ray of light—the use of one-inch tape to make shipping and handling more efficient.

Because it is rampant in the field, it wasn't surprising that stripping—buying one show for up to five or more days a week rather than, say, five shows to fill that same half-hour—turned up repeatedly in this survey. Benton & Bowles, Bristol-Myers and Advanswers were among those pointing to stripping in access periods as a problem.

Twentieth Century-Fox indicated that many time periods are being dried up by station programers' heavy reliance on stripping and by the expansion of network schedules into hitherto local blocks, particularly on the weekends. Similiarly, Group W, whose parent has gone to Washington to fight this trend, reiterated its charge that the three networks are continuing to encroach on the affiliates' local schedules, weekends and late night.

▪ Y&R Program Services complained that the growing amount of stripping in the access half-hour works against the "very reason" for the creation of prime access by the Federal Communications Commission in the first place—to open up tv to a wider range of production and creative talent.

On an upbeat note, several distributors, including MCA Television, Group W and 20th Century, sighted a trend toward more high quality programing and first-run syndication, which, they believe, will give the networks stiffer competition for audiences. Twentieth Century thought programs such as the "Gong Show," "Three's Company" and "Bedtime Story" were waning as more of the major broadcast groups enter into codevelopment deals with leading producers to turn out some of their own attractions.

Group W predicted that more "participatory syndication" would follow on the momentum of its own success story with "PM Magazine," which is beginning to break into the largest markets. This supplier expects to see the exploration of creative new ways of negotiating between stations and syndicators and an increased advertiser role in first-run syndication.

Y&R Program Services spotted a trend toward "greater client awareness of the values of syndication and the ability of syndicated programs to pinpoint target audiences in much the same way as radio and magazines." #

Maurine Christopher, deputy executive editor of ADVERTISING AGE, *covers conventional tv, radio and the new video media and writes a weekly column, Videotech.*

Bids spur high prices

(Continued from Page S-2)

On the strength of the WPIX sale, Paramount realized "Happy Days" prices of $35,500 in Los Angeles, $25,500 in Philadelphia, $22,000 in San Francisco and $15,100 in Washington, all of which are markets just as hotly contested as New York.

In early 1977, meanwhile, when "Happy Days" was sold, bidding for offnetwork series was most intense in San Francisco, Washington and Philadelphia. Paramount probably got from 50% to 90% more in those markets than it would have if a constant $8 per household asking price had been set in advance. It is also unlikely that the asking price would have been set as high as $8 under the old system.

It is ironic that the price for "Happy Days" in New York, although a shock to most when announced, actually turned out to be the second lowest price (per unit of audience) in the top 10 markets. So the stations in other markets actually were spurred to more aggressive action than WPIX, which started it all.

- In recognition of the "low" bid for "Happy Days" in New York, Paramount's target for the first crack at "Laverne & Shirley" was Los Angeles, where three out of the four vhf independents could be expected to bid. (The price per population unit paid in Los Angeles for "Happy Days" was 14% above the top market average.)

- Although San Francisco was clearly the most competitive top 10 market in the bidding for Fonzie and friends, Paramount believed that the shock value of a high absolute dollar price in New York or Los Angeles would have more of an effect on other markets. When the bidding was over in Los Angeles, Paramount was not disappointed. The per episode price of $61,500 was more than 73% higher than the same station paid for "Happy Days." In all, there was a considerable variation in price per audience unit within the top 10 markets, with the same markets clustered at the top and bottom.

Recent sales data suggest that the size of the market, as defined by total tv homes, is not by itself a valid measure for accurately predicting the specific market prices under the new auction selling procedures. Among other factors are total tv ad expenditures in the market per population unit and the number and type of stations bidding for shows. The average profitability of a station correlates inversely; i.e., high profits means low program prices, reflecting what appears to be a cause and effect relationship.

- Ranking by prices paid per household leads to other noteworthy observations:

- **Los Angeles.** Although suffering from a much lower per household income level than any other top 10 market, Los Angeles has a reasonably high tv ad spending level per home. But with nine rated stations in the Los Angeles/San Bernardino market, market shares and average operating margins are quite low.

Competition for ratings is intense among three of the vhf independents. The fourth, Metromedia's KTTV, achieves shares nearly twice as large as the others. This results in the highest absolute dollar prices in the country, but per household prices are only slightly above the norm.

- **New York.** One reason Los Angeles prices are the highest in absolute dollars, despite New York's larger population, is that New York has one of the lowest per household tv ad outlay levels in the U.S. The sheer size of the New York audience—nearly 65% greater than Los Angeles—produces per minute ad costs beyond the reach of all but the largest local merchants. Further, New York stations directly reach parts of four states with different sales tax rates and regulations, making the use of the same commercial for some products and services often impossible. The average station operating margins are low as well, limiting the program acquisition budget.

In New York the rivalry is less intense than might be the case in other markets with three vhf independents. The situation now could be termed almost complacent, reminiscent of the pre-1976 networks. The usual leader, WNEW, is rarely challenged by WPIX, while RKO's WOR opts for profits at minimum risk by banking on low cost shows.

In several cases, only one station bid on a given series, lessening the impact of the auctions here. Thus, the prices paid per population unit should remain well below the average of the other top markets.

- **Philadelphia.** The market is relatively poor in terms of tv ad expenditures per home. Its northeastern suburbs are covered by the New York stations and the southwestern quadrant, including Wilmington, is reached by Baltimore stations. As a result, some media plans call for smaller buys in Philadelphia and its spending levels are 12.6% lower than the top 10 market average. Still, the prices for both "Happy Days" and "Laverne" were slightly ahead of the top market average because of the intense competition between the two uhf indies.

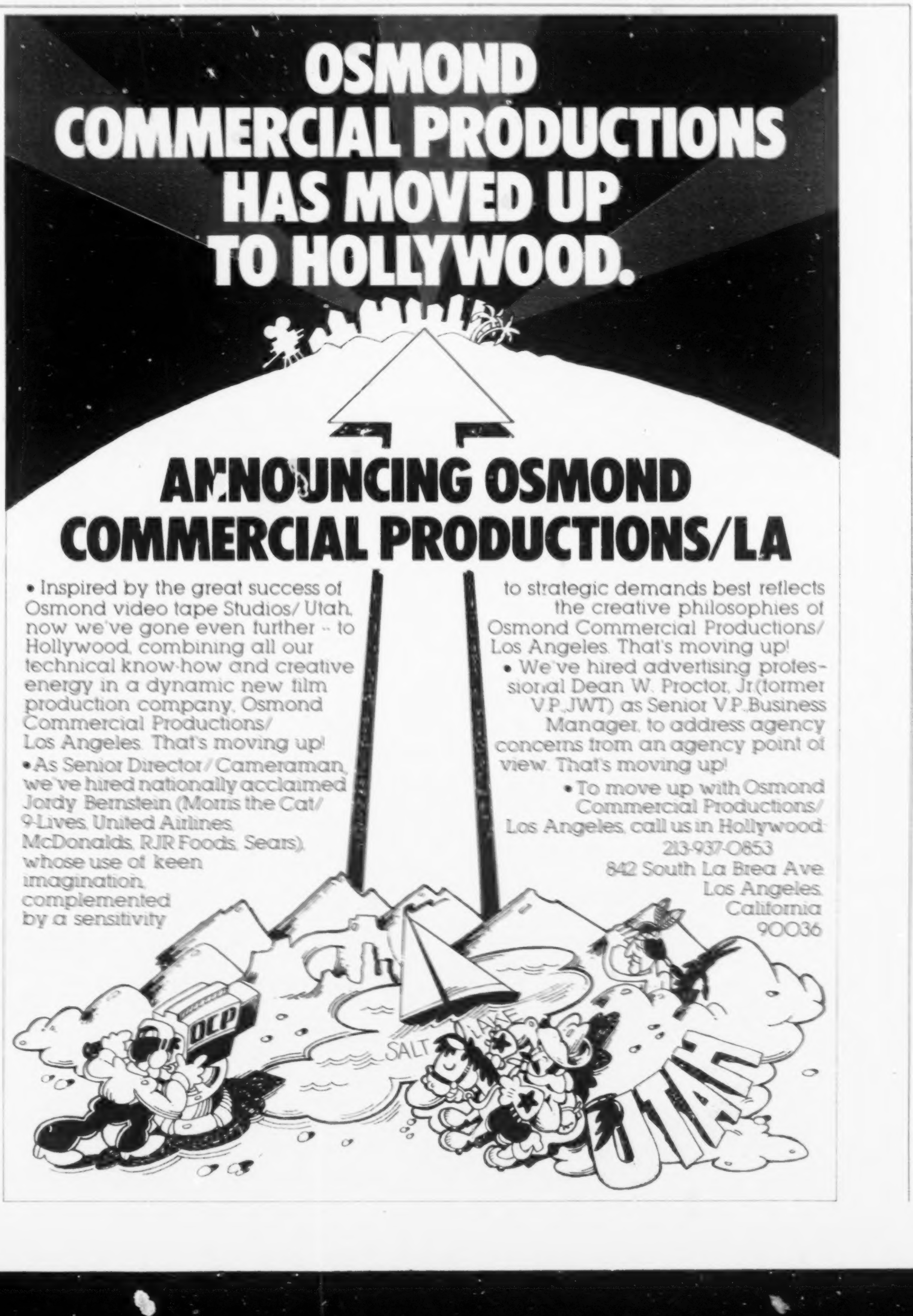
- **San Francisco.** In recent sales, the per population prices in San Francisco are the highest by far of the top 10 markets. Why? Its time sales per tv home is among the highest and it's a glamor market to most media buyers. Although the per household income is only slightly higher than average, advertisers see the city as very "white collar and professional" and tend to include it in every multimarket spot buy. There are two very alert independents bidding very aggressively for offnetwork product.

- **Detroit.** An aggressive independent is the story in Detroit. With the market dominated by the ABC-owned station, the Field-owned uhf is within striking range of the lowest rated affiliate in early fringe and prime access times. Tv expenditure levels and operating margins are average in the market, although the ABC station probably pulls the average margin up somewhat.

A bonus in most years is the high average home income, a result of the high proportion of skilled workers enjoying high union wages in the auto and auto-related fields.

- **Washington.** Prices for off-network product here are the second highest (per unit of population) in the nation. There are two assertive independents

(Continued on Page S-6)



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• We've hired advertising professional Dean W. Proctor, Jr.(former V.P.,JWT) as Senior V.P.,Business Manager, to address agency concerns from an agency point of view. That's moving up!

• To move up with Osmond Commercial Productions/ Los Angeles, call us in Hollywood:
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Old shows form green pastures

Syndication: Stars' social security

BY BOB WILLIAMS

NEW YORK—Lucille Ball says she "never really thought" about the green pastures of syndication during the early 1950s, when loving Lucy was becoming a national television habit.

"It was just something that never came up," she reflected. "We really didn't think beyond the shows we were actually doing. Or, at least, I didn't."

Ms. Ball and then husband Desi Arnaz were established program proprietors when syndication came into being—with such shows as "Sea Hunt" and "Border Patrol," among others—in the mid-1950s and residuals became a reality.

Mary Richards: Through the years on the staff of WJM-TV, Minneapolis.

▪ It was not until the 1958-59 season that the first batch of "I Love Lucy" shows was syndicated in what has become a nonstop merry-go-round, with at least 330 Lucy half-hours playing today on more than 100 stations.

"I guess you could say that I baby-sat for a couple of generations of Americans with 'I Love Lucy,' 'The Lucy Show' and 'Here's Lucy,'" Ms. Ball said in a phone interview from California. "That makes me very happy."

Considering that there are an estimated 140 "Here's Lucy" episodes that have received no more than a single syndicated play, it's a certainty that this performer will be occupying the attention of yet unborn generations.

"No," she said, "I never thought of competing with my younger self, or selves, when I did a new show. It never really struck me that some day I'd be on tv a half-dozen times a day in some cities, sometimes opposite myself.

"I guess that could be self-defeating, in a way, but it really never was."

The on-screen durability of the redoubtable redhead was demonstrated anew last October when she beat out—in the New York market, at least—the newly syndicated hit series, "Happy Days, Again."

▪ By the 1970s, when Mary Tyler Moore was flowering as America's tv sweetheart, the preoccupations of a sitcom queen had changed with the times and become attuned to the dollars and sense of syndication.

Mary, of course, had achieved stardom as a salaried employe for five years on the old "Dick Van Dyke Show" and was coming into her own as a program supplier with producing partner-husband Grant Tinker.

"I doubt if it entered my mind that I'd be competing with myself in the Dick Van Dyke reruns, although they were playing all over by then and still are," said Ms. Moore. "I guess I realized that, when you do something new, a new show—that's it, that's what counts."

Unlike Lucille Ball of the 1950s, Mary was acutely aware with the passing of each season that valuable episodes were piling up against that great come-and-get-it day of syndication.

▪ "Being married to Grant, who knew all about the business, I was aware that you don't begin to make money producing a tv series until you're able to put it into syndication," she said. "To me, it was just a fact of life, a case of that's the way it is."

After seven successful seasons, the two decided to cash in their syndication chips with the "Mary Tyler Moore Show" and put 168 episodes on the market for a quickie initial gross of about $7,000,000.

Next came a change of pace with a network variety hour employing Ms. Moore's skills as a dancer-singer. The poor ratings proved that while you're not necessarily competing with yourself in a new tv endeavor, you can collide disastrously with your image. The fans of Laura Petrie of the Dick Van Dyke series and Mary Richards of the MTM show weren't ready for the new Mary. As Mr. Tinker put it:

"I think Mary would be the first to say that the audience that had so appreciated her with Dick Van Dyke and in her own series just didn't want her singing and dancing and telling jokes, some of which ranged into an entirely different kind of humor."

"Maybe the hour-long show just wasn't as good as the series," Ms. Moore added. "As for the change in character, people somehow accepted me in a dramatic role in Betty Rollin's 'First You Cry,' undergoing a mastectomy. Look, all you can do is hope for the best and if it happens, it happens."

▪ Ms. Moore is due for another tv movie on CBS and a new Broadway fling in "Whose Life Is It, Anyway?" before considering another series venture.

The only way to live on tv, according to Tony Randall, is the way Mary has—as a "profit participant."

Mr. Randall, who dates back to $125 per episode as a juvenile in "One Man's Family" and $300 on "Mr. Peepers" in the pre-rerun, "live"-on-kinescope era, regards basic actors' residuals as small blessings, at best.

"Residuals are not going to be the annuity for anybody," he says. "The next job is what counts, unless you have profit participation in a series. Those first residual checks are great, but the percentage goes down fast, before you know it, to next-to-nothing."

Fortunately, both Mr. Randall (as Felix Unger) and Jack Klugman (as Oscar Madison) had profit participation in "The Odd Couple," which exceeded expectations in syndication.

▪ "Both Tony and Jack are millionaires from 'The Odd Couple,'" said agent Abby Greshler, who worked out hard bargains for their studio deals. "A situation comedy can do well in syndication if it's handled right. Of course, we've had the 'Gunsmokes' and the 'Bonanzas,' but the one-hour shows don't do as well on the syndication market as the half-hours. A half-hour fits into more places in a station's schedule."

No one was more surprised than Mr. Randall at the way "Odd Couple" caught on in its life after life in reruns.

"People discovered it who'd never seen it before," he said. "For five years on ABC, we never really had a rating. We just sort of hung in there.

"The first year we were almost dropped twice. They were constantly preempting us for practically everything, and the only real advertising or promotion we got was when I flew back and forth between coasts, appearing on all the talk shows. But, in syndication, the series just took off. It was incredible."

Between the network finale of "The Odd Couple" and syndication, Mr. Randall became involved in a role as a judge in the "Tony Randall Show," which flopped first on ABC and then on CBS. There weren't enough episodes to qualify it for a syndication deal.

"Now," said Mr. Randall, "I'm

Bob Williams, a former critic at the New York Post, *is senior editor of Lebhar-Friedman Publications.*

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High prices

(Continued from Page S-4)

plus an affiliate (owned by NBC), which occasionally carries offnetwork product in the daytime. Over-all, this station is barely ahead of Metromedia's WTTG; presumably, NBC buys some syndicated series to avoid having to compete with them in the prime-time access period. Partly because of aggressive bidding for programs in this market, the operating margins in Washington are lower than average.

• **Boston.** Expenditure levels and operating margins are about average in Boston. Of the two good uhf independents, only one is a perpetual bidder for offnetwork product; the other runs a lot of sports. Like Washington, Boston has an affiliate that acts more like an independent. Boston Broadcasters' WCVB is committed to locally-originated fare and regards ABC as just another source of programs, often preempting it for local or syndicated series.

• **Chicago.** The market is relatively prosperous in tv ad revenues per household, yet the prices paid for offnetwork series are consistently among the lowest of the top 10 markets. As in the case of New York, the reason is the competitive environment. The independent market is dominated by the Tribune's Co.'s WGN, the sole vhf independent. WGN prefers movies and local shows and feels little pressure to outbid Field Communications' WFLD, the market's best customer for offnetworks.

• **Cleveland.** The market has lower average prices than other top markets. Although its tv ad spending is about average, there is only one serious buyer of offnetwork product on a regular basis, Gaylord's WUAB. With the market all to itself, the station did not even buy "Happy Days" or "M*A*S*H." The NBC group (including WKYC-TV) occasionally makes an offnetwork deal, but that station alone is not a factor in setting prices in the market.

• **Dallas-Fort Worth.** The most striking dichotomy in this entire analysis involves the Dallas-Fort Worth market. With by far the highest tv ad spending per thousand of the top 10 markets, offnetwork prices in Dallas are the lowest. Operating margins are almost obscenely high, more than 60% above the national average and a full 20 points above any of the other top 10 markets.

Because of a shortage of independents the conversion to an auction market will have essentially no effect on revenues in markets below the top 50. But because about 70% of the total revenues from a given series are realized in the top 10 markets, that's where the action is.

Because prices are higher than most industry observers would have believed a couple of years ago, questions have been raised as to whether these shows can be profitable. The answer is yes. Even if a series produces losses on the first use, because of high amortization, it will generate profits in subsequent years. Some 40% to 50% of the entire cost per episode is counted against the first run.

A look at New York, for example, would illustrate the auction's effect on shows that perform as expected. "M*A*S*H" was sold before "All in the Family" at more moderate prices. Because both shows are achieving about the same ratings, commercial minutes in the shows are priced identically. But the high prices paid for "Family" at auction have halved the profits.

Although WPIX is not making a profit on the first run of "Happy Days," the station's price per rating point is somewhat low and could probably be raised, moving the series into the black. In subsequent years, the cost per episode will decline, producing profits on all series. The second year of a five-year contract would normally call for 30% amortization, while the price for ad time should rise by 15% or so if the show holds its audience. #

Access rating rankings in top 10 markets

From Nielsen November sweeps

NEW YORK

MONDAY	(7:30-8 p.m.)	Ratings
1. WNEW	All in the Family	14.6
2. WCBS	Muppets	13.0
3. WNBC	Family Feud PM	12.9
4. WABC	Hollywood Squares	8.7
5. WOR	Benny Hill	8.2
6. WPIX	7:30 Action News	4.8
TUESDAY		
1. WNEW	All in the Family	16.2
2. WABC	Match Game PM	12.9
3. WCBS	Real Life	8.9
4. WOR	Benny Hill	8.6
5. WCBS	Gong Show	8.2
6. WNBC	Sha Na Na	6.4
WEDNESDAY		
1. WNEW	All in the Family	15.3
2. WNBC	Family Feud PM	12.7
3. WABC	Hollywood Squares	8.9
4. WOR	Benny Hill	8.5
5. WCBS	Gong Show	6.3
6. WPIX	7:30 Action News	5.3
THURSDAY		
1. WNEW	All in the Family	13.7
2. WABC	Name That Tune	10.9
3. WCBS	In Search Of	8.2
4. WNBC	$1.98 Beauty Show	7.4
5. WOR	Benny Hill	6.7
6. WPIX	7:30 Action News	4.2
FRIDAY		
1. WNEW	All in the Family	15.0
2. WABC	Name That Tune	11.1
3. WOR	Benny Hill	8.9
4. WNBC	Sha Na Na	6.9
5. WCBS	Gong Show	5.7
6. WPIX	7:30 Action News	5.2

LOS ANGELES

MONDAY	(7:30-8 p.m.)	Ratings
1. KABC	Monday Night Football	24.3
2. KNXT	Muppets	11.2
3. KNBC	Horowitz Byline	10.9
4. KABC	That's Hollywood	8.1
5. KTTV	All in the Family	7.4
6. KTLA	Newlywed Game	7.3
TUESDAY		
1. KABC	Name That Tune	11.7
2. KNXT	Two on the Town	9.5
3. KTTV	All in the Family	9.4
4. KNBC	Sha Na Na	9.3
5. KTLA	Newlywed Game	8.4
6. KCOP	Good Times	8.2
WEDNESDAY		
1. KABC	Hollywood Squares	13.5
2. KNBC	Guinness Game	9.5
3. KTLA	Newlywed Game	9.0
4. KNXT	Thanksgiving Show	8.8
5. KTTV	All in the Family	8.7
6. KCOP	Good Times	7.9
THURSDAY		
1. KNBC	In Search Of	12.9
2. KTTV	All in the Family	9.5
3. KTLA	Santa, 3 Bears	9.3
4. KTLA	Newlywed Game	8.6
5. KABC	Match Game PM	8.3
6. KCOP	Good Times	7.6
FRIDAY		
1. KABC	Hollywood Squares	11.2
2. KNBC	Family Feud PM	8.3
3. KTTV	All in the Family	8.2
4. KCOP	Good Times	8.1
5. KTLA	Newlywed Game	6.5
6. KHJ	Lakers Basketball	6.3

CHICAGO

MONDAY	(6:30-7 p.m.)	Ratings
1. WMAQ	Family Feud	16.2
2. WBBM	Channel 2 News	13.3
3. WGN	Carol Burnett	9.7
4. WLS	Eyewitness News	9.5
5. WFLD	All in the Family	8.6
6. WTTW	MacNeil, Lehrer	2.1
TUESDAY		
1. WMAQ	Family Feud	17.5
2. WBBM	Channel 2 News	12.9
3. WLS	Eyewitness News	10.0
4. WFLD	All in the Family	9.9
5. WGN	Carol Burnett	9.8
6. WSNS	Bonanza	1.6
WEDNESDAY		
1. WMAQ	$1.98 Beauty Show	16.1
2. WBBM	Channel 2 News	10.8
3. WGN	Carol Burnett	10.1
4. WFLD	All in the Family	8.9
5. WLS	Eyewitness News	8.8
6. WTTW	MacNeil, Lehrer	1.7
THURSDAY		
1. WMAQ	Price is Right	13.0
2. WBBM	Channel 2 News	11.5
3. WMAQ	Intergalactic Thanksgiving	10.0
4. WLS	Eyewitness News	9.8
5. WGN	Carol Burnett	9.1
6. WLS	Eyewitness News	8.9
FRIDAY		
1. WMAQ	Name That Tune	11.0
2. WFLD	All in the Family	10.2
3. WBBM	Channel 2 News	10.1
4. WGN	Carol Burnett	9.3
5. WLS	Eyewitness News	8.4
6. WTTW	MacNeil, Lehrer	2.1

PHILADELPHIA

MONDAY	(7:30-8 p.m.)	Ratings
1. WPVI	Family Feud PM	21.9
2. WCAU	$1.98 Beauty Show	11.2
3. WTAF	"M*A*S*H"	10.3
4. KYW	Cross Wits	6.4
5. WKBS	All in the Family	3.4
6. WPHL	Starsky & Hutch	2.8
TUESDAY		
1. WCAU	Dance Fever	13.8
2. WPVI	Hollywood Squares	13.7
3. KYW	Cross Wits/Election	10.1
4. WTAF	"M*A*S*H"	9.9
5. KYW	Cross Wits	6.7
6. WKBS	All in the Family	3.1
WEDNESDAY		
1. WPVI	Price is Right	15.2
2. WTAF	"M*A*S*H"	9.6
3. WCAU	Sha Na Na	9.4
4. KYW	Cross Wits	8.9
5. WKBS	All in the Family	3.5
6. WPHL	Starsky & Hutch	2.5
THURSDAY		
1. WPVI	Hollywood Squares	15.1
2. WCAU	Muppets	14.0
3. KYW	Evening Magazine	11.0
4. WTAF	"M*A*S*H"	8.7
5. KYW	Cross Wits	8.5
6. WKBS	All in the Family	3.3
FRIDAY		
1. WPVI	Family Feud PM	21.5
2. WTAF	"M*A*S*H"	9.6
3. KYW	Cross Wits	6.0
4. WCAU	Inside Story	5.5
5. WKBS	All in the Family	3.2
6. WHYY	Dick Cavett	2.7

SAN FRANCISCO

MONDAY	(7:30-8 p.m.)	Ratings
1. KGO	Monday Night Football	29.3
2. KPIX	Evening Magazine	14.2
3. KTVU	Odd Couple	11.3
4. KRON	Tic Tac Dough	9.1
5. KTVU	8 O'clock Movie	8.2
6. KRON	Three's a Crowd	6.1
TUESDAY		
1. KGO	Family Feud PM	17.8
2. KPIX	Evening Magazine	16.3
3. KTVU	Odd Couple	15.1
4. KTVU	8 O'clock Movie	9.3
5. KRON	Tic Tac Dough	8.2
6. KTVU	Warriors Basketball	7.3
WEDNESDAY		
1. KPIX	Evening Magazine	15.8
2. KTVU	Odd Couple	14.1
3. KGO	Hollywood Squares	13.6
4. KRON	Tic Tac Dough	8.9
5. KTVU	Warriors Basketball	7.3
6. KBHK	All in the Family	5.0
THURSDAY		
1. KTVU	8 O'clock Movie	16.0
2. KGO	Family Feud PM	15.9
3. KTVU	Odd Couple	12.4
4. KPIX	Evening Magazine	12.1
5. KRON	Tic Tac Dough	5.3
6. KRON	Thanksgiving	4.8
FRIDAY		
1. KTVU	Odd Couple	13.7
2. KGO	Hollywood Squares	12.8
3. KPIX	Evening Magazine	12.2
4. KRON	Tic Tac Dough	7.5
5. KRON	Three's a Crowd	4.9
6. KBHK	All in the Family	3.9

BOSTON, MANCHESTER, WORCESTER

MONDAY	(7:30-8 p.m.)	Ratings
1. WBZ	Evening Magazine	20.8
2. WNAC	Newlywed Game	12.3
3. WLVI	Mary T. Moore	4.3
4. WGBH	Wild World/Animals	3.8
5. WSBK	Dick Van Dyke	3.4
6. WCVB	Park St.	2.8
TUESDAY		
1. WBZ	Evening Magazine	15.8
2. WNAC	Newlywed Game	12.6
3. WCVB	Muppets	12.2
4. WNAC	Reagan for President	10.2
5. WSBK	Bruin's Hockey	4.4
6. WLVI	Mary T. Moore	3.1
WEDNESDAY		
1. WBZ	Evening Magazine	15.8
2. WNAC	Newlywed Game	10.1
3. WCVB	Big Money Game	7.4
4. WLVI	Mary T. Moore	3.4
4. WGBH	Wild World/Animals	3.4
6. WSBK	Dick Van Dyke	2.8
THURSDAY		
1. WBZ	Evening Magazine	18.8
2. WNAC	Newlywed Game	13.5
3. WSBK	Bruin's Hockey	6.5
4. WNAC	Intergalactic Thanksgiving	4.3
5. WLVI	Mary T. Moore	3.7
5. WGBH	Wild World/Animals	3.7
FRIDAY		
1. WBZ	Evening Magazine	18.2
2. WNAC	Newlywed Game	11.7
3. WLVI	Mary T. Moore	4.3
4. WCVB	Millers Court	2.9
5. WSBK	Dick Van Dyke	2.4
6. WXNE	Jim Rockford	2.4

DETROIT

MONDAY	(7:30-8 p.m.)	Ratings
1. WXYZ	Family Feud PM	18.0
2. WJBK	Newlywed Game	11.9
3. WDIV	Three's a Crowd	11.6
4. WKBD	Andy Griffith	6.0
5. CBET	Carol Burnett	4.2
6 WXON	Rhoda	1.6
TUESDAY		
1. WXYZ	Sha Na Na	16.6
2. WJBK	Newlywed Game	13.6
3. WDIV	Three's a Crowd	10.8
4. WDIV	Reagan for President	7.7
5. WKBD	Andy Griffith	4.7
6. CBET	Carol Burnett	4.3
WEDNESDAY		
1. WXYZ	Family Feud PM	18.5
2. WJBK	Newlywed Game	10.8
3. WDIV	Three's a Crowd	9.3
4. WKBD	Andy Griffith	5.9
5. CBET	Carol Burnett	4.5
6. WKBD	Pistons Basketball	4.4
THURSDAY		
1. WXYZ	Match Game PM	15.1
2. WDIV	Three's a Crowd	14.7
3. WJBK	Newlywed Game	11.8
4. WDIV	Miss Peach	11.7
5. WKBD	Andy Griffith	7.4
6. CBET	Carol Burnett	5.0
FRIDAY		
1. WDIV	Black Holes	15.4
2. WXYZ	Name That Tune	14.1
3. WJBK	Newlywed Game	11.7
4. WDIV	Three's a Crowd	10.6
5. WKBD	Andy Griffith	5.6
6. CBET	Carol Burnett	4.7

WASHINGTON, HAGERSTOWN

MONDAY	(7:30-8 p.m.)	Ratings
1. WTTG	"M*A*S*H"	18.6
2. WDVM	Redskins Sideline	12.6
3. WJLA	Tic Tac Dough	11.3
4. WRC	Family Feud PM	10.6
5. WDCA	Carol Burnett	3.3
TUESDAY		
1. WTTG	"M*A*S*H"	17.2
2. WDVM	PM Magazine	11.7
3. WJLA	Tic Tac Dough	10.7
4. WRC	Family Feud PM	9.7
5. WDCA	Bullets Basketball	4.2
6. WDCA	Carol Burnett	3.4
6. WDCA	Election Special	1.8
WEDNESDAY		
1 WTTG	"M*A*S*H"	16.7
2. WDVM	PM Magazine	12.5
3. WJLA	Tic Tac Dough	12.1
4. WRC	Hollywood Squares	6.7
5. WDCA	Carol Burnett	2.5
6. WETA	MacNeil, Lehrer	1.5
THURSDAY		
1. WTTG	"M*A*S*H"	17.1
2. WRC	Newscenter 4	14.5
3. WJLA	Tic Tac Dough	13.7
4. WDVM	PM Magazine	12.6
5. WRC	Hollywood Squares	7.0
FRIDAY		
1. WTTG	"M*A*S*H"	16.5
2. WDVM	PM Magazine	12.4
3. WJLA	Tic Tac Dough	12.1
4. WRC	Sha Na Na	5.5
5. WETA	MacNeil, Lehrer	2.6

CLEVELAND, AKRON

MONDAY	(7:30-8 p.m.)	Ratings
1. WJKW	PM Magazine	17.3
2. WEWS	Tic Tac Dough	16.8
3. WUAB	Hogan's Heroes	11.8
4. WKYC	Family Feud PM	10.7
5. WVIZ	Perspective Cleveland	0.3
TUESDAY		
1. WEWS	Tic Tac Dough	17.8
2. WKYC	Sheriff Lobo	15.3
3. WJKW	PM Magazine	14.5
4. WKYC	Family Feud PM	10.5
5. WUAB	Hogan's Heroes	9.9
WEDNESDAY		
1. WEWS	Tic Tac Dough	19.6
2. WJKW	PM Magazine	15.6
3. WUAB	Hogan's Heroes	9.4
4. WKYC	Intergallactic Thanksgiving	7.8
5.	Gong Show	6.9
THURSDAY		
1. WEWS	Tic Tac Dough	18.0
2. WJKW	PM Magazine	15.8
3. WUAB	Hogan's Heroes	11.5
4. WKYC	Gong Show	7.1
5. WVIZ	Kamm's Corner	0.2
FRIDAY		
1. WEWS	Tic Tac Dough	18.0
2. WJKW	PM Magazine	15.1
3. WUAB	Hogan's Heroes	11.7
4. WKYC	Browns 79	5.8
5. WVIZ	City Club	0.7

DALLAS-FORT WORTH

MONDAY	(6:30-7 p.m.)	Ratings
1. WFAA	PM Magazine	18.8
2. KDFW	Newlywed Game	15.0
3. KXAS	Muppets	12.1
4. KTVT	I Dream of Jeannie	9.2
5. KXTX	Star Trek	2.2
TUESDAY		
1. WFAA	PM Magazine	19.5
2. KXAS	Family Feud PM	15.4
3. KDFW	Newlywed Game	10.1
4. KTVT	I Dream of Jeannie	9.6
5. KXTX	Star Trek	2.5
WEDNESDAY		
1. WFAA	PM Magazine	18.2
2. KDFW	Newlywed Game	11.7
3. KXAS	Hollywood Squares	11.3
4. KTVT	I Dream of Jeannie	8.5
THURSDAY		
1. KXAS	Action News 6	20.3
2. WFAA	PM Magazine	17.2
3. KXAS	Family Feud PM	16.1
4. KDFW	Newlywed Game	11.4
5. KTVT	I Dream of Jeannie	9.5
FRIDAY		
1. WFAA	PM Magazine	16.3
2. KDFW	Newlywed Game	12.7
3. KXAS	Dallas Cowboys Weekly	11.7
4. KTVT	I Dream of Jeannie	8.4
5. KXTX	Star Trek	2.8

Note—Prepared for Advertising Age by Blair TV, these rankings are designed to show the day-to-day competition in the prime access half-hour in each of the top ten markets. In Chicago and Dallas the time is 6:30 p.m. to 7 p.m.; in the other markets it is 7:30 p.m. to 8 p.m. These household ratings are a percentage of the designated market area. If a station turns up more than once on one day's list, that's because it ran different shows during the four weeks covered in the November sweep measurements.

Advertising pages in February consumer publication

Current and February '79 pages for U.S., Canadian and foreign publications reporting to Advertising Age

Women's

	Feb. 1980	Feb. 1979	Jan.-Feb. 1980	Jan.-Feb. 1979
†§Bride's Magazine	—	—	395.8	334.4
§Cosmopolitan	173.9	145.0	309.8	256.6
Essence	65.0	50.0	118.0	102.0
§Family Circle	172.5	169.9	240.7	242.2
▲Family Health	25.4	22.6	49.4	46.2
§Good Housekeeping	158.7	157.2	272.3	256.6
Ladies' Home Journal	102.7	101.6	174.7	176.8
Lady's Circle	11.8	10.6	18.2	18.3
McCall's	85.1	105.3	152.3	182.5
○McCall's Working Mother	—	—	53.3	—
†Modern Bride	—	—	321.0	343.0
Ms.	46.5	31.7	70.7	61.2
○New Woman	27.0	33.0	27.0	33.0
§Parents Magazine	65.2	49.6	110.2	95.5
Playgirl	52.5	46.0	99.5	83.8
Redbook	115.1	119.6	204.0	203.1
Self	50.3	28.3	80.5	69.0
Seventeen	95.0	83.1	165.4	154.2
Soap Opera Digest	10.3	13.5	33.8	15.5
*Talk	17.0	16.5	34.7	34.5
'Teen Magazine	41.0	37.2	67.1	65.6
§True Story	55.0	53.2	97.7	90.7
§Woman's Day	102.9	109.7	209.9	200.8
The Workbasket	38.3	31.8	71.0	56.4
Working Woman	30.6	27.5	58.6	43.7
Total Group	1,541.8	1,442.9	3,435.6	5,865.6

General

	Feb. 1980	Feb. 1979	Jan.-Feb. 1980	Jan.-Feb. 1979
▲ A.D. Publications	22.7	25.9	22.7	25.9
After Dark	34.0	30.0	66.0	60.9
Air Progress	24.5	19.8	44.2	40.6
American Forests	14.7	15.6	30.9	30.8
§American Legion	33.8	34.7	64.8	67.8
○Americana	—	—	26.1	33.3
Apartment Life	42.8	46.0	90.7	93.5
§▲Architectural Digest	—	—	114.8	95.3
§The Atlantic	31.1	29.3	54.2	51.6
○Audubon Magazine	—	—	29.4	34.2
§Bon Appetit	64.7	45.7	108.7	83.0
Book Digest	29.3	59.3	68.7	112.8
Christian Herald	30.2	43.0	80.2	86.0
Christian Life	28.1	27.1	51.7	52.4
*Christianity Today	75.2	70.1	131.8	116.7
Complete Men's Group	23.3	24.0	48.3	49.0
Country Journal	47.2	43.5	96.1	91.6
Creative Computing	78.8	39.6	154.5	92.4
▲Cuisine Magazine	—	—	38.4	35.5
Ebony	88.3	88.0	152.4	152.3
Elks Magazine	21.9	32.5	52.0	60.1
E. §Esquire	37.5	21.5	60.2	44.7
50 Plus	27.7	17.2	27.7	17.2
Flying	50.3	43.8	105.1	81.5
§Gentlemen's Quarterly	89.2	74.2	89.2	74.2
Golf Digest	96.2	96.7	150.5	152.6
§Golf Magazine	121.7	126.1	154.1	167.9
Gourmet	52.6	43.4	93.9	81.6
§Harper's Magazine	31.3	26.1	51.7	56.6
○Hi-Fi/Stereo Buyer's Guide	26.3	22.5	26.3	22.5
*High Fidelity	63.7	64.6	118.2	131.1
Income Opportunities	57.4	59.0	93.9	96.3
Kiwanis Magazine	17.5	13.8	30.9	30.5
Let's Live	96.8	94.1	195.7	181.6
Life	53.8	41.3	97.6	73.8
Lion Magazine	5.0	22.4	10.0	42.2
Modern Photography	122.6	118.6	243.6	240.1
§Money	71.1	61.5	126.5	102.7
Moneysworth	22.4	24.9	47.0	50.1
Moody Monthly	51.2	56.5	90.5	110.5
○Moose Magazine	31.0	31.0	31.0	31.0
○Mother Earth News	57.8	45.0	57.8	45.0
National Geographic	35.5	31.8	63.2	52.9
National Jewish Monthly	31.8	20.8	50.8	49.0
National Lampoon	39.2	35.3	75.7	67.8
▲Natural History	42.9	48.8	85.5	95.1
Omni	46.2	21.7	87.0	46.4
§Oui Magazine	20.0	14.3	40.0	29.2
§Penthouse Magazine	55.3	53.8	131.5	121.0
Petersen's Photographic	46.5	52.1	84.5	100.3
Playbill	39.5	40.5	85.0	87.2
Playboy	78.5	67.7	199.1	207.0
Popular Photography	137.5	153.5	269.4	312.0
Prevention	80.3	111.7	159.8	223.8
Psychology Today	54.9	53.6	99.5	86.5
▲Quest '80	39.2	45.3	74.0	45.3
§Reader's Digest	95.1	123.7	156.5	198.4
Rotarian	57.9	30.9	85.1	50.4
††Saturday Evening Post	—	—	61.5	54.4
Scientific American	86.1	64.3	155.3	119.1
Signature	43.0	34.1	77.4	73.7
Smithsonian	92.0	73.2	155.4	127.5
Stereo Review	69.7	75.5	151.2	153.2
A. Success Unlimited	23.7	41.0	54.0	74.5
Tennis Magazine	60.2	57.7	97.9	103.5
Town & Country	76.5	86.6	130.1	129.1
Travel/Holiday	59.6	43.5	92.1	84.5
Travel & Leisure	86.2	78.8	135.3	130.6
VFW Magazine	34.7	31.3	67.4	62.9
Weight Watchers	18.9	18.3	33.2	29.9
World Tennis	47.6	22.8	95.2	61.6
Writer's Digest	17.6	18.5	34.3	35.2
Yankee Magazine	93.0	95.6	190.8	206.1
Total Group	3,582.8	3,424.2	6,714.7	6,522.5

Fashion & service

	Feb. 1980	Feb. 1979	Jan.-Feb. 1980	Jan.-Feb. 1979
Glamour	126.8	129.7	222.4	210.8
Harper's Bazaar	61.4	60.2	96.1	96.2
Mademoiselle	89.9	95.6	148.8	146.3
††L'Officiel/USA	48.3	56.8	48.3	56.8
Vogue	184.0	186.9	272.1	264.7
Total Group	510.4	529.2	787.7	774.8

Arts & antiques

	Feb. 1980	Feb. 1979	Jan.-Feb. 1980	Jan.-Feb. 1979
American Artist	58.7	56.8	105.0	110.1
Antiques	132.7	108.3	304.3	250.9
Antiques World	36.0	46.0	94.5	99.7
○Art & Antiques	—	—	56.3	43.9
▲Artnews	120.0	98.3	209.0	178.8
Total Group	347.4	309.4	769.1	683.4

Home

	Feb. 1980	Feb. 1979	Jan.-Feb. 1980	Jan.-Feb. 1979
§Better Homes & Gardens	125.2	126.0	212.0	223.5
○Colonial Homes	—	—	47.7	32.7
▲Decorating Showcase	21.0	—	47.4	21.3
▲Family Handyman	60.7	61.5	127.5	119.4
Flower & Garden	35.9	35.5	69.0	70.1
The Hometown Magazines:				
Dallas-Fort Worth Home/Garden	41.6	27.6	83.4	49.8
Houston Home/Garden	104.9	110.0	188.3	193.8
Horticulture	29.3	32.3	73.0	77.4
House Beautiful	93.2	76.3	157.5	138.3
House & Garden	93.8	92.7	176.5	172.0
†Homeowners How-To	30.1	14.5	30.1	14.5
Hudson Home Magazine	28.6	30.2	79.0	74.1
Indianapolis at Home	53.2	73.3	106.8	130.5
Living:				
○Dallas	—	—	119.5	111.5
○Houston	—	—	97.5	113.0
○Denver	—	—	92.2	83.0
‡Austin	—	—	46.1	47.3
‡San Antonio	—	—	—	—
○Phoenix	41.5	24.8	41.5	24.8
○Tampa	33.8	—	33.8	—
▲1001Decorating Ideas	—	—	34.2	33.9
Organic Gardening	106.5	106.8	213.2	201.8
○Plants Alive	—	—	23.1	66.4
San Diego Home/Garden	44.2	—	81.8	—
Southern Living	117.1	120.0	194.9	212.9
§Sunset Magazine	115.5	139.5	190.3	229.1
○Texas Homes	—	—	95.1	83.3
○Workbench	—	—	66.8	62.4
Total Group	1,176.1	1,071.0	2,728.2	2,586.8

In-flight

	Feb. 1980	Feb. 1979	Jan.-Feb. 1980	Jan.-Feb. 1979
#Aboard Group	—	—	336.0	312.0
Air California	50.0	60.2	103.7	114.4
Aloft/National Airlines	49.8	—	108.6	57.3
American Way	57.8	43.3	107.7	79.5
Braniff's Flying Colors	36.5	23.3	71.8	46.5
Clipper	43.2	—	71.0	—
Delta Sky	44.2	41.0	86.0	81.0
East/West Network:				
○Air New England Flying Your Way	34.2	—	34.2	—
Eastern Review	84.3	81.9	149.3	156.5
Hughes Airwest Sundancer	75.0	69.8	146.0	153.0
Continental Extra	67.8	57.0	128.7	120.3
Ozark Flightime	55.8	50.9	105.0	200.6
PSA Magazine	96.0	94.3	190.5	200.6
Texas International/The Texas Flyer	61.7	50.0	117.6	91.2
United Mainliner	100.5	82.6	167.1	154.1
○Pace	—	—	19.2	17.2
Scene	24.7	—	48.4	—
Southwest Airlines	60.5	40.0	119.0	88.4
USAir	32.7	—	59.2	—
Webb Publications:				
○Frontier Magazine	—	—	33.0	26.0
Passages	20.2	16.7	42.7	34.7
TWA Ambassador	40.9	31.5	85.1	64.8
Total Group	1,035.8	742.7	2,329.8	1,903.4

Metropolitan

	Feb. 1980	Feb. 1979	Jan.-Feb. 1980	Jan.-Feb. 1979
○Aloha	—	—	17.5	8.0
Atlanta	59.3	59.5	123.6	120.7
Baltimore	77.7	83.4	134.4	148.0
Bay Life	59.0	49.0	114.0	93.3
◇Bay Views	47.3	43.5	73.5	70.5
Birmingham	16.0	27.0	40.2	58.7
Boston	76.5	69.2	165.6	155.1
Broward Life	46.6	48.9	96.3	100.3
Brown's Guide to Georgia	43.8	—	151.8	—
Central Florida Scene	18.5	32.0	18.5	32.0
○Charlotte	—	—	46.7	44.3
Chicago	117.1	125.4	227.2	273.4
○Chicago & Midwest Home/Garden	31.4	48.	31.4	48.1
▲Chicago's North Shore	—	—	53.1	33.6
Cincinnati	67.0	43.0	128.0	99.5
Cleveland	48.0	65.4	99.8	127.8
Columbus Monthly	70.8	63.2	136.8	126.4
Commonwealth	11.5	18.3	33.0	37.5
Connecticut	56.0	57.0	144.0	158.0
D/Magazine, Dallas/-Fort Worth	90.3	82.9	175.3	168.2
Delaware Today	35.5	29.8	68.5	55.5
Denver Monthly	35.0	22.7	49.2	38.7
Monthly Detroit	36.6	31.0	70.6	53.0
Exclusively Yours Wisconsin	62.8	65.8	122.1	134.8
Gold Coast of Florida/-Indian River Life	136.0	127.0	268.0	242.8
Grand Rapids	26.7	18.6	59.2	34.9
Honolulu	66.8	65.0	127.8	125.4
Houston City	35.1	24.7	71.2	51.3
D. Indianapolis	60.0	29.0	91.3	57.3
Kansas City	32.3	23.5	55.9	54.0
Los Angeles	182.5	190.0	334.8	346.5
Madison	40.0	19.0	84.0	37.0
Mesa	80.0	64.0	184.0	144.0
Miami	44.6	43.6	99.5	94.8
Milwaukee Impressions	22.0	—	55.0	29.0
Mpls./St. Paul	75.8	38.5	122.8	71.9
Nashville!	38.6	44.9	86.9	89.1
New Jersey Monthly	59.8	57.8	137.1	114.4
New Mexico	19.2	13.8	32.7	27.6
New Orleans	48.5	48.3	91.6	95.1
Ohio	30.6	40.3	64.1	82.9
Omaha	26.9	15.8	51.0	36.2
Oregon	16.7	27.7	33.4	47.7
Palm Beach Life	73.0	57.0	143.5	118.2
Palm Springs Life	146.3	128.0	342.3	299.0
Philadelphia	125.4	138.3	210.3	236.9
Phoenix	111.4	84.3	228.8	187.4
Pittsburgh	34.2	40.2	82.9	94.3
Pittsburgher	31.4	21.5	81.2	58.4
○Roanoker	—	—	43.5	48.0
SA, The Magazine of San Antonio	39.2	19.0	79.7	40.5
Sacramento	19.9	40.8	38.1	68.1
St. Louis	73.0	91.0	153.0	175.0
San Diego	138.1	148.8	269.4	277.3
San Francisco	58.0	46.2	106.3	86.7
San Francisco Focus	23.0	12.5	49.4	42.6
††Sarasota Town & Country	80.0	80.0	176.0	123.8
▼Shenandoah Valley	—	—	38.0	—
Spokane	23.3	32.2	63.7	70.2
Texas Monthly	85.0	94.2	161.6	166.1
○Triad	—	—	17.0	28.0
Twin Cities	23.8	13.7	43.1	26.6
Washington Dossier	44.0	43.0	80.0	79.0
The Washingtonian	111.0	119.0	195.0	216.0
Westchester	47.0	51.3	84.8	85.3
Westchester Illustrated	34.3	28.4	80.7	67.6
Wichitan	37.7	50.1	74.2	91.1
Total Group	3,507.8	3,296.1	7,215.9	6,653.1

Movie-romance-radio-tv

	Feb. 1980	Feb. 1979	Jan.-Feb. 1980	Jan.-Feb. 1979
○Complete Women's Group	23.0	26.0	23.0	26.0
Ideal Women's Group:				
Daytime Stars	29.2	28.6	29.2	60.0
Intimate Story	29.5	28.9	52.8	56.5
Movie Life	29.2	28.9	29.2	60.0
○Movie Stars	—	29.6	28.6	60.0
Personal Romances	29.2	28.7	52.5	60.8
C. ○Screen Stories	—	—	—	60.0
TV Star Parade	29.2	28.6	29.2	60.1
KMR Women's Group:				
Real Romances	10.2	12.6	10.2	25.2
Real Story	10.2	12.6	10.2	25.2
○Teen Bag	—	8.9	5.0	18.8
Macfadden's Women's Group:				
Modern Romances	35.6	41.6	61.4	63.4
Photoplay	35.7	45.4	35.7	45.4
Secrets	35.6	40.6	61.4	62.4
True Confessions	35.9	39.2	32.0	60.4
True Experience	35.6	40.5	61.4	62.4
True Love	35.6	40.5	61.4	62.4
True Romance	35.6	40.5	61.4	62.4
Sterling Women's Group:				
Daytime TV	30.3	31.5	59.6	61.5
Modern Love	31.6	31.0	31.6	58.6
Modern Screen	32.3	31.0	63.1	61.0
○Movie Mirror	—	—	30.8	30.0
Photo Screen	32.3	31.0	32.3	31.0
Real Confessions	31.6	31.0	60.4	58.6
TV Movie Screen	—	31.0	30.8	31.0
TV Picture Life	32.3	31.0	32.3	31.0
Total Group	629.7	738.2	1,015.5	1,294.1

Youth

	Feb. 1980	Feb. 1979	Jan.-Feb. 1980	Jan.-Feb. 1979
Boys' Life	23.8	19.2	45.4	40.7
Campus Life	29.0	34.6	64.3	61.3
††Scholastic Magazines	34.3	39.7	67.6	73.8
Total Group	87.1	93.5	177.3	175.8

Mechanics & science

	Feb. 1980	Feb. 1979	Jan.-Feb. 1980	Jan.-Feb. 1979
○Elementary Electronics	24.4	34.8	24.4	34.8
§Mechanix Illustrated	81.3	94.4	156.7	175.9
Popular Electronics	69.9	61.6	127.1	116.0
Popular Mechanics	108.5	117.7	200.8	214.5
§Popular Science	88.4	90.6	167.4	171.0
Total Group	372.5	399.1	676.4	712.2

Boating & yachting

	Feb. 1980	Feb. 1979	Jan.-Feb. 1980	Jan.-Feb. 1979
Boating	106.3	110.3	252.9	[illegible]
Chesapeake Bay	33.0	31.0	67.0	62.0
Cruising World	105.2	91.4	[illegible]	190.1
Motorboat	55.1	84.6	[illegible]	169.3
Motor Boating & Sailing	174.4	171.6	[illegible]	319.5
§Sail	113.5	[illegible]	287.3	280.5
§Sea	103.2	88.2	214.6	207.1
Trailer Boats	28.3	28.2	56.4	53.4
Yachting	[illegible]	178.7	391.1	458.2
Total Group	[illegible]	923.2	1,915.6	2,008.9

Automotive & recreational vehicles

	Feb. 1980	Feb. 1979	Jan.-Feb. 1980	Jan.-Feb. 1979
Car & Driver	57.3	51.5	113.2	94.8
Car Collector & Car Classics	22.1	25.3	48.2	45.4

§Sectional linage included but prorated to circulation of regional editions. *Sectional linage included but NOT prorated to circulation of regional editions. †Published 6 times a year. ○Published every other month. ▲Published 10 times a year. ††Published 9 times a year. ‡Published 3 times a year. #Published quarterly. ☆Published twice a month. ‡‡Published 7 times a year. ◇Published 11 times a year. ▼Published 8 times a year. **Published weekly. ▶Published every two weeks. A. Starting Oct. '79 agate lines per page increased to 140. B. Preprinted inserts included. C. Temporarily discontinued. D. Special issue Feb. '80. E. Prorated to reflect frequency change.

(Continued on Page 66)

Advertising pages in February consumer publications

Current and February '79 figures for U.S., Canadian and foreign publications reporting to Advertising Age

(Continued from Page 65)

	Pages			
	Feb. 1980	Feb. 1979	Jan.-Feb. 1980	Jan.-Feb. 1979
Car Craft	42.8	47.8	76.4	86.0
Choppers	15.5	15.2	27.0	29.7
○Custom Bike	14.4	13.8	14.4	28.4
Cycle	88.4	101.2	177.8	197.5
Cycle Guide	57.3	43.0	88.6	111.4
Cycle World	73.3	91.2	160.6	164.0
Dirt Bike	26.4	24.7	62.0	46.2
Dune Buggies & Hot Vw's	31.9	37.4	63.1	69.4
Family Motor Coaching	62.3	85.7	128.2	164.0
4 Wheel & Offroad	21.9	21.4	38.0	40.8
Four Wheeler	31.6	38.0	57.0	74.0
Hot Rod	44.5	43.6	77.1	74.5
Motocross Action	33.9	23.4	75.7	38.8
Motorcyclist	68.8	42.4	96.1	73.6
Motor Trend	31.5	37.4	66.9	63.5
††Motorhome Life	——	——	61.0	64.2
Pickup, Van & 4 WD	36.9	45.5	65.2	90.2
Road & Track	74.3	64.1	150.9	125.6
Touring Bike	18.3	8.7	27.5	19.0
Trailer Life	85.9	118.9	173.8	241.7
Van Pickup & Off-Road World	10.1	9.0	17.0	19.0
Woodall's Trailer & RV Travel Magazine	38.3	65.0	77.5	144.3
Total Group	987.7	1,054.2	1,943.2	2,106.0

Outdoor & sport

	Pages			
	Feb. 1980	Feb. 1979	Jan.-Feb. 1980	Jan.-Feb. 1979
Alaska	39.8	40.1	76.2	78.9
○The American Handgunner	——	——	25.5	19.4
American Rifleman	27.5	29.4	54.8	58.0
○Archery World	29.0	28.0	268.0	300.3
○Backpacker	46.6	——	46.6	——
§Bass Master	127.3	115.8	127.3	117.8
††Bicycling	——	——	44.2	28.1
▼Camping Journal	23.2	30.7	23.2	30.7
Field & Stream	80.3	87.3	148.6	158.3
Fins and Feathers	27.8	21.1	43.6	35.0
○Fishing World	——	——	29.3	32.6
Florida Sportsman	85.3	82.9	143.4	136.3
‡‡Fly Fisherman	——	——	72.3	44.2
Fur-Fish-Game	24.7	30.1	52.1	59.8
Guns	24.6	23.0	50.8	43.8
Guns & Ammo	39.8	43.0	76.0	77.9
Horseman	30.1	33.0	55.3	51.3
Outdoor Life	76.5	86.0	137.0	164.5
Petersen's Hunting	16.0	24.1	31.0	43.4
The Runner	28.1	25.2	44.3	56.5
Runner's World	35.8	50.0	65.8	96.3
Salt Water Sportsman	56.9	61.5	107.5	112.3
Shooting Times	36.1	39.9	62.1	68.5
SkateBoarder	19.6	46.0	39.6	107.4
‡‡§Ski	88.2	42.9	154.5	121.7
‡‡Skiing	95.5	52.0	162.5	124.1
Skin Diver	66.2	59.9	141.4	133.5
‡‡Southern Outdoors	——	——	28.8	34.3
§Sport	48.1	36.7	84.9	65.2
Sports Afield	85.4	82.5	158.3	149.4
▼Spray	——	——	——	——
Western Outdoors	24.9	33.4	53.3	70.0
Total Group	1,283.3	1,204.5	2,613.2	2,619.5

Comics

	Pages			
	Feb. 1980	Feb. 1979	Jan.-Feb. 1980	Jan.-Feb. 1979
○Archie Comic Group	10.0	10.0	10.0	10.0
DC Comics	14.0	11.0	25.5	23.0
Harvey Comics Group	8.0	8.0	16.0	16.0
Marvel Comics Group	13.0	9.5	27.0	22.0
Total Group	45.0	38.5	78.5	71.0

Newspaper magazines I

	Pages			
	Feb. 1980	Feb. 1979	Jan.-Feb. 1980	Jan.-Feb. 1979
§Family Weekly	80.7	89.5	170.3	183.0
Parade	73.7	75.1	145.1	156.7
Total Group	154.4	164.6	315.4	339.7

Canadian national weekend magazines

	Pages			
	Feb. 1980	Feb. 1979	Jan.-Feb. 1980	Jan.-Feb. 1979
§Canadian Weekend	28.9	34.8	54.4	60.0
B. Perspectives	30.3	31.8	66.1	57.1
Total Group	59.2	66.6	120.5	117.1

Canadian

	Pages			
	Feb. 1980	Feb. 1979	Jan.-Feb. 1980	Jan.-Feb. 1979
L'Actualite	36.7	31.7	59.0	47.2
Chatelaine:				
§English Edition	76.2	50.1	137.4	103.7
French Edition	68.4	42.7	107.2	70.3
§Financial Post Magazine	35.3	31.6	35.3	31.6
▲§Flare	——	——	53.0	37.2
▲§Homemaker's Magazine:				
English Edition	——	98.8	103.6	98.8
French Edition	——	83.5	79.0	83.5
§Macleans	63.2	66.1	106.8	103.5
§Quest Magazine	——	——	——	——
§Reader's Digest:				
Canada-English	66.8	57.2	125.1	103.4
Canada-French	65.4	55.4	115.9	107.6
Total	132.2	112.6	241.0	211.0
▲Saturday Night	——	——	16.5	31.5
▲Toronto Life	61.7	61.0	123.7	106.7
Total Group	473.7	578.1	1,062.5	925.0

Jan. pages

Business

	Pages	
	Jan 1980	Jan 1979
Atlanta Business Chronicle	16.5	10.0
Barron's	164.3	147.3
Black Enterprise	23.8	17.3
The Business Review	42.2	26.4
§Business Week	261.7	272.4
California Business	34.6	32.9
Corporate Report	62.7	71.4
Crain's Chicago Business	18.1	46.7
Dun's Review	79.9	58.8
☆Financial World	68.6	70.5
Florida Trend	54.2	45.1
☆Forbes	179.8	214.6
§☆Fortune	101.1	95.6
Houston Business Journal	89.1	113.0
§Inc. Magazine	52.2	——
☆§Industry Week	137.6	135.2
§Nation's Business	38.5	21.6
*New England Business	39.3	35.3
▶Northern Ohio Business Journal	36.5	22.1
Outlook	27.6	29.2
The South		
Texas Business	29.8	37.5
Total Group	1,558.1	2,002.9

Canadian

	Jan 1980	Jan 1979
§Time-Canada	52.1	55.2

Newspaper magazines II

	Jan 1980	Jan 1979
Boston Globe	99.6	113.9
Chicago Tribune	67.6	83.2
*Cleveland Plain Dealer	84.2	91.2
§Los Angeles Times Home Magazine	93.2	120.0
New York News	86.9	88.8
New York Times Magazine	184.4	196.1
Philadelphia Inquirer	53.6	58.7
Washington Post Magazine	67.9	81.6
Washington Star, Home/Life Magazine	49.7	49.5
Total Group	787.1	883.0

Weeklies, bi-weeklies, semi-monthlies

	Pages	
	Jan 1980	Jan 1979
§Army Times Military Group:		
Air Force Times	154.9	140.5
Army Times	152.2	138.8
Navy Times	145.7	149.3
The Times Magazine	8.1	6.6
The Blood Horse	394.3	412.3
Circus	13.0	35.8
Commonweal	3.5	2.1
▶Cue New York	43.3	47.0
Golf World	52.8	44.1
§Grit	43.4	45.4
National Review	35.5	31.5
New York Magazine	75.8	69.2
New Yorker	206.1	196.0
§Newsweek	183.4	208.9
People	169.1	154.3
Rolling Stone	43.0	67.4
▶§Saturday Review	55.2	48.7
Sporting News	185.0	285.0
Sports Illustrated	198.8	137.8
§Time	190.6	198.4
§TV Guide	300.0	326.0
▶Us Magazine	30.2	40.2
§U.S. News & World Report	105.7	113.5
Total Group	2,789.6	2,898.8

Foreign

	Pages	
	Jan 1980	Jan 1979
§Buenhogar:		
Mexico	24.2	36.7
Puerto Rico	11.5	10.3
Venezuela	24.3	25.2
Colombia	29.0	28.3
Peru	12.8	6.3
Ecuador	5.8	7.8
Central America	4.3	6.0
Chile	3.2	——
U.S.	7.8	6.2
Dominican Republic	12.3	28.3
Fascinacion:		
Mexico	4.2	4.0
Puerto Rico	——	1.3
Venezuela	3.8	4.7
Colombia	1.0	7.3
Central America	——	0.3
Geomundo:		
Chile	5.0	2.0
Mexico	5.0	7.5
Ecuador	7.0	4.5
Puerto Rico	5.0	4.5
Venezuela	10.0	7.5
Colombia	11.0	9.5
Peru	7.0	2.5
Central America	7.0	2.5
Hombre De Mundo:		
Dominican Republic	4.0	——
Mexico	5.0	5.5
Chile	5.0	1.0
Puerto Rico	5.2	7.8
Ecuador	6.0	2.0
Venezuela	11.2	6.[illegible]
Colombia	8.2	12.3
Peru	2.0	——
Central America	6.2	4.3
Ideas Para Su Hogar:		
Dominican Republic	1.0	——
Mexico	0.3	3.5
Chile	1.0	——
Puerto Rico	0.7	2.7
Ecuador	——	——
Venezuela	5.7	5.3
Colombia	10.3	6.5
Peru	3.0	——
Central America	0.3	——
Intimidades:		
Mexico	1.3	4.0
Puerto Rico	2.0	2.0
Venezuela	6.0	2.5
Colombia	2.0	1.5
Central America	2.0	1.5
Mecanica Popular:		
Caribbean	35.0	22.5
Mexico	20.8	12.5
Argentine	7.2	3.5
The Ring en Espanol:		
Mexico	——	0.5
Puerto Rico	3.0	2.5
Venezuela	2.0	6.8
Colombia	——	——
Central America	——	0.5
U.S.	1.0	1.5
Vanidades Continental:		
Dominican Republic	12.7	23.5
Mexico	52.3	55.2
Puerto Rico	18.2	25.5
Chile	4.3	2.5
Venezuela	25.3	24.7
Colombia	13.5	21.0
Ecuador	2.3	10.0
Peru	7.8	9.8
Central America	9.2	12.0
U.S.	15.7	23.7
Cosmopolitan Foreign Editions:		
Australia	28.3	37.2
Brazil	26.0	18.0
France	17.3	14.1
Great Britain	66.0	61.0
Italy	14.0	17.0
Cosmopolitan en Espanol:		
Central America	3.2	1.8
Colombia	10.5	17.5
Ecuador	2.3	0.7
Mexico	29.0	19.3
Puerto Rico	12.0	18.3
U.S. (Spanish Language)	10.3	13.0
Venezuela	8.2	12.7
International Communications:		
African Business	19.5	15.0
The Middle East	28.5	41.9
New African	28.7	25.6
Al-Iktissad Al-Arabi	16.9	22.8
International Herald Tribune	61.8	58.7
International Management:		
Africa	10.0	7.0
Europe	19.7	14.0
Latin America	9.0	9.0
Middle East	17.0	28.0
Pacific	8.0	8.0
§Newsweek International:		
Atlantic	58.0	47.9
Latin America	15.8	14.5
Pacific	56.0	49.3
††Progreso	24.8	17.2
§Reader's Digest:		
Arabic	7.0	9.5
*Asian	267.5	258.0
Australian	30.5	42.5
Belgian-Flemish	31.5	47.0
Belgian-French	31.0	38.0
British	65.4	61.6
*Chinese	113.0	106.0
Danish	18.3	11.5
Dutch	50.3	50.3
Finnish	19.3	19.0
French	36.8	42.3
German	49.1	45.0
Iberian	26.0	19.0
Indian	79.0	78.0
Italian	28.0	21.5
Japanese	57.1	56.6
Korean	19.0	14.0
Latin America:		
Argentina	68.0	32.0
Brazil	7.5	8.0
Central America	12.0	13.5
Chile	22.5	19.0
Colombia	30.0	38.5
Ecuador	10.0	——
Mexico	27.1	17.6
Peru	7.0	5.0
Puerto Rico	9.5	10.0
U.P.B.	30.0	30.5
U.S. Spanish	12.0	5.5
Venezuela	14.0	16.0
Portugal	26.5	34.5
New Zealand	44.7	24.7
Norwegian	7.3	19.0
South African	29.0	34.0
Swedish	12.0	16.0
Swiss-French	16.0	10.0
Swiss-German	19.0	20.0
Canada-English	27.9	46.2
Canada-French	49.5	50.3
Total	1,440.3	1,372.1
Time International:		
Time-Asia	73.7	66.3
Time-Atlantic	86.3	69.5
Time-Latin America	49.0	31.9
Time-South Pacific	58.3	67.1
▶Visao	46.5	49.5
▶§Vision/Latin America	20.7	20.1
Total Group	2,895.5	2,806.1

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Advertising Age

50 YEARS 1930-1980

$1 a Copy; $30 a Year · The International Newspaper of Marketing • In Two Sections. Section 1. · February 25, 1980

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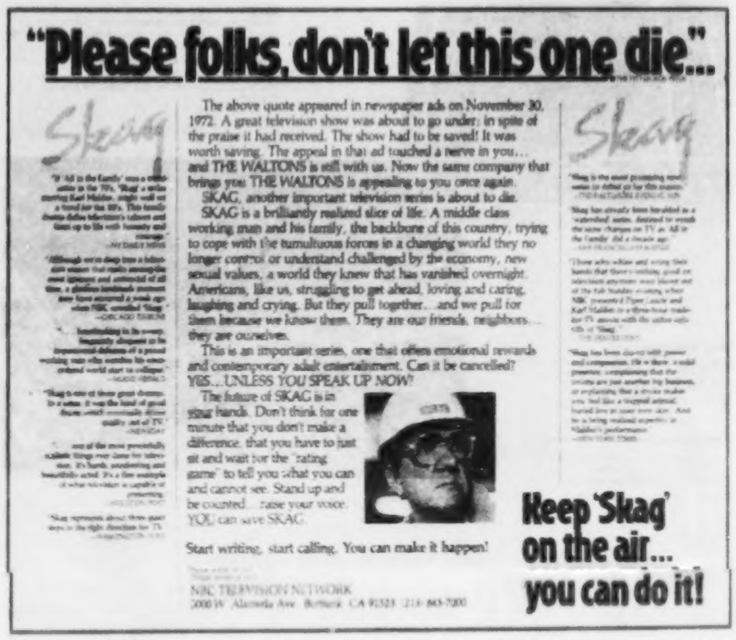


"Please folks, don't let this one die"...

Skag

The above quote appeared in newspaper ads on November 30, 1972. A great television show was about to go under; in spite of the praise it had received. The show had to be saved! It was worth saving. The appeal in that ad touched a nerve in you... and THE WALTONS is still with us. Now the same company that brings you THE WALTONS is appealing to you once again.

SKAG, another important television series is about to die.

SKAG is a brilliantly realized slice of life. A middle class working man and his family, the backbone of this country, trying to cope with the tumultuous forces in a changing world they no longer control or understand challenged by the economy, new sexual values, a world they knew that has vanished overnight. Americans, like us, struggling to get ahead, loving and caring, laughing and crying. But they pull together... and we pull for them because we know them. They are our friends, neighbors... they are ourselves.

This is an important series, one that offers emotional rewards and contemporary adult entertainment. Can it be cancelled? YES...UNLESS YOU SPEAK UP NOW!

The future of SKAG is in your hands. Don't think for one minute that you don't make a difference, that you have to just sit and wait for the "rating game" to tell you what you can and cannot see. Stand up and be counted... raise your voice. YOU can save SKAG.

Start writing, start calling. You can make it happen!

NBC TELEVISION NETWORK
3000 W. Alameda Ave. Burbank, CA 91523 (213) 845-7000

Keep 'Skag' on the air... you can do it!

Save 'Skag' Lorimar, producer of the "Skag" tv series, took this unsigned newspaper ad to try to save the show.

MTM talks with ad agencies

Producers going public to promote their shows

Los Angeles—What could become a significant "do it yourself" trend in ad support for tv shows—involving more advertising by producers, over and above network promotions—appeared to be setting down tenuous roots late last week in Hollywood's rain-soaked soil.

Production houses denied suspicions they were just putting pressure on the networks for more support, but there were clear signs that something's afoot.

The most dramatic and unusual example was Lorimar Productions' use of page and half-page ads in New York, Chicago and Los Angeles newspapers in an attempt to save the tv show "Skag" from cancelation by NBC.

While Lorimar head Lee Rich and ad vp Fred Skidmore were putting the final touches on their "Save Skag" direct pitch to the public, MTM Productions' Grant Tinker was starting talks with Wells, Rich, Greene/West; Ogilvy & Mather, and D'Arcy-MacManus & Masius.

If MTM hires one of the three within a month, as planned, it will become the first independent Hollywood producer with a national ad agency of its own. MTM reportedly plans to spend in the neighborhood of $600,000 in print, primarily to supplement tv network ad support for its shows.

But there was also a qualification: The agency selected might be "on hold" for awhile, according to MTM execs.

While Lorimar called its "Skag" ads a response to a special problem—lagging ratings threatening cancelation of what Lorimar and some critics feel is a special show—Mr. Skidmore took the view that "in the future this is something that's probably going to develop—production houses supporting their own product."

But he added that for the present Lorimar isn't on the lookout for a major agency and will

(Continued on Page 89)

MCI readies attack on Bell

By JOSH LEVINE

New York—MCI Communications, the private long-distance telephone company, is girding itself for a broad-based advertising attack on Ma Bell, set to break at a time when MCI and AT&T also are waging a bitter court battle that came to trial recently.

MCI declined to discuss the content of the upcoming Ally & Gargano effort and its marketing strategy. But a company spokesman indicated the campaign would adopt the same combative tone that has characterized its relationship with Ma Bell since MCI became the first alternative long-distance carrier in 1973. Southern Pacific Communications and ITT World Communications since have joined MCI as long-distance competitors, but neither has achieved MCI's market penetration.

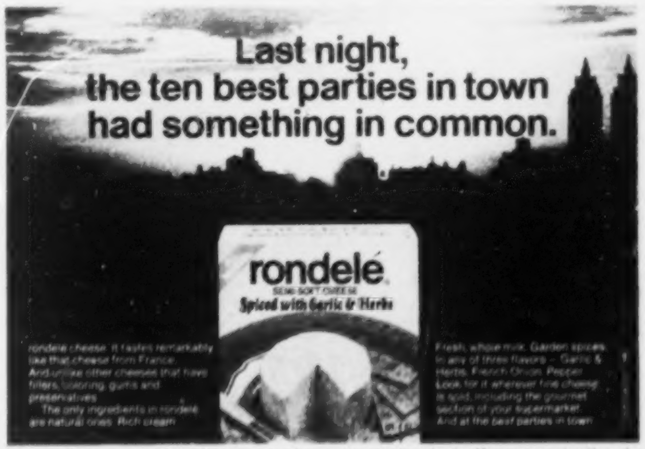
- All three companies are challenging Bell with lower long-distance rates in the $17 billion business segment of the market. MCI, however, will target its ad campaign at both the business and residential segments of the market under the over-all auspices of the company's residential marketing division, the company said.

The decision to pursue a consumer-oriented strategy is thought to have won the account for Ally & Gargano last November. Ally took a similar tack in promoting Federal Express' overnight package delivery in a market dominated by the much larger Emery Air Freight.

MCI has cast itself in the same David *vs.* Goliath mold, though David has begun to look a lot less puny in the past two years. In fiscal 1979, ended last March 31, MCI tallied earnings of $7,100,000 on revenue of $95,000,000 and in the first three quarters of its current fiscal year it has already logged profits of $8,100,000 on revenue of $109,100,000. That's a lot healthier than fiscal 1975 results, when MCI lost $38,700,000.

- MCI's move into media should hearten Bell's two other rivals, both of whom can expect to be pulled along in MCI's advertising draught. "It's nice to see that MCI is going to advertise," said Stephen Yesenosky, a spokesman for ITT World Communications. "At this

(Continued on Page 92)



Last night, the ten best parties in town had something in common.

rondelé
SEMI-SOFT CHEESE
Spiced with Garlic & Herbs

rondele cheese: It tastes remarkably like that cheese from France. And unlike other cheeses that have fillers, coloring, gums and preservatives.
The only ingredients in rondele are natural ones. Rich cream.

Fresh, whole milk. Garden spices. In any of three flavors — Garlic & Herbs, French Onion, Pepper. Look for it wherever fine cheese is sold, including the gourmet section of your supermarket. And at the best parties in town.

It's a different kind of comparative advertising in half-pages starting in April women's magazines for La Jolla-based InoFoods' Rondele cheese. Copy doesn't go as far as to name more expensive French rival (Boursin), but says Rondele "tastes remarkably like that cheese from France." Hall & Levine handles.

Swift: Parent Esmark and execs impatient with turnaround

By PAUL MERRION
Crain News Service

Esmark Inc., already deeply disappointed with Swift & Co.'s lagging turnaround, is facing the prospect of more bitter delays following the exodus of key marketing executives, cutbacks in advertising and delays on some new products.

Although Swift downplays the talent drain, the departures are symptomatic of the impatience many feel as Swift struggles to transform itself from a plodding meat packer into a dynamic brand name consumer products marketer.

But the recruits, lured to Swift in 1976 when Colgate-Palmolive marketing exec William Watchman took over as president, apparently couldn't wait for the turnaround effort.

"It was the Camelot syndrome," said an executive recruiter who has worked with the ex-Swifties, as they call themselves. Young marketing professionals were attracted to Swift, he said, because "Watchman appeared as the Great White Hope who would yank a sleepy meat company into the 20th Century. But it was a gargantuan task, too much to be done in the time given."

And as Esmark's annual meeting convenes in New York this week, it's clear top management is running out of patience as well. In an unusually frank letter in its 1979 annual report, Esmark chief executive officer Donald P. Kelly said, "I believe the time has come

(Continued on Page 90)

NEWSPAPER

AA MAR80
DC2001#CNGLIHGENR 54187 92001I
R HAGERMAN SECY IC SR VP
CONGRESSIONAL INFC SERVICE
7101 WISCONSIN AVE
WASHINGTON DC 20014

last minute news

Wendy's expected to pick Colarossi shop

Columbus, O.—Wendy's International is reportedly close to announcing Colarossi/Griswold-Eshleman, New York, will succeed Dick Rich Inc. (creative) and Clifford Botway Inc. (media), both of New York, on its account. At the same time, sources report C/G-E will resign its Arthur Treacher's Fish & Chips business—an account move that had been predicted since Mrs. Paul's recent acquisition of the fish chain. Stockton-West-Burkhardt will continue on Wendy's local advertising. In total, including local and co-op, the company spent about $45,000,000 in advertising last year.

FCB/Honig, SFM in hunt for film accounts

Los Angeles—FCB/Honig has become the third agency in competition for the $20,000,000 20th Century-Fox account, joining JWT and K&E (AA, Feb. 18). Meanwhile, SFM Media Service, New York, has made a presentation for the Columbia Pictures account, joining incumbent WRG, Needham, O&M and Bates. A decision is expected shortly. Columbia spending is $25,000,000-plus but agency compensation will involve a fee package.

(Continued on Page 8)

If NBC stays home, will U.S. see Olympics

By JAMES P. FORKAN

NEW YORK—With NBC still committed to following U.S. government policy on what now seems a certain U.S. boycott of the Summer Olympics in Moscow, speculation arises on (a) will there be any coverage of the games for U.S. audiences? and (b) will NBC try to tie in with a proposed "counter-Olympics?"

- NBC-TV still says nothing more than that it would be "guided . . . by the policies and regulations of the U.S. government." Since President Carter has opted for a "final and irrevocable" decision to boycott the Moscow Olympics because Soviet troops remain in Afghanistan, that would indicate that NBC will not cover the games or at least not for the originally contracted 152 hours.

NBC officials will not discuss whether they would consider covering a counter-Olympics if the U.S. government can get the 23 like-minded foreign governments together, along with perhaps 20 others said to be pondering a boycott.

If NBC does bow out, industry sources speculated that others might try to fill the void, on a more limited scale.

A company like Satra Corp.—the international trading company that claimed the Moscow tv rights in the confusing late 1976-early 1977 period when Russia and the U.S. nets were haggling over terms—might step in, offering specials to catv or an ad hoc lineup of stations, they said.

How would the tv coverage for possible alternative Olympics, or "sports festivals," be handled? The International Olympic Committee disapproves of this, so it would not be involved.

Entertainment & Sports Programing Network, Bristol, Conn., and Ted Turner's Cable News Network and WTBS, Atlanta, hinted weeks ago they would be interested in covering such events, but there is no agent that could handle arrangements yet.

Olympics and industry sources agreed that no one site could handle an alternate "sports festival" on such short notice, especially if contingents from 20 to 30 countries would play.

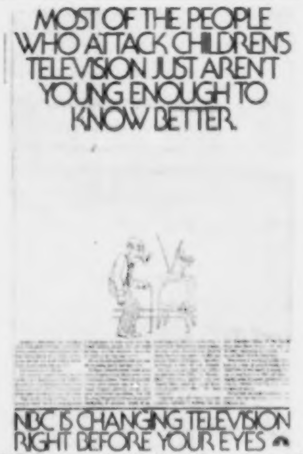
The U.S. now is hinting that these events be scattered around the globe. In the U.S., New York, New Jersey's Meadowlands and Los Angeles have shown interest, as have Montreal and London. Whatever the outcome, sources thought that this package's non-Olympics status and scattered sites and tv coverage (perhaps pooled) would translate into much

(Continued on Page 90)

LET'S TUNE-UP AMERICA!
CHAMPION

Musical tune-up by Champion

Champion Spark Plugs' spring tune-up commercial zeroes in on the high price of gasoline. "A tune-up with Champion . . . can improve your fuel economy," the spot urges. The Anvil Chorus is background music. J. Walter Thompson Co., Dearborn, Mich., handles. *(See story, Page 92.)*


MOST OF THE PEOPLE WHO ATTACK CHILDREN'S TELEVISION JUST AREN'T YOUNG ENOUGH TO KNOW BETTER.

NBC IS CHANGING TELEVISION RIGHT BEFORE YOUR EYES

NBC unveiled the theme and graphic dress of its new corporate ad campaign in this b&w page in last week's *Washington Post*. Jacobs & Gerber, Los Angeles, handles.

FTC, Ford build 'repair info service'

WASHINGTON—Ford Motor Co. and the Federal Trade Commission have shaped FTC demands for more open disclosure of product defects into a unique "repair information service" that Ford has agreed to promote through a national print campaign.

The agreement covers only Ford, but Tracy Westen, FTC's deputy consumer protection chief, said he hoped Ford would exploit the new service as a "competitive advantage" that would force other auto makers to respond.

For Ford, the pact could be a rosy ending to two years of FTC litigation (AA, Jan. 16, '78) and embarrassing publicity about the company's handling of defects in millions of late model Ford and Mercury cars.

In a statement, Ford North American Automotive Operations exec vp William O. Bourke said, "We are pleased that we have resolved this matter in a manner that will be of benefit to our customers."

Filing charges against Ford, the FTC staff in 1978 said they had embarked on a test case to establish standards of "fair dealing" that would start with autos and move to other big ticket items that are complicated and can break down.

The agreement announced at an FTC press conference last week:

- Requires Ford to promote the availability of Technical Service Bulletins—plain language notices of engine or transmission problems that could cost more than $125 to repair. The notices would describe preventative maintenance steps and explain any Ford reimbursement or free repair programs.
- Calls for copy tested, page ads in national editions of *Newsweek*, *People*, *Reader's Digest*, *Sports Illustrated*, *Time* and *U.S. News & World Report* that would promote the information service and a toll-free number consumers could call to request bulletins.
- Requires that the bulletins be available at Ford dealerships and promoted with posters and other collateral material, and that Ford customers be able to subscribe, for a fee, to the bulletin service and have the notices automatically sent to them.
- Bars so-called "secret warranties," the practice that triggered the FTC complaint in the first place.

- FTC alleged that Ford knew that some engines suffered from defects—piston scuffing, premature camshaft rocker arm wear and cracked engine blocks—and had told dealers to make repairs without charge beyond Ford's customary 12-month, 12,000-mile warranty. The practice was "unfair," FTC attorneys alleged, because consumers were not informed of the programs.

The agreement last week requires Ford to notify its customers by mail whenever an extended warranty program is put into effect. Ford retains the authority to decide when it will extend warranty protection, however.

FTC's Cleveland office, which handled the Ford case, also is probing alleged "secret warranty" activity by General Motors, covering some automatic transmissions, and by Chrysler, covering rust.

The Ford agreement requires the

(Continued on Page 92)

highlights

Monday, February 25, 1980

McCaffrey & McCall buys a radio station and prompts a look at agency ownership of media. *See Page 4.*

RCA has set a March 5 deadline for catv companies interested in its interim satellite distribution deal with AT&T. *See Page 6.*

The nets answer affiliate's questions, promoting "Dallas"-like shows and other pilots at the National Assn. of TV Program Executives meeting. *See Page 10.*

Quaker reaffirms its commitment to its "advertising division," in-house agency AdCom. *See Page 12.*

Eliot Janeway has discovered advertising, and he claims that his economic newsletter is showing the effect. *See Page 16.*

A total of 22 individual ads, each telling its own product story, makes up a $2,000,000-plus campaign to boost Colgate-Palmolive's Helena Rubinstein line. *See Page 34.*

California yogurt rivals Johnston Foods and Knudsen Corp. are battling two newer entries—General Mills' Yoplait and Beatrice Foods' Dannon. *See Page 38.*

Retired *Newsweek* publisher Gibson McCabe and former Grey International president Alfred Hollender are among the backers of a new roller skating disco. *See Page 43.*

Researcher tells supermarket executives how consumers view the food store industry. *See Page 46.*

Harry Wayne McMahan presents his annual "100 Best" television commercials for 1979. *See Page 53.*

The Australian national tv coverage of the 1980 Summer Olympics suffered a blow when one of its two major sponsors withdrew. *See Page 66.*

With Pierre Trudeau's Liberal party back in power, the status of Media Buying Services, agency of management for the outgoing Conservatives, is uncertain. *See Page 68.*

Unilever subsidiary Elida Gibbs is test marketing Reply mouthwash in the U.K., challenging Listerine's six-year dominance of that sector. *See Page 70.*

CIT, the French Telephone company, has gotten its act together at home and now is stepping up its marketing of products abroad. *See Page 72.*

Building the image of its Remy Martin cognac, Glenmore Distilleries hosted a $1,000-a-plate dinner in Chicago—the *piece de resistance* was its Louis XIII cognac. *See Page 74.*

Qwip Systems is marketing a new facsimile machine while it awaits the advent of the automated office. *See Page 80.*

Liggett & Myers' neighbors in Durham, N.C., consider the tobacco company's possible demise. *See Page 85.*

Nearly 250 domestic and foreign distributors made pitches for their tv shows to station execs at the NATPE mart. *See Page 86.*

The New York Times Co. released its annual earnings and revenues statement, which showed records for both categories. *See Page 91.*

A Federal Trade Commission consent settlement with two acne product sellers requires some future ads to disclose that "no product cures acne." *See Page 94.*

Section 2

The spotlight is on the toiletries industry—its prospects, the acquisition scene, government regulations and different product categories—in this week's Section 2, beginning opposite Page 50.

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China claim doubted in Hong Kong

By BERT OKULEY

HONG KONG—Agency chiefs here are regarding with little more than raised eyebrows a claim made in Peking by a Chicago-based Chinese-American that his company has won exclusive rights to handle commercials shown on China Central Television (CCTV), the only tv network in the country.

ADVERTISING AGE could not find any agency directors in Hong Kong who heard of Waysun Liao, or his company, Transplex Inc. Mr. Liao says China Television Service (CTS), which was formed to handle commercials on the national network, gave Transplex a six-year contract as sole agent for commercial placement on CCTV by advertisers in Europe, North and South America and Australia.

- Robert Chua Productions of Hong Kong claims exclusive rights to place ads on provincial stations of Guangdong, Henan and Sichuan, as well as representation in Peking and Shanghai. A Chua

(Continued on Page 92)

Cosmetics sales

Trends reflect changes in life styles

BY DAVID PINTO

NEW YORK—One of the most popular questions in the industry today is whether or not cosmetics are as recession resistant as their boosters claim.

In the 1970s, many traditional myths about the cosmetics/fragrance industry were exploded while a group of new ones rose up to take their place. It's safe to say that the events that shaped and changed the industry in the '70s almost certainly will continue to shape it—at an accelerated pace—in the decade ahead.

▪ One of the most obvious trends was the rise of the working woman and the resultant changes in life style.

The Bureau of Labor Statistics estimates that some 45,000,000 women now hold a job of some kind. (That figure will increase to 50,000,000 by 1985 and to 54,000,000 by 1990.)

These working women share two traits that have combined to alter how, why and where they buy cosmetics and fragrances: The need to look, feel and smell their best more often and insufficient time to purchase cosmetics and fragrances at less than convenient outlets.

▪ Expanded distribution of franchised cosmetics and fragrances also become a major factor.

Traditionally, cosmetics distribution has been based on exclusivity, a distribution philosophy that provided high end lines to department and specialty stores and lower end items to mass outlets.

Today, those restrictions are breaking down and cosmetics houses increasingly are distributing their merchandise to whatever outlets can sell it—both duplicating and broadening assortments in the process.

▪ Contingent on these two factors is the growth of supermarkets and chain drug stores as cosmetics outlets.

It is estimated that the typical consumer—whether he or she works or not—shops in a supermarket about twice a week. In an attempt to put their products where the people are, companies like Max Factor and Revlon now distribute at least some of their lines to food stores—and probably will increase their food store distribution in the 1980s.

Compared to supermarkets, other outlets see much less of their regular customers. It is estimated that consumers visit drug stores less than once a week—and visits to department or specialty stores average once a month.

▪ At the other end of the distribution spectrum is the department and specialty store, that unit that emphasizes high end cosmetics and fragrances amid a heavy dependence on service.

Even now, however, the situation is changing. Cosmetics prices in chain drug stores, especially the prices of products marketed by the major cosmetics houses, are increasing significantly, negating an advantage, both real and illusory, that chain drug stores have long enjoyed.

As a result, the offerings of such nonfranchised companies as Maybelline and Cover Girl, though themselves increasing in price, are finding a wider consumer audience than they have had to date. At the same time the franchise lines pricing differential between drug and department stores is narrowing.

With chain drug store ascendency and the growing popularity of supermarkets, the power of the department and specialty store in cosmetics has diminished.

So it is that Chaps, the new men's fragrance from Warner Western, is being distributed to some 8,500 drug stores in addition to department and specialty stores. Also, Revlon and Factor, in developing new fixturing systems designed to openly display their cosmetics lines and set them apart from those of other cosmetics houses, have made chain drug stores a prime target for distribution of those fixtures.

Clearly, the cosmetics and fragrances business is changing—dictated by the changing life styles and budgets of the consumers who buy them. But the changes may have less to do with the products—or even the prices which, though increasing, have not proven a deterrent to sales, than with the image of various distribution channels. According to a marketing director for a major cosmetics house, "The trick today is to get distribution in major department and specialty stores, and pay for it by getting distribution in chain drug stores and supermarkets as well.

"The logical next step, especially for all but high end lines, is to bypass the department store segment entirely."

▪ Whether this will happen is problematical. Some companies have reduced department store emphasis—as in the case of Almay (the hypoallergenic cosmetics line), with good success.

At the same time, more cosmetics houses will filter their lines down to the supermarket. As they do, and their food store sales increase, chain drug store sales of these products will suffer—especially in such nonfranchise lines as Maybelline, Cover Girl and the Quencher products of Miller-Morton. #

David Pinto is editor of Chain Drug Review *magazine.*

'Mademoiselle' readers' place of purchase of cosmetics

	Drug store	Department store	Home agent	Discount house	5¢ & 10¢ Variety	Supermarket	Makeup salon	Beauty salon
Foundation Makeup	31%	55%	15%	11%	2%	4%	8%	3%
Lipstick/-lipgloss	41	55	17	12	4	5	6	2
Face powder	28	52	13	9	3	4	9	1
Blusher	34	60	15	9	2	3	8	2
Eye makeup	43	57	15	13	3	6	7	3

Base: Users of each of the products

'Mademoiselle' readers' skin types

Combination	51%
Oily	19
Normal	19
Dry	10
Blemished	2
Total	101%*

*Total exceeds 100% because of multiple mentions

Base: Total respondents

'Mademoiselle' readers' cosmetics usage

Category	Per cent using*	Per cent using daily**	Average price paid for last purchase**
Face powder			
Pressed powder	27%	55%	$3.86
Loose powder	21	49	5.51
Foundation, makeup base			
Tinted liquid	54	58	5.55
Tinted cream	13	51	4.79
Makeup stick	9	45	2.71
Pencil	7	a.	a.
Gel	3	a.	a.
Dry cake	3	a.	a.
Tinted foam	1	a.	a.
Blusher			
Cake	44	60	4.88
Cream	42	49	3.86
Liquid	12	27	3.36
Gel	11	27	3.20
Stick	11	41	3.33
Pencil	8	a.	a.
Eye shadow			
Powder	75	52	3.89
Crayon, pencil	43	44	3.16
Cream	27	31	3.21
Wand applicator	24	34	3.14
Liquid	8	a.	a.
Eye liner			
Pencil	29	52	3.08
Liquid	10	33	3.08
Cake/cream	8	a.	a.
Automatic wand	8	a.	a.
Mascara			
Lash lengthener	56	66	3.43
Automatic roll-on	35	65	3.49
Comb-on	20	55	2.99
Cake	2	a.	a.
Cream	1	a.	a.
Eyebrow makeup			
Wood pencil	11	52	2.07
Brush-on brows	9	57	3.66
Automatic pencil	7	a.	a.

Base: *Total respondents
**Users of each of the products
a. Not shown because of small base

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Burns Sports Celebrity Service
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When it's a matter of taste

Bush Boake Allen
for fine fragrances

Bush Boake Allen, Inc.
a division of Albright & Wilson
a Tenneco Company

Spot tv prices continue climb

By MAURINE CHRISTOPHER

NEW YORK—Prime time spot tv prices in the top 20 markets continue to register increases in every case over levels a year ago.

Advances as estimated in the February SQAD report ranged from 19.6% in Minneapolis to 2.4% in Washington. Runners-up to Minneapolis in the double-digit gain category were Detroit, with 12.5%, and Atlanta and Tampa, both up 12.3% on the basis of this 51-market report covering purchases made by a sampling of major ad agencies as of Jan. 29.

Marvin Richfield, president of Spot Quotations & Data, attributed the sharp jump in Minneapolis to last year's poor February showing in that market. Spot tv, he noted, appears to be profiting from the Winter Olympics activity and early political buys for presidential hopefuls, while some softness in network tv has complicated the picture somewhat.

- Below the top 20, the spot medium looked strong in Denver, where the average affiliate prime time 30 was bringing a $62 cpp (cost per household rating point). Other noteworthy quotations: $57 in Hartford, $53 in San Diego and $45 in Buffalo. The rate for Buffalo—the 29th market—was higher than those in the 28th, 27th and 26th markets.

As always in this monthly report, late news was the second highest priced category in virtually all the sampled markets.

Looking to the future, SQAD's agency planners guide points toward a potentially bullish third quarter in many of the largest markets. Prime time cpp forecasts include $354 in New York, $277 in Los Angeles and a shade more than $100 for Washington, Dallas and Houston.

Random third-quarter predictions for some of the second 100 markets are: $16, Duluth; $15, Austin; $24, Monterey-Salinas; $19, Santa Barbara, and $17, Bakersfield and Las Vegas. The researcher points out the advance quarterly estimates have been revised "to reflect the probability that the Summer Olympics games will not be televised on the same basis as previously anticipated." #

Feb. 'street' prices for spot tv on net affiliates

Average cost per household rating point for 30-second spot

Nielsen market rank		Prime time '80 vs. '79
1.	New York	$310 (+ 7.3%)
2.	Los Angeles	246 (+ 4.7%)
3.	Chicago	171 (+10.3%)
4.	Philadelphia	129 (+ 4 %)
5.	San Francisco	148 (+ 8 %)
6.	Boston	136 (+ 8.8%)
7.	Detroit	99 (+12.5%)
8.	Cleveland	82 (+ 5.1%)
9.	Washington	84 (+ 2.4%)
10.	Dallas	96 (+ 8.7%)
11.	Pittsburgh	69 (+ 7.8%)
12.	Houston	95 (+ 6.7%)
13.	Minneapolis	67 (+19.6%)
14.	St. Louis	48 (+ 4.3%)
15.	Miami	78 (+ 6.8%)
16.	Atlanta	73 (+12.3%)
17.	Seattle	69 (+ 9.5%)
18.	Tampa	64 (+12.3%)
19.	Baltimore	66 (+ 8.2%)
20.	Indianapolis	47 (+ 9.3%)

Market combinations at a glance—cpp

Ranked by market size	Prime time February	cpm
1-10	$1,481	$5.92
11-20	676	7.09
21-30	451	6.67
31-40	274	5.08
41-50	299	5.00

Source: Spot Quotations & Data, 950 Third Ave., New York 10022. Average cpps for a 30-second spot were determined from ad agency conventional buys on affiliates as of Jan. 29. Excluded are spots bought on a 52-week basis or calling for 150-plus gross rating points weekly. These averages are a yardstick and not a listing of the market's lowest prices. Ratings used are an Arbitron-Nielsen average. These guides can be applied to 60s—200%—and 10s—50%. Percentage gain over February, 1979, is shown in parentheses.

Brady

(Continued from Page 30)

And so it goes. Once you delete the commercials, the evening news on each of the three networks contains 22 minutes of actualities, usually reported by a man on the spot. Cronkite introduces each CBS stalwart and does it extremely well, smiling when the news item calls for such levity, his mustache sternly aquiver when it does not.

During the entire 40 minutes he speaks perhaps a dozen sentences. His own personal opinions on mudslides or the sartorial *faiblesse* of Mr. Bani-Sadr do not obtrude. And, as the half hour ends, he tells us that is the way it was and says goodnight.

Anchormen are not reporters. The BBC, with accurate British understatement calls them "news readers," which is what they are. But for many Americans—those who have forgotten how to read and for whom these 22 minutes from ABC or NBC or CBS provide just about all they know about the world—Cronkite or Chancellor or Frank Reynolds are their oracles. And this is rather sad.

Cronkite is an intelligent man with a felicitous turn of phrase and a splendid voice. He has also, although this is not important in his trade, paid his dues as a working journalist. So too have his competitors on the other channels. Yet it is the very nature of the beast that the network evening news is not, and cannot be, more than a headline service.

- Can Dan Rather read those headlines competently? Of course he can. So too could Roger Mudd, given the opportunity.

I merely suggest that given the complexity of the subtle world within which we live, headlines are not sufficient—no matter how orthodontically perfect the teeth, how mellifluous the voice, how keen the gaze into the prompter, how trustworthy and credible the anchorman who provides those headlines. I will miss Walter, but not, however, because he keeps me informed. #

Mr. Brady's current novel, "Nielsen's Children," is about anchormen. And anchorwomen.

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Let ACB take over and change frustration into success! ACB will do *all* the nitty-gritty work for you—the planning, checking, auditing, paying and reporting.

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So break the circle of Co-op frustration and let your Co-op make money for you. Call your nearest ACB representative. Or, if you'd like more information first, send for our comprehensive Co-op Booklet 500B.

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ACB The ADVERTISING CHECKING BUREAU, INC.

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MEMPHIS: 52 South Second Street, 38103, Phone 901/526-3281
SAN FRANCISCO: 1453 Mission Street, 94103, Phone 415/552-6000
ORLANDO: 1010 Executive Center Drive, 32803, Phone 305/898-7680

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Advertising Age

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50 YEARS 1930-1980

$1 a Copy; $30 a Year *The International Newspaper of Marketing • In Two Sections. Section 1.* *March 3, 1980*

Three chains now open

Restlessness in fast-food ad field laid to soft sales

By CHRISTY MARSHALL

CHICAGO—A continuing slow sales picture for the fast-food business is being blamed for a rash of agency changes in the $25 billion industry.

In the last six weeks, four of the major chains have split or threatened to split from their agencies—Jack in the Box, Pizza Hut, Wendy's International and Arby's International. After a last-minute scramble by Wells, Rich, Greene, Jack in the Box stayed put.

But Wendy's last week made its move to Colarossi/Griswold-Eshleman, New York (AA, Feb. 25), which put a fifth chain on the street—Arthur Treacher's Seafoods.

"You are going to see more and more of this, since this is a troubled industry," Carl DeBiase, analyst with Sanford C. Bernstein, New York, told ADVERTISING AGE. "These guys don't know what else to do. The business isn't out there. And when it isn't out there, you sit back and say 'Gee, I've got to do something.' And what you do is fiddle with the advertising and marketing. You try this, you try that to find the formula. But it [the perfect formula] isn't there."

▪ Sales for the entire industry are flat to down and have been for some time. According to Mr. DeBiase's figures, Wendy's traffic is still in the negative column.

(Continued on Page 92)

When it Rainier's, it gores

To demonstrate that Rainier Ale is "beyond macho," Rainier Brewing ad shows how this suave gentleman whipping up a gourmet meal reaches for his ale. Tv commercials are in the brand's Pacific Northwest area, via in-house Marketing Communications, with creative assistance from Heckler Associations.

WRG turns attention to Fox

Columbia selects NH&S

BURBANK, CAL.—Columbia Pictures, in something of a surprise, has named Needham, Harper & Steers/West, Los Angeles, as its primary national agency succeeding Wells, Rich, Greene/West, which has evidently turned its sights on 20th Century-Fox as the replacement for its loss.

Columbia has been spending $25,000,000-plus, primarily in tv and newspapers, with WRG on media and some creative, along with outside boutiques. NH&S also will work mainly on national media and research, on a fee basis below the equivalent of a 15% commission.

However, Needham will be sharing some of the business with Diener/Hauser/Bates, which will be handling spot media buying in New York, Los Angeles and Central Florida. Ogilvy & Mather and SFM Media Service were the two other Columbia finalists.

Talks between Fox and WRG became known as the Columbia assignments were made. There had been speculation about a WRG bid for Fox (AA, Feb. 4), which has been spending about $20,000,000 annually, most of it through its national agency (formerly Doyle Dane Bernbach, now Universal's agency). Fox' vp-worldwide advertising, Robert Cort, brought WRG to Columbia when he was ad head there.

▪ There also was speculation that Ogilvy is switching its attention from Columbia to Fox, which has already held initial talks with J. Walter Thompson Co., Kenyon & Eckhardt and Foote, Cone & Belding/Honig (AA, Feb. 25).

The selection of Needham came as a surprise to some in Los

(Continued on Page 88)

last minute news

Hills Bros., BBDO split over payments

SAN FRANCISCO—Hills Bros. Coffee and BBDO, New York, have ended their four-year relationship due to "differences regarding agency compensation." Barry Reis, Hills Bros. vp-marketing, said the coffeemaker is looking at other agencies. BBDO will continue to service the $5,500,000 account until a new agency is selected.

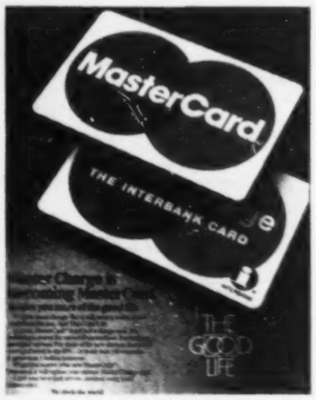
Clearing House contacts 15 to 20 shops in review

PORT WASHINGTON, N.Y.—Publishers Clearing House, a major direct mail marketer of magazines, has contacted 15 to 20 agencies, including incumbent Doyle Dane Bernbach, during the initial round of reviews for its estimated $5,000,000 account. A decision is expected within the next few months.

Japanese/Taiwan auto pact may snub U.S.

TOKYO—Taiwan is soliciting bids from foreign auto makers to develop an indigenous auto industry, and at least two companies, Nissan and Toyota, have expressed interest in taking part in the project. Senior officials

(Continued on Page 8)



An Interbank ad in *Life* announces the demise of Master Charge and the birth of MasterCard, the credit entity whose name is more in line with the broader range of financial functions that plastic cards will perform in the future. Tv has broken, too. Agency is William Esty Co. (AA, Dec. 24).

Interest-paying travel checks near

By JOSH LEVINE

NEW YORK—American Express and Citibank are both grappling with the feasibility of paying interest on travelers checks as a looming marketing war between issuers heightens the need for more appealing products. They might want to talk to T. H. Woods.

Mr. Woods may never threaten the industry leaders, but he is attempting to introduce the first interest-bearing travelers check in Virginia banks this spring, and hopes to sign up out-of-state banks along the Eastern Seaboard this summer.

Mr. Woods heads American Bankers Club in Falls Church, Va., and his vehicle would be called the ABC Security Plus check. The idea behind it is to allow checkholders to tap the massive rewards of the "float," the interest-earning reservoir of funds resulting from uncashed checks.

ABC Security Plus checks would be eligible for interest after 61 days, at which point they would earn 3.75% less than the prime rate at the time they were cashed, according to Mr. Woods. Receipts from Security Plus sales would be left on deposit with the bank that issued the check, and interest would be paid from the American Bankers Club account.

▪ As such, the ABC Security Plus check would be considered a security, rather than a travelers check, and would therefore be subject to Securities & Exchange Commission regulation. Current ceilings on bank interest payments would not apply since interest is paid by the American Bankers Club account, rather than the bank itself.

Citicorp has already announced that it "has been studying the question . . . just as others in the industry have," and the second largest travelers check—with about 20% of the $25 billion domestic market—is expected to make a headlong run at American Express this spring. Citicorp recently shifted its First National City travelers check advertising responsibility to Doyle Dane Bernbach from SSC&B.

While American Express has made no similar public statement of its plans, a source at the First National Bank of Boston said AmEx officials noted privately that the travelers check leader also is considering an interest bearing product.

The company would probably do so reluctantly, however, since it now reaps the substantial benefits of an estimated $3 billion float all to itself. Commercials from Ogilvy & Mather have urged returning travelers to retain a few unused travelers checks uncashed for purposes of security.

The entrance of Visa into the travelers check market this year

(Continued on Page 88)

NEWSPAPER
3
AA MAR81
DC20014CONGLIHAGNR 0211592001 3
R HAGERMAN SECY TO SR VP
CONGRESSIONAL INFO SERVICE
7101 WISCONSIN AVE
WASHINGTON DC 20014

Republic lures business traveler with gifts

By CHRISTY MARSHALL

CHICAGO—Republic Airlines, assuming that business travelers are not greatly concerned about ticket price offers, is introducing a new route not with price cuts but with premiums.

From March 1 through the end of May, each Republic passenger on the new Chicago-Nashville route will receive a coupon good for $15 off any item in the airline's inflight gift catalog. The coupons are redeemable until the end of June.

Other lines give no indication yet of trying the premium approach. But if Republic does well enough to expand its test to other routes, the picture could change. The business traveler is important to every line, but is traditionally more responsive to conveniences, including scheduling, than price cuts. Republic wants to see if a free gift is an effective lure.

"Special promotional fares like half-off fares and super savers appeal to the pleasure traveler who can see the savings in his pocket," vp-marketing John Harty told ADVERTISING AGE. "As a practical matter, businessmen are the backbone of an airline—especially an airline like Republic. You can offer special fares but they won't affect the businessman who doesn't usually know the price of his ticket anyway."

The airline first tested premiums last January with a promotion it ran for the inauguration for its flights to Las Vegas from Minneapolis-St. Paul. The company ran a sweepstakes for an antique slot machine. (Abiding by sweepstakes rules, the cards are also available at the desk—no purchase necessary.)

A spokesman for Delta, Republic's competition on the Chicago-Nashville route, said it has not decided whether to match Republic's offer—but is more likely to tap the traditional discount fare to combat Republic.

The complexity of setting up the program—which required approval of the Civil Aeronautics Board—may be Republic's ace, according to Mr. Harty. He says the competition can't match it easily.

A $250,000 newspaper and radio campaign, via Hoffman-York, Milwaukee, supports the offer. Results of the promotion so far have been encouraging. "Passengers and travel agents are calling and advanced booking is up," Mr. Harty said. It may be expanded to

(Continued on Page 92)

Tunnel of rich creme for Bundt

A creme filling has been added to create the new Tunnel of Fudge and Tunnel of Lemon varieties of Pillsbury Co.'s Bundt cake mix line. Magazine pages like this support the national introduction, via James Jordan Inc., New York.

Tunnelicious!
Pillsbury's New Bundt Cake Mixes: Tunnel of Fudge! And Tunnel of Lemon!
17¢ OFF
17¢
17¢
Let a Bundt Cake do the talking

Some fear loss of a second opinion

Do mergers still pr's voice?

By JENNIFER ALTER

CHICAGO—The trend toward acquisition of pr companies by ad agencies, highlighted by J. Walter Thompson Co.'s proposed purchase of Hill & Knowlton (AA, Feb. 18), has raised the question of whether clients of agency-pr combinations will lose the objective input of the pr counselor.

Pr executives here agree there is a danger, but not in the marriages that have transpired thus far.

"There are some tremendous advantages to these mergers," says Chuck Werle, vp-creative services division, First National Bank of Chicago, who also is a co-chairman of the Public Relations Society of America's national public relations committee. "But I cannot overemphasize the importance of the public relations function maintaining its own authority."

- Warning that if autonomy is not rigidly defined, the pitfalls could be disastrous, Mr. Werle told ADVERTISING AGE, "I find it hard to believe that an account executive of one of the combined communications companies is going to tell his or her client, 'It is not in your best interests to approve this advertising campaign submitted by my associates,' unless his status is very clearly defined."

Mr. Werle, who formerly was vp-director of client services in Thompson's public relations division and who has worked with Hill & Knowlton—until very recently First National's pr agency—says that be believes Hill & Knowlton has the strength and Thompson the "smarts" to develop an independent and equal working relationship.

The First National Bank moved its pr account from Hill & Knowlton to Carl Byoir & Associates, which was acquired by Foote, Cone & Belding Communications 18 months ago. FCB is the bank's ad agency.

- Tom Harris, president of Golin/-Harris Communications here and founder of Foote, Cone & Belding Public Relations (he departed shortly after the Byoir acquisition), also stressed the importance of autonomy. Speaking to a larger-than-usual group of PRSA members gathered here last week to discuss the "Urge to Merge," Harris pointed to lack of dissension as one of the problems that can result if the pr counselor loses independence.

"Some very good things come out of debate," Harris told ADVERTISING AGE following the meeting. "If the pr people have the autonomy to come in and sit down and attack client problems as equal partners, this will continue. But there is the possibility that the advertising point of view will dominate and the pr point of view will fade. Pr can't grow and function if it's forced to be a second ban-

(Continued on Page 88)

No-compete clause chases client

SEATTLE—Under threat of suit to enforce a no-compete agreement, four-month-old Sharp, Hartwig & Vladimir resigned its largest account, Simpson Timber Co., effective March 1.

Simpson Timber, marketer of forest products, had used Kraft Smith for nearly five years as its agency for specialty products such as prefinished panels, doors and do-it-yourself building materials.

In November, David Sharp and Cynthia Hartwig left Kraft Smith to form a new agency with Andrew Vladimir, who had left Kraft Smith a year earlier. All three had worked on the Simpson account.

Simpson advertising manager, Dean E. Matthews Jr. said, "It is sad. Everybody here is disappointed, and that is an understatement."

Mr. Vladimir, raised the question: "Is it proper to restrict a company from doing business with anyone it wants to? Shouldn't a company like Simpson be free to choose its own advertising agency?

"Simpson asked us to continue producing the collateral while Kraft Smith continued handling media," Mr. Vladimir said. He added that despite the agreement, "so that both agencies could serve Simpson, we offered to share the income. Attorneys for both sides instituted discussions (AA, Jan. 21). We continued to service Simpson in the hope that we could reach a negotiated settlement."

A short time ago, Mr. Vladimir said, Mr. Kraft cut off negotiations and followed with notice to SH&V that Kraft Smith would sue unless SH&V ceased work on the Simp-

(Continued on Page 88)

highlights

Monday, March 3, 1980

Consumers sometimes consider the cosmetics and fragrance industry's ads to be manipulative and emotional, delegates at the Cosmetic, Toiletry & Fragrance Assn.'s annual meeting were told. *See Page 4.*

BBDO has a new president, Allen G. Rosenshine, former exec vp-creative. *See Page 6.*

Datsun has an unusual problem for a car maker—too many kinds of the fuel-efficient autos are popular. *See Page 10.*

NBC warns that more government intervention in children's tv will be "a mistake" in the debut ad of a new corporate print campaign. *See Page 12.*

Bankers Trust, the only bank with a merger and acquisition division specializing in communications, is behind the scene on a lot of magazine deals. *See Page 18.*

ABC's "Good Morning America" is the toast of the breakfast table. *See Page 24.*

Homart Development Co.'s 17 shopping centers will use an every-other-monthly—possibly a newspaper supplement—as its new promotion tool. *See Page 28.*

Nikon Inc. has introduced the F3, its newest professional camera. *See Page 44.*

Lube jobs are sliding into the jiffy car service business with operations featuring 10-minute oil changes. *See Page 49.*

Ramon G. Gaulke and J. Thomas Sharp create some consumer advertising campaigns using corpish language to show how inadequate corpish writing can be. *See Page 53.*

Bob Stone scans the options home computers could have on the advertiser and consumer. *See Page 53.*

U.K. ad agencies can be heartened by the results of D'Arcy-MacManus & Masius' survey of the damage to advertisers done by last year's ITV strike. *See Page 68.*

Quebec lawyer Robert Legault makes a living of guiding admen through that province's maze of advertising regulations. *See Page 69.*

Three major New York dailies said they will continue dealing with deliverers union president Douglas LaChance despite his indictment by a federal grand jury. *See Page 73.*

Hollywood lures Ralph Nader, who is exploring film product as a powerful outlet for "public interest" views. *See Page 86.*

Thirty tv stations were asked by anti-oil industry groups to "balance" a controversial Mobil series. *See Page 89.*

Swift will launch a campaign to promote turkeys year-round, with a tie-in to Easter Seals. *See Page 89.*

R. J. Reynolds International Tobacco will introduce Camel filters in China. *See Page 90.*

Benton & Bowles names John C. Ferries to the new post of managing director-Europe. *See Page 90.*

Ford planners struggled with marketing, pr and political worries before backing a sensitive joint venture in Mexico with Peugeot, leaked memos show. *See Page 91.*

Section 2

As inflation cancels out interest rates everyone is looking for ways to best protect their money, and financial advertisers are struggling to gain the consumer's and the financial community's attention in the scramble for their dollars. Read how financial advertisers are going about it in Section 2/Financial Advertising, beginning opposite Page 48.

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Coup

Pepper snares top P&G exec

DALLAS—With no deals to show a year after announcing it would seek acquisitions to broaden its base, Dr Pepper Co. has moved to strengthen its hand by reaching outside the soft drink industry—to Procter & Gamble Co.—for a new president.

Charles L. Jarvie, most recently corporate vp and general manager of P&G's food products division, will come on board March 3 as president and chief operating officer of Dr Pepper. At age 43, the 20-year P&G veteran is the soft-drink company's tenth and youngest president.

He succeeds W.W. Clements, who continues as chairman-chief executive officer. Although turning over day-to-day operating responsibilities, Mr. Clements, the sales-oriented driving force behind making Dr Pepper a national brand in the 1970s, vowed that he will be "as active as I've ever been" as he turns his attention to long-range planning and acquisitions.

Mr. Clements said the company's original interest in

(Continued on Page 88)

Magazine Advertising Data December, 1979

Ad expenditures:
Dec. '79—$245,970,823
Dec. '78—$206,212,422
Increase: +19%

Ad pages:
Dec. '79—10,245.39
Dec. '78— 9,559.00
Increase: +7%

Top Ten Advertisers	1979	1978	% Change
R. J. Reynolds Industries	$14,201,365	$6,082,843	+133%
Seagram Co. Ltd.	10,679,081	8,267,610	+ 29
General Motors Corp.	6,545,081	3,045,598	+115
Philip Morris Inc.	5,677,586	4,703,712	+ 21
General Foods Corp.	4,176,160	3,035,244	+ 38
Ford Motor Co.	3,821,649	2,983,872	+ 28
CBS Inc.	3,395,361	3,175,263	+ 7
Loews Corp.	3,356,905	2,472,836	+ 36
Procter & Gamble Co.	3,305,159	3,683,891	− 10
American Brands	3,210,673	2,017,515	+ 59

Top Ten Product Categories	1979	1978	% Change
Beer, wine & liquor	$35,061,000	$29,193,427	+20%
Cigarets & tobacco	28,773,773	16,499,811	+74
Automotive	20,431,985	15,278,704	+34
Food & food products	16,961,070	14,547,704	+34
Toiletries & cosmetics	14,894,440	15,495,249	− 4
Business & consumer services	12,855,500	10,928,302	+18
Jewelry & photographic equipment	11,633,395	11,631,282	0
Publishing & media	10,770,140	8,222,212	+31
Home entertainment & equipment	9,902,248	8,979,828	+10
Retail &/or direct-by-mail	9,121,641	8,098,932	+13

SOURCE: PIB/LNA Magazine Analysis Service covers 102 consumer magazines constituting about 90% of consumer magazine ad dollars. It is compiled and published for Publishers Information Bureau by Leading National Advertisers Inc.

RJR maintains hold on magazine spending top spot

NEW YORK—R. J. Reynolds continued as the biggest magazine advertiser in December, a month when ad expenditures grew 19% and ad pages 7%.

Reynolds held the lead for all but two months last year: April, when General Motors Corp. surged into the top spot, and June, when Seagram Co. edged out the tobacco, food, shipping and oil conglomerate.

Reynolds continued to earn the top spot, boosting its magazine allowance 133% to $14,201,365, considerably more than it had spent in any other month in 1979.

Seagram, which has been jockeying with General Motors for the No. 2 spot, unseated the automotive company with a 29% budget increase over 1978. GM took third place with a 115% spending hike.

Philip Morris Inc. held fifth place with a 21% increase in magazine spending. General Foods Corp. moved up a slot, displacing Ford Motor Co., which moved to sixth place, with 38% and 28% spending increases, respectively.

CBS, absent from the top 10 in November, returned in seventh place with a 7% increase in magazine spending, and Loews Corp. retained eighth place with a 36% increase in magazine spending.

Procter & Gamble remained the ninth largest magazine advertiser, although it lowered its magazine budget by 10%. American Brands rejoined the top 10 with a 59% boost in its magazine expenditures. B.A.T. Industries, which held the seventh slot in November, and General Mills, the 10th largest advertiser that month, were absent from the top 10 in December.

The beer, wine & liquor category became the biggest supporter of magazines in December as magazine expenditures rose 20%. Cigarets and tobacco, which had been the No. 1 category for most of the year, increased spending 74% and took the No. 2 spot. Automotive slipped to No. 3, with a 34% spending hike. Foods, toiletries and business/consumer services kept the lineup as fourth, fifth and sixth largest magazine advertisers, respectively. Jewelry and photographic equipment advanced two spots to seventh place without registering any increase. Publishing and media boosted spending 31% to hold eigth place, home entertainment marketers increased their magazine advertising 10% to move up a notch, and retail/direct mail marketers slipped from seventh to 10th place, despite increasing magazine spending by 13%.

Data in the accompanying chart was compiled by the Leading National Advertisers for the Publishers Information Bureau and ADVERTISING AGE. #

LCA names three

Licensing Corp. of America New York, has named Jane Sosa, formerly quality control manager, to the new post of international licensing manager. Joining the Warner Communications division are Jerry Kapner, as merchandise coordinator-toys/novelties, and Nancy Ihnat, merchandise coordinator-apparel. Mr. Kapner formerly was toy buyer, Jordan Marsh Co., Boston, and Ms. Ihnat worked on "Sesame Street" licensing tie-ins for Children's Television Workshop.

'Sheet Music' picks rep

Sheet Music, New York, and *Virtuoso*, slated to come out in April, have picked Robert Petrey Associates, Westport, Conn., as ad reps.

Sales Promotion's Greatest

IDEA SOURCE

Best Sales Promotions of 1977/78

by William A. Robinson

(3rd Annual)

$24.95

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- 6 Top Promotions • 79 Honorable Mentions Grouped by Category
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Land O'Lakes, Inc./Self-liquidator "Recipe Box II"
Cessna Aircraft Co./Trial "Discovery Flight"
S. C. Johnson & Son/Product Introduction "Agree Introduction"
The Pillsbury Co./Refund and Coupon "Save $1.80 on Pillsbury Plus"
Nissan Automobile Co., Ltd./Discount "Datsun Smart Money Card"
Philip Morris USA/Self-liquidator "Virginia Slims Ginny Jogger"
American Dairy–Oscar Mayer/Coupon Tie-In "The Super Sandwich Sale"
Fannie May Candy Shops, Inc./Contest "Sweetest Day Contest"
Bic Pen Corporation/Price-off "1/2 Price Trial Pack"
The Dr Pepper Co./Refund "$2 Free Steak Coupon"
Somerset Importers, Ltd./Contest "Father's Day Scholarship Contest"
Thom McAn Shoe Co./Traffic Builder "Pitch, Hit & Run"

PLUS 6 Top Promotions

Yashica Inc./Sweepstakes "The 14k. Gold Camera"
Jos. Schlitz Brewing Co./Self-liquidator "Hammock Offer"
First National Bank of Chicago/Self-liquidator "Swiss Watch"
Schieffelin & Co./Self-liquidator "Chartreuse Swampwater Party"
The Gillette Co./Sweepstakes "Miss America"
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About the Author

William A. Robinson, author of ***Best Sales Promotions of 1977/78***, has won an international reputation in sales promotion. His company, William A. Robinson, Inc., has served such "Fortune 500" corporations as Procter & Gamble, Heublein, Philip Morris, John Deere, Zenith, Sara Lee, Amoco, Lipton, Armstrong Cork, Borden, Colgate-Palmolive and International Harvester. His column, "Robinson on Sales Promotion," appears regularly in *Advertising Age*. He is a past president of the Chicago Sales Promotion Executives Association and was honored as Chicago "Sales Promotion Man of the Year" in 1965.

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Advertising Age

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50 YEARS 1930-1980

$1 a Copy; $30 a Year *The International Newspaper of Marketing • In Two Sections. Section 1.* *March 10, 1980*

Showdown nears on FTC's fate

WASHINGTON—A President up to his neck in political and foreign policy emergencies may have to decide before this week ends whether to take on Congress in a veto fight that could shut down the Federal Trade Commission.

House and Senate negotiators working to beat a March 15 deadline when FTC operating authority and working funds expire, are being told that the President will not accept a bill that lets Congress veto FTC actions or intervene before they are final. Now it is hardball time, and the White House wants Congress to believe that President Carter thinks the stakes are so high that he's ready to shut down the FTC in order to hold his ground.

So far there is no sign that Congress is sufficiently worried that it's going to give the White House everything it insists it has to have. Only last week the House overwhelmingly voted to instruct its negotiators to stand firm for the House bill, with its so-called "one House veto" and its provisions terminating FTC activities involving the Sunkist citrus marketing system as well as the sales practices of funeral directors.

■ The White House perspective is that much more is involved here than FTC, and that this is the time for the President to take his stand. Once a "deal" is cut giving Congress power to veto FTC actions or intervene in pending business, it is argued, then similar Congressional interventions will be extended to one regulatory agency after another.

The White House apparently has no quarrel with the provisions of the Senate's version of the FTC bill, which provides for "expedited review" of FTC actions, but re-

(Continued on Page 82)

'I switched'

Retired football star Nick Buoniconti will put down his bottle of Lite to go work for arch-rival Anheuser-Busch Natural Light.

Lite stars switch for new A-B ad assault on Miller

TAMPA, FLA.—The almost personal war between beer industry rivals Anheuser-Busch and Miller Brewing Co. becomes even more combative as the St. Louis-based market leader gets set to go on the air with some former Miller superstars who've switched.

Anheuser-Busch Natural Light, the No. 2 beer in its category, will undertake a major assault beginning in April on Miller's Lite, the category leader, urging Lite drinkers to switch, Dennis P. Long, president of Anheuser-Busch, disclosed here.

■ Mickey Mantle, Nick Buoniconti and Joe Frazier, who all appeared previously in Lite advertising by Miller, will make the announcement that they have switched to Natural Light. Rounding out the assault team—which comedian and Natural Light continuing spokesman Norm Crosby refers to as "five athletic supporters"—will be Walt Frazier and Catfish Hunter. "Ray J. Johnson" also will continue in some ads.

■ "Taste is why you'll switch" is what Natural Light will suggest to drinkers of Miller's Lite.

Anheuser-Busch and Kraft Inc. were among several major companies disclosing marketing plans at the annual winter meeting in Florida of the Consumer Analysts Group of New York. A report on Ralston Purina Co. follows on Page 82. These reports were written by ADVERTISING AGE senior editor Henry R. Bernstein.

Mr. Long noted that his company's Michelob Light completed rollout last year and is now third in the category. Natural Light and Michelob Light (both D'Arcy), combined, have 23% of the market. "We intend to gain dominance in this category," he said. Mr. Long spoke at a special Busch Gardens "field trip" session of the Consumer Analysts Group of New York.

■ Anheuser-Busch's experiment with an import, Wurzburger Hofbrau (TBWA), is "in an acceptable development stage," Mr. Long said. Following reformulation of advertising currently under way, test marketing of Wurzburger will be extended beyond Atlanta, Boston and Hartford—to Baltimore, Cincinnati, Louisville and Wash-

(Continued on Page 82)

Kraft sets May pouch entree test

SARASOTA, FLA.—Kraft Inc., contending it has done its homework, but admitting it faces an intriguing marketing challenge, will move into five undisclosed test markets in May with its line of fully cooked meal entrees in retort pouch packaging (AA, Oct. 29).

With Stouffer's frozen entrees and a line of retort packaged products now testing from ITT Continental Baking seen as the primary competition, the company will test five entrees under the name A La Carte—beef stew, creamed chicken, sweet and sour pork, beef Stroganoff and beef Burgundy.

The retort pouch allows the company to combine frozen food quality with shelf-stable convenience—without putting the product in a can. The Kraft entrees, in single serving size, are ready to eat after heating the pouch in boiling water for five minutes.

■ The retort pouch entrees are seen as giving Kraft an opportunity to build on its packaged dinner consumer franchise and its merchandising experience, Donald J. Andler, marketing manager-product development, told the analysts.

A La Carte will be positioned in a prepared foods category estimated by Selling Areas-Marketing Inc. to be $1.4 billion at retail in 1980, including the $1.3 billion frozen entree segment, $130,000,000 canned meat segment and $20,000,000 pasta with meat segment, the Kraft exec said.

The retort pouch, although successful in Europe and Japan, has met consumer resistance in the U.S. and its place in the supermarket is yet to be determined. "It's a packaging process in search of a market," Mr. Andler said.

A La Carte faces the intriguing marketing challenge of being a shelf product with its primary competition—Stouffer entrees—in the frozen food section. A further challenge is presented by the fact that there are two polarized targets for the products—young (both singles and married) and older "empty nesters"—rather than a classic mass market of traditional households with children.

Consumer resistance also must be overcome. Although A La Carte entrees are said to taste better than canned products and two-thirds of consumers who taste-tested found them equal or better in taste and quality to Stouffer entrees, consumers have an expectation of poor quality, Mr. Andler said. Consumers also react negatively to the retort item's higher price, compared to a canned product.

Kraft will distribute A La Carte in prepackaged merchandising display trays offering upright facings. Primary marketing objectives in test markets are to determine true sales potential, challenge ITT Continental in one or more markets to determine total category potential for two competing brands, and to achieve a shelf velocity of 2,500 cases nation-

(Continued on Page 82)

Eastern route portends ad war

By JOSH LEVINE

NEW YORK—An airline industry advertising boom will follow in the wake of the first Eastern Airlines jets to fly from one coast to the other June 1.

Already one of the most crowded and competitive routes in the country, the New York to Los Angeles and San Francisco market will become the arena where the major trunk carriers test their marketing ingenuity and moxie and ultimately decide the success of airline deregulation, according to Julius Maldutis, an industry analyst with Salomon Brothers. Mr. Maldutis re

tailed report on transcontinental routes.

"No doubt about it, there's going to be an advertising war that will make these markets the subject of a violent struggle," Mr. Maldutis said. "The outcome of the struggle can almost determine the future of deregulation."

■ The spark to the marketing tinder is the entrance of Eastern, which has mapped out an ambitious marketing and advertising program to penetrate routes with which it generally is not associated. Ads for Eastern's Trans-Con, the brand name Eastern has given the N.Y./L.A. and N.Y./S.F. runs to overcome its image as a Florida carrier, broke last week.

The key features of Eastern's seven daily Trans-Con flights—four to Los Angeles and three to San Francisco—are its Cabin 1 business class, an attractive super-saver fare and the guarantee that its $195 one-way coach price will not increase through 1980—a bold commitment when many carriers periodically are seeking relief from the rising price of fuel.

"What we're trying to achieve is a sharply characterized product," said William Dowse, vp-advertising for Eastern Airlines. "Instead of competition through price alone, we're entering a period of innovation in product relative to different pricing levels."

Eastern's attempt to woo the business flyer with Cabin 1 is backed by newspaper and radio ads in New York, Los Angeles and San Francisco that broke last week via Young & Rubicam. Tv commercials are due to break later this

(Continued on Page 82)

last minute news

Arctic Lights introducing five-pack cartons

LOUISVILLE, KY.—Brown & Williamson Tobacco Co. is now distributing Arctic Lights cigarets in five-pack cartons nationally. The carton promotion for the year-old, 9mg tar menthol, is receiving p.o.p. support via Rosser Reeves Inc., New York.

Christie's moves to Martin, Sturtevant shop

NEW YORK—Christie's, one of the world's largest auctioneering houses for antiques and fine art, has moved its estimated $4,000,000 U.S. account to Martin, Sturtevant, Silverman & Marshall after dismantling an in-house ad operation.

'Newsweek' to test 'Focus' magazine

NEW YORK—*Newsweek* will test a new magazine, tentatively titled *Focus*, with a first issue devoted to science and slated to appear in May. Mark Edminston, *Newsweek* exec vp, will be publisher and Carla Graubard special projects director of the proposed monthly. A decision is due in October for a 1981 launch, Mr. Edminston said. Each issue will deal with a different theme.

General Mills rolls cereal, tests dessert

MINNEAPOLIS—General Mills is introducing nationally its Crispy Wheats 'n Raisins ready-to-eat cereal, testing since 1977. Tv and print

(Continued on Page 8)

Coffee share dip challenges Hills and WRG shop

By JOHN REVETT

LOS ANGELES—Wells, Rich, Greene/West has been handed the $6,000,000 Hills Bros. coffee account at a time when the San Francisco company appears on one hand to be emerging from a Brazilian jungle of corporate intrigue and on the other to be in danger of sliding off the U.S. coffee marketing map in terms of market share.

The appointment of WRG to succeed BBDO follows eight, perhaps nine, straight years of market share losses that have seen Hills slip from 9.3% of the regular coffee market in 1971 to 6.9% in 1978. Company execs say last year Hills regular stabilized at 7%, but sources that research the field reported Hills at 6.2% last fall. Hills instant dropped from a 1.3% share to a 0.3% share over the period.

There were indications that Hills Bros. Brazilian parent, Copersucar, Sao Paulo-based sugar and alcohol conglomerate, has backed off in the past two years from the active role it had begun to take in the American company following acquisition four years ago (AA, Sept. 20, '76). Copersucar paid $38,000,000 for Hills.

"The marketing conditions in the U.S. were different than they had perceived," said a source involved with new product development for Hills. "At first there was all sorts of cultural noise, and top management at Hills was effectively silenced. But that's been changing."

▪ Although Hills Bros. has not made any progress in the four years, a Copersucar official said he knew of no plans to sell the company.

It was said by several sources that Copersucar and its chairman at the time, Jorge Wolney Atalla, brought about the Hills Bros. agency switch late in 1976 from Doyle Dane Bernbach, Los Angeles, to BBDO in New York, because the Brazilians wanted the brand handled by, as one put it, "the biggest agency they could get

(Continued on Page 84)

'The light yogurt' expands markets

Canada Dry is positioning Sippity as the yogurt "so light you sip it," in tv commercials. Current introduction in the New York metropolitan area puts the drink in eight states. North Castle Partners is the agency.

RC 100—not an easy sell

By JACQUES NEHER

CHICAGO—Despite one critic's belief that Royal Crown Cola Co. will penetrate little more than "the hypochondriac market" with its new sugar-free, caffeine-free cola called RC 100, the company is convinced the new product can make a significant dent in the diet cola category.

"There's been some concern raised on the caffeine issue and there's news coming out on an ongoing basis," said Royal Crown vp-marketing Larry Atseff. "The product is timely."

Mr. Atseff said RC 100 "will obviously appeal to people who drink sugar-free colas and may even appeal to those who don't. It has an outstanding taste."

Sugar-free colas account for less than 10% of soft drinks sold in stores, but Mr. Atseff said it would be "very risky" to predict how well the product will do. "When Sanka got started in 1928, I doubt they ever knew it would become what it is today." Most colas contain about one-fourth the caffeine found in a similar amount of coffee.

▪ As in all soft drink introductions, RC 100's success will depend "on how much the bottlers will support it," he said. The "100" stands for 100% free

(Continued on Page 81)

RCA, Zenith plug into disc adventure

By JAMES P. FORKAN

NEW YORK—RCA Corp. and Zenith Radio Corp., the top two tv set marketers that also are among the top four in videocassette sales, have joined forces to carve out leadership roles in the new world of videodiscs.

Although Zenith was the plum long sought by RCA, Magnavox and Matsushita, there are still more than 10 other potential licensees yet to be plucked. These companies, some of which reportedly have signed with RCA or Magnavox, include giants General Electric and GTE-Sylvania, as well as Hitachi, Mitsubishi, Sanyo, Sony and Sharp.

The big benefit in their move, Zenith and RCA stressed, is that consumers will have "a broad choice of compatible videodisc products." RCA plans to market more than 300 titles for SelectaVision; Zenith will add its own software, although the latter is not talking specifics yet.

▪ In going with the mechanical pickup format (using a diamond stylus on the disc groove), RCA and Zenith will not be compatible with the optical pickup (using laser beams to read the disc surface) developed by MCA-Philips-Magnavox. Zenith at one point mulled going with an optical system too.

Magnavox' disc system has run into production and delivery snags in its test markets and reportedly sold less than 10,000 units so far. Moreover, Magnavox and MCA have been set back by deals that earlier saw CBS Video Enterprises and numerous movie studios going with RCA. Still, industry sources noted, nearly all those RCA deals are "non-exclusive," meaning MCA may yet land some as well.

Magnavox is ahead on one front in the disc war—it has named Campbell-Ewald to handle its Magnavision national campaign (AA, Feb. 25), while RCA has yet to choose a SelectaVision agency. Zenith is likely to stick with Foote, Cone & Belding, Chicago, since that is its consumer products agency and there is "no reason" to change, a spokesman said.

▪ No one is discussing their marketing strategies yet, but Zenith said its "solid product launch" advertising will go national from the start in "mid-1981," rather than the market-by-market rollout being used by Magnavox. The latter is aiming for national distribution in "early '81."

RCA will open the year with its own hefty advertising blitz. Coupled with its strong dealer network, this should mean the same domination of the disc field as RCA enjoys in vcr's. RCA last year topped Zenith in color tv set sales but started slowly in vcr's, scrapping its own project to license Matsushita's vhs format. Now it is the vcr leader, while Zenith, licensing Sony's Beta format, is fourth, according to most sources.

RCA plans to produce 200,000 disc players in '81 but Zenith won't discuss its output. A spokesman, noting that the RCA-Zenith agreement is not a one-way licensing agreement, said the two will exchange developments on each other's disc players.

▪ Matsushita has announced its plan to adopt the video high density (vhd) system of Victor Co. of Japan (JVC), using a stylus on a grooveless disc, rather than its own Visc-O-Pak (AA, Jan. 28). Matsushita's best chance at the U.S. disc market, sources felt, evaporated when Zenith went with RCA and they contend that the Japanese company cannot now match its success in vcr's, where it and licensees hold an estimated 65% against Sony's Beta format. Sony, which led the vcr market until RCA's entry and which has its own disc system for the non-home market in development, could become a Magnavox licensee, some said.

Some sources offered a "domino theory" that saw GE, GTE-Sylvania and others heading for RCA now, if they were not before. Price has been one oft-cited factor swaying companies RCA's way, with its $500 price $225 lower than Magnavox'. U.S. Pioneer soon will announce plans for its optical laser disc, which could come out before RCA, but at a higher price.

highlights

Monday, March 10, 1980

Us magazine has been sold to Peter Callahan, president of Macfadden Women's Group, New York, by the New York Times Co. *See Page 4.*

Ogilvy & Mather predicts that media prices will almost triple, among other changes in the next decade. *See Page 6.*

Dog food marketers set massive ad budgets and new products for this year's continuing category battle. *See Page 10.*

Carte Blanche tries to open more doors with a much-increased ad drive to reach the young, affluent market. *See Page 12.*

Theodore J. Gage explains how brokerage houses market themselves to gain consumer loyalty in hopes that people will think of them for all their investment needs—not just stocks and bonds. *See Page 49.*

Felix H. Kent takes a look at the challenges to media discount buying and court rulings on the challenges. *See Page 52.*

Morton B. Elliot offers rules to follow to make the most of exhibits for trade shows and conventions. *See Page 58.*

Phoenix Mutual Life Insurance Co. is fighting new regulations limiting price advertising for life insurance. *See Page 59.*

Toyota and Nissan, Japan's two biggest auto makers, may produce passenger cars in Taiwan rather than in the U.S. *See Page 60.*

China Airlines, Taiwan, has withdrawn all its advertising from *Newsweek* because of a story in the Jan. 21 edition of the magazine. *See Page 62.*

Gloria Vanderbilt jeans finally made it to London last week, and the hoopla send-off took place, believe it or not, in the House of Lords. *See Page 64.*

D'Arcy-MacManus & Masius leads the other agencies in the recently released Media Expenditure Analysis Ltd. rankings for 1979. *See Page 66.*

Doyle Dane Bernbach's latest research report shows that women still base much of their self-confidence on their appearance. *See Page 67.*

Wall Street Final publisher Michael Goldstein says the new Manhattan tabloid will appear in late April or May. *See Page 69.*

The fledgling Women's Basketball League is struggling to increase attendance and attract advertisers. *See Page 70.*

ABC is most aggressive in prime time boxing, with Larry Holmes and three '76 Olympics medalists packing the most potential ratings muscle. *See Page 79.*

Sears, Roebuck & Co. came up with a modest plan to satisfy the Consumer Product Safety Commission's recall requirements. *See Page 80.*

CBS sees the next decade as the time to capitalize on the new communications technologies. *See Page 80.*

Polaroid Corp. will introduce two new instant cameras later this month. *See Page 85.*

NBC plans to air two six-hour miniseries during the May sweeps and is preparing two major productions for fall. *See Page 86.*

Section 2

Government regulations, business restrictions, environmental demands and industry innovators have each played a part in changing the out-of-home advertising industry. Read how the industry adapted to the changes, improved their product, and what they expect in the future in Section 2/Out-of-Home, beginning opposite Page 44.

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Women's Basketball League tries promotion hype

By SAM HARPER

NEW YORK—Struggling to shine among other, more popular spectator sports, the fledgling Women's Basketball League is using every promotional gimmick it can muster to boost attendance and hopefully attract additional advertisers.

Plagued by poor management and insufficient funds, the WBL has lost two of its teams and a number of coaches and players this season. The prevailing suspicion among sportswriters is that WBL is not long for this world, a prediction that has done nothing to encourage sponsor participation.

However, the New York Stars, currently leading the league, is one team that will not give up. Club president Ed Reisdorf acknowledged that the team is suffering financially, but he is steadfast in his belief that the future of the league is bright. "One day," he said, "I am going to walk into Madison Square Garden, and the place is going to be packed with screaming fans."

■ Mr. Reisdorf's dream apparently is a long way off because attendance at Stars' games is average 2,500 in the Garden, which seats 18,000. However, he is banking on the fact that his promotion efforts will start the turnstiles clicking faster. "We are pushing now the way the North American Soccer League was pushing in the mid-'70s. Hopefully we'll have the same kind of success," he said.

Other teams in the league—the Milwaukee Does, the California Dreams, the Dallas Diamonds, the Houston Angels and the New Jersey Gems, among others—are having problems similar to the Stars' worries.

The Chicago Hustle and the Iowa Cornets are having the least trouble with attendance in the WBL, attracting an average of 3,500 fans per game. Mr. Reisdorf pointed out that the Hustle has outdrawn the Chicago Bulls of the National Basketball Assn. on three occasions, a milestone that can be attributed to the live broadcasts of the Hustle games on WGN-TV. The New York Stars have never had a game broadcast live, but Mr. Reisdorf says he is now negotiating for broadcast time during the WBL playoffs, in which the Stars recently clinched a berth.

Mr. Reisdorf said that the WBL audience is two-thirds female, ranging from 18 to 35 years of age. "Generally, the women watching women's basketball have not been sports fans before, and they're getting great pleasure out of watching other women participate in sports."

■ Currently, Manufacturers Hanover Trust Co. and Dairylea, a milk cooperative, are the only major advertisers significantly involved with the New York Stars. The bank is picking up expenses for the publication of the Stars' game schedules in exchange for ad space. Dairylea offers free tickets at the point of sale to Stars fans saving milk carton panels.

"We'd like to see an Avon or a Bristol-Myers get involved with the league," Mr. Reisdorf said. "The reach would be perfect for some of their products." Avon currently is sponsoring the Avon Women's Tennis Championships.

The New York Stars have been sponsoring halftime games between employes of local tv and radio stations here. This month it will host five charity nights on behalf of such organizations as the Leukemia Society of America, with which the team will split gate receipts. "The idea behind these promotional nights is to get people to buy tickets," Mr. Reisdorf said. "That is the bottom line."

Other advertisers involved with the New York Stars on promotional "giveaway nights" are Texas Instruments and Nylantic Airlines. "People are starting to call us now," Mr. Reisdorf said, though he admitted that calls are few and far between.

The New York Stars currently are spending $100,000 on a radio effort emphasizing the team's won-lost record, which is the best of all New York's pro sports teams. The 30-second spots are being aired on WYNY, WNBC, WRLR and WPIX.

■ Faye and Kaye Young, the Stars' blond identical twins, are currently drawing attention to the league in a commercial for Dannon yogurt. That type of thing doesn't hurt us," Mr. Reisdorf said. "But we'd love to see sponsors like Dannon involved on a wider basis." Marsteller handles Dannon yogurt.

■ Mr. Reisdorf admits that the WBL is having some problems with financial management, problems that caused the collapse of the Washington Metros and the Philadelphia Fox and the desertion of one of the league's most noted coaches, Larry Costello of the Milwaukee Does. "The women who play for my team are not complainers," said Mr. Reisdorf, who dishes out an average annual salary of $10,000 to each member of the Stars. "These women are the pioneers of the WBL, and they recognize that. They also love the sport.

"Heck," he added with a smile, "they want to play as much as the next guy." #

One of the most
efficient ways
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custom designed
neckwear with your logo.
Whether it's given as
a gift or souvenir,
to a customer
or employee,
it gets visibility.
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(and inexpensive)
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Palm Beach®
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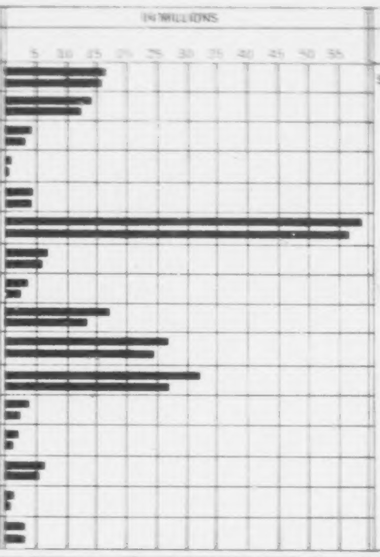
NEW YORK 10019 - 212/581-7520

FLASH REPORT: Newspaper advertising investment for December

Source: Media Records Inc.



DECEMBER—1979 CATEGORIES	YEAR	DOLLARS 1979	DOLLARS 1978	CHANGE ACTUAL $ G OR L	CHANGE % G OR L
Amusements	1979 1978	$ 16,583,120	$ 16,075,547	+ 507,573	+ 3.2
Apparel & accessories	1979 1978	13,818,917	12,393,783	+ 1,425,134	+ 11.5
Auto supply, service shops	1979 1978	4,084,345	3,567,396	+ 516,949	+ 14.5
Building contractors	1979 1978	583,614	499,371	+ 84,243	+ 16.9
Building matls, hardware	1979 1978	4,784,269	4,080,916	+ 703,353	+ 17.2
Department stores	1979 1978	59,232,098	56,443,314	+ 2,788,784	+ 4.9
Drug stores	1979 1978	6,324,957	5,688,861	+ 636,096	+ 11.2
Eating & drinking places	1979 1978	3,029,610	2,733,658	+ 295,952	+ 10.8
Food stores	1979 1978	16,253,424	13,767,109	+ 2,486,315	+ 18.1
Furniture & furnishings	1979 1978	26,632,191	24,777,612	+ 1,854,579	+ 7.5
General mdse stores	1979 1978	31,364,717	27,185,984	+ 4,178,733	+ 15.4
Real estate	1979 1978	3,443,445	2,902,755	+ 540,690	+ 18.6
Shoe stores	1979 1978	1,577,681	1,294,323	+ 283,358	+ 21.9
Sptg & leisure time equipment	1979 1978	6,697,379	5,156,757	+ 1,540,622	+ 29.9
Public service utilities	1979 1978	1,322,902	1,427,232	104,330	7.3
Banks & trust companies	1979 1978	2,642,151	2,612,663	+ 29,488	+ 1.1

This Flash Report of newspaper advertiser investment, compiled for ADVERTISING AGE by Media Records, is derived from tabulations that cover 35 dailies and 25 Sunday editions in 15 cities—Atlanta, Baltimore, Boston, Chicago, Cleveland, Dallas, Denver, Detroit, Los Angeles, Miami, New York, Philadelphia, Pittsburgh, San Francisco and Washington. The report indicates marketplace strengths and weaknesses.

Sports, leisure leads dailies' December

NEW YORK—Sporting and leisure time equipment newspaper advertising rose 29.9% in dollar spending during December, 1979, compared with the same month a year earlier, according to the December Flash Report prepared for ADVERTISING AGE by Media Records.

The rise was the highest posted by any of the 16 categories monitored for AA by Media Records in the 15 cities whose newspapers are measured (*see chart*). Only public service utilities posted a loss (down 7.3%).

Department stores, newspapers' leading dollar category, gained 4.9%. It was followed in the top five by general merchandise stores, furniture and furnishings, amusements and food stores.

Percentage gains of 15% or better were registered by building contractors (16.9%), building materials and hardware (17.2%), food stores (18.1%), general merchandise stores (15.4%), real estate (18.6%) and shoe stores (21.9%). #

Lubalin changes name

Herb Lubalin Associates, New York, has changed its name to Lubalin, Peckolick Associates, reflecting the appointment of Herb Lubalin to chairman and Alan Peckolick to president of the graphic design company. Mr. Lubalin formerly was president, while Mr. Peckolick was vp-partner.

In addition, LPA has affiliated with Corpcom Services, a design, communications and research consultancy and agency, in an effort to provide one another with expanded facilities. The two operations will operate independently.

Using the #1 "Energy" premium is like offering

FREE GAS!

Can improve any driver's mileage up to 33%...thereby giving *FREE* use of previously wasted gas dollars. Dramatically cuts down gas line visits.

ENDORSED BY
THE U.S. DEPARTMENT OF ENERGY

Most definitive book of its kind. A runaway, paperback bestseller at $2.95. Act now to get in on massive press run of exclusive, uncut premium edition. *5M cost just 68¢ including free imprint of corporate identification on front cover.* (Less in larger quantity) Back cover has strong, unprecedented U.S. DEP'T OF ENERGY endorsement, *"If we can get 'HOW TO GET MORE MILES PER GALLON' into the hands of the average driver, we can start cutting fuel consumption right away."* Written by famed Petroleum Geologist Robert Sikorsky, with technical aid from GM, FORD, SHELL OIL, and the U.S. ENVIRONMENTAL PROTECTION AGENCY, straight-forward, non-gimmicky book gives nearly 300 ways to cut skyrocketing gas costs. Spend 30 minutes with it and you'll be convinced it's the timeliest, most attention-getting public relations opportunity you've had in years.

How to Get More Miles per Gallon
An indispensable glove compartment guide for every car owner in America with 282 tips to save you gas – and money
by Robert Sikorsky
The Fidelity Bank

For a FREE review sample, request on company letterhead, or attach business card to this ad.

REDWOOD HOUSE P.O. Box 438AA. No. Arlington, NJ 07032

Empty REELS and BOXES for Audio & Video Tape
ASK FOR OUR CATALOG OF PROFESSIONAL RECORDING SUPPLIES
Polyline Corp. 312/298-5300
1233 Rand Rd. • Des Plaines, IL 60016

Dancing for McAn

Models dance their way across a black art deco style set in a new Thom McAn shoe commercial, just breaking in 55 markets. Agency is BBDO. Spot directed by David Dee of David Dee Productions, New York.

Magazine Advertising Data 1979

Ad expenditures:	Ad pages:
Jan.-Dec. '79—$2,671,052,606	Jan.-Dec. '79—119,832.27
Jan.-Dec. '78—$2,364,768,842	Jan.-Dec. '78—115,107.63
Increase: +13%	Increase: +4%

Top Ten Advertisers	1979	1978	% Change
R. J. Reynolds Industries	$114,868,977	$ 71,401,963	+61
Seagram Co. Ltd	84,876,808	68,573,009	+24
General Motors Corp.	67,550,695	53,822,776	+26
Philip Morris Inc.	64,650,881	52,924,622	+22
General Foods Corp.	41,240,485	36,205,436	+14
Procter & Gamble Co.	40,640,125	33,693,802	+21
B.A.T. Industries Ltd.	36,081,404	22,533,648	+60
Loews Corp.	35,745,351	26,398,825	+35
American Brands	31,399,445	25,950,232	+21
Ford Motor Co.	31,042,280	23,081,336	+34

Top Ten Product Categories	1979	1978	% Change
Cigarets & tobacco	$281,165,813	$203,040,522	+38
Beer, wine & liquor	236,089,716	192,833,219	+22
Automotive	223,663,058	220,834,175	+ 1
Toiletries & cosmetics	198,088,138	165,109,333	+20
Food & food products	186,224,085	173,327,733	+ 7
Business & consumer services	172,068,702	145,907,523	+18
Publishing & media	132,303,903	120,066,160	+10
Travel, hotels & resorts	110,293,716	97,487,749	+13
Retail &/or direct-by-mail	104,680,142	100,062,873	+ 5
Apparel & footwear	92,289,800	85,835,492	+ 8

SOURCE: PIB/LNA Magazine Analysis Service covers 102 consumer magazines constituting about 90% of consumer magazine ad dollars. It is compiled and published for Publishers Information Bureau by Leading National Advertisers.

Magazine growth slows in '79 after 3 fast years

NEW YORK—The magazine industry continued to grow in 1979, but not at the dazzling pace it enjoyed during the three previous years, when increases were 20% or more.

From January to December, 1979, magazine ad expenditures grew 13% to $2.671 billion, while ad pages increased 4% to almost 120,000. In 1978, ad expenditures in magazines zoomed ahead 20% to $2.364 billion, while ad pages climbed 8% to more than 115,000.

For 1979, as in 1978, R. J. Reynolds Industries was the top magazine advertiser. In 1979 it plowed almost $115,000,000 into magazines, up 61% over the $71,401,963 spent in this medium in 1978. Second-place Seagram Co. Ltd., with an $84,876,808 magazine budget, increased expenditures 24% from 1978.

All the top 10 advertisers increased their magazine budgets last year, with fifth place General Foods Corp.'s 14% being the smallest increase.

Spending also was higher in each of the top 10 product categories. Cigarets and tobacco showed a 38% increase to $281,165,813. The automotive industry boosted its magazine allowance only 1% to $223,663,058.

Material in the accompanying chart was provided by Leading National Advertisers for ADVERTISING AGE. #

Ohio shop name change

Mills Hall Walborn Advertising, Cleveland, has changed its name to Mills Hall Walborn & Schurdell/-Advertising, and moved to 29125 Chagrin Blvd., Cleveland 44122. Ted Schurdell, president, has been a partner for three years.

Cholakis to Fisher-Feld

John Cholakis has been named to the new post of director of tv-radio, Fisher-Feld, New York. He had been vp-radio and tv at Marschalk Co. Mr. Cholakis will handle Murjani's Gloria Vanderbilt jeanswear commercials.

ELECTION '80
PRESIDENTIAL
Premium Kit
from HAMMOND
Posters • Stamps • Books • Maps

The perfect candidates for a winning 1980 campaign.

It's an election year, and with all eyes on the White House, Hammond's Presidential Premium Kit is a natural tie-in for your next promotion.

These unique and historical premiums featuring facts and folklore about the Presidents, are sure to be enjoyed *and remembered*. Imprinted with your company's name and logo, the beautifully illustrated books, posters and charts, make the ideal gift or giveaway.

Hammond's Presidential Premiums. Watch how history repeats itself. In sales and goodwill.

For samples of the Hammond Presidential Premiums just send inquiries on your company letterhead.

HAMMOND
Department 61 515 Valley St.
Maplewood, N.J. 07040

A revolution in the city room

(Continued from Page 65)

"How could anyone possibly prefer Max over me? I know he and Fox Butterfield used to be pals . . ."

Gelb smiled suavely. "And isn't that why you sent Butterfield off to China with Ed Koch?"

Rosenthal broke into a rare grin. "A shrewd move, that," he acknowledged, then, once again lapsing into despair, he muttered: "I can see people voting for Scotty Reston or Rick Smith or even Albin Krebs. But Max Frankel . . . ?"

Arthur Gelb leaned closer and whispered into the editor's ear.

"Max says a vote for him means no one has to cover Mafia funerals anymore, an amnesty on expense account padding, and dollar martinis in the cafeteria from four o'clock on."

Abe Rosenthal looked stricken.

"And," Gelb continued, "Max is telling people he can guarantee a good review in the Sunday book section to any *Times* staffer who writes one!"

"Gelb," groaned Abe Rosenthal in despair. "Is there no hope? Isn't there anything I can offer them? Mother of mercy, is this the end for Abe?"

Arthur Gelb hesitated for a moment.

"Would you believe free trenchcoats for everyone . . . ?"

Mr. Brady, who writes fiction, refuses to reveal his sources at the Times for the above account.

'Campaigns, Elections' debuts as quarterly

Campaigns & Elections, a new political quarterly, published its maiden issue in February. Subscriptions are priced at $24 a year. Ad closing for the summer issue is May 1. A b&w page is $775. The publisher is Information for Industry, Washington.

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RESPONSE MAILERS
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44 LOW COST
PRINTED FORMATS
Send for FREE creative catalogs and price lists.
GRAPHIC SERVICES, INC
P.O. Box 3190 A
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THE NEWS MACHINE
"His-icanes" destroy homes, cars
News Machine Prod

Try Print
For a Change

You're thrilled to pay $5 to $6 or more CPM for a 30 second spot on children's television programming, when you can get it.

Prices continue to climb, and you think you have no alternative.

Why not try old reliable in a new vehicle?

At $3.57 CPM, reach your target audience in the Southern California market through eight Sunday suburban newspapers, a total circulation of 1,277,000, in one of the most desirable markets in the country.

Call today (213) 463-5663.
Closing date March 12.

THE NEWS MACHINE
The Newspaper For Children

The Adventure Begins April 6

Advertising Age

50 YEARS 1930-1980

$30 a Year; This Issue $3.00 The International Newspaper of Marketing March 19, 1980

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679 agencies hit income of $4.1 billion

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By JOHN J. O'CONNOR

NEW YORK—A total of 679 agencies combined for another record-breaking year as their total 1979 gross income jumped to $4.10 billion on billings of $28 billion, according to the 36th annual compilation of agency data by ADVERTISING AGE.

The 1979 total of $4.10 billion was 18.5% above the combined gross income of $3.46 billion reported by 629 agencies in AA's survey a year ago. In establishing a new gross income record in 1979, the 679 agencies posted billings of $27.9 billion, a 19.7% jump over the $23.3 billion record set in 1978.

At the close of 1979, the world's three largest U.S.-based agencies—J. Walter Thompson Co., McCann-Erickson and Young & Rubicam—were battling for supremacy in the gross income race. But once again, JWT emerged the winner as its gross income rose 14.7% to $254,000,000, compared with $221,500,000 in 1978. JWT's billings were $1.69 billion in 1979, compared with $1.47 billion in 1978.

▪ McCann-Erickson, breathing down JWT's neck with gross income of $250,400,000 on world billings of $1.67 billion has Young & Rubicam nipping at its heels. Y&R's 1979 figures read $247,600,000 in gross income on billings of $1.92 billion. (Y&R's billings total in-

(Continued on Page 6)

Top Ten Agencies in World Billings

(U.S. Agencies: Billings in millions)

Rank	Agency	1979	1978
1	Young & Rubicam	$1,921.1	$1,359.5
2	J. Walter Thompson Co.	1,693.0	1,476.0
3	McCann-Erickson	1,670.3	1,407.1
4	Ogilvy & Mather Int'l.	1,392.6	1,131.9
5	Ted Bates & Co.	1,203.0	904.0
6	SSC&B	1,021.6	887.6
7	BBDO Int'l.	985.5	817.3
8	Leo Burnett Co.	950.7	866.1
9	Foote, Cone & Belding	918.1	740.5
10	D'Arcy-MacManus & Masius	853.6	698.8

Top Ten Agencies in World Income

(U.S. Agencies: Gross income in millions)

Rank	Agency	1979	1978
1	J. Walter Thompson Co.	$253.9	$221.5
2	McCann-Erickson	250.4	211.0
3	Young & Rubicam	247.6	203.8
4	Ogilvy & Mather Int'l.	206.2	168.4
5	Ted Bates & Co	181.0	133.1
6	SSC&B	153.2	133.1
7	BBDO Int'l.	144.8	120.4
8	Leo Burnett Co.	141.1	128.3
9	Foote, Cone & Belding	137.6	110.0
10	D'Arcy-MacManus & Masius	128.0	104.7

Top Ten Agencies in U.S. Income

(U.S. Agencies: Gross income in millions)

Rank	Agency	1979	1978
1	Young & Rubicam	$149.7	$118.1
2	J. Walter Thompson Co.	118.2	107.2
3	Ogilvy & Mather Int'l	106.8	89.8
4	Ted Bates & Co.	98.4	54.9
5	Foote, Cone & Belding	95.9	75.7
6	Leo Burnett Co.	94.5	89.0
7	BBDO Int'l.	91.3	80.1
8	Grey Advertising	74.7	65.2
9	Doyle Dane Bernbach	72.1	64.5
10	McCann-Erickson	69.4	59.6

Top Ten Agencies in Income Outside U.S.

(U.S. Agencies: Gross income in millions)

Rank	Agency	1979	1978
1	McCann-Erickson	$181.0	$151.1
2	J. Walter Thompson Co.	135.7	114.9
3	SSC&B	119.9	100.9
4	Ogilvy & Mather Int'l.	99.4	82.5
5	Young & Rubicam	97.9	85.8
6	Ted Bates & Co.	82.6	76.0
7	D'Arcy-MacManus & Masius	70.6	54.7
8	BBDO Int'l.	53.5	52.3
9	Leo Burnett Co.	46.6	39.2
10	Campbell-Ewald	44.6	36.9

Henderson Advertising named Agency of the Year

Advertising Age has chosen Henderson Advertising, Greenville, S.C., to receive its Agency of the Year award for 1979. This is the first year since the award was begun in 1973 that an agency outside of New York or Chicago has been selected. The choice was based on the belief that effective creative advertising is not limited to the big-city agency.

By NANCY MILLMAN

GREENVILLE, S.C.—ADVERTISING AGE has gone outside the big advertising centers of the nation to choose its Agency of the Year for 1979: Henderson Advertising of Greenville, S.C.

While creative work in the major cities remains high and such agencies as Della Femina, Travisano & Partners, Doyle Dane Bernbach, McCann-Erickson, Waring & LaRosa and W. B. Doner & Co. all came in for high praise for their work during 1979, AA's selection signals a belief that important trends of the new decade will be exemplified by the Hendersons of the agency business, which do serious, hard-working creative campaigns quietly, without fanfare, for important national and regional advertisers.

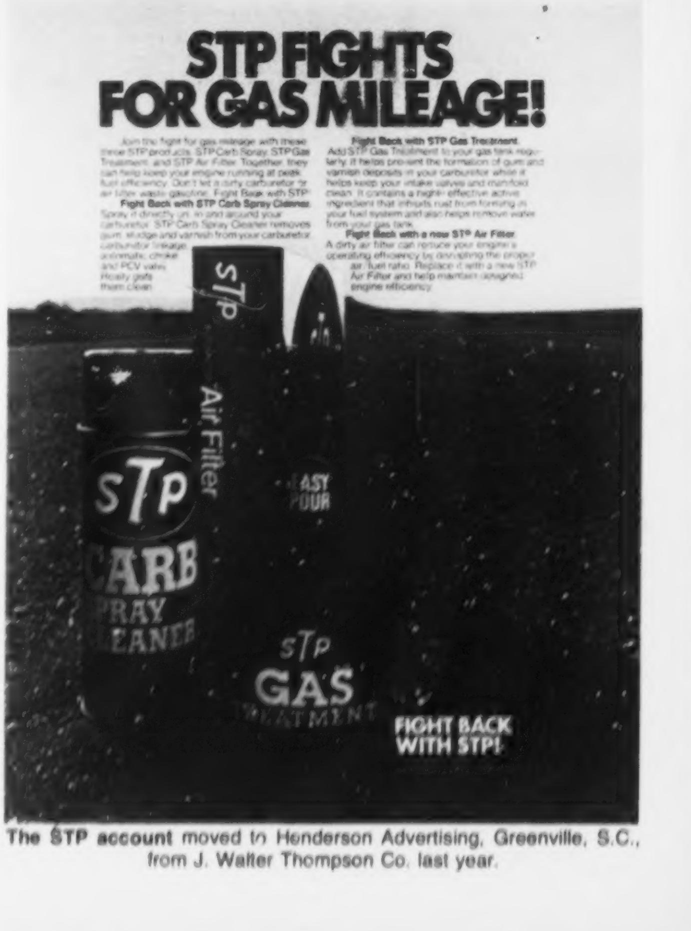
Henderson Advertising was selected as Agency of the Year for its daring concept of building an agency with big-city talent and handling major national accounts—far away from the big city; its rapid growth from both old and new clients; new product development work, and its contribution to the growth and success of major clients, notably its Greenville neighbor, Texize.

Jim Henderson, founder and chairman, launched his agency as an operation of one in August, 1946. Mr. Henderson had worked for General Foods in sales, promotion and advertising, and was an account exec with the Curt Freiberger Agency in Denver, before returning to his southern roots to build his own business. "I thought the South could produce advertising as good as anywhere," the compact, impeccably tailored exec said. "I thought I could build an agency that could equal, quality-wise, any agency in the country."

Henderson Advertising today is billing $54,000,000 annually. This is double the January, 1978 billing figures. The agency employs 135 persons, many of whom have come from major agencies in New York, Chicago and St. Louis.

In the last year, Henderson has

(Continued on Page 2)


STP FIGHTS FOR GAS MILEAGE!
Fight Back with STP Carb Spray Cleaner
Fight Back with STP Gas Treatment
Fight Back with a new STP Air Filter
STP
Air Filter
STP
CARB
SPRAY
CLEANER
STP
GAS
TREATMENT
FIGHT BACK WITH STP!

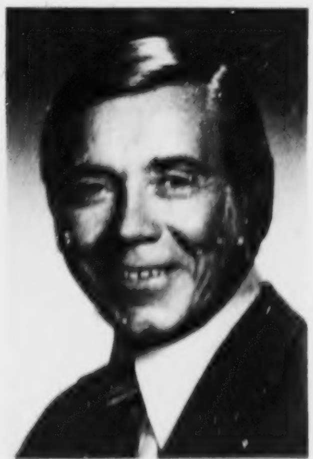
The STP account moved to Henderson Advertising, Greenville, S.C., from J. Walter Thompson Co. last year.

Henderson is named Agency of the Year

(Continued from Page 1)

added the following new business: Professional chain saws and construction and farm equipment from the Homelite division of Textron, St. Pauli Girl beer, Folonari wines and other products from Carlton Sales Co. division of McKesson Wine & Spirits Co., the No-Pest insecticides that Texize acquired from Shell Oil Co. and the entire line of STP Corp. automotive products.

Shakespeare Sporting Goods, Platt Saco Lowell textile machinery and 3M Co.'s Jack Rabbitt photo finishing round out the client roster.



JAMES M. HENDERSON

In its 33-year association with Texize, Henderson has helped to introduce many of its products. Those currently in test and developed with the help of Henderson include Spray 'N Wash laundry detergent, Fantastik Liquid Scrub, and Vivid all-fabric liquid bleach.

For Homelite, Henderson helped to launch its string trimmer for lawns.

In addition, Henderson has recently formed a sales promotion and collateral division called Pelham Promotions. The separate unit will develop and produce nonmedia materials both for Henderson clients and other companies.

- In the late 1940s, Texize was a local company that made industrial cleaning products. Mr. Henderson had the idea that the company should package its liquid cleaner in small containers and sell to consumers. "I didn't have a car in those days," he said from an elegant beige suede couch in his art-filled office, "and I'd have to catch the Piedmont & Northern railway at 5:30 in the morning to get there. I'd arrive at 6:00 and wait around until they opened. That's how I solicited the Texize account.

"Finally, one day Jack Greer called me in the afternoon and asked me to come out and talk about the account. I said I couldn't come that afternoon, that I'd be there in the morning. Now he knew I didn't have any business I was working on, that I couldn't be that busy. But I didn't want to tell him I didn't have a car. In the end I did tell him and he came to pick me up that afternoon," Mr. Henderson said.

- The campaign for Texize liquid cleaner was "lifted" from the popular film "The Hucksters." In the movie, the theme line, "Love that soap" was used for a fictional product. During the film's peak of popularity, Mr. Henderson "saturated the area" with a campaign for Texize liquid cleaner with the tag line, "Love that cleaner."

"At the same time, Lestoil was growing in the East," Mr. Henderson said. "I got us special rates for as many as 50 commercials a week in major towns below the Mason-Dixon line. That campaign put Texize on the map. They learned how to market."

Mr. Henderson also was involved years later when Texize was ready to go national with its K2R spot remover. Mr. Henderson said he went to NBC and tried to buy time on the "Today" and "Tonight" shows. When told there was no time available, Mr. Henderson said he threatened to go to the advertisers themselves and ask to buy from them. He got his time slots, and lead-ins by Johnny Carson.

Distribution for K2R began to grow in the mid-1960s, and within a year of being national, Texize had more than 60% of the market, Mr. Henderson said.

- Today, Texize, as the household product division of Morton-Norwich, Chicago, has annual sales of more than $165,000,000. Fantastik, handled by Henderson, is the No. 1 product in the category. Glass*Plus is the No. 2 brand in the window cleaner category, and is the only such product to significantly cut into Windex' leadership position. Glass*Plus was positioned as a glass cleaner that also performed on other surfaces; the multi use positioning set it apart from other Windex competitors. Spray 'N Wash holds the No. 1 spot in the pre wash category.

In the early days of his agency, Mr. Henderson said, he hired free lance writers and artists to work with him. "We'd sit together all weekend in a hotel room, and put ads together," he said, his blue eyes twinkling as he reminisced. "The first ad I placed cost $47 in a Denver newspaper."

Mr. Henderson, in describing the philosophy by which he has guided the agency, said "I am a perfectionist. I can not stand mediocrity." This feeling is reflected in the exquisitely designed and decorated solar-energized building that has housed the agency since September, 1978.

"I think what we have going here," Mr. Henderson said, "is the personal interest we have in all our accounts. For example," he said, "I personally own stock in all our clients. The three of us [president Peter Finn and vice-chairman Fred Walker] sit on the campaign strategy boards and the creative review boards. I think that kind of involvement is the best thing going for an advertiser."

Behind the choice

Previous Agency of the Year Winners are:

1973—Cunningham & Walsh.
1974—Scali, McCabe, Sloves.
1975—Leo Burnett U.S.A.
1976—DKG Advertising.
1977—Needham, Harper & Steers.
1978—N W Ayer and Young & Rubicam.

Solar collectors atop the Henderson building are part of the system that has resulted in energy savings amounting to a 10% return on investment. Mr. Henderson expects the return to increase each year.

- But Mr. Henderson and Mr. Walker are both planning to retire in six years. A new management team culled from agencies in New York, Chicago and St. Louis, now is in place.

Peter Finn, president of Henderson, spent most of his career in account service posts in New York agencies. He began his career at J. Walter Thompson Co., moved to Foote, Cone & Belding, was vp-senior account supervisor at Doyle Dane Bernbach and served as senior vp at F. William Free & Co., before moving to Henderson as vp-management supervisor in 1974. He was elected exec vp and director of account service in 1976, and still is responsible for the account service department as well as being chairman of the new business team.

Charting the future of the agency, Mr. Finn said the last two pieces of new business Henderson added showed its ability to compete with New York agencies. He said seven New York shops were in contention for the McKesson business, and the STP account moved to Henderson from JWT.

Mr. Finn said of the eight companies on the agency's active new business prospect list, a major target is the food business, especially from southern-based marketers. Henderson, Mr. Finn said, wants to be known as a major package goods agency.

Also looking toward the future, Mr. Finn said, Henderson is checking into the possibilities of other divisions to add to its service capabilities. In adddition to the first step the agency has taken with Pelham, Henderson is looking into direct response, recruitment and retail advertising.

"In ten years," Mr. Finn said, "I would hope that no matter what you wanted, you could find it here. Clients are going to be looking for total communications services, and we will be able to provide that in the South."

PETER M. FINN

- Another member of the new management team, and the head of the creative department is Larry Richardson, 38-year-old senior vp-executive creative director, who came to South Carolina from St. Louis, where he held the same title at Gardner Advertising. Mr. Richardson began his career at Leo Burnett Co., Chicago, and also served at Clinton E. Frank Inc. and D'Arcy-MacManus & Masius there.

Of Henderson and his creative department, Mr. Richardson said, "If Leo Burnett were alive today, this is where he'd want to work. Leo was my Advertising 101. He was a simple man and believed in one person talking to another. Here we are still striving for that one-to-one communication, and that one simple selling idea."

Mr. Richardson said his creative people are among the most enthusiastic and hardworking he has seen. "The parking lot here is usually full at 7:30 in the morning," said Mr. Richardson in his office lined with trophy fish. "I guess we're a little hungrier here. But I think so many of us coming from a large agency background is an advantage in that we are able to see what will be coming next for Henderson."

He said that in selecting new tal-

(Continued on Page 4)

Nancy Millman is Regional editor of ADVERTISING AGE.

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ABP RED TAG ANPA

Profiles of U.S. agencies: Their income, billings, new accounts, total employes

A comprehensive view of the agency business is presented in the following section, in which ADVERTISING AGE presents profiles of U.S. agencies, including their gross income in 1979 and 1978, billings, accounts won and lost, media mix, and total employes. The agency profiles are arranged alphabetically by income groups. The first group, beginning on this page, is composed of 37 agencies with gross income of more than $15,000,000.

N W Ayer ABH International

Gross Income	1979	1978
U.S.	$57,975,000	$46,487,141
International	5,921,000	— —
Total	$63,896,000	$46,487,141

N W Ayer ABH International, New York, reported gross income of $63,896,000 on 1979 billings of $428,442,000. Its 1978 gross income was $46,487,141 on billings of $325,068,000. The agency and Young & Rubicam shared AA's Agency of the Year award for 1978.

The agency's 1979 U.S. volume of $388,500,000 included $295,950,000 in media, $56,300,000 in materials and services and $36,250,000 in capitalized fees. Its 1978 domestic volume of $310,468,000 included $235,800,000 in media, $30,600,000 in materials and services and $44,068,000 in capitalized fees.

Ayer had foreign billings of $39,942,000 in 1979 and $14,600,000 in 1978. It did not break down those figures, nor did the agency disclose its non-U.S. income for the year 1978.

The agency last year gained Gillette Co. personal care products (Adorn hair spray, White Rain hair spray, new products), billing over $3,000,000, from J. Walter Thompson Co.; Nestle Co.'s $100,000 candy bar, billing $2,500,000, from Leo Burnett Co.; Menley & James Labs' Dietac, a new product with a budget estimated at $5,000,000 in 1980; Miller Brewing Co. (new products); Formfit Rogers Inc. (intimate apparel), billing $2,700,000, from Altman, Stoller, Weiss; Canadair Ltd.; McGaw Labs division, American Hospital Supply Co.; Host International restaurants; Japan Travel Bureau International; San Francisco Bay Area Wienerschnitzel Operators Assn.; Pacific Telephone & Telegraph, and AM International/Jacquard Systems.

The agency yielded Ralph's Grocery Co., billing an estimated $2,000,000; Victoria Station restaurants, billing $1,000,000; Economics Laboratories, billing $2,900,000, to Marschalk Co.; J.A. Henckels Zwillingswerk; Potlach Corp.; Cutter Labs' Resiflex division; Norton Co.; Vespa of America; Reuben H. Donnelley Corp., and Ball Corp., billing $1,000,000.

Billings breakdown: Newspapers 7.2%, magazines 28.7%, supplements 1.2%, radio 5.2%, tv 47.9%, outdoor 1%, business press 7.3%, Yellow Pages, etc., 1.5%. The agency has 1,358 employes in four U.S. offices; a year ago it had 998 employes in five U.S. offices.

BBDO International

Gross Income	1979	1978
U. S.	$91,300,000	$80,100,000
International	53,547,277*	40,272,505*
Total	$144,847,277*	$120,372,505*

*AA estimate

BBDO International, New York, is estimated to have had 1979 gross income of $144,847,277 on billings of $985,493,835. Its estimated 1978 gross was $120,372,505 on billings of $817,319,196.

AA estimated BBDO's foreign gross income and billings based on known percentage ownership by BBDO International of 19 of its 24 foreign units reporting. A 40% average ownership was applied to the remaining five shops. Also, reports on three overseas shops were too late to process actual figures into BBDO's over-all totals. In the case of two of these three—Promo in Italy and Comcore (a holding company including Baker-Lovick and Grant/Tandy agencies in Canada)—AA estimated a 15% increase in billings in gross income over known 1978 figures. For the third shop—Singapore's Batey Advertising—AA attributed the agency with gross income of $128,800 on billings of $874,000 (based on 40% ownership) in 1979. The Singapore shop was not included in AA's 1978 foreign billings report. It must be noted that BBDO was quite acquisition-minded in 1979, adding seven new shops to its network. The totals of these new shops, of course, do not appear as part of the BBDO gross income and billings aggregates for 1978.

The agency's 1979 U.S. volume of $625,600,000 included $464,600,000 in media, $123,000,000 in materials and services and $38,000,000 in capitalized fees. Its 1978 U.S. volume of $541,500,000 included $388,100,000 in media, $110,400,000 in materials and services and $43,000,000 in capitalized fees.

BBDO is estimated to have had foreign billings of $359,893,835 in 1979 and $275,819,196 in 1978.

The agency's U.S. gains last year included R.J. Reynolds Tobacco's Camel cigarets, billing over $30,000,000 from Dancer Fitzgerald Sample; Jos. Schlitz Brewing's Old Milwaukee beer and General Electric (consumer sector, dishwashers and major appliances), billing over $14,000,000, which moved from Young & Rubicam.

Its losses included Chrysler Corp.'s Dodge cars and trucks and Dodge Dealer Advertising Assns., billing $80,000,000, which moved to Kenyon & Eckhardt in what was the largest account shift in history ($50,000,000 in Chrysler/Plymouth billings also went to K&E from Y&R). It also lost Western Airlines, billing $12,000,000; Vicks toiletries products division and Minneapolis Star & Tribune Co. It did not list foreign gains or losses.

The agency's U.S. subsidiaries' gross income and billings are included in BBDO's figures. The subsidiaries include Burke, Dowling Adams Inc., Frank J. Corbett Inc., Quinn & Johnson Inc., Rubinstein-Chanfer Inc., Franklin Spier Inc., Lavey/Wolff/Swift, GM DuBois Corp., Blair Advertising and Arthur Meyerhoff Associates.

Billings breakdown: Newspapers 12%, magazines, 16%, radio 5%, tv 60%, outdoor 2%, business press 3%, direct mail 1%, other 1%. The agency has 2,581 employes in 59 offices, including 1,653 in 14 U.S. offices. A year ago it had 2,409 employes in 46 offices, including 1,542 in 13 U.S. offices.

Ted Bates & Co.

Gross Income	1979	1978
U.S.	$98,443,000	$54,874,000
International	82,546,000	78,236,000
Total	$180,989,000	$133,110,000

Ted Bates & Co., New York, reported gross income of $180,989,000 on 1979 billings of $1,202,976,000. Its 1978 gross income was $133,110,000 on billings of $903,914,000.

The agency's 1979 U.S. volume of $652,680,000 included $500,681,000 in media, $86,993,000 in materials and services and $65,006,000 in capitalized fees. Its 1978 U.S. volume of $424,748,000 included $382,874,000 in media, $12,339,000 in materials and services and $29,535,000 in capitalized fees.

Bates 1979 international volume of $550,296,000 included $390,548,000 in media, $52,233,000 in materials and services and $107,515,000 in capitalized fees. Its 1978 foreign volume of $479,166,000 included $337,168,000 in media, $46,474,000 in materials and services and $95,524,000 in capitalized fees.

Bates' 1979 figures include the billings and income of the following subsidiaries: Diener/Hauser/Bates, Sawdon & Bess, AC&R Advertising, Campbell-Mithun and Stern Walters/Earle Ludgin.

Bates' account gains last year included Adolph Coors Co., billing $15,000,000, from Ogilvy & Mather and Cadco (in-house agency); Mobil Chemical (Hefty bags), billing $8,000,000, from Lee King & Partners; Home Box Office, billing $2,000,000; JADOR; Kava coffee (Borden's); Meal Time (Kal Kan); Clairol appliances and Playtex bra division. It lost Hertz, billing $14,000,000; Thompson Medical, billing $3,000,000, North American Systems ($4,000,000) and resigned $7,000,000 in Nabisco billings. The company did not supply its list of overseas account gains and losses for this report; they will appear in AA's international income issue, however.

Late last year, Bates acquired Caracas, Venezuela, agency, Ghersy/Quintero Publicidad.

Billings breakdown: Newspapers 10.6%, magazines 14.9%, supplements 0.9%, radio 6.3%, tv 63.3%, outdoor 3.4%, business press 0.6%. The agency has 3,910 employes in 40 offices, including 1,831 in 12 U.S. offices. A year ago it had 2,978 employes in 33 offices, including 1,007 in seven U.S. offices.

Benton & Bowles

Gross Income	1979	1978
U.S.	$63,800,000	$50,200,000
International	31,600,000	26,800,000
Total	$95,400,000	$77,000,000

Benton & Bowles, New York, reported gross income of $95,400,000 on 1979 total billings of $638,000,000. Its 1978 gross income was $77,000,000 on total billings of $551,800,000.

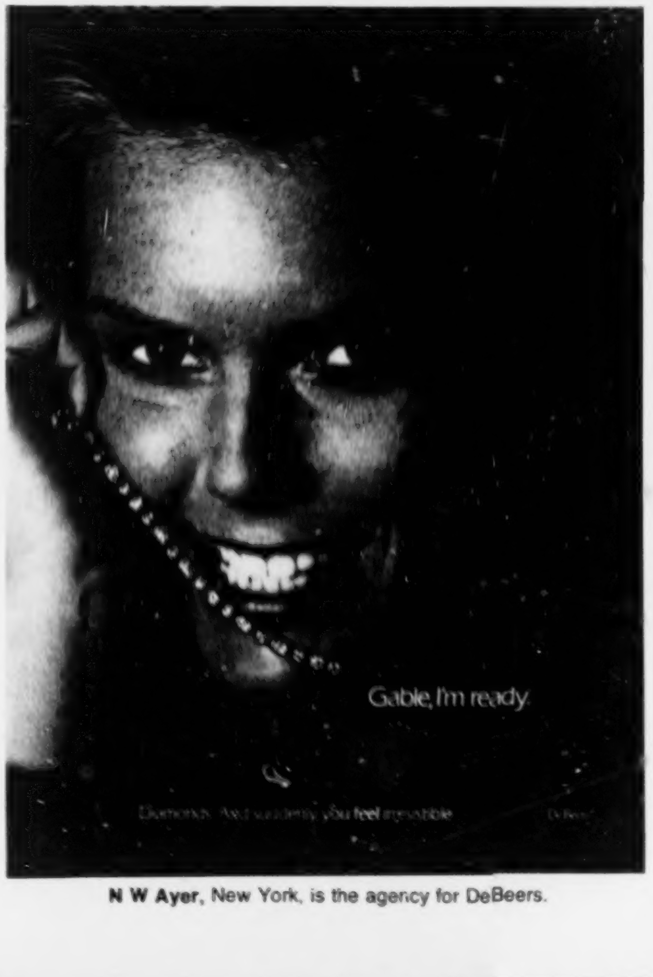
The agency's 1979 U.S. volume of $432,400,000 included $359,100,000 in media and $73,300,000 in capitalized fees. Its 1978 U.S. volume of $369,800,000 included $311,100,000 in media and $58,700,000 in capitalized fees. Benton & Bowles reported foreign billings of $205,600,000 in 1979 and $182,000,000 in 1978, but it did not break down those figures.

Included in the agency's figures are the billings and income of its U.S. subsidiaries—Medicus Communications (health care) Science & Medicine Inc., Cinemed Systems, Kissiloff Associates and Ted Colangelo Associates.

The agency's U.S. account gains last year included Vick Chemical's Clearasil, billing $5,000,000, from BBDO; Digital Equipment Corp., billing $2,000,000, from Creamer Inc., also Creative Collaborations, Anderson Clayton Foods, Milliken & Co., Computer Services Corp., Textron's Jacobsen division (lawn care products), billing $3,000,000, from Y&R/Buchen/Reincke, and Stiffel Co.

Last December, the agency lost an estimated $20,000,000 in General Foods' cereal business to Grey Advertising and Ogilvy & Mather, which gained $15,000,000 and $5,000,000 portions, respectively.

(Continued on Page 4)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Diamonds. And suddenly you feel irresistible
DeBeers

N W Ayer, New York, is the agency for DeBeers.

Agencies with gross income over $15,000,000

(Continued from Page 3)

It also lost Complete denture cleaner (Vick), billing an estimated $6,000,000, to Young & Rubicam, Bell & Howell Co., Johnson Products Co., and Cannell & Chafflin. The agency resigned Quality Bakers of America, billing $6,000,000, which later moved to Ted Bates' Sawdon & Bess subsidiary, and S.C. Johnson & Son (Pledge polish).

Overseas, the agency gained over 60 accounts, including Ba..co do Brasil (Argentina), Sara Lee (France), Reemisma Astor (West Germany), Gillette (Netherlands), Quaker Oats (Norway), Pfizer (United Kingdom) and Cadbury, Schweppes, Powell Ltd. (Canada).

Its approximately 25 overseas losses included Mercedes-Benz trucks (Argentina), Generla Biscuits (Belgium), Philips Magnavox (Canada), Harley Davidson (Italy), Andrelon (Netherlands) and ITT (United Kingdom).

Billings breakdown: Newspapers 7%, magazines 13%, radio 5%, tv 70%, outdoor 1%, business press 3%, direct mail 1%. The agency has 2,359 employes in 36 offices, including 1,352 in 7 U.S. offices. A year ago it had 2,229 employes in 29 offices, including 1,228 in 6 U.S. offices.

Bozell & Jacobs International

Gross Income	1979	1978
U.S.	$44,690,000	$34,050,000
International....	475,000	465,000
Total	$45,165,000	$34,515,000

Bozell & Jacobs International, New York, reported gross income of $45,165,000 on 1979 billings of $301,250,000. Its 1978 gross income was $34,515,000 on billings of $230,250,000.

The agency's 1979 U.S. volume of $298,100,000 included $189,800,000 in media, $52,100,000 in materials and services and $56,200,000 in capitalized fees. Its 1978 U.S. volume of $227,150,000 included $142,000,000 in media, $36,150,000 in materials and services and $49,000,000 in capitalized fees. Bozell reported overseas billings of $3,150,000 in 1979 and $3,100,000 in 1978.

Bozell & Jacobs last year gained Yardley of London, billing $2,000,000; First Tennessee Bank; White Labs; *Minneapolis Star & Tribune;* American Airlines (collateral and sales promotion); El Paso National Bank; Remington Business Systems, and Texas Instruments (time products).

The agency's U.S. losses included Long John Silver's restaurants (Southeast), El Paso Electric Co., Schmid Laboratories, American Cyanamid, Vickers Petroleum Co., Central Bancshares and Prince Mfg. Co. (tennis equipment).

Abroad, the agency gained Advanced Farm System, Atlantic Container Lines, Crop Handling Systems, National Tourist Organization of Greece, White Laboratories, Sports Mitchell Canada Ltd. and Fleury Michon. Its foreign losses: March Shipping, Westinghouse Canada, Canadian Machinery, *Toronto Giobe & Mail* and Allied Bakeries.

Henderson Top Agency

(Continued from Page 2)

ent for his three creative groups, he is careful to avoid the "talented but temperamental" type. "Our creative people are all businessmen and businesswomen. Their work speaks, so their mouth doesn't have to."

- Forecasting the creative environment for the 1980s, Mr. Richardson said he thinks this decade will "strike a balance between the creative crazies of the '60s to our overdependence on numbers in the '70s. We've been concentrating too much on making advertising 'moments' instead of good campaigns," Mr. Richardson said. "The trend is more toward a balance. Creative is finding its more rightful place."

Larry Richardson

Stock in the agency is owned by 20 employes, with the bulk of the shares owned by top management. The management team for succession in the future also includes Jack Shimell, senior vp-director of market research, who joined Henderson three years ago from Young & Rubicam, New York; Bob Reuschle, senior vp-media director, who has been at Henderson for ten years, also from Y&R; John Kennedy, senior vp-chief financial officer who, previous to joining Henderson, was at Marschalk Co., New York; Ralph Callahan, vp-management supervisor heading the Texize account who spent his entire career prior to June, 1978, at Y&R, and homegrown vps and management supervisors Paul Murdoch and Mike Wilson.

- Mr. Henderson said he just now is "where I thought we'd oughta be when I had my dream. Now we're starting to get some recognition for what we've been doing down here." Though he could see himself getting involved in politics after retiring from the agency, Mr. Henderson isn't ready to quit the ad business just yet. "I want to see at least $100,000,000 in billings before I'm finished," he said. #

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Agencies with gross income over $15,000,000

Last year, B&J acquired Chollick Associates, a New York retailing-oriented agency billing about $16,000,000.

Billings breakdown: Newspapers 17%, magazines 38%, radio 9%, tv 33%, outdoor 1%, Yellow Pages 2%. The agency has 1,285 employes in 24 offices, including 1,225 in 20 U.S. offices. A year ago, the agency had 1,096 employes in 24 offices, including 1,033 in 20 U.S. offices.

Leo Burnett Co.

Gross Income	1979	1978
U.S.	$94,495,000	$89,004,000
International....	46,603,000	39,292,000
Total	$141,098,000	$128,296,000

Leo Burnett Co., Chicago, reported gross income of $141,098,000 on 1979 billings of $950,650,000. Its 1978 gross income was $128,296,000 on billings of $866,069,000.

The agency's 1979 U.S. volume of $639,808,000 included $565,854,000 in media, $59,839,000 in materials and services and $14,115,000 in capitalized fees. Its 1978 U.S. volume of $603,991,000 included $528,114,000 in media $59,700,000 in materials and services and $16,177,000 in capitalized fees. Burnett reported foreign volume of $310,842,000 in 1978 and $262,078,000. It did not break down those figures.

The agency last year gained an estimated $10,000,000 in Litton microwave oven and range billings from Campbell-Mithun, Minneapolis. The agency did not report overseas account gains or losses.

Billings breakdown: Newspapers 20%, magazines 16%, radio 2%, tv 57%, outdoor 5%. The agency has 2,842 employes in 37 offices, including 1,462 in four U.S. offices. A year ago it had 2,954 employes in 37 offices, including 1,530 in four U.S. offices.

Campbell-Ewald

Gross Income	1979	1978
U.S.	$39,556,000	$35,003,000
International....	44,676,000	36,919,000
Total	$84,232,000	$71,922,000

Campbell-Ewald, Detroit, a member of the Interpublic Group of Cos., reported 1979 gross income of $84,232,000 on billings of $561,935,000. Its 1978 gross income was $71,922,000 on billings of $480,028,000. The U.S. operation includes Campbell-Ewald Co., Tinker Campbell-Ewald and Clinton E. Frank Inc.

Campbell-Ewald's 1979 U.S. volume of $263,839,000 is estimated to have included $170,000,000 in media, $46,000,000 in materials and services and $47,839,000 in capitalized fees. Its 1978 U.S. volume of $233,760,000 is estimated to have included $140,000,000 in media.

(Continued on Page 16)

Agency income rises 18%

(Continued from Page 1)

cludes the results of Marsteller Inc., which it acquired last year.)

With each enjoying billings that exceed $1 billion for the third consecutive year, the world's three largest U.S.-based agencies were joined in that envied $1 billion club by Ogilvy & Mather, a second-year member, and Ted Bates & Co., entering for the first time with gross income of $181,000,000 on billings of $1.20 billion.

- It should be pointed out that Y&R's gross income in 1979 included only four months of the gross income of Marsteller Inc., whose acquisition became effective last September. Had a full year of Marsteller gross income been included, Y&R's figures clearly would have surpassed JWT and McCann with gross income of $288,017,000.

Y&R, however, is by no means guaranteed the No. 1 ranking in next year's survey due to the aggressive acquisition stance taken in recent months by JWT in the U.S. and overseas. Since January, for example, JWT has agreed to acquire a majority interest in the Euro-Advertising agencies (located in five major European markets), whose combined billings were more than $100,000,000 in 1979. It also announced an agreement in principle to acquire Hill & Knowlton, the world's largest public relations agency with fee income of $28,301,000 in 1979.

- It also should be noted that Interpublic Group of Cos., in which McCann-Erickson is one of four agency units, had 1979 gross income of $384,685,000 on billings of $2.57 billion. Interpublic figures for 1979 include those of McCann, Campbell-Ewald, Marschalk and SSC&B. The Interpublic billings include 100% of the billings of SSC&B for 1979, which it acquired last September. At AA's request, Interpublic adjusted its over-all gross income to reflect 100% of SSC&B's gross income from September to December and 49% of the income of SSC&B Lintas. The remaining 51% of SSC&B Lintas is held by Unilever.

AA estimated a number of agencies' gross income and billings last year because they failed to comply with an equity formula included in the 1979 questionnaire covering foreign billings. The formula calls for billings claimed for foreign affiliates to be based on the parent's percentage of ownership. For example, if a 25% interest were held in an overseas office, only 25% of its billings could be claimed; if 75% were owned, only 75% could be claimed.

In terms of U.S. income and billings, Y&R remained the leader with billings of $1.16 billion and domestic gross of $149,700,000. The performances of its major rivals in the U.S.: JWT, gross income of $118,204,000 on billings of $788,000,000; McCann-Erickson, gross of $69,400,000 on billings of $463,200,000, and Ogilvy & Mather, gross income domestically of $106,800,000 on billings of $712,000,000, and Ted Bates & Co., gross income of $98,400,000 on billings of $652,700,000.

- The top 10 U.S. agencies in terms of world gross income were JWT, McCann, Y&R, O&M, Bates, SSC&B, BBDO International, Leo Burnett Co., Foote, Cone & Belding and D'Arcy-MacManus & Masius. The top 10 each had gross income in excess of $125,000,000 as well as billings of $850,000,000 or more.

This is the fourth year in which AA has ranked agencies by gross income rather than billings. The change was made because most agencies recognize gross income as a more meaningful measure of size and performance.

While the 679 agencies in this year's compilation are ranked by gross income, their billings appear in the profile on each agency. Scores of agencies that returned questionnaires to AA do not appear in this issue because they supplied incomplete information, obviously erroneous income figures or were late in responding. The U.S. Post Office also returned 83 unopened questionnaires marked "addressee unknown."

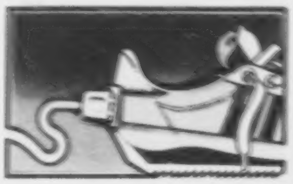
The AYS have it!

The service magazine readers respond to because it really shows them how to get the best of the good life.

Who are the AYS? The Affluent Young Spenders who read APARTMENT LIFE!™ We're the magazine that defines the state of the art of living for them. The one that tells them how to do more with their time, get more for their money.

Seldom have a magazine and its audience been so well-matched. Some examples from the March 1980 issue:

P. 7. *The fight against no-kids rules goes on and on.* SMRB index of AYS who have written to a public official: **135.**



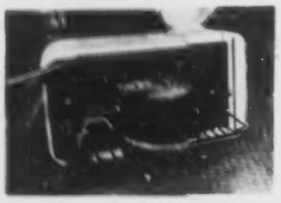
Pp. 12, 15. *The Electronic Jock. A guide to the new exercise gadgets.* SMRB index of AYS who jog: **200.**

Pp. 39-54. *Robin Williams at Home.* (Our design team does an apartment for TV's Mork) SMRB index of AYS who purchased living room furniture in the past year: **136.**

Pp. 64-66. *New Classic Restaurant.* (Menus and recipes) SMRB index of AYS who cook for fun: **164.**

Source: SMRB 78/79

Pp. 68-75. *Aptwares.* (Appliances and other home-and life-improving merchandise) SMRB index of female AYS who work full time and have a special interest in convenience items: **164.**



By any index, APARTMENT LIFE readers go, do, and buy. No wonder we enjoyed a 24% increase in ad pages during 1979!

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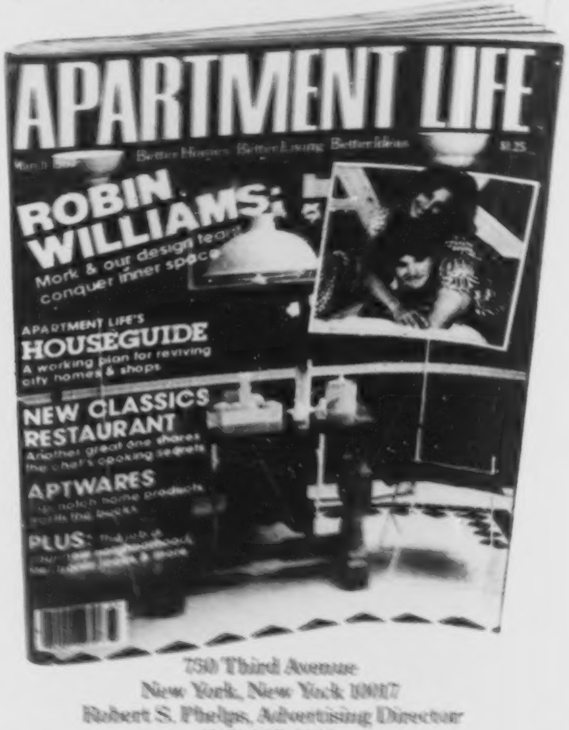
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New York, New York 10017
Robert S. Phelps, Advertising Director
(212) 557-6536

37 agencies with gross income over $15,000,000

Figures shown in this table (000,000 omitted from dollar totals) and in the tables on Page 1 represent the best information available to Advertising Age and are constructed either from answers to questionnaires (sometimes revised on the basis of other information) or on the best data available. In some cases, income and billings figures are also included in the parent company totals. All material on this page and throughout the issue copyright, 1980, by Crain Communications Inc. Quotation or reproduction in whole or in part without written permission is expressly prohibited.

1979 World Income Rank	1979 U.S. Income Rank	Agency	World Gross Income		U.S. Gross Income		World Billing		U.S. Billing		Data for U.S. only: Capitalized Fees		Data for U.S. only: Total Employes	
			1979	1978	1979	1978	1979	1978	1979	1978	1979	1978	1979	1978
1	2	J. Walter Thompson Co.	253.9	221.5	118.2	107.2	1,693.0	1,476.0	788.0	710.0	101.5	82.2	6,200	5,835
2	10	McCann-Erickson	250.4	211.0	69.4	59.6	1,670.3	1,407.1	463.2	397.1	66.2	50.1	1,241	1,159
3	1	Young & Rubicam	247.6	203.8	149.7	118.1	1,921.1	1,359.5	1,157.5	787.7	151.5	100.0	3,650	2,550
4	3	Ogilvy & Mather International	206.2	168.4	106.8	89.8	1,392.6	1,131.9	712.1	598.9	—	—	1,565	1,796
5	4	Ted Bates & Co.	181.0	133.1	98.4	54.9	1,203.0	904.0	652.7	424.8	65.0	29.5	1,831	1,007
6	23	SSC&B Inc.	153.2	133.1	33.3	31.1	1,021.6	887.6	222.4	175.9	2.4	7.0	545	445
7	7	BBDO International	144.8	120.4	91.3	80.1	985.5	817.3	625.6	541.5	38.0	43.0	1,653	1,542
8	6	Leo Burnett Co.	141.1	128.3	94.5	89.0	950.7	866.1	639.8	604.0	14.1	16.2	1,462	1,530
9	5	Foote, Cone & Belding	137.6	111.0	95.9	75.7	918.1	740.5	639.9	504.8	89.9	84.0	2,210	2,024
10	14	D'Arcy-MacManus & Masius	128.0	104.7	57.4	50.0	853.6	698.8	382.5	333.7	5.5	3.7	1,505	1,197
11	8	Grey Advertising	106.3	90.3	74.7	65.2	710.0	602.0	498.3	434.7	—	—	1,482	1,440
12	9	Doyle Dane Bernbach	104.0	90.0	72.1	64.5	701.0	600.0	492.0	430.0	40.7	37.4	1,300	1,905
13	11	Benton & Bowles	95.4	77.0	63.8	50.2	638.0	551.8	432.4	369.8	73.3	58.7	1,352	1,228
14	20	Campbell-Ewald	84.2	71.9	39.6	35.0	561.9	480.0	263.8	233.8	47.8	50.8	769	816
15	19	Compton Advertising	77.7	66.1	40.9	36.0	524.6	457.9	281.5	246.2	9.4	6.0	868	799
16	12	Dancer Fitzgerald Sample	68.4	56.5	59.7	51.5	469.9	459.0	420.0	362.0	133.0	123.0	1,084	973
17	13	N W Ayer ABH International	63.9	46.5	58.0	46.5	428.4	325.1	388.5	310.5	36.3	44.1	1,358	998
18	15	Wells, Rich, Greene	56.6	45.4	55.3	44.1	377.6	302.5	368.7	293.8	59.9	54.7	961	761
19	21	Marsteller Inc.	54.3	45.9	37.8	32.9	362.5	306.2	251.9	219.4	61.2	49.1	954	824
20	18	Needham Harper & Steers	50.4	47.0	41.0	38.1	336.2	315.0	273.6	254.1	40.2	24.1	844	916
21	22	Kenyon & Eckhardt	49.2	41.7	33.5	26.7	328.3	278.3	223.3	178.3	15.4	7.8	696	511
22	42	Norman, Craig & Kummel	48.0	48.2	11.3	13.6	323.1	321.3	75.2	90.4	18.4	24.2	176	243
23	16	William Esty Co.	45.6	41.2	45.6	41.2	304.0	275.0	304.0	275.0	—	—	597	584
24	17	Bozell & Jacobs International	45.2	34.5	44.7	34.1	301.3	230.3	298.1	227.2	56.2	49.0	1,225	1,033
25	24	KM&G International	37.7	31.0	30.2	24.5	245.1	195.3	201.6	163.2	37.7	28.6	804	776
26	25	Cunningham & Walsh	29.3	28.9	29.3	28.9	225.2	222.6	225.2	222.6	10.8	11.6	602	652
27	26	Ross Roy Inc.	26.9	25.0	26.9	25.0	179.0	167.0	179.0	167.0	75.0	66.0	454	497
28	27	Campbell-Mithun	23.8	21.2	23.8	21.2	158.4	141.0	158.4	141.0	19.4	17.0	589	522
29	38	Wunderman, Ricotta & Kline	22.7	17.4	13.7	10.8	151.2	115.7	91.3	69.9	—	—	247	209
30	29	Nationwide Advertising Service	18.2	11.8	16.7	10.9	69.8	52.0	63.4	48.1	—	—	195	189
31	35	Scali, McCabe, Sloves	18.0	12.1	14.9	11.4	114.4	80.4	99.0	76.2	—	10.1	264	215
32	28	McCaffrey & McCall	16.8	12.8	16.8	12.8	115.1	102.2	115.1	102.2	—	—	290	238
33	30	Marschalk Co.	16.6	14.4	16.6	14.4	111.0	95.9	111.0	95.9	24.0	23.9	276	268
34	31	Keller-Crescent	16.2	13.9	16.2	13.9	85.3	80.3	85.3	80.3	41.7	39.5	590	605
35	32	Della Femina, Travisano & Partners	15.6	12.4	15.6	12.4	111.0	88.1	111.0	88.1	11.1	7.2	235	192
36	33	Tracy-Locke	15.5	12.7	15.5	12.7	110.4	90.6	110.4	90.6	25.9	23.2	349	308
37	34	Creamer Inc.	15.3	13.1	15.3	13.1	102.0	87.3	102.0	87.3	9.0	4.0	370	323

46 agencies with gross income $5-$15,000,000

1979 World Income Rank	1979 U.S. Income Rank	Agency	World Gross Income		U.S. Gross Income		World Billing		U.S. Billing		Data for U.S. only: Capitalized Fees		Data for U.S. only: Total Employes	
			1979	1978	1979	1978	1979	1978	1979	1978	1979	1978	1979	1978
38	36	Leber Katz Partners	14.8	13.7	14.8	13.1	105.0	97.8	105.0	93.5	15.7	13.5	190	177
39	37	Doremus & Co.	13.9	11.9	13.9	11.9	90.9	77.6	90.9	77.6	41.0	32.8	370	356
40	40	Warwick, Welsh & Miller	13.7	12.2	12.8	11.3	91.0	81.0	85.0	75.0	21.6	22.8	310	310
41	39	Tatham-Laird & Kudner	13.3	13.3	13.3	13.3	89.2	89.0	89.2	89.0	23.0	21.5	340	290
42	41	W. B. Doner & Co.	12.3	10.8	12.3	10.8	82.0	72.0	82.0	72.0	16.0	12.2	311	266
43	46	Sudler & Hennessey	10.9	8.8	8.5	7.5	56.0	50.3	*	*	—	—	163	NA
44	43	Daniel & Charles Associates	10.8	10.4	10.8	10.4	72.0	69.0	72.0	69.0	5.0	5.0	172	169
45	44	C. T. Clyne Co.	10.4	9.1	10.4	9.1	68.8	60.3	68.8	60.3	2.4	2.1	128	131
46	74	Dailey & Associates	10.4	9.3	5.8	4.6	77.0	68.0	46.0	36.7	10.1	8.1	250	240
47	45	Bloom Advertising	9.0	7.8	9.0	7.8	60.0	51.9	60.0	51.9	—	—	274	239
48	47	Eisaman, Johns & Laws	8.3	7.3	8.3	7.3	55.6	48.5	55.6	48.5	1.9	2.3	136	126
49	48	Rosenfeld, Sirowitz & Lawson	8.1	6.9	8.1	6.9	62.3	52.2	62.3	52.2	10.2	4.9	151	135
50	49	Cole & Weber	8.0	7.4	8.0	7.4	58.5	50.6	58.5	50.6	15.3	13.5	178	171
51	50	Diener/Hauser/Bates	8.0	5.1	8.0	5.1	63.8	33.0	63.8	33.0	—	—	150	122
52	57	Nadler & Larimer	7.9	7.2	6.9	6.3	52.5	48.0	46.0	42.0	—	—	150	150

*U.S. billings were not broken out

1979 World Income Rank	1979 U.S. Income Rank	Agency	World Gross Income		U.S. Gross Income		World Billing		U.S. Billing		Data for U.S. only Capitalized Fees		Data for U.S. only Total Employes	
			1979	1978	1979	1978	1979	1978	1979	1978	1979	1978	1979	1978
53	51	DKG Advertising	7.8	7.6	7.8	7.6	55.0	53.0	55.0	53.0	9.5	8.5	170	176
54	52	Rumrill-Hoyt	7.8	6.9	7.8	6.9	51.3	46.1	51.3	46.1	13.2	12.1	179	179
55	53	David W. Evans Inc.	7.6	7.0	7.6	7.0	50.7	46.7	50.7	46.7	17.4	16.5	210	181
56	54	Lewis & Gilman	7.6	6.4	7.6	6.4	50.9	42.5	50.9	42.5	16.3	13.0	208	203
57	55	Waring & LaRosa	7.6	6.4	7.3	6.2	50.5	42.5	48.5	40.9	6.0	5.0	120	105
58	58	A. Eicoff & Co.	7.4	6.6	6.7	6.0	49.4	44.3	44.9	40.3	1.5	1.4	137	121
59	56	Lee King & Partners	6.9	6.5	6.9	6.5	46.3	43.0	46.3	43.0	7.4	6.2	175	176
60	59	McDonald & Little	6.6	6.6	6.6	6.5	44.1	43.8	44.1	43.6	15.4	17.1	147	148
61	60	de Garmo Inc.	6.5	5.8	6.5	5.5	58.7	53.0	58.7	51.0	14.8	11.6	—	—
62	61	F. William Free & Co.	6.5	6.2	6.5	6.2	53.4	50.3	53.4	50.3	4.7	4.5	85	83
63	62	Case & McGrath	6.4	6.1	6.4	6.1	42.4	40.4	42.4	40.4	2.0	2.0	96	105
64	63	Henderson Advertising	6.4	4.8	6.4	4.8	42.4	32.3	42.4	32.4	5.8	2.4	128	101
65	73	Meldrum & Fewsmith	6.4	5.2	5.9	4.8	45.0	36.5	40.0	30.0	—	—	175	176
66	75	AC&R Advertising	6.3	5.8	5.7	5.5	43.0	37.9	37.6	35.8	1.1	1.4	156	124
67	64	Griswold-Eshleman Co.	6.3	6.4	6.3	6.2	41.5	44.0	41.5	43.1	4.1	6.6	144	182
68	65	William Douglas McAdams	6.3	6.0	6.3	6.0	42.5	41.0	42.5	41.0	3.8	5.0	123	166
69	66	Advertising to Women	6.1	5.2	6.1	5.2	41.0	32.0	41.0	32.0	—	—	77	67
70	67	Hicks & Greist	6.1	5.4	6.1	5.4	41.5	37.0	41.5	37.0	2.0	2.0	112	116
71	70	Al Paul Lefton	6.1	5.2	6.0	5.1	41.8	35.0	39.8	34.0	—	—	185	175
72	68	Manoff Geers Gross	6.1	5.5	6.1	5.5	42.8	38.2	42.8	38.2	4.8	3.1	100	95
73	69	Abelson-Frankel	6.0	4.8	6.0	4.8	38.5	30.4	38.5	30.4	32.8	25.0	120	109
74	71	Arthur Meyerhoff Associates	6.0	5.3	6.0	5.0	50.7	44.1	50.7	41.9	0.2	0.4	137	142
75	72	Humphrey Browning MacDougall	5.9	5.8	5.9	5.8	41.3	39.5	41.3	39.5	2.5	2.4	131	123
76	76	Avrett, Free & Fischer	5.5	3.6	5.5	3.6	43.4	28.8	43.4	28.8	5.0	4.8	57	49
77	77	Fahlgren & Ferriss	5.5	4.5	5.5	4.5	36.6	30.1	36.6	30.1	11.6	8.9	132	122
78	78	Wyse Advertising	5.5	5.0	5.5	5.0	36.2	31.2	36.2	31.2	7.2	11.1	120	120
79	80	Hoffman-York	5.3	4.5	5.3	4.5	35.4	30.3	35.4	30.3	—	—	102	94
80	79	Hill, Holliday, Connors, Cosmopulos	5.3	4.0	5.3	4.0	33.7	23.8	33.7	23.8	13.8	12.1	110	85
81	81	Ally & Gargano	5.2	6.7	5.2	6.6	38.8	45.2	38.8	45.2	2.2	0.2	91	92
82	82	MCA Advertising	5.2	3.2	5.2	3.2	41.2	25.8	41.2	25.8	—	—	47	—
83	83	Sieber & McIntyre	5.0	4.6	4.8	4.2	41.8	40.1	41.1	39.4	29.4	27.6	98	94

224 agencies with gross $1-$5,000,000

Agency	1979	1978
Chiat/Day	$4,965,106	$3,705,107
Martin Landey, Arlow Advertising	4,950,000	4,500,000
Keyes, Martin & Co.	4,905,110	4,893,980
James Jordan Inc.	4,860,000	—
Geer, DuBois	4,800,000	3,750,000
Smith/Greenland	4,800,000	4,270,000
Robert A. Becker Inc.	4,700,000	4,000,000
Warren, Muller, Dolobowsky	4,650,000	4,650,000
Kallir, Philips, Ross	4,604,000	4,608,000
Ingalls Associates	4,600,000	3,900,000
Bentley, Barnes & Lynn	4,517,615	3,265,601
Barkley & Evergreen	4,491,200	3,976,000
Helfgott, Towne & Silverstein	4,425,000	4,050,000
Clinton E. Frank Inc.	4,400,000	4,000,000
Venet Advertising	4,371,600	3,000,000
Stern Walters/Earle Ludgin	4,322,786	4,188,272
Medicus Communications	4,282,000	4,196,000
Aitkin-Kynett Co.	4,274,000	3,788,700
Levine, Huntley, Schmidt Plapler & Beaver	4,217,500	3,740,000
Tucker Wayne & Co.	4,200,000	3,885,000
Group 3hree Advertising	4,127,183	3,209,138
Mel Richman Inc.	4,105,000	3,973,600
Kurtz & Tarlow Co.	4,090,000	2,794,000
Weightman Inc.	4,050,000	4,500,000
Sawdon & Bess	4,000,000	3,900,000
Trout & Ries Advertising	3,905,415	3,704,355
Colle & McVoy Advertising	3,864,000	3,127,229
Cochrane Chase	$3,858,705	$3,529,374
Lord, Geller, Federico, Einstein	3,830,294	3,488,540
VanSant, Dugdale & Co.	3,679,640	3,225,410
Spiro & Associates	3,666,200	3,013,200
Valentine-Radford	3,656,827	3,371,204
Shaller Rubin Associates	3,650,000	3,300,000
Muller Jordon Weiss	3,584,707	2,946,750
Liller Neal Weltin	3,547,535	2,652,307
McKinney Silver & Rockett	3,531,600	3,365,927
Goodwin, Dannenbaum, Littman & Wingfield	3,500,000	3,500,000
Molnar & Associates	3,500,000	3,500,000
Klemtner Advertising	3,490,000	3,270,000
Howard Swink Advertising	3,401,313	3,426,556
Conahay & Lyon	3,400,000	3,300,000
Altman, Stoller, Weiss	3,375,000	2,650,000
Robinsons Inc.	3,350,000	2,800,000
Mathieu, Gerfen & Bresner	3,225,000	2,025,000
Albert Jay Rosenthal & Co.	3,225,000	3,134,948
Simpson Marketing & Communications	3,205,973	2,571,584
Cramer-Krasselt Co.	3,180,000	3,023,000
Isidore Lefkowitz Elgort	3,180,000	3,061,894
Harold Cabot & Co.	3,150,000	2,550,000
McKinney Inc.	3,148,000	1,984,000
Gordon & Shortt	3,090,000	1,752,556
Barnum Communications	3,077,726	2,160,000
Elkman Advertising	3,040,000	2,615,200
Wesson & Warhaftig	3,020,000	2,950,000
Arnold & Co.	3,000,000	2,600,000
Grant/Jacoby	$3,000,000	$2,200,000
Richardson, Myers & Donofrio	2,937,319	2,409,795
Allen & Dorward	2,936,847	2,565,826
James Neal Harvey Inc.	2,900,000	2,600,000
Rolf Werner Rosenthal	2,892,025	2,149,965
Gray & Rogers	2,889,599	2,468,814
Cargill, Wilson & Acree	2,830,876	2,267,913
Healthmark Communications	2,800,000	2,500,000
Epstein, Raboy Advertising	2,770,000	2,345,000
Fletcher/Mayo/Associates	2,752,000	2,392,000
Chalek & Dreyer	2,750,000	2,860,000
Ammirati & Puris	2,725,000	2,175,000
S.R. Leon Co.	2,700,000	2,700,000
Lawler Ballard Advertising	2,696,900	2,680,361
Zimmer-McClaskey-Lewis	2,650,000	2,150,000
Carmichael-Lynch Advertising	2,616,000	2,212,000
Ehrlich-Manes & Associates	2,575,000	1,750,000
Carr Liggett Advertising	2,566,179	2,362,039
Firestone & Associates	2,555,252	2,505,149
Van Leeuwen & Partners	2,550,000	2,450,000
Lang, Fisher & Stashower	2,547,000	2,300,000
Sacks & Rosen	2,520,000	2,310,000
Burell Advertising	2,470,000	2,013,700
Cadwell Davis Savage	2,446,000	1,785,000
Batz-Hodgson-Neuwoehner	2,378,587	2,361,597

Agency	1979	1978
Van Brunt & Co.	$2,335,000	$2,162,250
Lord, Sullivan & Yoder	2,315,914	2,012,664
Lois Pitts Gershon	2,305,000	———
Dix & Eaton	2,283,500	1,912,250
Larson/Bateman	2,279,102	2,119,182
Ross Roy	2,255,000	1,830,000
TBWA	2,250,000	1,530,000
Bader Rutter & Associates	2,215,993	2,015,000
KSW & G Advertising	2,207,734	2,636,510
Miller Advertising	2,200,000	2,000,000
Don Tennant Co.	2,194,940	1,557,000
Peter Rogers Associates	2,185,601	———
Edwin Bird Wilson Inc.	2,150,000	1,634,800
Hoefer, Dieterich + Brown	2,135,595	3,431,733
Long, Haymes & Carr	2,105,000	1,926,500
Maxon Davis Inc.	2,100,000	2,320,000
Byer & Bowman	2,097,789	1,906,975
Savitt, Tobias, Balk	2,047,500	1,869,500
Richards & Edwards	2,025,000	1,050,000
The Martin Agency	2,010,000	1,090,000
Henry J. Kaufman & Associates	2,000,000	1,990,280
Jim Johnston Advertising	1,980,000	1,839,000
G.M. Feldman & Co.	1,971,000	1,528,350
Marcus Advertising	1,967,488	1,963,810
Paragon Cos.	1,963,500	1,635,700
Handley & Miller	1,961,500	1,711,650
Griffin Dacal	1,950,000	450,000
Altschiller, Reitzfeld & Jackson	1,948,097	768,540
Boylhart, Lovett, & Dean	1,944,487	1,568,835
E.H. Brown Advertising	1,941,205	2,141,902
Doe-Anderson Advertising	1,930,163	1,734,340
Chuck Ruhr Advertising	1,917,800	1,419,200
Silverman & Mower Advertising	1,908,246	1,797,832
Ted Thomas Associates	1,895,050	1,907,185
Chester Gore Co.	1,892,000	1,552,800
Uniworld Group	1,863,172	1,403,000
Hood, Hope & Associates	1,862,046	1,793,647
Jordan/Tamraz/Caruso Advertising	1,845,000	1,545,000
Kobs & Brady Advertising	1,825,292	1,501,202
Carrafiello, Diehl & Associates	1,815,000	1,380,000
Provandie & Chirurg	1,813,200	1,923,400
March Advertising	1,811,470	1,739,830
Michael R. Ellison Advertising	1,804,050	1,238,047
Cavalieri Kleier Pearlman	1,800,000	1,350,000
Burton Advertising	1,799,981	1,529,966
Warner, Bicking & Fenwick	1,784,348	1,539,235
Gerber Advertising	1,770,000	1,275,694
Broyles, Allebaugh & Davis	1,763,889	1,463,422
Juhl Advertising	1,755,000	1,420,400
Kerker & Associates	$1,730,844	$1,645,990
Weekley & Penny	1,725,122	1,661,117
The Jayme Organization	1,723,000	1,415,000
Swanson, Rollheiser, Holland	1,722,838	———
North Castle Partners	1,700,000	1,090,000
BBDM Inc.	1,690,789	1,172,389
Weber Cohn & Riley	1,685,000	1,220,000
Kalish & Rice	1,665,000	1,560,000
Ralph Kent Cooke Inc.	1,650,000	1,450,000
Merling, Mark & Seidman	1,630,000	1,480,000
Beaumont, Heller & Sperling	1,611,632	1,469,200
Mace Advertising	1,609,715	2,359,405
John Paul Itta Inc.	1,605,000	1,585,000
Abert, Newhoff & Burr	1,597,998	1,231,310
Jack Wodell Associates	1,591,000	1,800,000
Stone & Simons Advertising	1,585,469	1,498,817
Thomson Monroe Advertising	1,575,000	1,380,000
Garfield-Linn & Co.	1,560,000	1,350,000
Ed Yardang & Associates	1,557,408	707,861
Owens & Associates	1,554,000	———
Vicom Associates	1,552,225	1,126,920
T.L. Reimel Advertising	1,524,800	1,372,633
Burton-Campbell	1,524,365	1,593,896
Associated Advertising Agency	1,523,824	1,285,729
Brand Advertising	1,520,531	1,389,190
Marketing Support	1,518,000	1,088,750
Stephan & Brady	1,502,197	1,250,844
Ackerman & McQueen	1,501,577	1,355,805
SCG Advertising	1,500,237	1,772,070
Fairfax Inc.	1,500,000	1,435,000
Haddon Advertising	1,500,000	1,255,550
Simons Michelson Zieve	1,500,000	1,300,000
Douglas Turner Inc.	1,495,000	1,477,000
Winius-Brandon	1,494,245	9,908,160
Widerschein/Strandberg & Associates	1,461,717	1,365,686
Mintz & Hoke	1,455,000	1,125,000
Montgomery & Associates	1,455,000	1,000,000
Berger, Stone & Ratner	1,450,000	1,200,000
Brand Edmonds Bolio	1,424,000	1,228,000
Lerner, King & Associates	1,415,000	———
Ross Hancock Advertising	1,414,919	1,117,168
Mills, Fife & McDonald	1,405,000	1,255,000
Poppe Tyson	1,400,000	1,150,000
Marvin H. Frank & Co.	1,399,273	1,411,416
Howard H. Monk & Associates	1,373,047	1,563,925
Hammond Farrell Inc.	1,364,800	1,230,000
Pinne, Garvin & Hock	1,350,176	783,188
Gilbert, Whitney & Johns	1,350,000	1,125,000
Sohigian & Partners	1,350,000	1,250,000
Hall Decker McKibbin & Singer	$1,345,000	$ 933,000
Needham & Grohmann	1,340,155	1,173,161
John Malmo Advertising	1,321,609	1,054,323
The DR Group	1,310,000	1,222,000
Symon, Thomas, Hilliard	1,300,000	475,000
Ted Chin & Co.	1,280,000	1,140,000
Robert L. Cohn Inc.	1,258,720	942,500
Gardner, Stein & Frank	1,256,000	1,038,000
Jarman, Spitzer & Felix	1,250,630	1,140,000
Public Media Center	1,250,000	1,425,000
Desmond & Associates	1,245,000	975,000
Serino, Coyne & Nappi	1,244,000	1,032,000
Dugan/Farley Communications	1,240,000	766,500
Jameson Advertising	1,230,000	1,200,000
Craig, Lamm, Hensley & Alderman Advertising	1,224,768	867,160
Jack Cantwell Inc.	1,221,000	1,214,000
Jack Levy & Associates	1,216,550	997,000
Freeman-Huenink-Zilbert	1,200,000	900,000
Stolz Advertising	1,173,728	1,028,526
Squire, Vargas, Tolpin	1,151,400	———
Dawson, Johns & Black	1,141,350	765,000
Launey, Hachmann & Harris	1,131,000	1,042,500
A&M Associates	1,126,000	———
Newmark, Posner & Mitchell	1,125,000	———
Loewy Stempel & Zabin	1,125,000	1,000,000
Ross Advertising	1,116,683	1,047,946
Pihas, Schmidt, Westerdahl Co.	1,096,016	773,198
Kelly Advertising	1,078,751	763,016
William Eisner & Associates	1,074,746	782,284
Gianettino & Meredith	1,069,855	370,000
STG Marketing Communications	1,068,605	676,916
The Food Group	1,050,000	———
Marvin & Leonard	1,050,000	1,012,500
Lieberman-Harrison	1,047,000	835,000
American Media Advertising	1,046,875	554,250
Hackenberg, Normann, Krikovich Partners	1,038,636	751,140
Sheehy-Dudgeon	1,037,000	739,000
Furman, Roth	1,035,000	856,500
McKone & Co.	1,020,000	885,000
Marquardt & Roche	1,019,607	895,500
Baker, Abbs, Cunningham & Klepinger	1,018,691	737,881
Fry Associates	1,013,453	982,234
J.P. Hogan & Co.	1,002,000	930,000
Greenstone & Rabasca	1,000,000	705,000

373 agencies gross under $1,000,000

Agency	1979	1978
Price/McNabb Advertising	$998,550	$810,676
Horlick, Levin, Hodges	996,510	867,000
Witherspoon & Associates	993,116	1,108,753
Thomas G. Ferguson	990,872	854,200
Manning & Associates	984,500	934,500
Cole Henderson Drake	983,723	768,113
Faller Klenk & Quinlan	980,048	811,000
Margeotes/Fertitta	980,000	693,300
Bayless-Kerr & Palm	978,169	804,246
Lee/Baader & Rose	975,065	———
Hank Forssberg Advertising	975,000	1,080,000
Murray Salit & Associates	975,000	802,000
Bergelt Advertising	969,860	592,000
SZF Inc.	963,210	927,455
Lowengard & Brotherhood	962,653	851,900
J.I. Scott Co.	960,000	900,000
Zylke & Affiliates	$958,400	$844,500
Dwelley, Bolger & Citrin	956,96-	304,485
Eisner & Associates	952,540	721,946
Barritt, Larsen, Peck & Farnell Advertising	932,500	487,500
Winterkorn, Hammond & Lillis	930,759	638,601
Yellow Pages Marketing Services	910,165	623,850
Shaffer/MacGill & Associates	909,695	753,520
B-W Advertising	907,500	643,800
Kelly, Nason Advertising	900,790	———
Harrison Higgins	900,000	815,000
Kenneth Jaffe Inc.	900,000	625,000
Shailer Davidoff Rogers	900,000	850,000
Brooks Pollard Co.	896,232	628,990
Gaynor & Ducas	$894,508	$1,464,794
Brady Co.	893,692	806,478
Ferber & Strauss	892,000	937,000
Berenson & Isham	887,150	637,384
Schein/Blattstein Advertising	882,000	818,000
Intercon International	880,000	503,272
Martin, Sturtevant, Silverman & Marshall	880,000	100,000
Starr Advertising	874,612	813,041
Marko Dreyer & Smith	870,000	625,000
Vantage Advertising & Marketing Associates	867,900	788,000
Kenrick Advertising	850,000	800,000
Barrett-Yehle	846,050	776,193
Northrup & Teel	842,043	699,650

Agency	1979	1978
Smith, Kaplan, Allen & Reynolds Advertising	$840,083	$795,779
Gross, Townsend, Frank	840,000	150,000
Jepson-Murray Advertising	828,000	691,000
Carlson & Co.	818,412	—
Hazard Advertising	816,000	797,000
Waldbillig & Besteman	809,470	581,698
Nader, Charlton-Perrin	808,791	795,120
Peitscher, Janda/-Associates	805,600	603,500
Louis Benito Advertising	803,000	512,000
Bailey Lewis & Associates	802,002	702,750
Three Arts	801,352	762,356
Adler, Schwartz	795,576	775,060
Bonsib Inc.	791,456	585,286
Barbetta Miller Advertising	790,000	720,000
Fry/Hammond/Barr	787,382	640,837
Stuart Williams Associates	786,000	704,000
LaBelle & Shallbetter Advertising	784,183	635,715
Ward Archer & Associates	782,772	565,073
Feldman McPherson Topin	772,500	502,500
Markmakers	771,538	598,803
Sidney Clayton Associates	769,250	667,940
Lenac, Warford, Stone	765,251	819,128
Vinyard & Lee & Williams	765,020	408,079
Fletcher-Walker-Gessell	764,000	630,000
Sam Lusky Associates	763,163	788,822
Scharfberg & Associates	760,000	720,000
Tyson & Partners	760,000	645,000
Johnson-Raffin Inc.	756,000	—
Donald L. Arends Inc.	755,200	655,600
Frank P. Sotera Inc.	753,000	756,000
Womack/Claypoole/Griffin Advertising	752,166	592,265
Adelante Advertising	750,000	750,000
Briskin Associates	750,000	700,000
GGK America	750,000	480,000
Kamstra Communications	750,000	600,000
Jack List & Associates	750,000	750,000
Mathis, Burden & Charles	750,000	450,000
Pesin, Sydney & Bernard Advertising	747,893	749,874
Higdon Group	741,524	664,125
Lesko Inc.	735,000	650,000
Fessel, Siegfriedt & Moeller Advertising	734,325	750,470
Neal Spelce Associates/-Manning, Selvage & Lee	730,523	551,583
Gillen/Kloss & Associates	720,000	675,000
E.H. Rogers & Co.	720,000	—
R.S.M. & K	716,000	704,000
The Gottlieb Group	713,985	605,453
The Michener Co.	712,784	635,024
Hart Services	712,500	675,000
Gilmore Advertising	705,000	730,000
The Coakley Heagerty Cos.	704,447	604,739
J.R. Druid Associates	700,000	500,000
Reeds & Farris	698,000	621,000
Richardson, Thomas & Bushman	693,559	662,700
Gallagher Group	683,800	690,000
Stimpson Associates	681,371	510,857
Paula Green Inc.	677,065	555,000
Gardner Communications	675,367	275,000
Hart/Conway Co.	673,478	693,311
Estey-Hoover	662,006	456,740
Harold E. Flint & Associates	659,548	540,878
J.H. Lewis Advertising	654,880	628,133
Jerre R. Todd & Associates	654,327	722,875
Sommer Inc.	650,175	—
E.M. Reilly & Associates	643,890	578,715
George P. Clarke Advertising	633,820	630,655
Ensslin & Hall	631,288	—
Graber & Cohen	629,000	355,050
Wray/Ward Advertising	626,239	421,606
Schoenfeld/Prusmack	624,000	317,000
Mad. Ave. East	$622,666	$388,220
IDEA Advertising	618,967	—
John Emmerling Inc.	611,150	311,500
Ira Thomas Associates	608,270	486,476
Phil Motta & Associates	605,538	348,930
McDougall Associates	602,300	485,300
Cappiello & Co.	600,000	—
DeKrig Advertising	600,000	550,000
May/Partners	600,000	525,000
The Advertising Workshop	597,925	547,017
Gillespie Advertising	597,753	532,373
Steiner/Bressler Advertising	597,600	—
Moss Advertising	595,000	491,480
Creative Advertising	591,000	200,000
Gordon Advertising	590,000	317,500
Pierce Brown Associates	589,501	—
Roggers, French & Co.	588,049	481,399
Caraway Kemp Communications	587,000	399,000
Karsh & Hagan	585,122	—
Staley, Fox	583,400	—
Sawyer Advertising	582,222	428,418
Greene & Claire	580,000	575,000
Mintzer, Trostler & Rothschild	574,000	580,600
Lipman Services Corp.	568,915	531,273
Huwen & Davies	567,000	532,000
Wendt Advertising	566,698	521,307
Wyble Advertising	563,017	393,749
Lauer Advertising	562,248	499,619
The Merchandising Factory	555,000	467,000
Marketing Directions	554,809	341,499
Sheldon Fredericks Advertising	553,000	481,000
Hottman Edwards Advertising	549,227	474,410
John Brown & Partners	548,572	405,000
Finnegan & Agee	547,735	431,220
Clif Furgurson Advertising	540,959	—
Bergthold, Fillhardt & Wright	533,000	433,000
GKD Advertising	528,000	384,000
Darien, Russell & Hill	525,316	510,240
Graphicus 14	523,000	290,000
Jack Hodges III Communications	520,054	475,202
Ackerman Advertising	520,000	450,000
Don Hansen Advertising	520,000	495,000
Carmichael, McKneely, Dusenbury & Alban	519,926	441,127
Adair Associates/-Advertising	519,640	430,347
Douglas Samuel Advertising	515,725	430,976
Eagen Curtis & Hickman	512,000	360,000
Langeler:Mason	500,000	350,000
Lewis & Associates	499,000	390,000
R.L. Meyer Advertising	498,416	413,356
Barney & Patrick Advertising	498,359	464,741
Mass Motivators	490,513	137,987
Robert Towers Advertising	490,000	433,000
Grizzard Advertising	487,365	460,000
Redmond Amundson & Rice	486,500	262,900
J.W. Prendergast & Associates	486,000	—
Bridgman Associates	484,800	332,100
Warr, Foote & Rose	483,684	343,336
Connor-Sager Associates	483,149	472,204
Saxe Mitchell	483,000	417,000
Kolker, Talley, Hermann	480,000	255,000
Z/E/A Marketing Communications	479,000	475,000
Gann-Dawson	477,150	454,418
Kelly, Tims & Andrus	470,996	385,922
Jules Rabin Associates	470,000	430,000
Smith-Langerman	467,730	322,240
H.T. Fenton Associates	465,000	387,250
Lane & Leslie Advertising	$454,000	$421,000
Ken Schmidt Co.	453,757	350,301
Vanguard Agency	452,711	632,113
Haddad, Lawrence Advertising	450,000	390,000
Dorritie & Lyons	450,000	—
Lee Keeler Inc.	450,000	400,000
Thompson Torchia & Dymond	450,000	300,000
Bailey, Orner, Makstaller	448,600	375,800
Gardiner Advertising	439,988	418,786
MAP Advertising Agency	439,926	352,304
Steen Advertising	435,000	390,000
Quillen Elsea & Trabue	433,196	335,469
Brashe Advertising	429,148	373,440
Shaw Elliott	429,123	640,177
Communique Inc.	428,158	265,144
Barron, Hillman & Mellnick	420,600	410,824
Keroff & Rosenberg	420,000	400,000
Nissen Advertising	420,000	308,000
Associated Ad*Ventures	417,784	420,060
Damart Advertising Associates	414,700	365,000
Harant Soghigian Advertising	410,000	230,000
Meldrum & Campbell	406,500	354,785
Riegert & Sweas Advertising	400,000	375,000
Woodard Askey Eggers & Schaffer	400,000	—
Dickison & Rakaseder	398,300	—
Tri-State Advertising	395,840	463,257
Adams, Rickard & Mason	394,315	223,664
Kinzie & Green	387,696	275,722
Daigle, Merriman & Associates	380,450	228,730
Marketing Group	379,095	271,473
Walsh, Rinehart & Puccio	378,466	325,000
JRL Advertising & Sales Promotion	375,000	300,000
Laven, Fuller & Perkins Adv./Mkt.	366,240	299,560
Beckman Associates	360,541	—
The Impact Group	357,444	—
Cleveland & Associates	348,000	180,000
Howard E. Mitchell Jr. Advertising	342,888	277,853
Len Scholl & Co.	339,200	289,800
Henry Eisen Advertising	337,500	300,000
Lerly Advertising Associates	335,000	295,000
Harold M. Mitchell Inc.	334,118	298,320
Denton & French	330,970	262,239
Klein-Sieb Advertising & Public Relations	329,773	212,691
DK&A	329,139	309,777
The Maxwell Arnold Agency	325,000	275,000
Marcom Inc.	324,068	254,260
Sumner & Berry Advertising	324,000	185,000
Charles Crone Associates	323,000	263,395
Brady Advertising	322,693	228,917
Hood, Light & Geise	316,493	275,438
Douglas Bewick	315,000	300,000
Inglehart & Partners	315,000	250,000
Bowes/Hanlon Advertising	314,650	276,750
Gabel Advertising	314,281	317,887
Robert K. Butcher & Associates	312,000	297,000
The Sackett Group	312,000	165,000
Arnold Hoff & Associates	310,000	320,000
Gregory Enterprises	310,000	200,000
Rozier, Sumner & Berry	305,724	324,145
Miller Addison Steele	302,000	295,500
Victor Wademan & Co.	301,286	281,334
Goodman & Associates	300,000	255,000
Amundsen/Clark	299,778	—

Agency	1979	1978
Jones, Anastasi & Mitchell	$299,000	$131,906
Pace Advertising	295,500	281,500
Doty Phillips & Laing	294,612	374,454
Deppe & Associates	293,890	284,606
The Fidler Group	292,500	——
Levy Advertising	290,500	246,168
Mealer & Emerson	289,000	210,000
Keye Advertising	278,420	230,906
T.S. Jenkins & Associates	278,134	222,300
Goff Communications	277,249	287,841
HMK Advertising	270,000	255,000
William Jenkins Advertising	270,000	240,000
Wilson, Frank & Associates	260,010	217,308
Communigraphics Inc.	260,000	225,000
Emery Advertising	260,000	200,000
Parsons, Friedmann & Central	257,015	——
Fricke 3	255,047	179,490
Lawrence Butner Advertising	255,000	——
Outdoor Products Marketing	254,600	162,000
Hicks & Grayson	253,465	226,022
Image Advertising	252,000	230,000
John Volk Co.	248,522	283,234
M.E.R. & Associates	248,460	216,696
Dulaney Advertising	248,388	192,326
Wimmershoff & Associates	247,302	194,381
The Communicators Group	243,500	——
Dan Ebberts & Co.	242,501	283,301
Mohawk Advertising	241,900	201,821
Allyn Associates	240,000	210,000
The Boelter Co.	236,000	269,506
Elbert Advertising	233,670	247,922
Hughes, Martindale & Associates	231,600	180,750
Detrow & Underwood	230,000	197,000
Charles Sweeney & Associates	228,600	153,343
Bernard Popick Associates	228,305	218,698
Fulcher/Brownfield	225,000	150,000
Everett, Brandt & Bernauer	219,039	172,400
Anesh, Viseltear, Gumbinner	218,175	429,310
Martin Fiderer Associates	217,500	153,750
Buzzard Inc.	217,000	142,000
Aloysius, Butler & Clark	216,017	236,798
Reynolds-Sullivan Advertising	215,000	195,000
Benefield, Levinger & Campbell	213,397	157,600
T.E. Loken Advertising	210,645	130,025
Blanchard & Associates	208,793	169,606
Blumenthal/Herman Advertising	205,758	158,240
Herb Gross & Co.	$205,000	$150,000
Dallas C. Dort & Co.	203,420	153,860
Image Dynamics	201,862	191,745
High Plains Advertising	201,300	160,362
J. Greg Smith Associates	201,227	188,459
Engel Advertising	200,022	130,909
Keller Haver Inc.	199,500	160,500
Johannesson, Reeser & Associates	197,575	44,468
George Johnson Advertising	197,021	173,837
Pete Glasheen Advertising	196,421	59,516
McFarland, Street & Albright	192,525	147,525
Morvay Advertising	187,500	150,000
Marbro Advertising	185,067	164,781
Culver International	185,000	165,000
Walter P. Luedke & Associates	184,124	182,000
Bernard & Co.	183,632	129,966
Gerald Pallis Advertising	181,500	149,000
Zam & Kirshner	181,400	160,100
Abell-Rifkin Advertising	180,000	135,000
S.M. Sachs & Associates	180,000	150,000
Zubi Advertising Services	180,000	127,000
Riallus Advertising	175,800	115,250
Poller & Jordon Advertising	174,650	161,500
Tompkins Heetland Associates	170,398	147,588
Perspectus Agency	168,000	123,000
Jack Mathis Advertising	165,652	156,369
Black & Musen	165,000	168,000
The Answer Group	163,000	165,000
Maurice Paulsen Advertising	162,766	175,949
Cammi Advertising	160,006	——
Perry Ballard Advertising	157,957	76,515
Cinamon Associates	157,000	135,000
Zung International	157,000	176,000
Goldstein Associates	155,696	36,250
Mills Communications	152,404	——
Burdette Advertising	150,756	213,854
MBC Inc.	150,000	——
Charles A. Geiger Associates	145,000	119,000
Edward Owen Co.	143,662	132,422
Thorwald & Haresnape Advertising	139,162	105,590
Allen Advertising	137,600	157,033
Leonard Davis Advertising	135,000	130,000
Groseclose & Poindexter Advertising	130,887	118,884
Kelso Associates Ltd.	129,595	88,519
Butler-Turner Advertising	125,300	116,200
McCartney-Gray of Dallas	125,000	120,200
John McNamara Advertising	$125,000	$41,178
Brown Advertising	123,750	100,250
Admark Advertising	123,212	113,025
Mills Advertising	120,000	94,000
Jonethis/Larson Advertising	118,590	105,341
Marc Associates	115,549	132,574
Henry Nachman Associates	111,000	106,000
Patt Patterson & Associates	108,520	134,866
Knight Advertising Communications	104,700	64,000
F.J. Murray Co.	104,022	119,977
Jerome H. Schmelzer & Associates	101,100	76,850
Lloyd G. Jakeway Advertising	101,000	171,000
W. Trock & Associates	98,000	109,000
Sunrise Corp.	97,458	79,190
Ed Delgado Advertising & Public Relations	97,000	67,000
Geoffrey W. Layton Inc.	95,400	——
Culpepper & Associates	94,686	——
Dana Howard Jones Advertising	92,250	97,500
John E. Goulet Advertising	89,647	64,412
Kelleher, Bamberger, Terry	89,112	——
Cardin Advertising	85,336	76,038
Bruce, Henry & Davis Advertising	84,649	51,148
Gorchov Advertising	78,021	76,740
Impressive Advertising	74,543	69,214
David Hughley Advertising	73,947	77,111
Peter Forstenzer Inc.	70,875	64,425
James O. Jones Advertising	70,155	63,620
Amsterdam Advertising	69,629	75,211
P.F.P. Advertising	68,532	44,871
Charles E. Vautrain Associates	67,426	188,864
Jackson, Kotowski & Associates	61,500	——
John L. Moorhead Advertising/PR	60,700	58,700
Norman R. Anderson & Associates	60,000	52,500
Francom Advertising	60,000	100,000
J.G. Kasten & Co.	55,361	30,914
Raymond I. Lang Advertising	49,000	62,539
MultiService Corp.	47,438	——
Kelly Adams Advertising	33,222	32,853
Scott Associates	23,883	42,237
Connoisseurs Unltd.	10,000	14,000

Agencies with gross income over $15,000,000

(Continued from Page 6)

$43,000,000 in materials and services and $50,760,000 in capitalized fees. The agency's foreign volume was $298,096,000 in 1979 and $246,268,000 in 1978.

C-E last year gained no accounts and lost Borden. Clinton E. Frank Inc. gained Electroalert and Scorpion Industries; it lost Icelandic Airlines, Kohler and Heublein Club cocktails. Tinker Campbell-Ewald gained Cluett, Peabody and Heublein spirits group (new products); it lost British Airways, billing $6,000,000.

Overseas, Campbell-Ewald last year gained Philips (Belgium); Squibb (Life Savers, Bubble Yum and new products) in the United Kingdom; Rachengold mints and cough drops (West Germany); Borden (Mexico); Canon copiers etc. (Holland) and White Wings cake mixes and puddings. Its overseas losses included Mitre 10 (Australia), Horten department store (West Germany), Tempo Sanys, Moltex diapers (France), United Permanent (Australia) and Telefunken (France).

The agency has 1,790 employes, including 769 in the U.S. A year ago it had 1,793 employes, including 816 in the U.S.

Campbell-Mithun

Gross Income	1979	1978
U.S.	$23,760,000	$21,150,000
Total	$23,760,000	$21,150,000

Campbell-Mithun, Minneapolis, reported gross income of $23,760,000 on 1979 billings of $158,400,000. Its 1978 gross was $21,150,000 on billings of $141,000,000. The agency is a subsidiary of Ted Bates & Co.

The agency's 1979 volume included $123,000,000 in media, $16,000,000 in materials and services and $19,400,000 in capitalized fees. Its 1978 volume of $141,000,000 included $110,000,000 in media, $14,000,000 in materials and services and $17,000,000 in capitalized fees. The C-M total does not include the results of its two U.S. subsidiaries, CM&B Advertising and Promotion Works Inc.

Campbell-Mithun gained Coca-Cola Foods (Maryland Club and Butter-Nut coffees), billing about $2,000,000, from Tatham, Laird & Kudner; Kohler Co. bathroom fixtures, billing $1,000,000, from Clinton E. Frank Inc.; *Better Homes & Gardens'* Real Estate Service; Dubuque (Ia.) Packing, MEPC American Properties, Norand Corp., Bank of Ravenswood, Chicago; Saluto frozen entrees (General Mills); Visitronics/Honeywell Consumer Products; Masland Duraleather Co., 3M Alarm Services; Drake Hotel (Chicago); Micro-Gen Equipment Corp.; Blue Cross/Blue Shield, Chicago; Pako Filmshops; Libby, McNeill, Libby, and Uniroyal (Naugahyde fabrics division and agricultural chemicals division). It resigned West Bend Co. appliances, billing $5,000,000, and Litton Industries.

Billings breakdown: Print 27%, broadcast 65%, other 8%. The agency has 589 employes in two offices; a year ago it had 522 in two offices.

Compton Advertising

Gross Income	1979	1978
U.S.	$40,864,000	$36,025,000
International	36,851,000*	30,068,000*
Total	$76,715,000*	$66,093,000*

*AA estimates
Revised

Compton Advertising, New York, is estimated to have had 1979 gross income of $77,715,000 on estimated billings of $524,611,000. Its 1978 gross is estimated to have been $66,093,000 on estimated billings of $457,873,000.

AA estimated Compton's 1979 overseas gross income and revised its 1978 overseas figures to reflect the agency's minority holding in Saatchi & Saatchi Compton, London. The figures supplied by the agency included 100% of the Saatchi agency's billings and gross income for both 1979 and 1978. Those figures were: 1979 gross income of $95,381,000—including $54,517,000 foreign—on billings of $642,433,000, compared with 1978 gross of $82,715,000, including $46,690,000 foreign—on billings of $557,433,000. The foreign billings reported were $360,031,000 in 1979 and $311,233,000 in 1978. AA's estimate of overseas volume was $243,109,000 in 1979 and $211,673,000 in 1978.

The agency's 1979 U.S. volume of $281,502,000 included $234,902,000 in media, $37,200,000 in materials and services and $9,400,000 in capitalized fees. Its 1978 U.S. volume of $246,200,000 included $210,700,000 in media, $29,500,000 in materials and services and $6,000,000 in capitalized fees.

(Continued on Page 20)

Agencies with gross income over $15,000,000

(Continued from Page 16)

The 1979 figures include the income and billings of subsidiaries Rumrill-Hoyt, Klemtner Advertising and Ross Roy New York/-Compton.

The agency last year gained Thompson Medical (Dexatrim), Allen Beverages, First Federal Savings of Broward, *Sport* magazine, Ray-O-Vac (special project), Viacom (Showtime), Union Carbide and new assignments from existing clients (Johnson & Johnson, Jones sausages, IBM's GBGI division and Austin, Nichols & Co. (Pernod). It had no account losses last year.

Overseas, it gained 30 accounts, including Pfizer (Philippines), Black & Decker (West Germany), IBM office products (Italy), Williams & Humbert's Dry Sack sherry (Belgium), Citroen and IBM (France), Standard Brands (Puerto Rico) and British West Indian Airways (Puerto Rico). Its 10 overseas losses included Jag & Haggar Sportswear (Philippines) Bic (Germany), Cointreau (France) and British Airways (Australia).

Billings breakdown: Newspapers 4%, magazines 28%, radio 2%, tv 64.5%, outdoor 0.8%, p.o.p. 0.2% and Yellow Pages 0.5%. The agency has 868 employes in eight U.S. offices; a year ago it had 799 in seven U.S. offices.

Creamer Inc.

Gross Income	1979	1978
U.S.	$15,300,000	$13,100,000
Total	$15,300,000	$13,100,000

Creamer Inc., New York, reported gross income of $15,300,000 on 1979 billings of $102,000,000. Its 1978 gross income was $13,100,000 on billings of $87,300,000.

Creamer's 1979 volume included $80,000,000 in media, $13,000,000 in materials and services and $9,000,000 in capitalized fees. Its 1978 volume included $73,200,000 in media, $10,100,000 in materials and services and $4,000,000 in capitalized fees. It also operates Creamer Dickson Basford pr.

Creamer New York gained Alexander's department store, Apollo Technologies, Azoplate division, American Hoescht, Burlington Industries underwear, Ms. and Raeford Uniform Fabrics Co., Wm. B. Kessler's Calvert clothes, Hammonton Park clothes, Jean Andre divisions, New York Sportswear Exchange, Computer Data Access. Creamer Chicago gained Anixter Bros., American Toy & Furniture, Borg-Erickson Corp., Cadaco, Chippewa Paper Products, Climate Control Corp., Englewood Electric Supply, First Metropolitan Builders, Kidco, Lee & Eddie Caterers, Mid-Central Services, Northern Illinois Gas. The Pittsburgh office gained Gardner Associates, National Development Corp., Polhemus Navigation Sciences, Ryan Homes/Eastern USA, Shenango China, Sun drug division stores. New England (Providence, Hartford offices) gained Balfour Co., Bostik consumer division, USM Corp., Gripco Fasteners division, Mite Corp., McDonald's Connecticut and southwestern Massachusetts, Morse Tools division, Gulf & Western Mfg., Rogers Corp., Safeway, Snauwaert North American division, Questor, Spalding tennis, the Stanley Works tool division; U.S. Envelope Co., Richardson-Merrell's Vicks health care division, Wiremold Co.

The New York agency lost *Dun's Review*, Penthouse International (*Penthouse*, *Omni*); Chicago lost Amsted Industries; Pittsburgh lost Disston, Overly Mfg. Co., Eat 'n Park; New England lost Digital Equipment Corp., Exide Safety Systems division of ESB Inc., KLH Research & Development Corp., King-Seeley Thermos Co.

Billings breakdown: Newspapers 10%, magazines 36%, radio 5%, tv 31%, outdoor 3%, business press 12%, farm publications 1% and other 2%. Creamer has 370 employes in five offices; a year ago it had 323 employes in four offices.

Coming April 14: Foreign agencies

In the April 14 issue of ADVERTISING AGE, income, billings and financial details will be reported for agencies in the many world areas where advertising is a factor, including Canada, Europe, the Far East, Australia and South America.

Cunningham & Walsh

Gross Income	1979	1978
U.S.	$29,276,000	$28,938,000
Total	$29,276,000	$28,938,000

Cunningham & Walsh, New York, reported gross income of $29,276,000 on 1979 biilings of $225,200,000.

The agency's 1979 volume, including the totals for both years of Post-Keyes-Gardner, Chicago, acquired in the fall of 1978, was as follows: $193,897,000 in media, $20,494,000 in materials and services and $10,809,000 in capitalized fees. Its 1978 volume of $222,600,000 included $189,525,000 in media, $21,500,000 in materials and services and $11,575,000 in capitalized fees.

The agency gained Bank of New York, billing $2,000,000; American Home Foods (Chef Boy-ar-dee spaghetti sauces); F.M.E. Corp.; Tom Fields Ltd. (Tinkerbell children's grooming products); First French Hotels, Mitsubishi Motors Corp.; Kayser-Roth's Easy to Be Me panties, hose and new products; Northern California Toyota Dealers Advertising Assn.; Realty World Corp.; Sharp Electronics' industrial equipment division (pr only); Sterling Drug (new products); "21" Brands (spirits billing $4,000,000-plus), UTA French Airlines.

The agency lost Jos. Schlitz Brewing Co.'s Old Milwaukee and Schlitz Light beers, billing $3,500,000 and $5,000,000, respectively, to BBDO and Della Femina, Travisano & Partners and Florists' Telegraph Delivery Assn.

Billings breakdown: Newspapers 8%, magazines 29%, radio 5%, tv 50%, outdoor 8%. The agency has 602 employes in four offices; a year ago it had 652 in four offices.

Dancer Fitzgerald Sample

Gross Income	1979	1978
U.S.	$59,724,000	$51,500,000
International....	8,632,000	5,000,000
Total	$68,356,000	$56,500,000

Dancer Fitzgerald Sample, New York, reported gross income of $68,356,000 on 1979 billings of $469,850,000. Its 1978 gross income was $56,500,000 on billings of $459,000,000.

The agency's 1979 U.S. volume of $420,000,000 included $245,000,000 in media, $42,000,000 in materials and services and $133,000,000 in capitalized fees. Its 1978 U.S. volume of $362,000,000 included $203,000,000 in media, $36,000,000 in materials and services and $123,000,000 in capitalized fees. DDB reported foreign billings of $49,850,000 in 1979 and $97,000,000 in 1978. It did not break down those totals.

The billings and income of its U.S. subsidiaries are included in the DFS total. They include GFS/-DFS, DFS/Wegener Agricultural Group, Program Syndication and Tomorrow Entertainment.

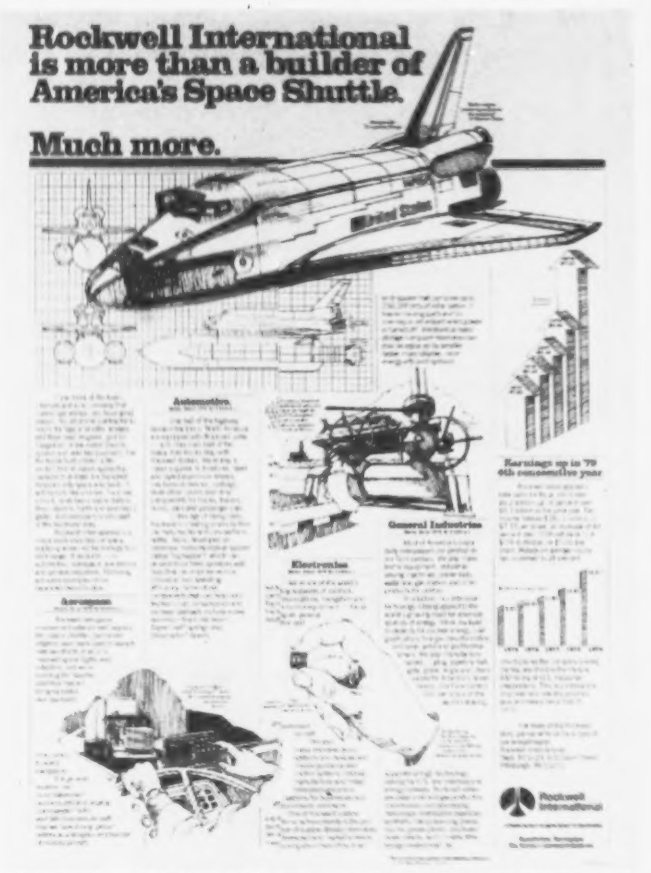
The agency's U.S. account gains last year included Nikon cameras, billing $6,500,000, via the acquisition of Gilbert, Felix & Sharp (now GFS/DFS); Jacqueline Cochran's Cie fragrance, billing $4,000,000, from Norman Craig & Kummel; General Mills' Kix and Body Buddies cereals; Popsicle Industries, billing $2,000,000; Ciba-Geigy agricultural division; Yoplait yogurt; Saudi Arabian and Canadian Toyota; Denver Toyota Dealers Advertising Assn.; 3M's Mmm! What a Tan; Procter & Gamble's Solo detergent (in test); S&W Fine Foods; Walker & Lee Real Estate; Tatung tv sets and fans, and Tri-Flon lubricants.

In one of the biggest U.S. account shifts of 1979, R.J. Peynolds Tobacco last November moved the $40,000,000-plus Winston cigaret line to William Esty Co. DFS also lost New York Metro and San Francisco Area Toyota Dealers Advertising Groups.

Overseas, DFS gained Johnson's Baby Care, Hewlett Packard, Faxe beer, Bayer/Owens Corning, Life Savers, Rossignol-Ski Deutschland, Duracell batteries, *Financial Times*, Rolls-Royce, Campari, British Airways, RCA Records, Morgan Bank and various other accounts in international markets. Its overseas losses included Supermarkets Italiani, Gamba Rotta liquors, Peugeot, Citroen, Grundig, Polycell, Arrowfield Wines and Express Freights Pty.

Last September, DFS bought out its partners, the British-based Dorland Group and the German-based DFS + R Dorland, to become sole owner of DDF International Network, which it merged into its DFS International network established a year earlier.

Billings breakdown: Newspapers 4%, magazines 21%, radio 2%, tv 69%, outdoor 4%. The agency has 1,084 employes in its five U.S. offices. A year ago it had 973 people in the same number of offices.


Rockwell International is more than a builder of America's Space Shuttle.
Much more.
Automotive
Electronics
Aerospace
General Industries
Earnings up in '79 4th consecutive year
Rockwell International

Campbell-Ewald, New York, prepared ads for Rockwell International.

D'Arcy-MacManus & Masius

Gross Income	1979	1978
U.S.	$ 57,379,000	$ 50,048,000
International....	70,666,000	54,605,000
Total	$128,045,000	$104,653,000

D'Arcy-MacManus & Masius, New York, reported gross income of $128,045,000 on 1979 billings of $853,624,000. Its 1978 gross income was $104,653,000 on billings of $698,846,000.

D'Arcy originally supplied 1979 figures that included the billings and gross income of de Garmo Inc., which was merged into D'Arcy's New York office (now D'Arcy-MacManus & Masius/de Garmo) last January. At AA's request, D'Arcy revised its 1979 figures. The original figures (including de Garmo) were as follows: 1979 gross of $134,565,000 on billings of $897,091,000. The income figure included $63,899,000 in the U.S.; international income remained unchanged.

D'Arcy's 1979 U.S. volume was $382,528,000. Although not broken down by the agency, volume is estimated to have included $325,000,000 in media, $52,000,000 in materials and services and $5,528,000 in capitalized fees. Its 1978 U.S. volume of $333,655,000 is estimated to have included $285,000,000 in media, $45,000,000 in materials and services and $3,655,000 in capitalized fees.

D'Arcy's overseas volume was $471,096,000 in 1979 and $365,191,000 in 1978.

The agency's U.S. account gains included Gallery of Homes, billing $3,500,000, from Tucker Wayne & Co.; Laker Airways, billing $2,500,000, from Stiefel/Raymond; ESPN; FTD; WIND Radio; Anheuser-Busch's Clydesdale Collections; AT&T Phone Center; American Soybean Assn.; American Hoist & Derrick; Academy of General Dentistry; Mitre Sports; Avery Label; Komatsu Fork Lift; Lasonic Electronics, and Ushio Inc. It lost Scripto, billing $1,000,000, to Burton/Campbell; Stiffel, billing $500,000; Hudson's, and Bally.

NOW PICKED, PRESSED AND RELAXED HAIR CAN BE MORE BEAUTIFUL.

Foote, Cone & Belding, New York, is agency for Clairol's Born Beautiful.

D'Arcy's foreign gains in 19 countries totaled 119. They included Barclays Bank (Canada), Colgate and Mars (France), Societa Italiana Manufatti (Italy), Elsevier Publishing (Netherlands), Norsk Citroen (Norway), Iberia Airlines (South Africa), Anheuser-Busch (West Germany), Lipton (Australia) and Reckitt & Colman (Britain). It lost 44 accounts overseas in 1979.

Billings breakdown: Newspapers 8%, magazines 18%, radio 9%, tv 63%, outdoor 1%, directory 1%. The agency (including de Garmo) has 3,255 employes in 37 offices, including 1,505 in nine U.S. offices. A year ago it had 2,815 employes in 34 offices, including 1,197 in eight U.S. offices.

De Garmo Inc., now D'Arcy-MacManus & Masius/de Garmo, reported gross income of $6,520,000 on 1979 billings of $58,709,000. In 1978 it had gross income of $5,831,000 on billings of $53,000,000. Its 1979 volume included $40,148,000 in media, $3,757,000 in materials and services and $14,804,000 in capitalized fees. Its 1978 U.S. volume of $51,000,000 included $34,531,100 in media, $4,860,000 in materials and services and $11,608,900 in capitalized fees. It reported no foreign volume in 1979, but had volume of $2,000,000 foreign in 1978, from which it derived income of $300,000. The agency gained Standard Brands' Royal gelatine and pudding in 1979.

Billings breakdown: Newspapers 3%, magazines 27%, radio 3%, tv 42%, outdoor 12%, business press 5%, other 8%.

Della Femina, Travisano & Partners

Gross Income	1979	1978
U.S.	$15,600,000	$12,400,000
Total	$15,600,000	$12,400,000

Della Femina, Travisano & Part-

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Agencies with gross income over $15,000,000

(Continued from Page 20)

ners, New York, reported gross income of $15,600,000 on 1979 billings of $111,000,000. Its 1978 gross was $12,400,000 on billings of $88,090,250.

The agency's 1979 volume included $89,100,000 in media, $10,800,000 in materials and services and $11,100,000 in capitalized fees. Its 1978 volume of $88,090,250 included $72,500,000 in media, $8,420,000 in materials and services, $7,170,250 in capitalized fees.

Della Femina last year gained Lipton Co. (herbal teas), Schlitz Light beer, Ramlosa Royal Swedish mineral water, Pacific Southwest Airlines, Kickers footwear and Mr. Steak restaurants.

Accounts lost included American International Group, International Multifoods, Danecraft jewelry and Ralston Purina's High Protein dog food.

The agency last year established a separate subsidiary, Drossman Yustein Clowes, and acquired Isidore, Lefkowitz, Elgort.

Billings breakdown: Tv 58%, newspapers 18%, magazines 14%, radio 9%, other 1%. The agency has 235 employes in two U.S. offices. A year ago it had 192 people in two offices.

Doyle Dane Bernbach

Gross Income	1979	1978
U.S.	$72,100,000	$64,500,000
International....	31,900,000	25,500,000
Total	$104,000,000	$90,000,000

Doyle Dane Bernbach, New York, reported gross income of $104,000,000 on 1979 billings of $701,000,000. Its 1978 gross income was $90,000,000 on billings of $600,000,000.

The agency's 1979 U.S. volume of $492,000,000 included $405,000,000 in media, $46,300,000 in materials and services and $40,700,000 in capitalized fees. Its 1978 U.S. volume of $430,000,000 included $350,700,000 in media, $41,900,000 in materials and services and $37,400,000 in capitalized fees.

DDB's 1979 foreign volume of $209,000,000 included $145,000,000 in media, $31,300,000 in materials and services and $32,700,000 in capitalized fees. Its 1978 foreign volume of $170,000,000 included $116,300,000 in media, $27,700,000 in materials and services and $26,000,000 in capitalized fees.

Included in DDB's figures are the billings and gross income of the following subsidiaries: Cargill, Wilson & Acree, DDB Group Two, Director's Studio, Milici/Valenti Advertising, Rapp & Collins and Schuller, Briggs & Mitchell, the latter acquired in 1979.

The agency's U.S. account gains in 1979 included IBM corporate tv, billing $10,000,000, from Conahay & Lyon; C&C cola, billing $5,300,000, through the acquisition of Catalano & Gornick, C&C's former shop; Weight Watchers International, billing $4,000,000; Foodways National; Sherwin-Williams (stores division), billing $4,000,000, from Foote, Cone & Belding; CBS (agency of record for all print advertising); Hershey's Y&S Candies division; Stroh's Goebel golden lager; Clairol's Sea Breeze skin antiseptic; VW Distributors mid-America region; Porsche-Audi's mid-America, eastern and Atlantic regions; GTE Telenet; GTE Viewdata; GTE Telecommunications Systems Group; Celanese Chemical, and the new Jetta and Rabbit convertible (VW). It lost Levy's bread and Avianca.

Overseas, the agency gained IBM (Australia, Formica (Europe), ITT (Belgium), Reckitt & Colman (France), Polaroid (Asia) Tuborg beer (West Germany) and numerous other business in international markets. Its overseas losses: Henry Jones (Australia), Volkswagen (Switzerland), J.B.Williams Co. (Canada), Bristol Myers (France) among others.

Billings breakdown: Newspapers 8%, magazines 24%, radio/tv 55%, direct mail 3%, production 9%, other 1%.

The agency has 2,000 employes in 24 offices, including 1,300 in eight U.S. offices. A year ago it had 1,905 employes, but it did not break down the total.

William Esty Co.

Gross Income	1979	1978
U.S.	$45,600,000	$41,250,000
Total	$45,600,000	$41,250,000

William Esty Co., New York, reported gross income of $45,600,000 on 1979 billings of $304,000,000. Its 1978 gross income was $41,250,000 on billings of $275,000,000.

The agency's 1979 volume included $276,000,000 in media and $28,000,000 in materials and services. Its 1978 volume included $252,000,000 in media and $23,000,000 in materials and services.

The agency last December gained the over-$40,000,000 Winston cigaret account which R.J. Reynolds Tobacco removed from Dancer-Fitzgerald-Sample in one of the most-publicized account shifts of the year. At the same time, Esty gave up RJR's $30,000,000-plus Camel cigaret line to BBDO. Other account gains included Colgate-Palmolive's Fab liquid, Noxell's Lestoil rug shampoo, Magnavox videodiscs, American Home Products' Dristan AF tablets, Genesee 12 Horse ale, Nabisco's Wheatsworth crackers and Schick Super II Ultrex razor.

The agency also lost Swift & Co. (processed meats), billing $8,500,000, to Grey Advertising.

Billings breakdown: Newspapers 6%, magazines 13%, supplements 5%, radio 8%, tv 59%, outdoor 7%, business press 0.5%, farm press 0.5%, transit 0.5%, p.o.p. 0.5%. The agency has 597 employes in two offices; a year ago it had 584 in two offices.

Foote, Cone & Belding

Gross Income	1979	1978
U.S.	$95,943,000	$75,675,000
International....	41,704,000	35,347,000
Total	$137,647,000	$111,022,000

Foote, Cone & Belding Communications, Chicago, reported gross income of $137,647,000 on 1979 billings of $918,108,000. Its 1978 gross income was $111,022,000 on billings of $740,517,000.

The agency's 1979 U.S. volume was $639,939,000. That figure is estimated to have included $500,000,000 in media, $50,000,000 in materials and services and $89,939,000 in capitalized fees. In 1978, the agency's U.S. volume was $504,752,000. That figure is estimated to have included $390,752,000 in media, $30,000,000 in materials and services and $84,000,000 in capitalized fees. The agency reported foreign volume of $278,169,000 in 1979 and $235,765,000 in 1978. It did not break down those figures.

FCB's figures include the billings and gross income of the following advertising subsidiaries: Jennings & Thompson/FCB, Phoenix; Aitkin-Kynett, Philadelphia; Albert Frank/FCB and

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Putnam
Rockland
Westchester
BERGEN
The Record
GIANTS
Bronx
N.Y.
Queens
Kings
Richmond

WE COUNT...

BIG APPLE

When you're selling in the #1 market, Bergen counts! It's the only New Jersey county in the New York SMSA, but Bergen has the best slice of the big apple's market.

For example: Bergen has the highest median household Effective Buying Income in the New York SMSA! What's more, Bergen tops Nassau and Fairfield too!

Sure Bergen's population is only 9.3% of the big apple, but count Bergen in for 12% of the EBI, and 12.9% of total retail sales. And in the New York suburbs, 45 cents of every retail dollar is spent in Bergen!

When you buy the #1 market, put The Record on your schedule. The Record has more circulation in Bergen County — daily or Sunday — than all the New York City and Newark newspapers combined. And that counts too!

For more information, phone (201) 646-4214

New Jersey's Largest Evening Newspaper

The Record

Source: ©S&MM 1979 Survey of Buying Power

National representatives: Sawyer-Ferguson-Walker Co.

Agencies with gross income over $15,000,000

(Continued from Page 24)

Wahlstrom & Co., Stamford, Conn.

FCB last year gained the entire British Airways account internationally, billing about $30,000,000; previously, it had handled only the $9,000,000 United Kingdom portion of the account. Other gains included Life Savers' Bubble Yum gum, billing $6,000,000, and resigned by BBDO; Borg-Warner Corp. (Bolens lawn and garden equipment), billing $4,000,000; Atlantic Richfield petroleum products; Adolph Coors Co. (new products and corporate), and Amana Refrigeration, billing $9,000,000, from Grey-North, Chicago. It also gained several new assignments from existing clients, including Sears, S.C. Johnson, Plough and Frito-Lay among others. It lost Sherwin-Williams, billing $4,000,000, to Doyle Dane Bernbach; Equitable (insurance); Speed Queen washers and dryers; Pedro Domecq wines and Jenn-Air grills and ranges.

Its major overseas gains, numbering over two dozen, included Gillette (France) Moulinex (Copenhagen), Burger Boy (Mexico), General Mills toys (United Kingdom), GFG Textiles and Cinzano (both Italy), Agfa film (Sweden). Its major overseas losses included Nicco Werke (Germany), Barclays Bank (South Africa), Pizza Hut (Australia), Hellmann's mayonnaise (Mexico) and Bombril (Brazil).

Billings breakdown: Newspapers 11.1%, magazines 20.1%, supplements 2.6%, radio 5.6%, tv 55.8%, outdoor 4.8%. FCB has 3,470 employes in 33 offices, including 2,210 in 9 U.S. offices. A year ago, the agency had 3,293 employes in 31 offices, including 2,024 in nine U.S. offices. The employes of Carl Byoir & Associates, an FCB pr subsidiary with 18 offices worldwide, are not included in the totals.

Grey Advertising

Gross Income	1979	1978
U.S.	$ 74,700,000	$65,200,000
International	31,600,000	25,100,000
Total	$106,300,000	$90,300,000

Grey Advertising, New York, is estimated to have had 1979 gross income of $106,300,000 on estimated billings of $710,000,000. It reported 1978 gross income of $90,300,000 on billings of $602,000,000.

AA estimated Grey's 1979 performance because the agency adopted a formula which includes the total income and billings of overseas agencies, several of which it does not own 100%. AA's income report specified that agencies adhere to an equity formula in determining overseas income and billings. The figures for 1979 supplied by Grey were: Gross income of $142,700,000 on billings of $951,300,000, which included $63,300,000 in foreign gross income and $453,000,000 in foreign volume.

The agency's 1979 U.S. volume of $498,300,000, included $471,300,000 in media and $27,000,000 in materials and services. The agency's 1978 U.S. volume of $434,700,000 included $410.700,000 in media, and $24,000,000 in materials and services.

Grey's 1979 foreign volume is estimated at $211,700,000. It reported 1978 volume foreign of $167,300,000.

The agency last year gained Swift & Co., billing $8,500,000, from William Esty Co.; Congoleum Corp.; Shearson Loeb Rhoades; Thompson Medical Co.; BSR (USA) Ltd.; Elaine Powers Figure Salons; General Foods (cereals), billing $3,000,000, from Benton & Bowles; Bristol-Myers' Drackett division (Windex and Behold), billing $6,500,000, resigned by Young & Rubicam; Borden Cremora and Eagle brands; H.J. Heinz (Homestyle gravy), and ABC (theatrical movies on tv). Other Grey units and their account gains: Grey-North added Venture Stores and CUNA Mutual Insurance Group; Grey-Western, James B. Lansing Sound and Alpine Electronics; Grey 2 added American Cyanamid, Central Savings Bank and *Ladies' Home Journal*, and Grey Medical added E.R. Squibb, Thompson Medical, Johnson & Johnson, Bausch & Lomb and SmithKline. Grey reported losing no accounts in 1979; Grey-North lost Amana (billing $9,000,000), and Grey Western, American Honda's motorcycle division.

Overseas, the major accounts gains were General Foods and Procter & Gamble in Chile; International Playtex (United Kingdom); Seagram (Japan and Italy); Airwick (Japan); Braniff (France); General Mills (France), and Carnation (United Kingdom). Major accounts lost: Holt-Lloyd (Holland) and ICI (United Kingdom).

Billings breakdown: Newspapers 6%, magazines 14%, radio 3%, tv 76%, outdoor 1%. The agency has 3,079 employes in 39 offices, including 1,482 in 6 U.S. offices. A year ago, the agency had 2,890 employes in 31 offices, including 1,440 in 6 U.S. offices.

KM&G International

Gross Income	1979	1978
U.S.	$30,220,000	$24,473,000
International	7,500,000*	6,550,000*T
Total	$37,720,000*	$31,023,000*T

*Estimated by AA.
T Restated.

KM&G International, Pittsburgh, is estimated to have had 1979 gross income of $37,720,000 on estimated billings of $245,100,000. Its 1978 gross was estimated at $31,023,000 on estimated billings of $195,321,000.

AA estimated the agency's foreign income and billings for both 1979 and 1978 since agency-supplied figures represented 100% of the billings and income of its overseas subsidiaries. AA revised the overseas figures on the basis of previous published reports listing the percentage of ownership KM&G has in those subsidiaries. The agency supplied the following figures: 1979 gross income of $40,622,000 on billings of $271,000,000, including $69,400,000 in overseas volume, and 1978 gross income of $32,989,000 on billings of $223,600,000, including $60,400,000 in overseas volume.

The agency's U.S. volume of $201,600,000 included $145,200,000 in media, $18,700,000 in materials and services and $37,700,000 in capitalized fees. Its 1978 U.S. volume of $163,200,000 included $117,500,000 in media, $17,100,000 in materials and services and $28,600,000 in capitalized fees. AA estimates KM&G had overseas billings (based on a percentage of ownership) of $43,500,000 in 1979 and $32,121,000 in 1978.

KM&G and its U.S. subsidiaries gained over 20 accounts including Shasta Beverages, billing $8,000,000, which moved to Botsford Ketchum from Hoefer, Dieterich + Brown; H.G. Park Inc. (sausages); Pillsbury Co. (flours, brownie mixes, new products); Ore-Ida Foods (frozen desserts, new products); Commonwealth of Pennsylvania (bureau of travel development); Randall's Supermarkets (Texas chain), American Chain & Cable, Smith Kline Instruments and California Raisin Advisory Board. It lost 11 accounts, including Kauffinan's de-

(Continued on Page 32)

86 Proof Scotch Whisky. Distilled, blended and bottled in Scotland. Imported by Monsieur Henri Wines, Ltd., New York, N.Y.

Photographed in the Cafe Royal, Edinburgh, Scotland.

WHY THE SCOTS DRINK MORE BELL'S THAN ANY OTHER SCOTCH.

Because Bell's is blended with a high percentage of malt whiskies, which give a true "Scotch" Scotch taste.

Because a precise amount of the Bell's blend is matured in sherry casks, to give a mellow taste.

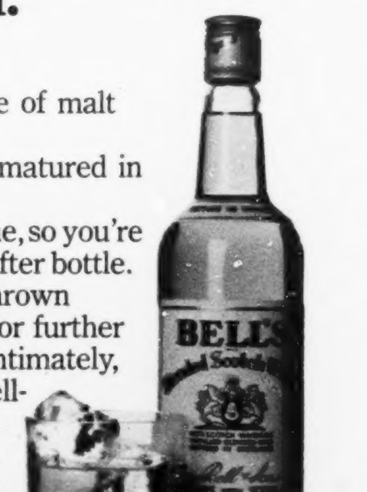
Because we use a *two-step* blending process, not one, so you're doubly assured of smoothness, time after time, bottle after bottle.

And because the blends in Bell's aren't merely thrown together and bottled, but are "married" in oak casks for further aging so they have time to get to know each other intimately, comfortably. That's why Bell's has such a mature, well-rounded taste.

The Scots are known to appreciate the taste of a great Scotch. And that's exactly why they drink more Bell's than any other Scotch in Scotland.

Taste.

Bell's. The best selling Scotch in Scotland.



Agencies with gross income over $15,000,000

(Continued from Page 28)

partment stores, Westinghouse Defense Systems, Clopay Corp., CBS Publications and Paradise Island. Its account gains overseas included Miro-Meccano, Carlsberg beer, Zanussi Products, Poulain chocolate, Montblanc pens.

Billings breakdown: Newspapers 9.5%, magazines 18.2%, radio 8.7%, tv 47.6%, outdoor 1.7%, trade papers 14.3%. The agency has 1,074 employes in 13 offices, including 804 in seven U.S. offices. A year ago it had 965 employes in 10 offices, including 776 in five U.S. offices.

Keller-Crescent

Gross Income	1979	1978
U.S.	$16,163,000	$13,925,725
Total	$16,163,000	$13,925,725

Keller-Crescent, Evansville, Ind., reported gross income of $16,163,000 on 1979 billings of $85,325,000. Its 1978 gross income was $13,925,725 on billings of $80,255,000.

The agency's 1979 volume included $21,686,000 in media, $21,985,000 in materials and services and $41,654,000 in capitalized fees. Its 1978 volume of $80,255,000 included $20,207,000 in media, $20,588,000 in materials and services and $39,460,000 in capitalized fees.

Keller-Crescent last year gained Arkla Industries, Bucyrus-Erie, Ever-Fresh Doughnut, Koehring Atomaster, Norge Co., Ohio Art Co., Analytic Equipment Co., Berwind Instrument Group, Decorating Den Systems, Great American Basic Commodities, Horizon Inc., Mallory Timers Co., Possum Trot Co., American Tredex Corp., Holiday Rambler Corp., Indiana Dept. of Commerce, Morganfield (Ky.) National Bank, Wickes Corp.'s Yorktowne division, Safeguard Engine Parts, Karl Schmidt Corp., Country Garden Mfg., Boye Needle Co., Innovator Associates.

The agency lost Addressograph-Multigraph, Merchants National Bank and Pyroil Co.

Billings breakdown: Newspapers 7.5%, magazines 8.3%, radio 4%, tv 39%, outdoor 3%, business press 8%, collateral 24.5%, other 5.7%. The agency has 590 employes in one office; a year ago it had 605 employes in two offices.

Kenyon & Eckhardt

Gross Income	1979	1978
U.S.	$33,481,698	$26,738,000
International....	25,750,000	15,000,000
Total	$49,231,698	$41,738,000

Kenyon & Eckhardt, New York, reported gross income of $49,231,698 on 1979 billings of $328,322,926. Its 1978 gross income was $41,738,000 on billings of $278,342,000.

The agency's 1979 U.S. volume of $223,322,926 included $188,317,465 in media, $19,591,424 in materials and services and $15,414,037 in capitalized fees. Its 1978 U.S. volume of $178,342,000 included $149,387,530 in media, $21,137,230 in materials and services and $7,817,240 in capitalized fees. The company reported foreign billings of $105,000,000 in 1979 and $100,000,000 in 1978 but it did not break down those figures. Results include the subsidiary, Bill Winn Productions Inc.

In the biggest U.S. account move in history, Kenyon & Eckhardt was named in 1979 to succeed Young & Rubicam and BBDO on the Chrysler Corp. automotive business which billed about $120,000,000 in 1978. In accepting the business, K&E resigned as agency for the $65,000,000 Lincoln-Mercury account and Ford Motor Co. corporate, billing $10,000,000. Y&R subsequently gained Lincoln-Mercury and Wells, Rich, Greene landed Ford corporate.

GOOD NEWS FOR PEOPLE 7'2" AND UNDER.
VOLKSWAGEN DOES IT AGAIN

Doyle Dane Bernbach Inc., New York, prepared this ad for Volkswagen.

Other U.S. account gains included Bristol-Myers' Excedrin, billing $10,500,000, from Y&R; Travel Network, Quaker State Rust Protection, New England Automated Clearinghouse, Timex Clock division, Prime Computer Inc., A.M. International's Infortex division, and Wells Lamont Corp. Its U.S. losses included Pabst Extra Light to Ogilvy & Mather/San Francisco and Kyoto Steak House. Overseas, it gained 28 new assignments, including Alisarda Airlines in France; Dryborough beer (United Kingdom); Bulgari (Switzerland); Nestle and Chesebrough-Pond's (West Germany); Estee Lauder (Middle East); Braniff Airlines (Hong Kong and Singapore), and Sasetru Foods (Argentina). Its eight overseas losses included Ford trucks (U.K.), Seagram (West Germany), Rolex (Hong Kong), Yardley (Thailand).

Billings breakdown: Newspapers 7%, magazines 12%, radio 11%, tv 65%, transit 5%. The agency has 2,182 employes in 68 offices, including 696 in 14 U.S. offices. A year ago it had 2,600 people in 62 offices, including 511 in eight U.S. offices.

Marschalk Co.

Gross Income	1979	1978
U.S.	$16,637,000	$14,382,000
Total	$16,637,000	$14,382,000

Marschalk Co., New York, a member of the Interpublic Group of Cos., reported gross income of $16,637,000 on 1979 billings of $110,969,000. Its 1978 gross income was $14,382,000 on billings of $95,928,000. (See McCann-Erickson income report for Interpublic's over-all results.)

The agency's 1979 volume is estimated to have included $66,000,000 in media, $21,000,000 in materials and services and $23,969,000 in capitalized fees. Its 1978 volume was estimated to include $54,000,000 in media, $18,000,000 in materials and services and $23,928,000 in capitalized fees.

The agency last year gained Norcliff-Thayer's Nature's Remedy, Gillette Tame creme rinse and new products, Bristol-Myers (new products), Drackett Co.'s Endust, IBM World Trade, Warner-Lambert (new products), Vicks (new health care products), Maybelline (new products), Glenbrook Labs (new products), Upjohn Co.'s C+C Relief, and Economics Labs (Finish, Jet Dry, Glass Magic, Free 'N Soft, new products, billing over $3,000,000.

The agency resigned Bonanza International, billing $1,500,000.

(Continued on Page 34)

THE MOST
WANTED
MAN IN KANSAS CITY!

MARK "MAD DOG" McCONE
a.k.a. PVC First Shift Editor

This nefarious ne'er-do-well is wanted by a long list of clients in several states for cutting, killing, wiping, taking and cheating. His most recent criminal record includes serving back-time in the can (film-chain gang) for taking group shots. He has since been at large after overpowering a guard band, securing his chroma key and escaping through the open gen lock. Anyone coming in contact with this person should consider him laid-back and harmless, but put a CVS Epic in his hands, and watch the frames fall.

If spotted, contact:
JIM GENTRY, MANAGING DIRECTOR
2450 Grand, Suite 400, Kansas City, MO 64108 816/274-8335
A subsidiary of Hallmark Cards, Inc.

PRODUCERS VIDEO CENTER

Agencies with gross income over $15,000,000

(Continued from Page 32)

The agency has 276 employes, compared with 268 a year ago.

Marsteller Inc.

Gross Income	1979	1978
U.S.	$37,767,900	$32,894,200
International	16,575,400	13,009,200
Total	$54,343,300*	$45,903,400*

*Fiscal year ended Sept. 30.

Marsteller Inc., New York, reported gross income of $54,343,300 on 1979 total billings of $362,468,000. The agency, acquired by Young & Rubicam last October, had 1978 gross income of $45,903,400 on total billings of $306,175,700.

The agency's 1979 U.S. volume of $251,913,000 was not broken down but AA estimated it to include $140,500,000 in media, $50,200,000 in materials and services and $61,213,000 in capitalized fees. Its 1978 U.S. volume of $219,404,300 is estimated to have included $130,200,000 in media, $40,100,000 in materials and services and $49,104,300 in capitalized fees. It reported foreign volume of $110,555,000 in 1979 and $86,771,400 in 1978.

Marsteller last year gained Home Insurance Co., Ethyl Corp., J. Ray McDermott & Co., Arthur Andersen Co., Colonial Penn Franklin Insurance Co., Playboy Book Club, Source Securities, Northern Telecom Systems Corp., Wheelabrator-Frye Inc., Peartree Imports, Salant Corp. (Thompson division), Seaman's Furniture Co., National Assn. of Realtors, American Home Shield, Farr Co., ARCO/Polymers Inc., Pittsburgh Brewing Co., PPG Industries' chemical group, Grumman Aerospace Corp., and New York City Business Marketing Group.

Accounts lost or resigned last year included Ashland Oil Inc., Columbia Pictures Industries, Ingersoll-Rand Co., Massey Ferguson, Sycor, Eriz Magnetics, Northwest Industries' Fruit of the Loom division, Chicago Board of Trade.

The agency also did not supply a breakdown of its billings for 1979 or 1978. At the close of its fiscal year last Sept. 30, Marsteller had 1,405 employes, including 954 in the U.S. A year ago it had 1,227 employes, including 824 in the U.S.

McCaffrey & McCall

Gross Income	1979	1978
U.S.	$16,805,000	$12,800,000
Total	$16,805,000	$12,800,000

McCaffrey & McCall, New York, reported gross income of $16,805,000 on 1979 media billings of $115,100,000. Its 1978 gross income was $12,800,000 on media billings of $102,200,000.

McCaffrey gained Air Canada, Mercedes-Benz of North America and St. Joe Minerals Corp. It lost Norman M. Morris Corp. (Omega watches) and the *National Enquirer*, both accounts it had added the year earlier.

Billings breakdown: Newspapers 12%, magazines 30%, radio 3%, tv 42%, outdoor 3%, other 10%. McCaffrey has 290 employes in one office; up from 238 a year ago.

McCann-Erickson

Gross Income	1979	1978
U.S.	$ 69,446,000	$ 59,610,000
International	180,980,000	151,433,000
Total	$250,426,000	$211,043,000

McCann-Erickson Worldwide, a member of the Interpublic Group of Cos., reported gross income of $256,426,000 on 1979 billings of $1,670,341,000. Its 1978 gross was $211,043,000 on billings of $1,407,120,000.

Interpublic, whose other units include SSC&B, Campbell-Ewald and Marschalk Co., had a total gross income of $384,685,000 on 1979 billings of $2,565,959,000. That total includes 49% of the gross income of SSC&B for the last four months of 1979 and 100% of SSC&B's gross for the same period. The SSC&B acquisition last September was the largest in history. Interpublic's 1978 gross was $302,315,000 on billings of $2,016,213,000.

McCann-Erickson's U.S. billings of $463,205,000 in 1979 are estimated to have included $320,000,000 in media, $77,000,000 in materials and services and $66,205,000 in capitalized fees.

In 1978, McCann's U.S. volume of $397,062,000 is estimated to have included $295,000,000 in media, $62,000,000 in materials and services and $40,062,000 in capitalized fees.

McCann reported 1979 foreign billings of $1,207,136,000, compared with $1,010,058,000 in 1978.

The agency last year gained Pabst Brewing Co., billing $20,000,000 from Young & Rubicam; Western Airlines, billing $12,500,000; Jeno's frozen pizza, billing $3,000,000; Straw Hat Restaurants (Los Angeles); Gillette Co.'s Atra razor, billing $8,000,000, from J. Walter Thompson Co.; Micom Data Systems; Levi Strauss' Activewear division, billing $2,000,000; Quebec Ministry of Tourism; Knoxville International Energy Expo; Heublein spirits group (Don Q rum, Lancers wine, Club cocktails, new products); Continental Telephone Marketing Group; American Express Gold Card, billing $8,000,000, from Ogilvy & Mather; Abbott Labs (Selsun Blue shampoo), billing $5,000,000, and Aderan of America Wigs.

The agency lost Miller Brewing, billing $85,000,000, to Backer & Spielvogel; CPC International's Best Foods division; Hitachi; Mirro Corp. Rollins Protective Services, and Combe Inc.

McCann's overseas account gains in 1979 included American Express, Deutsche Bank, Foodcorp Restaurants, Gillette Atra razor, Kentucky Fried Chicken (United Kingdom), Levi Strauss (five countries), Nestle (Chile), Quebec Tourism (Canada, U.K.) and Unilever Foods (Spain, Finland, Colombia).

Its overseas losses: Hot Point (U.K.), Noris Bank (West Germany) and Watson the Wine Merchant (Hong Kong).

McCann-Erickson has 5,863 employes, including 1,241 in the U.S.

(Continued on Page 38)

You have to make it to spend it and The Plain Dealer is the Number One place to make contact with people who make money in Cleveland-Northeast Ohio. The daily Plain Dealer reaches 294,600 adults in the Cleveland ADI with household incomes of $25,000 or more.* That's contact with 101,000 more readers in that income group than the afternoon daily. And the Sunday Plain Dealer reaches 335,700 of those big breadwinners.
So spend your advertising dollars where the spenders are. Contact your local Newhouse Newspapers representative or call 216-344-4079 for your free Plain Dealer Contact Kit today!

The Plain Dealer is represented nationally by Newhouse Newspapers with offices in principal cities

*1978 Scarborough Report

The Plain Dealer makes
CONTACT
YOUR NO.1 CONTACT WITH NORTHEAST OHIO

Agencies with gross income over $15,000,000

(Continued from Page 34)

A year ago it had 5,555 employes, including 1,159 in the U.S.

Nationwide Advertising Service

Gross Income	1979	1978
U.S.	$16,660,781	$10,870,034
International	1,572,553	901,229
Total	$18,233,334	$11,771,263

Nationwide Advertising Service, Cleveland, an agency specializing in recruitment advertising, reported gross income of $18,233,334 on 1979 billings of $69,807,588. Its 1978 gross income was $11,771,263 on billings of $51,960,316. It reported 1979 net income of $3,919,657 and 1978 net income of $2,472,205.

Domestic volume in 1979 and 1978 was all in media. The agency reported international volume last year of $6,426,676, compared with $3,879,985 in 1978.

The agency last year gained American Airlines and Grace Petroleum in the U.S. It reported no domestic account losses last year.

Billings breakdown: Newspapers 88%, magazines 11%, radio 1%. The agency has 240 employes in 30 offices, including 195 in 23 U.S. offices. A year ago it had 220 people in 29 offices, including 189 in 24 U.S. offices.

Needham, Harper & Steers

Gross Income	1979	1978
U.S.	$41,000,000	$38,100,000
International	9,400,000	8,900,000
Total	$50,400,000	$47,000,000

Needham, Harper & Steers, New York, reported gross income of $50,400,000 on 1979 billings of $336,200,000. The agency's 1978 gross income was $47,000,000 on billings of $315,000,000.

The agency's 1979 U.S. volume of $273,600,000 included $195,300,000 in media, $38,100,000 in materials and services and $40,200,000 in capitalized fees. Its 1978 U.S. volume of $254,100,000 included $190,000,000 in media, $40,000,000 in materials and services and $24,100,000 in capitalized fees. Included in its results are billings of two U.S. subsidiaries, Deltacom and Tactical Advertising Group.

Needham, Harper's 1979 overseas volume of $62,600,000 included $60,400,000 in media and $2,200,000 in capitalized fees. Its 1978 overseas volume of $60,900,000 included $59,000,000 in media and $1,900,000 in capitalized fees.

Last October, NH&S acquired a substantial minority in a London agency, Bellamy, Nicholson, Reeves & Robertshaw (billing about $9,000,000) and set up a Far East holding company, Needham Standard Advertising Far East Ltd., Hong Kong, as part of an expansion plan in that area of the world. The London shop is now BNRR/Needham.

Accounts gained in the U.S. last year: Armour-Dial Co., billing $6,000,000, from Foote, Cone & Belding; Charles of the Ritz Group Ltd., billing about $1,000,000, from Kurtz & Tarlow; Gas Appliance Mfrs. Assn., billing $3,000,000, from Wallace-Wemberly-Destiche; U.S. Dept. of Agriculture's food and nutrition service, First International Services Corp.; Drackett Co., and American International Group Inc. The agency's U.S. losses included C.F. Mueller Co., billing $1,500,000; French Government Tourist Office; Lancome Cosmair; Visa U.S.A. Squirtco, Winston Tire Co.

Billings breakdown: Newspapers 5.8%, magazines 18.1%, supplements 0.6%, radio 4%, tv 65.5%, outdoor 0.3%, business press 4.9%, transit 0.1%, other 0.7%. The agency has 1,382 employes in 26 offices, including 844 in six U.S. offices. A year ago it had 1,358 employes in 20 offices, including 916, in five U.S. offices.

Ogilvy & Mather International

Gross income	1979	1978*
U.S.	$106,766,000	$ 89,783,000
International	99,453,000	78,606,000
Total	$206,219,000	$168,389,000

* Revised. See below for explanation

Ogilvy & Mather International, New York, reported gross income of $206,219,000 on 1979 billings of $1,392,591,000. Its 1978 gross income was $168,389,000 on billings of $1,131,855,000.

The agency's 1979 U.S. volume was $712,129,000. Although not broken down by the agency, volume is estimated to have included $568,129,000 in media and $144,000,000 in materials and services. Its 1978 U.S. volume of $598,853,000 is estimated to have included $480,853,000 in billings and $118,000,000 in materials and services. Ogilvy's foreign volume in 1979 was $680,462,000; in 1978, it was $533,002,000. The 1978 gross income and billings of the agency have been revised to include the figures of its U.S. subsidiaries not reflected in last year's report.

The company's U.S. subsidiaries include Ogilvy & Mather/2, Ogilvy & Mather Direct Response, Sussman & Sugar, Schiller, Ogilvy & Mather, Van Melick/Barrus (Houston) and Scali, McCabe, Sloves.

The agency last year gained Trans World Airlines, billing $30,000,000, after it was resigned by Wells, Rich, Greene; Kimberly-Clark diapers, billing $3,500,000; Smith Barney, Harris & Upham, billing $4,000,000; C. F. Mueller Co., billing $3,500,000; Coopers & Lybrand; Sunshine Biscuits; Del Monte; Pabst Brewing's Pabst Extra Light beer, billing $3,500,000; Tom Sawyer; Aramco Services Co.; National Subscription Television (ON TV); Century Importers; Gibraltar Savings & Loan; Comfort Supply; Creamland Dairies, and Coflexip.

O&M lost Mercedes-Benz of North America, billing $12,000,000, to McCaffrey & McCall; MCA-Universal Studies, billing $2,000,000; Maremont (Gabriel shock absorbers), and Trailways. It was forced to resign KLM Royal Dutch Airlines, billing $4,500,000, in order to take on TWA.

Overseas, the agency reported it gained about 200 new accounts and new assignments from existing clients. It reported losing 70 accounts abroad.

Billings breakdown: Newspapers 5.8%, magazines 14.5%, supplements 1.4%, radio 5.8%, tv 70%, outdoor 0.5%, business press 2%. The agency employs 5,500 people in 75 offices, including 1,565 in 11 U.S. offices. A year ago, it had 4,[illegible]50 in 67 offices, including 1,79[illegible] in 13 U.S. offices.

Ross Roy Inc.

Gross Income	1979	1978
U.S.	$26,850,000	$25,000,000
Total	$26,850,000	$25,000,000

Ross Roy Inc., Detroit, reported gross income of $26,850,000 on billings of $179,000,000. Its 1978 gross income was $25,000,000 on billings of $167,000,000.

The agency's 1979 volume included $79,000,000 in media, $25,000,000 in materials and services and $75,000,000 in capitalized fees. Its 1978 volume included

(Continued on Page 40)

In Philadelphia, The Bulletin last year delivered more daily display advertising than any other newspaper: 23,972,999 lines!

National and retail advertisers overwhelmingly chose The Bulletin in 1979 to get their sales messages across to the daily newspaper readers in the Greater Philadelphia area.

They ran 23,972,999 lines in The Bulletin — a total of 5,920,192 more lines than they ran in the Inquirer.

That's a ratio of 57% for the Bulletin versus only 43% for the Inquirer.

Advertisers know that The Bulletin's daily circulation leadership means sales leadership for their products and services.

The more you reach, the better you sell.

Part-run advertisers know that The Bulletin's localized editions give them an exclusive weapon for reaching their prime prospects.

The more you target, the better you sell.

And, finally, for our nearly 1,500,000 daily readers The Bulletin's 1979 advertising dominance means better selection, better comparisons and more price options.

The more you know, the better you shop.

In the Greater Philadelphia area, The Bulletin delivers for its advertisers. And for its readers.

"Keep on delivering, Bulletin. That's why you're Number One."

The Bulletin
Morning . Evening . Weekend . Sunday

Source: Bulletin Statistical Department: 12 months, 1979

Agencies with gross income over $15,000,000

(Continued from Page 38)

$74,000,000 in media, $27,000,000 in materials and services and $66,000,000 in capitalized fees.

Ross Roy last year gained International Paper Co. (merchandising), La-Z-Boy and Comshare Corp.

Billings breakdown: Newspapers 9%, magazines 18%, radio 24%, tv 48%, outdoor 1%. The agency has 467 employes in seven offices, including 454 in six U.S. offices. A year ago it had 511 people in 10 offices, including 497 in eight U.S. offices.

SSC&B Inc.

Gross Income	1979	1978
U.S.	$ 33,341,000	$ 31,055,000*
International	119,825,000	102,013,000*
Total	$153,166,000	$133,068,000*

* Restated. Explanation below.

SSC&B Inc., New York, reported gross income of $153,166,000 on 1979 billings of $1,021,614,000. Its 1978 gross income was $133,068,000 on billings of $887,567,000.

Last September, the largest agency acquisition in history occurred when SSC&B (including its 49% acquisition investment in SSC&B Lintas) became a member of the Interpublic Group of Cos.

Interpublic, whose other units include McCann-Erickson, Campbell-Ewald and Marschalk Co., had a combined gross income of $384,685,000 in 1979 on billings of $2,565,959,000. That total includes 49% of the gross income of SSC&B Lintas for the last four months of 1979 and 100% of SSC&B's gross for the same period. Unilever has the remaining 51% in SSC&B Lintas which Interpublic is expected to acquire sometime before the end of 1981. Interpublic's 1978 gross was $302,315,000 on billings of $2,016,213,000.

The 1979 and 1978 figures of Erwin Wasey Inc., an Interpublic unit which merged with SSC&B last year, are included in SSC&B's totals for both years. Excluding Erwin Wasey, SSC&B's 1978 figures were gross income of $127,900,000 on billings of $840,502,000, including foreign gross of $100,857,000 and foreign billings of $664,602,000.

SSC&B (including Erwin Wasey) had 1979 U.S. volume of $222,381,000. That total is estimated to have included $202,000,000 in media, $18,000,000 in materials and services and $2,381,000 in capitalized fees. The U.S. volume of SSC&B alone in 1978 was $175,900,000, including $160,200,000 in media, $15,000,000 in materials and services and $7,000,000 in capitalized fees. In 1978, Erwin Wasey reported gross income of $4,683,000 on capitalized billings of $31,236,000.

SSC&B's foreign volume, through SSC&B Lintas, was $799,233,000 in 1979 and $680,428,000 in 1978.

SSC&B last year gained Dun & Bradstreet and Mennen Co. It lost no accounts. Overseas, SSC&B Lintas gained Domesos in five countries; I.C.I. in three countries; Johnson & Johnson (Greece), Dr. Hahn (West Germany) and Remy Martin (Spain and Singapore). It did not report any account losses.

SSC&B has 3,188 employes, including 545 in the U.S. A year ago, it had 3,236 people, including 445 in the U.S.

J. Walter Thompson Co.

Gross Income	1979	1978
U.S.	$118,204,000	$107,170,000
International	135,677,000	144,300,000
Total	$253,881,000	$221,470,000

J. Walter Thompson Co., New York, reported gross income of $253,881,000 on 1979 billings of $1,693,000,000. Its 1978 gross income was $221,470,000 on billings of $1,476,000,000.

The agency's 1979 U.S. volume of $788,000,000 included $610,898,000 in media, $75,570,000 in materials and services and $101,532,000 in capitalized fees. Its 1978 U.S. volume of $710,000,000 included $560,386,000 in media, $68,463,000 in materials and services and $81,151,000 in capitalized fees.

JWT's foreign billings in 1979 were $905,000,000, compared with $766,000,000 in 1978.

JWT's account gains last year included S.C. Johnson & Son (Edge, Pledge, Favor, Step Saver), billing $9,000,000; Entenmann's (Warner-Lambert); Rollins Protective Services; Banana Bunch Sponsors; Sunbanks of Florida; Chemical Mfrs. Assn.; IBM (corporate print); and Wometco Home Theatre. It was also reappointed by the U.S. Marine Corps for its $10,000,000 account. Its U.S. account losses last year included Gillette Co., billing $25,000,000; Congoleum Corp., billing $4,000,000, which moved to Grey Advertising, and STP Corp., billing $7,000,000, now at Henderson Advertising.

During 1979, J. Walter Thompson Co. gained 296 new clients worldwide, as well as 330 new assignments from existing clients. After its parting with Gillette in the U.S., the agency was given additional overseas assignments in the shaving field by Warner-Lambert.

The agency last year acquired ED-95, a Dutch agency specializing in pharmaceutical and medical products; Yeoward Taylor & Bonner, London; World Wide Agency, Los Angeles, an agency specializing in recruitment advertising, and formed a new company, MRB International, after merging three of the United KIngdom's leading research agencies. In January of this year, it announced an agreement in principle to acquire Hill & Knowlton, the world's largest pr agency, and also agreed to acquire a majority interest in the Euro-Advertising agencies located in Bologna/Milan, Duesseldorf, London and Paris, whose combined billings were about $100,000,000 in 1979.

Billings breakdown: Newspapers 6.8%, magazines 12.9%, radio 5.4%, tv 54.7%, outdoor 1.6%, business press 2.9%, p.o.p. 1.8%, direct mail 0.6%, other 13.3%. The agency has over 6,200 employes in 67 offices. A year ago it had 5,835 people in 62 offices.

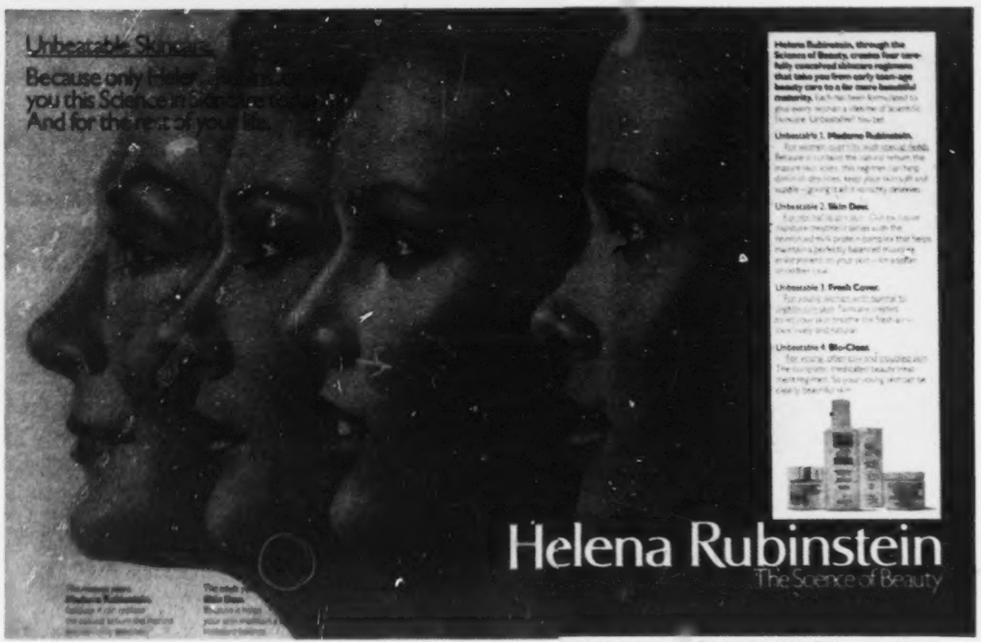
Tracy-Locke

Gross Income	1979	1978
U.S.	$15,520,700	$12,732,000
Total	$15,520,700	$12,732,000

Tracy-Locke, Dallas, reported gross income of $15,520,700 on 1979 billings of $110,367,100. Its 1978 gross income was $12,732,000 on billings of $90,587,000.

The agency's 1979 volume included $69,629,600 in media, $14,854,600 in materials and services and $25,882,900 in capitalized fees. Its 1978 volume included $55,555,700 in media, $11,866,300 in materials and services and $23,165,000 in capitalized fees.

Tracy-Locke last year gained Shasta Beverages (Capri Sun soft drink), AT&T Long Lines, Casa-Blanca Fan Co., American Home Video Corp., American TV & Communications Corp., Public Service Co. of Colorado, Multiple Allied Services Inc. and Denver Regional Transportation District. It lost Borden dairy and services account, billing about $5,000,000, to Della Femina, Travisano & Partners; Bama Food Products; Southern Union Gas Co.; Glaston Boat Co., and Aspen Skiing Corp.



Kenyon & Eckhardt Advertising, New York, prepared this ad for Helena Rubinstein's Skincare line.

Billings breakdown: Newspapers 9%, magazines 8%, radio 9%, tv 68%, outdoor 1%, business press 3%, p.o.p. 1%, direct mail 1%. The agency has 349 employes in three offices; a year ago it had 308 in three offices.

Wells, Rich, Greene

Gross Income	1979	1978
U.S.	$55,270,000	$44,052,000
International	1,347,000	1,299,000
Total	$56,617,000	$45,351,000

Wells, Rich, Greene, New York, reported gross income of $56,617,000 on 1979 billings of $377,641,000. Its 1978 gross income was $45,351,000 on billings of $302,488,000.

The agency's 1979 U.S. volume of $368,655,000 included $279,657,000 in media, $29,090,000 in materials and services and $59,908,000 in capitalized fees. The agency's 1978 U.S. volume of $293,824,000 included $214,492,000 in media, $24,675,000 in materials and services and $54,657,000 in capitalized fees. Its 1979 foreign volume of $8,986,000 included $8,009,000 in media, $583,000 in materials and services and $394,000 in capitalized fees. Its 1978 foreign volume of $8,664,000 included $7,509,000 in media, $709,000 in materials and services and $446,000 in capitalized fees.

Included in the agency's figures are the billings and income of Gardner Advertising, St. Louis; WRG/Gordon Luceno & Ranson, Dallas, and WRG/Townsend, Newport Beach, Cal., the latter agency being formed with the merger of WRG and the former Townsend & Associates last year when WRG gained Townsend's $18,000,000 Century 21 account.

In addition to Century 21, WRG gained Braniff Airlines, billing $18,000,000, when it merged with Gordon & Shortt; Ford Motor Co. (corporate); Ralston Purina's Butcher's Blend dog food; Diners Club, Citizen Watch Co., Procter & Gamble's Prell concentrate, billing $3,500,000, from Benton & Bowles; McGraw-Edison; Dallas Market Center Northwestern Trust; Continental Bank; Univance Career Centers; J. C. Penney Co.'s Great American Life Insurance and Handy Dandy Home Improvement Centers. Gardner Advertising gained Dad's root beer, Bubble Up and Dazey.

International Total

Billings and income claimed for foreign affiliates should be based on the parent's percentage of ownership. In cases where agencies own less than 100% of an overseas agency but claimed 100% of income billings, AA editors reduced the amounts claimed to match the percentage owned by the agency. This method is considered to be a fairer basis of comparison.

WRG last year resigned TWA, billing $30,000,000, in order to take Braniff. Other losses: King Cola, Ferrero USA (Tic Tac mints) billing $2,000,000, and *Us* magazine. Overseas, WRG gained Braniff International and Chaumet.

Billings breakdown: Newspapers 11%, magazines 16%, radio 5%, tv 62%, outdoor 6%. WRG and its subsidiaries have 961 employes, including 761 in eight WRG offices and 200 in three Gardner offices. A year ago, the agency and its subsidiaries had 671 employes, including 483 in two WRG offices and 188 in three Gardner offices.

Young & Rubicam

Gross Income	1979	1978
U.S.	$149,742,000	$118,089,000
International	97,853,000*	85,735,000
Total	$247,579,000*	$203,824,000

*AA estimate

Young & Rubicam, New York, is estimated by ADVERTISING AGE to have gross income of $247,579,000 on 1979 billings of $1,921,073,000. AA permitted the agency to claim 100% of Marsteller Inc.'s 1979 billings, but revised the parent agency's income total to reflect the last quarter of Marsteller's income in 1979 since the acquisition by Y&R took effect last Oct. 1.

The figures supplied by Y&R that reflect Marsteller's income for the full year were as follows: 1979 gross income of $288,017,000, including $173,533,000 in the U.S. and $114,484,000 overseas. In 1978, Y&R's gross income was $203,824,000 on billings of $1,359,506,000.

The agency's 1979 U.S. volume (including Marsteller) was $1,157,465,000. That figure was not broken down, but AA estimated that it included $745,000,000 in media, $261,000,000 in materials and services and $151,465,000 in capitalized fees. The agency's 1978 U.S. volume of $787,654,000 was estimated to have included $560,654,000 in media, $127,000,000 in materials and services and $100,000,000 in capitalized fees.

The agency's 1979 foreign volume (Marsteller included) was $763,608,000; its 1978 foreign volume was $571,852,000.

Also included in Y&R figures are the billings and gross income of the following subsidiaries: Wunderman, Ricotta & Kline; Sudler & Hennessey; Hutchins/Y&R; Sive Associates; Creswell, Munsell Schubert & Zirbel; Brewer Advertising; Rives, Smith, Baldwin & Carlberg; W. M. Zemp & Associates; Frye-Sills; Cato Johnson USA, and Stone & Adler.

Y&R last year gained Ford Motor Co.'s parts division and Lincoln-Mercury division, billing $65,000,000, after it had been fired as Chrysler's Chrysler/Plymouth division agency, billing about $55,000,000. The Chrysler account, as well as the company's $80,000,000 Dodge division account then at BBDO, were consolidated at Kenyon & Eckhardt, which resigned Ford and Lincoln-Mercury, in the biggest account shift in history. Other accounts gained by Y&R included Curtis Mathes Co., billing $1,000,000; West Bend Electric Co., billing $5,000,000; Jenn-Air Co., $2,000,000; Miller Brewing Co. (new products); Richardson-Merrell's Complete denture cleaner, billing $5,000,000; American Chicle's Certs breath candies, billing $10,000,000, and Ralph's Grocery Co. (supermarkets).

In addition to losing Chrysler, Y&R lost Pabst Brewing, billing $25,000,000; Sperry Rand (corporate), billing $5,000,000, to Scali, McCabe, Sloves; Arrow shirts, billing $1,600,000; General Electric major appliances, billing $14,000,000, and Uniroyal's Stride Rite division, billing under $1,000,000. It resigned $30,000,000 in Bristol-Myers billings.

Overseas, Y&R's account gains included Buxted Poultry Ltd. and K. Shoemakers Ltd. (England); Maison Phenix (France); Citibank (Italy); KVIKK (Norway); Estee Lauder (Austria); Brooke Bond (Canada); Johnson & Johnson (Argentina); Vergel Brandy Co. (Mexico); General Foods (Brazil); Simpson Pope (Australia).

Billings breakdown: Newspapers 9.3%, magazines 14.8%, supplements 0.6%, radio 4.6%, tv 51.5%, outdoor 1.3%, business press 5.5%, farm press 1%, transit 0.2%, p.o.p. 0.6%, direct mail 3.4%, other (cable, Yellow Pages, sales promotion, collateral) 7.2%. The agency has 6,250 employes in 96 offices, including 3,650 in 31 U.S. offices. A year ago it had 4,615 employes in 65 offices, including 2,550 in 25 U.S. offices.

gencies with gross income $5-$15,000,000

AC&R Advertising

s Income	1979	1978
. . . .	$5,724,274	$5,451,000
rnational	528,726	325,000
tal	$6,253,000	$5,776,000

AC&R Advertising, New York, a d Bates & Co. subsidiary, reported gross income of $5,724,274 1979 billings of $42,964,102. Its 78 gross income was $5,451,000 billings of $37,924,000. Non-S. income in 1979 was $528,726; 1978 it was $325,000.

The agency's 1979 domestic volne included $28,528,207 in media llings, $7,958,000 in materials d services and $1,080,054 in capiized fees. Its 1978 domestic volne included $26,600,000 in media llings, $7,766,000 in materials d services and $1,387,000 in capiized fees. AC&R put 1979 forgn volume at $5,397,841 of which 438,801 was in media billings d $959,040 in capitalized fees. Its 78 foreign volume was 171,000 of which $1,771,000 was media billings and $400,000 in pitalized fees.

AC&R added Moulinex, Saraga Water, Arrow shirts, Wings ggage, Associated Lapidaries, ek Winter. It lost Ship 'n Shore ouses and a project for Aris oves.

Billings breakdown: Newspars 3.5%, magazines 30.2%, radio %, tv 62.5%, business press 1%. C&R has 156 employes in two ofes, one of them overseas. A year o it had 124 employes.

Abelson-Frankel

ss Income	1979	1978
. . . .	$6,046,772	$4,848,000
otal	$6,046,772	$4,848,000

TEAR CAREFULLY ALONG PERFORATIONS

Abelson-Frankel, Chicago, rerted gross income of $6,046,772 1979 billings of $38,458,507. Its 78 gross income was $4,848,000 billings of $30,419,000.

Abelson's 1979 volume included 39,219 in media billings, ,269,958 in materials and ser-ces and $32,849,330 in capitalized es. Its 1978 volume included 65,000 in media billings, ,188,000 in materials and ser-ces and $24,966,000 in capitalized es.

Last year the agency gained Malickrodt Inc., Marion Scientific, uth Central Bell Telephone, S. Royal, Greyhound Bus Lines, ecept, General Electric lamp vision, Hi-C division of Coca-la Foods, Montgomery Ward ito Club. It lost Miller Brewing .

Billings breakdown: Business pers 3%, direct mail 5%, other %. Abelson has 120 employes in e office; a year ago it had 109.

Advertising to Women

Gross Income	1979	1978
U.S.	$6,149,693	$5,232,000
Total	$6,149,693	$5,232,000

Advertising to Women, New York, reported gross income of $6,149,693 on 1979 billings of $41,000,000. Its 1978 gross income was $5,232,000 on billings of $32,000,000.

Advertising to Women gained new products from Charles of the Ritz, and from Gillette Co., Silkience and new products. It resigned Fairmont Foods.

Billings breakdown: Newspapers 4%, magazines 10%, radio 20%, tv 63%, outdoor 1% and business press 2%. The agency has 77 employes in office, 10 more than last year.

Ally & Gargano

Gross Income	1979	1978
U.S.	$5,209,400	$6,608,700
International	—	56,040
Total	$5,209,400	$6,664,740

Ally & Gargano, New York, reported gross income of $5,209,400 on billings of $38,752,400 in 1979. Its 1978 gross income was $6,664,740 on billings of $45,231,000.

The agency's 1979 volume included $32,806,200 in media billings, $3,715,000 in materials and services and $2,231,200 in capitalized fees. Its 1978 domestic volume of $44,857,200 included $40,321,800 in media billings, $4,356,000 in materials and services and $179,400 in capitalized fees. In 1978 Ally had foreign gross income of $56,040 based on capitalized foreign fees of $373,800.

Last year Ally gained Male Sportswear division of Genesco Inc., MCI Communications Corp., Saab Scania of America and BayBanks Inc.

Carl Ally, the agency's chairman, stepped aside to let president Amil Gargano assume control of day-to-day operations.

Billings breakdown: Newspapers 9.7%, magazines 26.7%, radio 3.3%, tv 60.3%. Ally has 91 employes in one office. In 1978, it had 92 employes.

Avrett, Free & Fischer

Gross Income	1979	1978
U.S.	$5,542,271	$3,560,000
Total	$5,542,271	$3,560,000

Avrett, Free & Fischer, New York, reported gross income of $5,542,271 in 1979 on billings of $43,423,000. Its 1978 gross income was $3,560,000 on billings of $28,769,000.

The agency's 1979 volume included $35,200,000 in media billings, $3,214,000 in materials and services and $5,009,000 in capitalized fees. Its 1978 volume included $21,600,000 in media, $2,334,000 in materials and services and $4,835,000 in capitalized fees.

The agency added Schmid Laboratories, *Changing Times*, Sasson jeans, Somerset Wines, Union Carbide Simoniz products and Leisure Dynamics. The agency completed a project assignment for Citibank.

Billings breakdown: Newspapers 4%, magazines 10%, supplements 6%, radio 4%, tv 74%, business press 2%. The agency has 67 employes in one office; a year ago it had 49 employes.

Bloom Advertising

Gross Income	1979	1978
U.S.	$9,001,961	$7,777,709
Total	$9,001,961	$7,777,709

Bloom Advertising, Dallas, reported 1979 gross income of $9,001,961 on capitalized billings of $60,043,079. Its 1978 gross was $7,777,709 on billings of $51,877,319.

The agency last year gained G. D. Searle & Co.'s Searle contact lens centers. It lost Registry Hotel Corp.

Bloom's subsidiaries include Bloom Advertising Too, The Collateral Group, Automated Production, Public Relations Advisors, Impact Promotions and Core Solutions. Billings breakdown: Radio 21%, tv 35%, outdoor 6% and all print 38%. Bloom has 274 employes in one office; a year ago it had 239 employes.

Case & McGrath

Gross Income	1979	1978
U.S.	$6,350,000	$6,060,000
Total	$6,350,000	$6,060,000

Case & McGrath, New York, reported gross income of $6,350,000 on billings of $42,350,000 in 1979. Its 1978 gross income was $6,060,000 on billings of $40,400,000.

The agency's 1979 volume included $36,850,000 in media billings, $3,500,000 in materials and services and $2,000,000 in capitalized fees. Its 1978 volume included $35,400,000 in media billings, $3,000,000 in materials and services and $2,000,000 in capitalized fees.

Last year Case added Airwick Industries' Binaca and Stick-Ups, Norcliff Thayer's Ora-Fix denture adhesive and Richardson-Merrell's Vicks Vs. 3 and new products. It lost Mennen Co.'s Skin Bracer, Speed Stick and Millionaire toiletries.

Billings breakdown: Newspapers 8%, magazines 15%, supplements 1%, radio 14%, tv 59%, business press 3%. Case has 96 employes in one office. A year ago, it had 105.

C. T. Clyne Co.

Gross Income	1979	1978
U.S.	$10,420,000	$9,117,000
Total	$10,420,000	$9,117,000

C.T. Clyne Co., New York, reported gross income of $10,420,000 on 1979 billings of $68,800,000. In 1978 its gross was $9,117,000 on billings of $60,261,000.

The agency's 1979 volume included $59,600,000 in media, $6,800,000 in materials and services and $2,400,000 in capitalized fees. Its 1978 volume included $265,000 in media billings, $5,188,000 in materials and services and $24,966,000 in capitalized fees.

Clyne last year gained Church & Dwight's Arm & Hammer detergent and washing soda and Reagan for President. The agency lost Boyle-Midway's Wizard deodorizer.

Billings breakdown: Newspapers 2%; magazines 6%; supplements 2%; radio 14%; tv 76%. Clyne has 128 employes in one office. A year ago it had 131 employes.

Cole & Weber

Gross Income	1979	1978
U.S.	$8,002,700	$7,412,200
Total	$8,002,700	$7,412,200*
*Revised total		

Cole & Weber, Seattle, an Ogilvy & Mather subsidiary, reported gross income of $8,002,700 on 1979 billings of $58,500,000. Its 1978 gross income was reported as $7,412,200. Originally, it reported 1978 income as $7,408,000 on billings of $50,621,500.

The agency's 1979 volume included $36,800,500 in media billings, $6,358,500 in materials and services and $15,341,000 in capitalized fees. Its 1978 volume included $31,553,500 in media billings, $5,580,600 in materials and services and $13,487,400 in capitalized fees.

Last year the agency added Lamb-Weston, Lile International, Nicolai Co., Ste. Michelle Vintners, Wien Air Alaska and World Airways.

It lost Fisher Stoves, Ford Industries, John Fluke Mfg., Gray Line Tours and Pacific Northwest Bell.

Billings breakdown: Newspapers 17.4%, magazines 13.2%, radio 14.5%, tv 30.5%, outdoor 0.7%, business press 23.7%. Cole & Weber has 178 employes in four offices; a year earlier it had 171 employes.

DKG Advertising

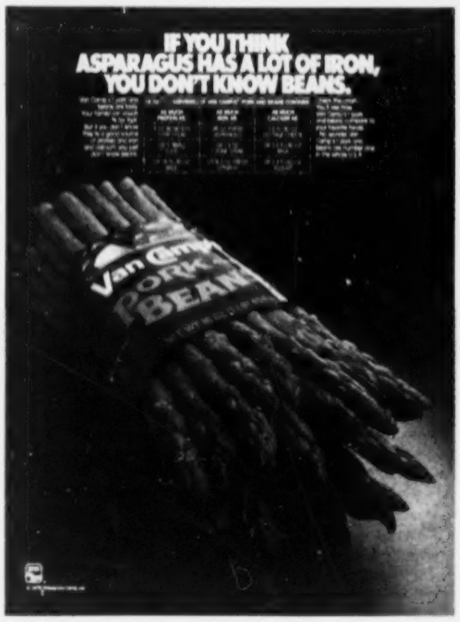
Gross Income	1979	1978
U.S.	$7,800,000	$7,600,000
Total	$7,800,000	$7,600,000

DKG Advertising, New York, reported gross income of $7,800,000 on 1979 billings of $55,000,000. Its 1978 gross income was $7,600,000 on billings of $53,000,000.

DKG's 1979 volume included $40,000,000 in media billings, $5,500,000 in materials and services and $9,500,000 in capitalized fees. Its 1978 volume included $39,000,000 in media billings, $5,500,000 in materials and services and $8,500,000 in fees.

You don't know beans

Clinton E. Frank, Chicago, challenges the consumer's knowledge of nutrition, with charted data to back up its point, in this ad for Stokely Van Camp.


IF YOU THINK ASPARAGUS HAS A LOT OF IRON, YOU DON'T KNOW BEANS.
Van Camp's
PORK AND BEANS

DKG last year gained Clairol appliances, True Temper, King-Seely Thermos Co., Simplicity Pattern Co. It lost Church & Dwight's Arm & Hammer laundry detergent and Ideal Toy Corp.'s doll division.

Billings breakdown: Newspapers 7%, magazines 20%, radio 5%, tv 60%, outdoor 2%, business press 3%, other 3%. DKG has 170 employes in one office; it had 176 employes a year earlier.

Dailey & Associates

Gross Income	1979	1978
U.S.	$ 5,750,000*	$4,597,174
International	4,650,000*	4,687,650*
Total	$10,400,000*	$9,284,824*
*Estimated		

Dailey & Associates, Los Angeles, had estimated gross income of $10,400,000 on 1979 billings of $77,000,000. Its 1978 gross income was estimated at $9,284,824 on billings of $67,997,657.

The agency's 1979 domestic volume of $45,928,000 included $29,900,000 in media billings, $5,908,000 in materials and services and $10,120,000 in capitalized fees. Its 1978 domestic volume of $36,746,657 included $23,840,646 in media billings, $4,769,792 in materials and services and $8,136,219 in capitalized fees. Dailey's 1979 foreign volume was $31,000,000; its 1978 foreign volume was $31,251,000.

The agency, which includes a subsidiary, North Light Ltd., added Honda power products, motorcycles, parts and accessories and Westours. It lost Avoset Food.

In Australia it added Volvo Australia Pty., Scuderia Veloce Motor, Guinness Australia Pty., Australian *Penthouse*, Hortico Ltd. 4711 Cologne, and lost IBM Australia, Sharpe Australia Pty. and Eurofashion Australia. In Hong Kong, Dailey added Kanti jeans and sportswear, Spalding sporting goods, Welch fruit juice, Nabisco snack, Royal Worcester porcelain, Ricoh photographic equipment, Morley Underwear, K.S. Shipping Line, Bertron & Soncor watches. In Japan it added Shakey's Japan, SKF of Japan and Tokyo Kanto travel agent. In Singapore, Dailey added Camy watches, Delsey luggage, Dewar's scotch, Dralle haircare products, Kenwood hi-fi equipment, Pioneer hi-fi system, Coty cosmetics, Thomas Cowan insecticide and Camus cognac. It lost American Optical, Max Factor, Vidal Sassoon and Diners Club.

Billings breakdown: Newspapers 11%, magazines 24%, radio 13%, tv 29%, outdoor 3%, other 20%. Dailey has 250 employes in 12 offices, 180 of them in two U.S. offices. In 1978, it had 240 employes in 12 offices worldwide, 133 of them in three U.S. offices.

Daniel & Charles Associates

Gross Income	1979	1978
U.S.	$10,800,000	$10,350,000
Total	$10,800,000	$10,350,000

Daniel & Charles Associates, New York, reported gross income of $10,800,000 on 1979 billings of $72,000,000. Its 1978 gross income was $10,350,000 on billings of $69,000,000.

The agency's 1979 volume included $63,000,000 in media billings, $4,000,000 in materials and services and $5,000,000 in capitalized fees. Its 1978 volume included $59,000,000 in media billings, $5,000,000 in materials and services and $5,000,000 in capitalized fees.

Daniel & Charles last year gained Bristol-Myers' Excedrin P.M., Datril 500 and Gorton's canned products. It lost Drackett Co.'s Miracle White products.

Billings breakdown: Newspapers 15%, magazines 19%, supplements 1%, radio 3%, tv 52%, outdoor 6%, business papers 1%, transit 3%. Daniel & Charles has 172 employes in one office; a year earlier it had 169 employes.

BEST AVAILABLE COPY

Agencies with gross of $5-$15,000,000

Diener/Hauser/Bates

Gross Income	1979	1978
U.S.	$8,016,000	$5,063,000
Total	$8,016,000	$5,063,000

Diener/Hauser/Bates, New York, a subsidiary of Ted Bates & Co., reported gross income of $8,016,000 on 1979 billings of $63,818,000. Its 1978 gross was $5,063,000 on billings of $33,030,000.

Diener's 1979 volume included $57,373,000 in media billings, and $6,445,000 in materials and services. In 1978 its volume included $28,457,000 in media billings and $4,573,000 in materials and services.

Diener gained Associated Film Distribution and Regine's and lost New World Pictures and Special Event Entertainment.

Billings breakdown: Newspapers 48%, magazines 3%, radio 7%, tv 40%, outdoor 2%. Diener has 150 employes in four offices; in 1978, it had 122.

W. B. Doner & Co.

Gross Income	1979	1978
U.S.	$12,300,000	$10,800,000
Total	$12,300,000	$10,800,000

W.B. Doner & Co., Southfield, Mich., reported gross income of $12,300,000 on 1979 billings of $82,000,000. Its 1978 gross income was $10,800,000 on billings of $72,000,000.

The agency's 1979 volume included $55,500,000 in media billings, $10,500,000 in materials and services and $16,000,000 in capitalized fees. Its 1978 volume included $50,000,000 in media billings, $9,800,000 in materials and services and $12,200,000 in capitalized fees.

Doner last year gained Foley's Department Stores, Scott Paper Co., Herman's World of Sporting Goods, General Mills' Fundimensions and Lionel Trains, BASF Systems, Dutch Boy Inc., Acrylic Optic Corp., Shifrin Willens Inc., Disston Inc. It lost Cunningham Drug Stores, Venture Stores, Pillsbury American Beauty division.

Billings breakdown: Newspapers 12%, magazines 10%, radio 15%, tv 62%, outdoor 1%. Doner has 311 employes in four offices; a year ago it had 266 employes in three offices.

Doremus & Co.

Gross Income	1979	1978
U.S.	$13,889,000	$11,936,000
Total	$13,889,000	$11,936,000

Doremus & Co., New York, reported gross income of $13,889,000 on 1979 billings of $90,930,000. Its 1978 gross income was $11,936,000 on billings of $77,605,000. Publicly held Doremus reported net income in 1979 of $595,000; in 1978, net income was $507,000.

Figures include those of Doremus subsidiaries, Boylhart, Lovett & Dean, its western division, and the recently acquired Boston offices of Albert Frank-Guenther Law and Wilson, Haight & Welch.

The agency's 1979 volume included $43,200,000 in media billings, $6,741,000 in materials and services and $40,989,000 in capitalized fees. Its 1978 volume included $38,826,000 in media billings, $5,982,000 in materials and services and $32,797,000 in capitalized fees.

Doremus last year gained General Electric Co.'s Aircraft engine group, Nixdorf Computer Corp., First National Bank of Minneapolis, New York State Dept. of Commerce, *Harvard Business Review*, Butcher & Singer, United Telecommunications, Group Health Plan, New York Futures Exchange, Fiat S.p.A., International Thomson Organization Ltd., Times Mirror Magazines, Magnetic Controls Co., Frigid/Coil/Frick, Eastco Penn-Dixie Industries Corp., Mortgage Insurance Cos. of America, *Time* research and marketing assignment, Rockwool Products, Norris Industries home hardware division, American City Bank, Interstate Electronics Corp., Automatic Switch Co. and CFM International. Some are for pr; some were gained through acquisition of agencies.

Doremus lost the Independent Insurance Agents of America. In December, 1978, it closed its Philadelphia office following the loss of the Ortho division, Chevron Chemical Co.

Billings breakdown: Newspapers 48%, magazines 13%, radio 5%, tv 5%, outdoor 4%, business press 23%, transit 2%. Doremus has 370 employes in 10 offices, 356 in its nine U.S. offices. A year ago it had 350 employes in 10 offices.

A. Eicoff & Co.

Gross Income	1979	1978
U.S.	$6,728,460	$6,037,500
International....	686,935	545,758
Total	$7,415,395	$6,583,258

A. Eicoff & Co., Chicago, reported gross income of $7,415,395 on 1979 billings of $49,436,021. Its 1978 gross income was $6,583,258 on billings of $44,275,350. Of its income, $686,935 was non-U.S. in '79; $545,758 was non-U.S. in '78.

The agency's 1979 U.S. volume of $44,856,445 included $37,626,115 in media, $5,722,910 in materials and services and $1,507,420 in capitalized fees. Its 1978 volume of $40,250,700 included $34,250,000 in media, $4,600,000 in materials and services and $1,400,700 in capitalized fees.

Eicoff had foreign volume of $4,579,576 in 1979, including billings of $3,941,706, materials and services of $231,000 and $406,870 in capitalized fees. In 1978 foreign volume of $4,024,650 included $3,432,000 in billings, $206,000 in materials and services and $386,650 in capitalized fees.

In 1979 the agency gained Avon, Hearst Magazines, Polygram Direct Markating, the Animal Protection Institute and Sanford Corp. It did not lose any accounts.

Billings breakdown: Newspapers 2.8%; magazines 2.4%; radio 4.7%; tv 87.4%, p.o.p. 0.6%, other 2.1%.

Eicoff has 137 employes in two offices. In 1978 it had 121 employes in three offices.

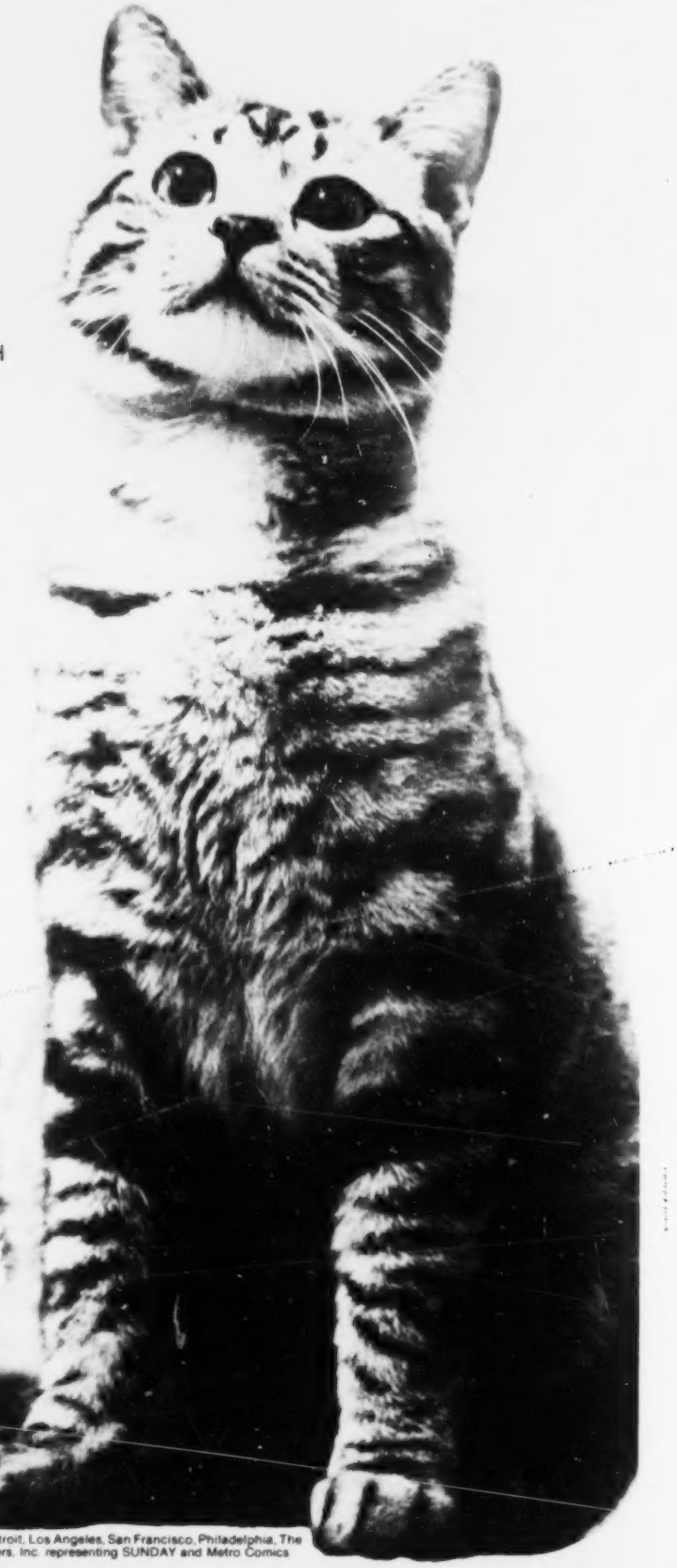
Eisaman, Johns & Laws

Gross Income	1979	1978
U.S.	$8,336,927	$7,280,600
Total	$8,336,927	$7,280,600

Eisaman, Johns & Laws, Los Angeles, reported gross income of $8,336,927 on billings of $55,572,847 in 1979. Its 1978 gross income was $7,280,600 on billings of $48,538,488.

Eisaman's 1979 volume included $48,056,456 in media billings, $5,592,235 in materials and services and $1,924,156 in capitalized fees. Its 1978 volume included $42,654,587 in media billings, $3,573,333 in materials and services and $2,310,568 in capitalized fees.

Last year the agency gained General Telephone commercial and business Yellow Pages, Los Angeles Federal Savings & Loan, AAA-Chicago Motor Club, Chevrolet Dealer Advertising Assn. for Rhode Island & North Coast, Cal., Cherokee Shoes,



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Marketing strategies don't have nine lives. That's why a leading pet food manufacturer looked to The Milwaukee Journal for the right footing!

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Wally Just - The answer man! He'll help you find out more about your product, your customers and our advanced testing capabilities - from computer-assisted Target Marketing to simple A/B split-run advertising.

Target Marketing - The Journal's computerized method of splitting the coverage area into 58 separate market cells. You select your prospects by age, income and occupation - and target marketing will do the rest!

Wally Just, General Advertising Dept., The Milwaukee Journal,
Journal Square, Dept. AA-0033, Milwaukee, WI 53201

Please send the latest facts on computerized Target Marketing

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Company ______________

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Member Million Market Newspapers, Inc. New York, Chicago, Atlanta, Detroit, Los Angeles, San Francisco, Philadelphia, The Leonard Co., Miami, Mexico City. Member, Metropolitan Sunday Newspapers, Inc. representing SUNDAY and Metro Comics

Agencies with gross of $5-$15,000,000

Saudia-Saudi Arabian Airlines (U.S. advertising). Eisaman lost Pacific Southwest Airlines.

Billings breakdown: Newspapers 11%, magazines 19%, radio 22%, tv 40%, outdoor 7%, business press 1%. Eisaman had 136 employes in four offices. The year before it had 126.

David W. Evans Inc.

Gross Income	1979	1978
U.S.	$7,600,000	$7,000,000
Total	$7,600,000	$7,000,000

David W. Evans Inc. Salt Lake City, reported gross income of $7,600,000 on 1979 billings of $50,666,667. Its 1978 gross was $7,000,000 on billings of $46,666,667.

Evans' 1979 volume included $25,000,000 in media billings, $8,300,000 in materials and services and $17,366,667 in capitalized fees. Its 1978 volume included $22,700,000 in media billings, $7,500,000 in materials and services and $16,466,667 in capitalized fees Included in its totals are its subsidiaries' results for Evans/-Pacific Kitchens, Evans/Panorama Productions, Evans Communications Consultants.

Evans last year gained Wood Brothers Homes, Bendix, Caradco, Viviane Woodard, Tunex, Zidell, Colorado Tourism, First Federal Savings & Loan, Salt Lake City; Market Basket, State Mutual Savings, and California Table Grape Assn. Evans lost Gibralter Savings & Loan; Shakey's in Washington and the Denver Regional Transportation District.

Billings breakdown: Newspapers 16.5%, magazines 27%, radio 25%, tv 26%, outdoor 5%, Yellow Pages 0.5%. Evans has 210 employes in eight offices; a year earlier it had 181 employes.

Fahlgren & Ferriss

Gross Income	1979	1978
U.S.	$5,489,232	$4,515,796
Total	$5,489,232	$4,515,796

Fahlgren & Ferriss, Parkersburg, W. Va., reported gross income of $5,489,232 on 1979 billings of $36,613,200. Its 1978 gross was $4,515,796 on billings of $30,120,036.

Fahlgren's 1979 volume included $21,286,928 in media billings, $3,771,164 in materials and services and $11,555,108 in capitalized fees. Its 1978 volume included $16,987,700 in media billings, $4,216,806 in materials and services and $8,915,530 in capitalized fees.

Last year the agency gained Ashland Oil (corporate), Coil Magic, Andis Co., Cincinnati United Appeal, Browning & Ferriss Inc. It lost West Shell; Powell Valve, Russell's Formal Wear.

Billings breakdown: Newspapers 5%; magazines 7%; radio 9%; tv 54%; outdoor 4%; business press 21%. Fahlgren has 132 employes in five offices; a year ago it had 122 in six offices.

F. William Free & Co.

Gross Income	1979	1978
U.S.	$6,484,000	$6,190,000
Total	$6,484,000	$6,190,000

F. William Free & Co., New York, reported gross income of $6,484,000 on 1979 billings of $53,400,000. Its 1978 gross income was $6,190,000 on billings of $50,300,000.

The agency's 1979 volume included $43,230,000 in media, $5,500,000 in materials and services and $4,670,000 in capitalized fees. In 1978, volume included $41,300,000 in media, $4,500,000 in materials and services and $4,500,000 in capitalized fees.

Free last year gained Alfa Romeo, U.S.A., the International Vintage Wine Co. and McArthur's Smokehouse.

Billings breakdown: Newspapers 50%, magazines 10%, radio 6%, tv 3%, outdoor 15%, business press 10% and transit advertising 6%. Free has 85 employes in one office. The year before it had 83 employes.

Griswold-Eshleman Co.

Gross Income	1979	1978
U.S.	$6,270,206	$6,237,973
International	–	120,180
Total	$6,270,206	$6,358,153

Griswold-Eshleman Co., Cleveland, reported gross income of $6,270,206 on 1979 billings of $41,492,274. Its 1978 gross income was $6,358,153 on total billings of $44,019,897.

The agency's 1979 volume included $31,193,229 in media billings, $6,151,011 in materials and services and $4,148,034 in capitalized fees. In 1978, Griswold's U.S. volume of $43,132,465 included $31,252,253 in media, $5,236,947 in materials and services and $6,643,265 in capitalized fees. Its 1978 foreign volume of $887,432 derived from $528,642 in non-U.S. media, $132,112 in materials and services and $226,678 in capitalized fees. Results include its New York and Pittsburgh subsidiaries.

Dining Out-
Smirnoff Style

Tinker Campbell-Ewald, New York, prepared ads for Smirnoff.

Accounts added last year were DAP, Republic Steel, Gorham, Therma-Tru, DeVilbiss, American Electric Power, Bryan Equipment, Texaco, Funk & Wagnalls, Hankinson Corp., Buckeye Federal S&L. It lost Delta-Peerless, Tub-Tex, Johnson Controls, Groov-Pin, Masco, Compax, Hurd Millwork, Highland Group, Poggenpohl, International Gold Corp.

Billings breakdown: Newspapers 9.8%, magazines 20%, radio 3%, tv 47.8%, outdoor 0.1%, business papers 19%, farm publications 0.2%, direct mail 0.1%. It has 144 employes in five offices; a year before it had 182.

Henderson Advertising

Gross Income	1979	1978
U.S.	$6,362,000	$4,822,000
Total	$6,362,000	$4,822,000

Henderson Advertising, Greenville, S.C., reported gross income of $6,362,000 on 1979 billings of $42,415,000. Its 1978 gross was $4,822,000 on billings of $32,272,000.

Last year Henderson's volume included $33,441,000 in media billings, $3,160,000 in materials and services and $5,814,000 in capitalized fees. Its 1978 volume included $28,036,000 in media billings, $1,799,000 in materials and services and $2,437,000 in capitalized fees.

Henderson gained Esmark's STP division (Oil Treatment, Gas Treatment, Motor Oil, engine Degreaser), Texize No Pest Strip, Textron's Homelite division (construction, farm equipment). It lost Pet Inc.'s dairy division; South Carolina parks, recreation and tourism, Union Carbide's Simoniz.

Billings breakdown: Newspapers 4%; magazines 10%; radio 11%; tv 70%; outdoor 1%; business press 4%. Henderson has 128 employes in one office; a year ago it had 101 employes.

Hicks & Greist

Gross Income	1979	1978
U.S.	$6,100,000	$5,400,000
Total	$6,100,000	$5,400,000

Hicks & Greist, New York, reported gross income of $6,100,000 on 1979 billings of $41,500,000. Its 1978 gross income was $5,400,000 on billings of $37,000,000.

The agency's 1979 volume included $38,000,000 in media, $1,500,000 in materials and services and $2,000,000 in capitalized fees. Its 1978 volume included $34,000,000 in media, $1,000,000 in materials and services and $2,000,000 in capitalized fees.

Hicks last year gained Independent Insurance Agents of America, Posner Laboratories, Jordache jeans and licensed products. It lost National Bank of North America and resigned Topps Chewing Gum.

Billings breakdown: Newspapers 10%, magazines 22%, supplements 3%, radio 9%, tv 43%, outdoor 2%, business press 11%. Hicks has 112 employes, down from 116 in 1978, in one office.

Hill, Holliday, Connors, Cosmopulos

Gross Income	1979	1978
U.S.	$5,284,000	$3,975,936
Total	$5,284,000	$3,975,936

Hill, Holliday, Connors, Cosmopulos, Boston, reported gross income of $5,284,000 on 1979 billings of $33,656,000. Its 1978 gross income was $3,975,936 on billings of $23,808,000.

The agency's 1979 volume included $15,330,000 in media billings, $4,502,000 in materials and services and $13,824,000 in capitalized fees. Its 1978 volume included $9,749,000 in media billings, $1,968,000 in materials and services and $12,091,000 in capitalized fees.

Hill, Holliday, last year gained Spalding Sporting Goods, the *Boston Globe*, Garrison Stove Co., Gillette Co.'s Braun appliances, personal care division, Paper-Mate division, trade sales promotion; S.T. DuPont, New England Dealer Group, Ford Motor Co. It lost the Scandia Trading Co., and Blue Cross-Blue Shield of Massachusetts.

Billings breakdown: Newspapers 12%, magazines 14%, supplements 1%, radio 6%, tv 58%, outdoor 2%, business press 4%, transit advertising 1%, p.o.p. 2%. The agency has 110 employes in two offices; a year ago it had 85 employes.

Hoffman-York

Gross Income	1979	1978
U.S.	$5,310,550	$4,538,000
Total	$5,310,550	$4,538,000

Hoffman-York, Milwaukee, reported gross income of $5,310,550 on 1979 billings of $35,400,000. In 1978 it had gross income of $4,538,000 on billings of $30,250,000. It did not break out its billings totals. Accounts gained: Speed Queen Co., F&M Savings Bank. Lost: Dubuque Packing. Employes: 102 in two offices.

Humphrey Browning MacDougall

Gross Income	1979	1978
U.S.	$5,900,000	$5,800,000
Total	$5,900,000	$5,800,000

Humphrey Browning MacDougall, Boston, reported gross income of $5,900,000 on 1979 billings of $41,345,000. Its 1978 gross income was $5,800,000 on billings of $39,500,000.

Humphrey's volume in 1979 included $2,474,570 in capitalized fees. In 1978 the agency reported its capitalized fees were $2,447,890.

Humphrey last year gained Evan-Picone, Keds Corp., and the Republican National Committee. It lost USTV-Boston and resigned Converse Rubber Co.

Billings breakdown: Newspapers 8%, magazines and business press 18%, radio 8%, tv 65%, transit 1%. Humphrey has 131 employes in two offices; a year ago it had 123 employes.

Lee King & Partners

Gross Income	1979	1978
U.S.	$6,940,000	$6,450,000
Total	$6,940,000	$6,450,000

Lee King & Partners, Chicago, reported gross income of $6,940,000 on billings of $46,282,000 in 1979. Its 1978 gross income was $6,450,000 on billings of $43,021,000.

The agency's 1979 volume included $35,422,000 in media billings, $3,443,000 in materials and services and $7,417,000 in capitalized fees. Its 1978 volume included $33,164,000 in media billings, $3,614,000 in materials and services and $6,243,000 in capitalized fees.

Gammoned or Backgammoned?
If you know... you probably know St. Pauli Girl Beer.

St. Pauli Girl: Henderson Advertising.

Last year the agency gained the Chrysler-Plymouth Dealers of Chicago, Frederick & Herrud's Thorn Apple Valley, Detroit, and WLS Radio. It lost Mobil Chemical and Dazey Products.

Billings breakdown: Newspapers 7%, magazines 13%, supplements 2%, radio 8%, tv 66%, outdoor 1%, business press 2%, transit advertising 1%. Lee King has 175 employes in one office; in 1978 it had 170.

Leber Katz Partners

Gross Income	1979	1978
U.S.	$14,834,300	$13,062,000
International	——	$ 627,100
Total	$14,834,300	$13,689,100

Leber Katz Partners, New York, reported gross income of $14,834,300 on 1979 billings of $104,988,300. Its 1978 gross income was $13,689,100 on billings of $97,752,200.

The agency's 1979 volume included $85,974,200 in media billings, $3,290,900 in materials and services and $15,723,200 in capitalized fees. Its 1978 U.S. volume of $93,515,200 included $76,846,200 in media billings, $3,215,600 in materials and services and $13,453,400 in capitalized fees.

Leber had $4,237,000 in foreign volume in 1978 which included $3,100,000 in media billings, $390,000 in materials and services and $747,000 in capitalized fees. It had no foreign volume in 1979.

The agency last year gained the American Stock Exchange, Key Jewelers, Apollinaris Mineral Water, Campbell Soup's Prego spaghetti, Bongrain cheeses, Warner/Lauren fragrances and cosmetics. It lost Binney & Smith.

Billings breakdown: Newspapers 21%; magazines 32%; radio 10%; tv 18%; outdoor 10%, trade/-industrial 9%. Leber Katz has 190 employes in one office; a year earlier it had 177 employes.

Al Paul Lefton

Gross Income	1979	1978
U.S.	$5,970,000	$5,100,000
International	150,000	150,000
Total	$6,120,000	$5,250,000

Al Paul Lefton, New York, reported gross income of $6,120,000 on billings of $40,800,000 in 1979. Its 1978 gross was $5,250,000 on billings of $35,000,000. Non-U.S. income for each year was $150,000.

Lefton's U.S. volume of $39,800,000 was all in media, as was

Agencies with gross income of $5-$15,000,000

its 1978 domestic volume of $34,000,000. The agency billed $1,000,000 in international operations each year.

Accounts gained in 1979 include the Eastern Pa. and Philadelphia Chrysler/Plymouth Dealer Assns.; special projects for Cinzano U.S.A.; economic development, Commonwealth of Pennsylvania; New York City's Off-Track Betting Corp. and Unionmutual Life Insurance Co. Lefton lost RCA recruitment.

Billings breakdown: Newspapers 11%, magazines 14%, radio 17%, tv 40%, business press 15%, transit advertising 1%, other 2%. Lefton has 185 employes in its New York and Philadelphia offices. A year ago it had 175 employes in the two offices.

Lewis & Gilman

Gross Income	1979	1978
U.S.	$7,625,000	$6,375,000
Total	$7,625,000	$6,375,000

Lewis & Gilman, Philadelphia, reported gross income of $7,625,000 on 1979 billings of $50,850,000. Its 1978 gross income was $6,375,000 on billings of $42,500,000.

The agency's volume included $27,750,000 in media billings, $6,767,000 in materials and services and $16,333,000 in capitalized fees. Its 1978 volume included $24,050,000 in media billings, $5,450,000 in materials and services and $13,000,000 in capitalized fees.

Last year Lewis & Gilman added ICI Americas Stuart Pharmaceutical division, Wm. H. Rorer Inc., Gino's Restaurants, Critikon Inc., Thermo-Rite Corp., Marina Associates, Hill Refrigeration, SPS Technologies. It lost Wyeth Laboratories division, American Home Products.

Billings breakdown: Newspapers 17%; magazines 3%; radio 11%; tv 37%; outdoor 2%; business press 18%; farm publications 7%; direct mail 2%; Yellow Pages 3%. Lewis & Gilman has 208 employes; a year ago it had 203 employes.

MCA Advertising

Gross Income	1979	1978
U.S.	$5,150,000	$3,200,000
Total	$5,150,000	$3,200,000

MCA Advertising, New York (formerly MCA/Graham), reported gross income of $5,150,000 in 1979 on billings of $41,200,000. Its 1978 gross income was $3,200,000 on billings of $25,750,000. Net income for 1979 was $1,280,000; in 1978 it was $480,000.

The agency's 1979 volume included $40,000,000 in media billings and $1,200,000 in materials and services. Its 1978 volume included $25,000,000 in media billings and $750,000 in materials and services.

MCA last year gained projects from the Ralston Purina Co. and Stroh Brewing Co.

Billings breakdown: Newspapers 20%, magazines 12%, supplements 3%, tv 50%, outdoor 15%. MCA, a subsidiary of Marketing Corp. of America, Westport, Conn., employs 47 people in two offices.

Manoff Geers Gross

Gross Income	1979	1978
U.S.	$6,091,200	$5,486,900
Total	$6,091,200	$5,486,900

Manoff Geers Gross, New York, formerly Richard K. Manoff Inc., reported gross income of $6,091,200 on 1979 billings of $42,847,000. Its 1978 gross income was $5,486,900 on billings of $38,160,000.

Manoff's volume included $33,877,000 in media billings, $4,201,000 in materials and services and $4,769,000 in capitalized fees. Its 1978 volume included $31,626,000 in media billings, $3,400,000 in materials and services and $3,134,000 in capitalized fees.

The agency last year lost the grocery products jams, jellies of Welch Foods.

Billings breakdown: Newspapers 7%, magazines 19%, radio 4%, tv 67%, outdoor 1%, business press 2%. Manoff has 100 employes in one office; it had 95 a year earlier.

William Douglas McAdams

Gross Income	1979	1978
U.S.	$6,250,000	$6,000,000
Total	$6,250,000	$6,000,000

William Douglas McAdams, New York, a health care agency, reported gross income of $6,250,000 on billings of $42,525,000 in 1979. Its 1978 gross income was $6,000,000 on billings of $41,000,000.

The agency's volume included $26,325,000 in media billings, $12,400,000 in materials and services and $3,800,000 in capitalized fees. Its 1978 volume included $26,000,000 in media billings, $10,000,000 in materials and services and $5,000,000 in capitalized fees.

McAdams last year gained Pfizer Laboratories' Diabinese, Key Pharmaceuticals and Ovral, Phenergan and Tubex from Wyeth Laboratories.

Billings breakdown: Medical journals 62%, direct mail 29%, other 9%. McAdams has 123 employes in one office; a year ago it had 166.

McDonald & Little

Gross Income	1979	1978
U.S.	$6,614,721	$6,532,265
International	—	33,200
Total	$6,614,721	$6,565,465

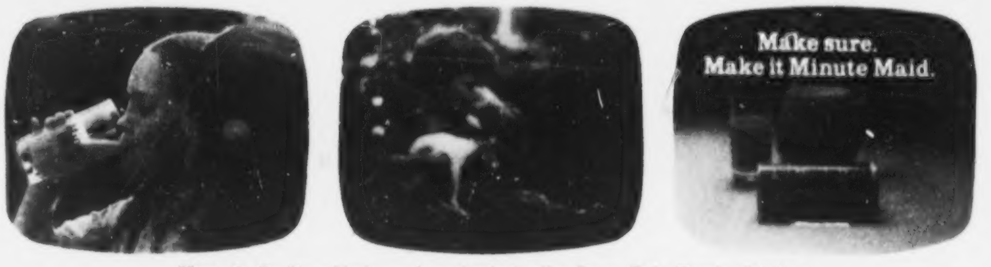
McDonald & Little, Atlanta, reported gross income of $6,614,721 on 1979 billings of $44,120,189. Its 1978 gross income was adjusted to $6,565,465, including $33,200 overseas, on adjusted billings of $43,791,652.

The agency's U.S. volume included $20,199,637 in media billings, $8,510,231 in materials and services and $15,410,321 in capitalized fees. Its 1978 domestic volume of $43,570,252 included $18,482,294 in media billings, $8,032,098 in materials and services and $17,055,860 in capitalized fees.

In 1978 its international volume of $221,400 included $54,650 in materials and services and $166,750 in capitalized fees.

McDonald last year gained Sabena Belgian World Airlines, Simmons Hide-A-Bed and Tishman-Speyer Properties for pr. It lost Greater Houston and Tampa McDonald's Co-ops, WSB-TV, Southern Airways, and resigned Jacksonville and Orlando McDonald's Co-ops, Tampa Bay Rowdies, Clearwater Federal Savings & Loan.

Billings breakdown: Newspapers 13%; magazines 6%; radio 12%; tv 64%; outdoor 5%. McDonald has 147 employes in two offices; a year ago it had 148 employes in six U.S. offices.


Make sure.
Make it Minute Maid.

Marschalk, New York, prepared ads for the Coca-Cola Foods division.

Meldrum & Fewsmith

Gross Income	1979	1978
U.S.	$5,900,000	$4,800,000*
International	500,000	500,000*
Total	$6,400,000	$5,300,000*

*estimated

Meldrum & Fewsmith, Cleveland, is estimated to have had gross income of $6,400,000 in 1979 on estimated billings of $45,000,000. The agency reported that its adjusted 1978 gross income was $5,300,000 and billings $36,500,000, up from an estimated $4,800,000 gross income on an estimated $32,500,000 billings. Foreign gross income was estimated at $500,000 each year.

The agency's U.S. volume in 1978 totalled about $30,000,000 with the balance in overseas business. More than half of this volume was in capitalized fees. The agency officially acquired Butterfield, Casey, Knaus & Partners, Chicago, on Jan. 2, 1979, and included its figures in its 1979 report.

Meldrum & Fewsmith last year gained Dana Corp.'s industrial products group, Michigan National Bank of Detroit, Cole National Corp. optical division, General Electric international lighting dept., Blue Shield-Blue Cross of Northeast Ohio, Metropolitan Health Planning Corp., Field Communications' WFLD-TV, State Street Mall and American Louver. It lost the *Cleveland Plain Dealer* and Arthur Treacher's Northeast Ohio Co-op. Overseas M&F added St. Gobain Isover, S.A., Dana Corp., GE international lighting dept. It lost Data General in Benelux countries.

Billings breakdown: Newspapers 11%; magazines 5%; radio 3%; tv 29%; outdoor 1%; business press 37%; farm publications 9%; other 5%. Meldrum & Fewsmith has 175 employes in four offices, 160 of them in the U.S. Last year it had 176 employes.

Arthur Meyerhoff Associates

Gross Income	1979	1978
U.S.	$6,000,000	$4,960,000
International	—	320,000
Total	$6,000,000	$6,280,000

Arthur Meyerhoff Associates, Chicago, a BBDO subsidiary, reported gross income of $6,000,000 on 1979 billings of $50,740,000. Its 1978 gross income was $5,280,000, including $320,000 in foreign gross income on billings of $44,121,000.

Meyerhoff's 1979 volume, all domestic, included $47,800,000 in media, $2,700,000 in materials and services and $240,000 in capitalized fees. Its 1978 domestic volume of $41,871,000 included $39,654,000 in media billings, $1,850,000 in materials and services and $367,000 in capitalized fees. Its foreign volume of $2,250,000 in 1978 included $2,050,000 in media billings and $200,000 in materials and services.

Last year, Meyerhoff did not gain or lose accounts but in early 1979 it sold its Canadian business.

Billings breakdown: Newspapers 3.3%, magazines 4.7%, radio 7%, tv 82.8%, outdoor 0.7%, business press 1.5%. Meyerhoff has 137 employes in three offices; a year ago it had 142 employes.

Nadler & Larimer

Gross Income	1979	1978
U.S.	$6,900,000	$6,300,000
International	975,000	900,000
Total	$7,875,000	$7,200,000

Nadler & Larimer, New York, reported gross income of $7,875,000 in 1979 on billings of $52,500,000. Its 1978 gross income reached $7,200,000 on billings of $48,000,000.

The agency's 1979 U.S. volume of $46,000,000 included $41,000,000 in media billings and $5,000,000 in materials and services. Its 1978 U.S. volume of $42,000,000 included $38,000,000 in media billings and $4,000,000 in materials and services. Nadler & Larimer reported foreign volume of $6,500,000 including $5,600,000 in billings, and $900,000 in materials and services. Its 1978 foreign volume of $6,000,000 included $5,200,000 in media billings and $800,000 in materials and services.

The agency last year gained the New York State Lottery, Conde Nast's *Self* magazine and Lily of France. It lost Plaza Art Galleries.

Billings breakdown: Newspapers 10%, magazines 15%, supplements 5%, radio 5%, tv 60%, outdoor 5%. Nadler & Larimer employs 150 people in two offices, 120 in the U.S., the same as a year ago.

Norman, Craig & Kummel

Gross Income	1979	1978
U.S.	$11,280,000	$13,560,000
International	36,725,000	34,628,000
Total	$48,005,000	$48,188,000

Norman, Craig & Kummel, New York, reported gross income of $48,005,000 on 1979 billings of $323,071,000. Its 1978 gross income was $48,188,000 on billings of $321,250,000.

The agency's 1979 U.S. volume of $75,200,000 included $56,800,000 in media plus materials and services and $18,400,000 in capitalized fees. Its 1978 U.S. volume of $90,400,000 included $66,200,000 in media plus materials and services and $24,200,000 in capitalized fees. The agency reported foreign billings of $247,871,000 in 1979 and $230,850,000 in 1978, but it did not break down those figures.

Norman, Craig & Kummel domestic gains last year included New York Bank for Savings, billing $1,000,000, from Muir & Co. which retained promotion; Carter-Wallace's proprietary division, Taylor Rental Corp., Spring Mills (consumer products), Revlon's Classic line, Touch and Glow liquid makeup, and "21" Brands Inc. (Jamie '08 scotch, Corby's Reserve, Mount Gay rum, Barclay's and imported wines).

The agency's domestic losses included Saab-Scania, an auto account billing $6,500,000, to Ally & Gargano; Cie fragrance (American Cyanamid), and J.G. Durand.

Overseas, it added 125 accounts and additional assignments from existing clients, including InterRent (Belgium); Colgate-Palmolive's Irish Spring soap (Denmark); C-P's Ajax cleanser (France); Recoaro's Gingerino soft drink (Italy); Hitachi (Netherlands); Norsk Johnson Wax (Norway); Seagram (a new assignment in Spain); Warner-Lambert products (Portugal); Vick Scandinavia (Sweden); Sangal (Switzerland); Dutch Potato Marketing Board (United Kingdom); Gruner + Jahr (West Germany); C-P's Alert shampoo (Mexico), and Shell (Jamaica). Its 35 losses included Seagram (Sweden); F.W. Woolworth (U.K.), and J.G. Durand in six countries.

Last fall, Norman B. Norman sold his interest in the company to Dan Rodgers, former chairman of American Home Products' in-house agency, John F. Murray Advertising, who bought into the agency in May, 1979. Mr. Rodgers, NCK president, subsequently assumed the additional title of chairman-ceo of NCK Organization, the parent company, succeeding Mr. Norman, who continues doing outside consulting work and remains honorary chairman of NCK Organization.

Billings breakdown: Newspapers 6%, magazines 26%, supplements 1%, radio 1%, tv 60%, outdoor 4%, business press 1%, transit 1%.

The agency has 1,014 employes in 22 offices, incuding 176 in one U.S. office. Last year it had 1,075 people in 24 offices, including 243 in one U.S. office.

Rosenfeld, Sirowitz & Lawson

Gross Income	1979	1978
U.S.	$8,132,700	$6,910,000
Total	$8,132,700	$6,910,000

Rosenfeld, Sirowitz & Lawson, New York, reported gross income of $8,132,700 on 1979 billings of $62,300,000. Its 1978 gross income was $6,910,000 on billings of $52,200,000.

The agency's 1979 volume included $48,360,000 in media billings, $3,785,000 in materials and services and $10,155,000 in capitalized fees. Its 1978 volume included $42,468,600 in media billings, $4,829,000 in materials and services and $4,902,400 in capitalized fees.

Rosenfeld last year gained American Home Products' Infarub, Freezone, Semicid, Delta Faucet Co., Sharp Electronics Corp., Simon & Schuster, Chinet from Keyes Febre Co. It lost Knickerbocker Toy Co.

Billings breakdown: Newspapers 13%, magazines 9%, radio 8%, tv 66%, business press 4%. It has 151 employes in one office; a year earlier it had 135 employes.

Rumrill-Hoyt

Gross Income	1979	1978
U.S.	$7,775,000	$6,880,000
International	28,000	15,000
Total	$7,803,000	$6,895,000

Rumrill-Hoyt, New York, a subsidiary of Compton Advertising, reported gross income of $7,803,000 on 1979 billings of $51,306,000. In 1978, its gross income was $6,895,000 on billings of $46,076,000.

The agency's 1979 volume included $33,074,000 in media, $4,892,000 in materials and ser-

Agencies with gross of $5-$15,000,000

vices, $13,206,000 in capitalized fees and $134,000 in non-U.S. income.

In 1978, volume included $30,000,000 in media, $3,900,000 in materials and services, $12,100,000 in capitalized fees and $76,000 in non-U.S. income.

Last year, Rumrill-Hoyt gained Crossmen Arms, Heany Industry, Tech Tran, New York State Food Stamps, Magnavox Cable TV and Comark. The agency lost Dade and Aer Lingus.

Billings breakdown: Newspapers 5.3%, magazines 27.2%, supplements 0.5%, radio 8.9%, tv 26.6%, outdoor 1.3%, business press 22.5%, farm publications 3.4%, direct mail 1%, Yellow Pages 3.3%.

The agency had 179 employes in two offices in 1979, the same number as the year before.

Scali, McCabe, Sloves

Gross Income	1979	1978
U.S.	$14,850,000	$11,430,000
International	3,190,000	630,000
Total	$18,040,000	$12,060,000

Scali, McCabe, Sloves, New York, a subsidiary of Ogilvy & Mather, reported gross income of $18,040,000 on 1979 billings of $114,391,000. Its 1978 gross income was $12,060,000 on billings of $80,380,000.

Scali's 1979 U.S. volume was $99,049,000 and its foreign volume was $15,342,000, the latter all in media billings. Its 1978 domestic volume was $76,180,000 and included $55,720,000 in media billings, $10,360,000 in materials and services and $10,100,000 in capitalized fees. Its foreign volume in 1978 was $4,200,000.

Last year Scali gained Hertz Corp., Sperry Rand, Famolare, Zoysia Farm Nurseries, Calvin Klein and Bulova Watches. It lost Conair, Funk & Wagnalls, Marriott Corp., Simplicity Patterns, Van Heusen and Walden Books.

Billings breakdown: Newspapers 10%, magazines 31%, radio 5%, tv 35%, outdoor 4%, business press 2% and other 13%. Scali had 345 employes in four offices in 1979, including 264 in one U.S. office. A year ago it had 215 employes.

Sieber & McIntyre

Gross Income	1979	1978
U.S.	$4,774,228	$4,191,094
International	228,794	395,700
Total	$5,003,022	$4,586,794

Sieber & McIntyre, Chicago, had gross income of $5,003,022, including $228,794 in foreign income, on 1979 billings of $41,796,531. Its 1978 gross income was $4,586,794, including $395,720 in foreign income, on billings of $40,086,224.

Its 1979 U.S. volume of $41,051,131 included $6,910,628 in media, $4,730,372 in materials and services and $29,410,131 in capitalized fees. Its 1978 U.S. billings of $39,416,056 included $6,566,864 in media, $5,200,975 in materials and services and $27,648,217 in capitalized fees. Its 1979 foreign billings of $745,400 included $465,287 in materials and services and $280,113 in capitalized fees. Its 1978 foreign billings of $670,782 included $30,000 in media, $400,662 in materials and services and $240,140 in capitalized fees.

Accounts gained: Searle Labs, Wyeth Labs, Wyeth International, Dorsey Labs, Bristol Labs, Survival Technology. Lost: Medical-Surgical division, Parke, Davis & Co. Billings breakdown: Professional journals 63.4%, direct mail 10.8%, other 25.8%. Sieber & McIntyre has 162 employes in four offices including 98 in two in the U.S.

Sudler & Hennessey

Gross Income	1979	1978
U.S.	$ 8,450,000	$ 7,500,000
International	2,500,000	1,250,000
Total	$10,950,000	$ 8,750,000

Sudler & Hennessey, a subsidiary of Young and Rubicam, reported gross income of $10,950,000 on 1979 billings of $56,000,000. Its 1978 gross was $8,750,000 on billings of $50,252,000. The 1979 total includes $2,500,000 in non-U.S. income; for 1978, non-U.S. income was $1,250,000.

The agency did not break down its volume in terms of U.S. and foreign billings.

S&H, which specializes in pharmaceutical advertising, gained Critikon (Johnson & Johnson unit), Gambro Inc., Mead-Johnson & Co., Novo Labs, Roche Labs and American Optical's vision care and safety products division. It did not report any account losses.

Overseas, it gained over a dozen accounts, including ICI, Norgine Pty, Sigma Pharmaceuticals, Syntex and Wellcome Australasia (all Australia); Boehringer and Hoechst (West Germany); Fujisawa Pharmaceuticals, International Reagents Corp. and Rhodia Yakuhin (all Japan); Smith Kline & French and Merck Sharp & Dohme (all U.K.), and MS&D, Rhone-Poulenc and Squibb (France).

Billings breakdown: Professional and trade journals 44%, direct mail 31%, other 25%. The agency has 208 employes in eight offices, including 163 in two U.S. offices.

Tatham-Laird & Kudner

Gross Income	1979	1978
U.S.	$13,278,000	$13,250,000
Total	$13,278,000	$13,250,000

Tatham-Laird & Kudner, Chicago, reported gross income of $13,278,000 on billings of $89,190,000 in 1979. Its 1978 gross income was $13,250,000 on billings of $89,000,000.

The agency's 1979 volume included $58,050,000 in media billings, $8,100,000 in materials and services and $23,040,000 in capitalized fees. In 1978 the volume included $59,660,000 in media billings, $7,800,000 in materials and services and $21,540,000 in capitalized fees.

In 1979, the Chicago office gained Thomson Vacations, International Travel Service, Consolidated Foods, Chef Pierre (retail frozen baked goods), new products from Superior Tea & Coffee Co., Special Dinners cat food, new products from Ralston Purina Co., Winchester from R.J. Reynolds Tobacco Co., new products from Libby, McNeil & Libby.

Its New York office added Citibank, Science Research Associates' home reading and language arts program, ITT Publishing, consumer publishing division, Montgomery Ward Enterprises and Travel Club; Singer Co/SVE. The agency lost coffee brands from Coca-Cola.

Billings breakdown: Radio 4%, tv 41%, print 33%, outdoor 1%, and other 21%. The agency has 340 employes in two offices; last year it had 290 employes.

Waring & LaRosa

Gross Income	1979	1978
U.S.	$7,275,000	$6,160,000
International	300,000	240,000
Total	$7,575,000	$6,400,000

Waring & LaRosa, New York, reported gross income of $7,575,000 on 1979 billings of $50,500,000. Its 1978 gross income was $6,400,000 on billings of $42,500,000. In 1979 the agency's foreign income was $300,000; in 1978, $240,000.

The agency's 1979 U.S. volume of $48,500,000 included $36,700,000 in media, $5,800,000 in materials and services and $6,000,000 in capitalized fees. Its 1978 domestic volume of $40,900,000 included $31,000,000 in media billings, $4,900,000 in materials and services and $5,000,000 in capitalized fees. Its 1979 foreign volume was $2,000,000; in 1978 Waring & LaRosa's foreign volume was $1,600,000.

Last year the agency gained Sony Industries audio tape, videotape and business products divisions, Fisher-Price Toys' phonograph, dolls and Woodsey Playsets, new products from Ragu Foods, new products from Adolph's Ltd. and Vaseline Intensive Care baby products from Chesebrough-Pond's. The agency lost Simmons Hide-A-Bed.

Billings breakdown: Newspapers 5%, magazines 25%, radio 8%, tv 60%, outdoor 2%. Waring & LaRosa has 120 employes; a year ago it had 105 employes.

Warwick, Welsh & Miller

Gross Income	1979	1978
U.S.	$12,750,000	$11,250,000
International	900,000	900,000
Total	$13,650,000	$12,150,000

Warwick, Welsh & Miller, New York, reported gross income of $13,650,000 on 1979 billings of $91,000,000. Its 1978 gross income was $12,150,000 on billings of $81,000,000. Its international gross income each year was $900,000.

The agency's 1979 volume included $60,000,000 in media, $3,400,000 in materials and services and $21,600,000 in capitalized fees.

Its 1978 volume included $49,200,000 in media, $3,000,000 in materials and services and $22,800,000 in capitalized fees. Each year its capitalized foreign volume was $6,000,000.

Last year Warwick added King Cola and Slim King Cola from the King Cola World Corp; financial advertising from The Securities Group; Caress Sheets from Burlington Industries; CPC International's Presto cake mix, and Boodles British Gin, Nikolai vodka, Olmeca tequila, Sabram Vandermint, Tuaca and Cheri-Suisse liquers from Joseph E. Seagram & Sons. The agency lost Air Canada.

Billings breakdown: Newspapers 6%; magazines 42%; radio 5%; tv 38%; outdoor 3%; business press 2%; and other 4%. Warwick has 310 employes in five offices, two with 240 employes in the U.S., the same as a year ago.

Enlisting Support

N W Ayer, New York, prepared this ad for the U.S. Army Recruiting Command.

Is this what happens when you enlist for Hawaii?

Wunderman, Ricotta & Kline

Gross Income	1979	1978
U.S.	$13,685,009	$10,810,000
International	8,981,000	6,542,000
Total	$22,666,000	$17,352,000

Wunderman, Ricotta & Kline, direct marketing subsidiary of Young & Rubicam, reported gross income of $22,666,000 on 1979 billings of $151,154,000. Its 1978 gross was $17,352,000 on billings of $115,738,000.

Wunderman, the world's largest direct response agency, had U.S. volume of $91,283,000 in 1979 and $69,915,000 in 1978. It did not break down those figures. Its foreign volume was $59,871,000 in 1979 and $45,823,000 in 1978.

Wunderman last year gained Conair Corp. (Royal Persian henna hair products), General Cigar (Silver Creek and premium cigars), Gruner + Jahr (*Geo* advertising) and Merrill Lynch (financial services). It lost Diners Club, International Correspondence Schools and Dean Witter Reynolds (financial services).

Its two dozen foreign gains included such accounts as Herrschners (Canada), Philips (France), Meister Publishing House (West Germany), and Stanhome de Espana (Spain). Its half dozen losses included Mail Store Ltd. (Canada), Maison de Valerie (France) and Ringier (West Germany).

Billings breakdown: Newspapers 19.6%, magazines 32%, supplements 5.2%, radio 3.1%, tv 33.3%, outdoor 1.3%, business press 0.6%, direct mail 4% and other 0.9%. The agency has 412 employes in 13 offices, including 247 in two U.S. offices. A year ago it had 361 employes, including 209 in the U.S.

Wyse Advertising

Gross Income	1979	1978
U.S.	$5,493,181	$4,955,675
Total	$5,493,181	$4,955,675

Wyse Advertising, Cleveland and New York, reported gross income of $5,493,181 on 1979 billings of $36,150,794. Its adjusted 1978 gross income was $4,955,675 on billings of $31,173,038.

The agency's volume included $26,727,467 in media billings, $2,242,892 in materials and services and $7,180,435 in capitalized fees. Its 1978 volume included $13,199,415 in media billings, $6,858,068 in materials and services and $11,115,555 in capitalized fees.

Last year Wyse added Fisher Foods, parent of Fazio Supermarkets.

Billings breakdown: Newspapers 16%; magazines 20%; supplements 1%; radio 11%; tv 37%; outdoor 1%; business press 3%; direct mail 1%; Yellow Pages 10%. Wyse has 120 employes in two offices, the same as a year earlier.

Agencies grossing under $1-$5,000,000

A&M Associates, Phoenix, reported net income of $400,000 and gross income of $1,126,000 (including $26,000 in non-U.S. income) in 1979 on billings of $7,717,500. Figures for 1978 were not reported. U.S. volume in 1979 included $6,600,000 in media, $600,000 in materials and services and $333,500 in capitalized fees. Its 1979 non-U.S. volume included $158,000 in media, $10,000 in materials and services and $16,000 in capitalized fees.

Accounts lost: KOY Radio, Kerley Chemical Co., O.S. Stapley Co., Building Products Co. Billings breakdown: Newspapers 10%, magazines 2%, radio 8%, outdoor 10%, business papers 1%, p.o.p. 15%, direct mail 2%, other 52%. Employes: 24.

Abert, Newhoff & Burr, Los Angeles, had gross income of $1,597,998 on 1979 total volume of $14,169,417. In 1978 it had gross income of $1,231,310 on total volume of $10,007,457. Its 1979 results included $7,337,351 in media billings, $1,298,382 in materials and services and $5,533,684 in capitalized fees. In 1978 it had $5,116,404 in media, $1,319,048 in materials and services and $3,572,005 in capitalized fees.

Accounts added: Barton Instruments, Cannon Electric, Gilfillan, Jabsco, J.C. Carter divisions of ITT; KFWB Radio, MCA Recreation Services, Universal Studios Tour, Universal Amphitheatre, Yosemite Park & Curry Co., Landmark Services. Billings breakdown: Newspapers 10%, magazines 20%, radio 20%, tv 20%, outdoor 2%, business papers 10%, direct mail 8%, other (collateral) 10%. Employes: 50 in two offices.

Ackerman & McQueen, Oklahoma City, reported gross income of $1,501,577 in 1979 on billings of $10,010,514. In 1978, gross income was $1,355,805 on billings of $9,038,700. Volume in 1979 included $3,995,120 in media, $784,467 in materials and services and $5,230,927 in capitalized fees. In 1978, volume included $3,507,347 in media, $763,013 in materials and services and $4,768,340 in capitalized fees.

Accounts gained: Vickers Petroleum Co., C. R. Anthony's, Vanzandt's, United Air Leasing, First National Bank of Yukon, Oilfield Services Co., Klipsch & Associates. Lost: Public Service Co. of Oklahoma, TWA Air Cargo.

Billings breakdown: Newspapers 6%, magazines 22%, radio 31%, tv 12%, outdoor 3%, business press 22%,

Agencies with gross income of $1-$5,000,000

farm publications 4%. Employes: 48 in three offices.

Aitkin-Kynett Co., Philadelphia, had gross income of $4,274,000 in 1979 on billings of $28,493,820. In 1978, gross income was $3,788,700 on billings of $25,258,200. Volume in 1979 included $18,270,000 in media, $3,914,000 in materials and services and $6,309,820 in capitalized fees. Its 1978 volume included $15,830,000 in media, $3,692,000 in materials and services and $5,736,200 in capitalized fees. Accounts gained: Allegheny/Ransome Commuter Airlines, Fidelity Bank, Gentex Corp., Hatfield Packing Co., Borg-Warner Corp.'s York division. Lost: Hill Refrigeration, Penn Mutual. Billings breakdown: Newspapers 7%, magazines 30%, radio 16%, tv 20%, outdoor 1%, business papers 21%, p.o.p. 2%, direct mail 1%, Yellow Pages 2%. Employes: 103.

Allen & Dorward, San Francisco, had gross income of $2,936,847 on 1979 billings of $27,587,345. In 1978 it had gross income of $2,565,826 on $23,809,168 in billings. The agency's 1979 volume included $13,078,647 in media, $2,614,827 in materials and services and $11,893,871 in capitalized fees. In 1978 its volume included $11,463,927 in media, $2,244,433 in materials and services and $10,100,808 in capitalized fees. Results include its office in Houston.

Accounts gained: Breuner's, Payless Drugs, KYUU-FM, JFC International, Community Health Computing, Seventy-Four Ranch Beef stores. Lost: Simplot potatoes, Bertolli wines, Farmer's Market, Chef Francisco. Billings breakdown: Newspapers 7%, magazines 10%, radio 35%, tv 28%, business papers 2%; farm publications 12%, transit 1%, p.o.p. 1%, direct mail 1%, other 3%. Employes: 82 in two offices.

Altman, Stoller, Weiss, New York, reported gross income of $3,375,000 on 1979 billings of $23,000,000. Gross income in 1978 was $2,650,000 on 1979 billings of $18,000,000. Its 1979 billings consisted entirely of media, as did the 1978 billings. Accounts gained: Phillips-Van Heusen Corp., *Inside Sports*, Wellington Importers, Byck's Discovery 1, and Park, Benziger & Co. Billings breakdown: Newspapers 5%, magazines 30%, radio 10%, tv 50%, business papers 5%. Employes: 58.

Altschiller, Reitzfeld & Jackson, New York, had gross income of $1,948,097 on billings of $14,985,365 in 1979. In 1978 it had gross income of $768,540 on billings of $5,519,893. Its 1979 volume included $9,711,436 in media, $830,441 in materials and services and $4,443,488 in capitalized fees. In 1978, volume included $1,194,146 in media, $685,052 in materials and services and $3,640,695 in capitalized fees.

Accounts added: Ferrero USA, Poland Spring Water, WYNY-FM, *Esquire*, New York-New Jersey-Connecticut Toyota Dealers Assn., U.S. Pioneer Electronics, Waldenbooks, Johnson & Johnson (special projects).

Account resigned: Russ Togs. Billings breakdown: Newspapers 30%, magazines 20%, radio 15%, tv 30%, business papers 5%. Employes: 26.

American Media Advertising, Rutherford, N.J., reported gross income of $1,046,875 and net income of $293,460 on 1979 billings of $6,534,033. Its 1978 gross income was $554,250 and net income was $110,850 on billings of $3,641,600. Volume in 1979 included $644,550 in media, $510,595 in materials and services and $5,378,888 in capitalized fees. Its 1978 volume included $275,000 in media, $165,000 in materials and services and $3,201,600 in capitalized fees. The figures do not include billings of American Media Publishing, a subsidiary.

Accounts gained: Interstab Chemicals Corp., Fuel Research Corp., New Jersey Motion Picture & Tv Commission, S-K Realty Corp., Ingersoll Rand Co.'s compressed air division, Medical Technology Corp., Quasar Industries Corp., Assn. for Research & Enlightenment, Municipal Beef Co., AGA Corp., John C. Dolph Co., Meadox Medicals. Resigned: Swepco Tube Corp., General Rubber Corp.

Account lost: Pharmacia Diagnostics. Billings breakdown: Newspapers 15%, magazines 45%, supplements 1%, radio 7%, outdoor 2%, business papers 5%, p.o.p. 7%, direct mail 18%. Employes: 12 in two offices.

Ammirati & Puris (formerly Ammirati Puris AvRutick), New York, reported gross income of $2,725,000 on 1979 billings of $21,000,000. Its 1978 gross income was $2,175,000 on billings of $14,500,000. The agency's 1979 volume included $17,700,000 in media and $3,300,000 in materials and services. Its 1978 volume included $12,540,000 in media and $1,960,000 in materials and services.

Accounts gained: BMW Dealer Groups, BMW "Ultimates" accessories; East New York Savings Bank; Formula Glass Wax; Sony Audio, Digital Audio, Professional Audio Products. Accounts resigned: East New York Savings Bank, Somerset Wine Co., Warner-Lauren Ltd. Billings breakdown: Newspapers 10%, magazines 43%, radio 4%, tv 43%. Employes: 50 in two offices.

Arnold & Co., Boston, reported gross income of $3,000,000 on billings of $25,800,000 in 1979. In 1978 the agency reported $2,600,000 on billings of $19,900,000. Its 1979 volume included $20,200,000 in media, $3,500,000 in materials and services and $2,100,000 in capitalized fees. In 1978 the agency's volume included $14,200,000 in media, $3,100,000 in materials and services and $2,600,000 in capitalized fees.

Accounts gained: John Hancock Mutual Life Insurance Co., Industrial National Bank, WRKO Radio, Vachon, Near East Food Products, Nashua Corp., Computer Corp. of America. Resigned: WCGY-FM and Postal Instant Press. Billings breakdown: Newspapers 9%, magazines 2%, radio 22%, television 44%, outdoor 1%, business papers 8%, other 14%. Employes: 96 in two offices.

Associated Advertising Agency, Wichita, reported gross income of $1,523,824 on 1979 billings of $10,788,299. Its 1978 gross was $1,285,729 on billings of $8,542,752. Billings in 1979 included $4,636,097 in media, $5,374,866 in materials and services and $777,336 in capitalized fees. In 1978, billings included $3,040,678 in media, $4,965,927 in materials and services and $536,147 in capitalized fees.

Accounts gained: Gomaco, R O Corp., Safelite Industries. Lost: Fourth National Bank. Billings breakdown: Newspapers 4%, magazines 15%, radio 9%, tv 28%, outdoor 1%, business press 23%, farm press 17%, Yellow Pages 3%. Employes: 47.

BBDM Inc., Chicago, reported 1979 gross income of $1,690,789 on billings of $11,337,135. Its 1978 gross income was $1,172,389 on billings of $7,819,835. The 1979 billings included $4,998,141 in media, $2,344,945 in materials and services and $3,994,049 in capitalized fees. The 1978 billings included $3,678,193 in media, $649,897 in materials and services and $3,491,745 in capitalized fees.

Accounts gained: AM International Addressograph and Multigraphics divisions, Daubert Chemical Co., Oil-Dri Corp., Availco Corp. Accounts lost: Colby's Home Furnishings, Management Group Hotels. Billings breakdown: Newspapers 15%, magazines 20%, radio 5%, tv 25%, business papers 15%, farm publications 5%, collateral 15%. Employes: 36.

Bader Rutter & Associates, Milwaukee, reported gross income of $2,215,993 on 1979 billings of $15,174,558. Its 1978 gross was $2,015,000 on billings of $13,399,915. The agency's 1979 volume included $8,396,185 in media, $3,679,438 in materials and services and $3,098,935 in capitalized fees. Its 1978 volume included $7,450,000 in media, $4,819,350 in materials and services and $1,130,565 in capitalized fees.

Accounts gained: AG Public Relations, Church & Dwight Co., McGraw Edison area lighting division, Southport Stoves. Lost: Badger Northland. Billings breakdown: Newspapers 3%, magazines 21%, radio 12%, tv 13%, outdoor 1%, business papers 2%, farm publications 43%, p.o.p. 1%, direct mail 4%. Employes: 46.

Baker, Abbs, Cunningham & Klepinger, Birmingham, Mich., reported gross income of $1,018,691 in 1979 on billings of $7,609,128. Its 1978 gross was $737,881 on billings of $5,624,334. Volume in 1979 included $3,029,327 in media, $1,145,731 in materials and services and $3,434,070 in capitalized fees. Its 1978 volume included $2,279,435 in media, $1,030,154 in materials and services and $2,314,745 in capitalized fees.

Accounts gained: Birmingham-Bloomfield Chamber of Commerce, De-Sta-Co, Guardian Industries, Huron Copysette, Port Huron Paper, Property Professionals. Lost: Comshare Inc., Pontiac Giants. Billings breakdown: Newspapers 18.4%, magazines 44%, radio 14.5%, tv 21.5%, outdoor 1.6%. Employes: 31.

Barkley & Evergreen, Overland Park, Kan., formerly Fromm Inc., reported gross income of $4,491,200 on 1979 billings of $34,864,900. In 1978, its gross income was $3,976,000 on billings of $26,815,400. Billings in 1979 included $15,198,700 in media, $3,637,300 in materials and services and $16,028,900 in capitalized fees. Billings in 1978 included $13,970,800 in media, $2,856,300 in materials and services and $9,988,300 in capitalized fees. Billings and income figures include results from branch offices in Kansas City, Detroit, Chicago, Dallas and MCS Group Inc., a B&E subsidiary.

Accounts gained: American Sunroof Corp., Domestic Violence Prevention & Treatment Board, Gabriel Shock Absorbers, KCMO-TV. Lost: Windsor Raceway Holdings, Shifrin Willens Jewelry, Alvin's Monroe Auto Equipment. Billings breakdown: Newspapers 14%, magazines 24%, tv 60%, radio 1%, outdoor 1%. Employes: 150 in seven offices.

Barnum Communications, New York, had gross income of $3,077,726 in 1979 on billings of $20,528,432. In 1978, gross income was $2,160,000 on billings of $14,400,000. Accounts gained: Schering AG, Berlin, West Germany; Berlex Laboratories. Contracts not renewed: Novo Laboratories, Lemmon Pharmacal Co. Billings breakdown: Newspapers 12%, magazines 18%, radio 10%, tv 28%, business papers 5%, direct mail 4%, other 23%. Employes: 53 in three offices.

Batz-Hodgson-Neuwoehner, St. Louis, reported gross income of $2,378,587 in fiscal 1979, ended June 30, on billings of $15,857,246. In fiscal 1978, gross income was $2,361,597 on billings of $15,743,980. Accounts gained: American Assn. of Orthodontists, H.B.E. Inc. Billings breakdown: Newspapers 16%, magazines 5%, radio 20%, tv 26%, outdoor 2%, business press 26%, farm publications 4%, other 1%. Employes: 84 in six offices.

Beaumont, Heller & Sperling, Reading, Pa., reported gross income of $1,611,632 on 1979 billings of $11,839,015. Its 1978 gross was $1,469,290 on billings of $10,266,576. Volume in 1979 included $2,840,270 in media, $1,534,542 in materials and services and $7,464,203 in capitalized fees. Its 1978 volume included $2,277,964 in media, $1,457,442 in materials and services and $6,531,170 in capitalized fees.

Accounts gained: Bean Funeral Homes, C&M Dana's Parish division, East Penn Manufacturing Co., Harrington Co., Irwin Alloys, Luden's, Matlock, New York State Society of Otolaryngologists & Maxillofacial Surgeons, USM Corp.'s Molly division. Lost: American Academy of Ophthalmology, Bank of Pennsylvania, United Gilsonite Laboratories, Ingersoll-Rand Co. Billings breakdown: Newspapers 2%, magazines 1%, radio 1%, tv 1%, outdoor 1%, business papers 59%, direct mail 17%, other 18%. Employes: 72.

Robert A. Becker Inc., New York, reported gross income of $4,700,000 on billings of $32,328,749 in 1979. Its 1978 gross was $4,000,000 on adjusted billings of $26,891,054. Its 1979 billings included $20,676,633 in media, $3,638,142 in materials and services and $8,013,974 in capitalized fees. Its 1978 gross included $15,591,273 in media, $3,613,400 in materials and services and $7,686,381 in capitalized fees.

Accounts gained: Merck, Sharp & Dohme's Dolobid, Heptovax and Indocin SR, Roerig's Perbutyrol, Sandoz' Visken. Billings breakdown: Medical journals 78.6%, Physician's Radio Network 4.3%, sales material 9%, direct mail 8.1%. Employes: 89.

Bentley, Barnes & Lynn, Chicago, reported gross income of $4,517,615 on billings of $30,117,413 in 1979. In 1978 the agency reported gross income of $3,265,601 on billings of $21,770,673. Its 1979 volume included $29,897,413 in media and $220,000 in materials and services. Its 1978 volume included $21,570,673 in media and $200,000 in materials and services.

Accounts gained: Interstate Transmissions, Huckleberry's, Source EDP, WAIT Radio, several recruitment accounts. Accounts lost: Kaufman & Broad. Billings breakdown: Newspapers 84%, magazines 2%, radio 6%, tv 4%, outdoor 1%, business papers 3%. Employes: 121 in two offices.

Berger, Stone & Ratner, New York, reported gross income of $1,450,000 in 1979 on billings of $9,634,400. In 1978, the gross income was $1,200,000 on billings of $8,261,700. Volume in 1979 included $6,600,000 in media, $1,000,000 in materials and services and $2,034,400 in capitalized fees. In 1978, volume included $5,650,000 in media, $980,000 in materials and services and $1,631,700 in capitalized fees.

Accounts gained: Parker Meridian Hotel, Big Duke and Union Station chewing tobaccos, Sophia Loren eyewear, Sciacca Mare Hotel of Sicily. Billings breakdown: Newspapers 18%, magazines 14%, supplements 2%, radio 20%, tv 32%, outdoor 8%, business press 2%, transit 1%, p.o.p. 2%, direct mail 1%. Employes: 28.

Boylhardt, Lovett & Dean, Los Angeles, the western division of Doremus & Co., had gross income of $1,944,487 in 1979 on billings of $11,855,530. In 1978, gross income was $1,568,835 on billings of $9,691,289. Results do not include a subsidiary, National Research Center. Accounts gained: American Communications, Healthcrafters, Pathcom Corp., Frigid/Coil, Informatics, *Time*, Frank B. Hall, N.I. Home Hardware, Rockwool Products, Dataproducts, Numano Liquors (overseas), Informatics International (overseas). Lost: American Electronics, Hysol, California Surf Soccer, President Electronics, Squirt. Billings breakdown: Newspapers 8%, magazines 28%, radio 22%, tv 10%, trade publications 26%, p.o.p. 4%, direct mail 2%. Employes: 51 in two offices.

Brand Advertising, Chicago, reported gross income of $1,529,531, including $6,846 in non-U.S. income, on billings of $11,269,532 (including $57,050 foreign) in 1979. In 1978, gross income was $1,389,190, of which $7,236 was foreign, on billings of $10,068,084 (including $49,798 in foreign billings). U.S. volume in 1979 included $6,857,412 in media, $1,170,372 in materials and services and $3,184,698 in capitalized fees. Its 1978 U.S. volume included $5,760,000 in media, $1,006,212 in materials and services and $3,252,074 in capitalized fees. Foreign volume in 1979 included $51,425 in media and $5,625 in materials and services. In 1978, foreign volume included $45,125 in media and $4,673 in materials and services.

Accounts gained: Handy Andy, Fanny Farmer Candy. Lost: Autobahn. Billings breakdown: Newspapers 14%, magazines 20%, supplements 2%, radio 3%, tv 21%, outdoor 1%, business papers 30%, transit advertising 1%, p.o.p. 3%, direct mail 1%, other 4%. Employes: 35 in two offices (32 in the U.S.).

Brand Edmonds Bolio, Salem, Va., formerly Brand Edmonds Packett, had estimated gross income of $1,424,000 on 1979 billings of $9,495,939. Its 1978 estimated gross was $1,228,000 on billings of $8,190,625. The agency's 1979 volume included $5,992,676 in media, $1,394,983 in materials and services and $2,108,280 in capitalized fees. Its 1978 volume included $4,972,669 in media, $1,256,530 in materials and services and $1,961,426 in capitalized fees.

Accounts gained: Carolina Shoe Co., Lincoln Savings & Loan, Medeco Security Locks, Richland Shoe Co., Twentieth Street Bank. Lost: AAMCO regional, Dodson Specialties, Jefferson Savings & Loan, Kline Chevrolet, McGeorge Camping Center, Penn Development. Billings breakdown: Newspapers 14%, magazines 20%, radio 20%, tv 22%, outdoor 5%, business papers 6%, farm publications 1%, p.o.p. 7%, other 5%. Employes: 39 in two offices.

E. H. Brown Advertising, Chicago, had gross income of $1,941,205 on 1979 billings of $12,941,365. Billings included those of an affiliate, Jim Roe & Associates, terminated in September, 1979, and a Minneapolis office. In 1978 the agency had gross income of $2,141,902 on billings of $14,279,356. Volume in 1979 consisted of $9,160,234 in media, $3,300,729 in materials and services and $480,402 in capitalized fees. Its 1978 volume consisted of

Agencies with gross income of $1-$5,000,000

$9,896,482 in media, $3,912,572 in materials and services and $470,302 in capitalized fees.

Account lost (by Roe): American Cyanamid. Billings breakdown: Newspapers 11%, magazines 22%, radio 8%, tv 26%, business papers 23%, farm publications 4%, point of sale 6%. Employes: 36 in two offices.

Broyles, Allebaugh & Davis, Denver, reported gross income of $1,763,889 on billings of $12,831,796 in 1979. In 1978 the agency reported gross income of $1,463,422 on billings of $10,562,473. Its 1979 volume included $6,566,700 in media, $878,564 in materials and services and $5,386,532 in capitalized fees. Its 1978 volume included $3,928,100 in media, $877,789 in materials and services and $5,756,584 in capitalized fees. Employes: 40.

Burrell Advertising, Chicago, reported gross income of $2,470,000 on 1979 billings of $17,158,400. Its 1978 gross income was $2,013,700 on billings of $14,010,800. The agency's 1979 volume included $1,888,800 in media, $3,136,600 in materials and services and $12,133,000 in capitalized fees. Its 1978 volume included $1,333,500 in media, $2,755,300 in materials and services and $9,922,000 in capitalized fees.

Account gained: L'eggs products. Billings breakdown: Magazines 63%, radio 27%, outdoor 10%. Employes: 45.

Burton Advertising, Detroit, reported gross income of $1,799,981 on billings of $12,000,000 in 1979. Its 1978 gross income was $1,529,966 on billings of $10,200,000. Its 1979 billings included $10,860,000 in media, $887,874 in materials and services and $252,126 in capitalized fees. Its 1978 billings included $9,060,000 in media, $686,440 in materials and services and $453,560 in capitalized fees.

Accounts gained: Stag beer, Real Estate One Franchising, Cliff Brisbois Real Estate One. Lost: WDIV-TV, Michigan Soccer Ltd. Billings breakdown: Newspapers 12%; magazines 9%; radio 25%; outdoor 5%; business papers 4%. Employes: 35.

Burton-Campbell, Atlanta, had gross income of $1,524,365 in 1979 on billings of $10,653,948. In 1978 the agency had gross income of $1,593,896 on billings of $10,629,900. Its 1979 volume included $6,726,338 in media, $1,412,513 in materials and services and $2,515,097 in capitalized fees. Its 1978 volume included $5,857,000 in media, $1,624,000 in materials and services and $3,148,900 in capitalized fees.

Accounts gained: Scripto, Peachtree Report, Chattem Drugs new products, M&M Products, H&H Properties. Lost: Church's Fried Chicken, Carowinds Theme Park, Callaway Gardens. Employes: 31.

Byer & Bowman Advertising, Columbus, O., posted gross income of $2,097,789 in 1979 on billings of $18,350,448. In 1978, gross income was $1,906,975 on billings of $17,253,606 in billings. Volume in 1979 consisted of $12,048,246 in media, $2,284,467 in materials and services and $4,017,735 in capitalized fees. Its 1978 volume included $11,440,622 in media, $1,720,482 in materials and services, $4,092,502 in capitalized fees.

Accounts gained: Kaufmann's Department Store, Pranges Department Store, Brandeis Department Store, Firestone International. Lost: First Federal Savings & Loan Assn. of Columbus, Bancohio Corp., Super Food Service. Billings breakdown: Newspapers 8.1%, magazines 6.9%, supplements 0.2%, radio 28%, tv 49.8%, outdoor 1.5%, business papers 2%, farm publications 2%, p.o.p. 0.5%, direct mail 0.2%, other 0.8%. Employes: 69.

Harold Cabot & Co., Boston, had gross income of $3,150,000 in 1979 on billings of $21,000,000. In 1978, gross income was $2,550,000 on billings of $17,000,000. Accounts gained: Melville Corp.'s CVS Stores, Habitant Soups, Geze Ski Bindings, Hendrie's Inc., Ken's Foods, Lynn 54 Savings Bank, Johnny Appleseed's applesauce, King Arthur flour, Underwood Co.'s Friend's baked beans division. Lost: Consolidated Equipment Corp., First Vermont Bank. Billings breakdown: Print 38%, broadcast 38%, other 24%. Employes: 90.

Cadwell Davis Savage, New York, a Compton Advertising subsidiary, reported gross income of $2,446,000 on billings of $19,246,000 in 1979. In 1978, it reported gross income of $1,785,000 on billings of $16,075,000. Its 1979 volume included $13,697,000 in media and $5,549,000 in capitalized fees. The 1978 volume included $13,250,000 in media and $2,825,000 in capitalized fees.

Accounts gained: Johnson & Johnson's Sure & Natural Maxishields, Combe Inc., *Vogue*, Cluett Peabody retail division, Crain Communications. Billings breakdown: Newspapers 2%, magazines 22%, radio 2%, tv 74%. Employes: 26.

Jack Cantwell Inc., New York, has gross income of $1,221,000 in 1979 on billings of $8,098,000. In 1978 the agency had gross income of $1,214,000 on billings of $8,052,000. Its 1979 volume included $3,600,000 in media, $249,000 in materials and services and $4,249,000 in capitalized fees. The agency's 1978 volume included $3,800,000 in media, $250,000 in materials and services and $4,022,000 in capitalized fees. Billings breakdown: Newspapers 5%, magazines 20%, tv 75%. Employes: 10.

Cargill, Wilson & Acree, Atlanta, a subsidiary of Doyle Dane Bernbach, reported gross income of $2,830,876 on 1979 billings of $18,872,506. Its 1978 gross income was $2,267,913 on billings of $15,961,876. Cargill's 1979 volume included $10,646,228 in media, $2,607,270 in materials and services and $5,619,008 in capitalized fees. Its 1978 volume included $8,583,046 in media, $2,388,356 in materials and services and $4,990,474 in capitalized fees.

Accounts gained: First Alabama Bancshares, Wrangler Boots division of Blue Bell. Billings: Newspapers 12%, magazines 8%, radio 14.7%, tv 52.8%, outdoor 3.7%, business papers 8.8%. Employes: 70 in two offices.

Carmichael-Lynch Advertising, Minneapolis, had gross income of $2,616,000 in 1979 on billings of $17,440,000. In 1978, gross income was $2,212,000 on $14,750,000 in billings. Volume in 1979 consisted of $11,256,000 in media, $3,002,000 in materials and services and $3,182,000 in capitalized fees. Its 1978 volume consisted of $7,844,000 in media, $1,983,000 in materials and services, $4,923,000 in capitalized fees.

Accounts gained: International Multifoods, Wisconsin & Upper Peninsula Ford Dealers, Harley-Davidson Motorcycles, Jenny Lee Macaroni. Lost: Tony's Pizza, Tuffy's Dog Food. Billings breakdown: Newspapers 7%, magazines 23%, radio 19%, tv 30%, outdoor 2%, farm publications 1%, p.o.p. 14%, direct mail 2%, other 2%. Employes: 72.

Carr Liggett Advertising, Cleveland, reported gross income of $2,566,179 in 1979 on billings of $18,793,122. Its 1978 gross income was $2,362,039 on billings of $17,614,981. Net income was $83,304 in 1979 and $194,345 in 1978. Volume in 1979 included $8,379,390 in media, $2,397,419 in materials and services and $8,016,313 in capitalized fees. In 1978, volume included $7,344,421 in media, $2,677,439 in materials and services and $7,593,121 in capitalized fees.

Account gained: Master Builders Inc. Billings breakdown: Newspapers 3%, magazines 3%, radio 16%, tv 24%, outdoor 1%, business press 48%, transit 1%, Yellow Pages 4%. Employes: 80.

Carrafiello, Diehl & Associates, Irvington-on-Hudson, N.Y., reported gross income of $1,815,000 in 1979 on billings of $12,100,000. In 1978, its gross income was $1,380,000 on billings of $9,200,000. The agency's 1979 volume included $7,675,000 in media, $2,925,000 in materials and services and $1,500,000 in capitalized fees. Its 1978 volume included $5,800,000 in media, $2,233,000 in materials and services and $1,167,000 in capitalized fees.

Accounts gained: American Cyanamid's Lederle Laboratories' Stresstabs 600, Pnu-imune; Pfizer's Leeming-Pacquin division; Richardson-Merrell's Vick oral health group; United Way of Westchester; Knoll Pharmaceutical Co.'s Isoptin and Theophyl. Billings breakdown: Newspapers 2%, magazines 30%, radio 2%, tv 20%, business papers 32%, p.o.p. 4%, direct mail 3%, other 7%. Employes: 34.

Cavalieri Kleier Pearlman, New York, had gross income of $1,800,000 in 1979 on billings of $13,000,000. In 1978, gross income was $1,350,000 on $10,000,000 in billings. Volume in 1979 consisted of $6,000,000 in media, $1,664,000 in materials and services and $5,336,000 in capitalized fees. Its 1978 volume included $5,000,000 in media, $1,000,000 in materials and services and $4,000,000 in capitalized fees.

Accounts gained: Princess Hotels International, Loews Biarritz, 1980 Democratic Convention, New Hermes Ltd., Wellington Grill, Plaza Art Auctioneers, Hamilton System.

Accounts lost: Sno-Haus Ski Shops, American Felt & Filter, Information Retrieval Systems, Showtime Entertainment. Billings breakdown: Newspapers 20%, magazines 30%, radio 20%, tv 30%. Employes: 33.

Chalek & Dreyer, New York, reported gross income of $2,750,000 in 1979 on billings of $21,700,000. In 1978, gross income was $2,860,000 on billings of $22,000,000. Volume in 1979 included $15,500,000 in media, $600,000 in materials and services and $5,600,000 in capitalized fees. Its 1978 volume included $15,500,000 in media, $500,000 in materials and services and $6,000,000 in capitalized fees.

Accounts gained: *Cameo*, Paso Fino rum, Giannini Wines, DeVille Brandy, Allegheny Pharmacal, Johnson & Johnson Oil (Hispanic). Lost: Marcal Paper Mills. Billings breakdown: Newspapers 25%, magazines 4%, supplements 3%, radio 25%, tv 37%, business papers 1%, transit advertising 1%, p.o.p. 1%, other 3%. Employes: 52.

Cochrane Chase, Livingston & Co., Irvine, Cal., reported gross income of $3,858,705 on 1979 billings of $38,190,795. Its 1978 gross was $3,529,374 on billings of $30,675,916. Its 1979 billings included $9,012,672 in media, $3,440,561 in materials and services and $25,737,562 in capitalized fees. In 1978, billings included $6,885,725 in media, $2,438,494 in materials and services and $21,351,697 in capitalized fees.

Accounts gained: Builders Emporium, Realty Register, Cragar Custom Wheels, Chelsea Wines & Spirits, Southwest Beverage, Hollytex Carpet Mills, Western Employer's Insurance, UniCare Insurance, PacTra Paints and Monarch Bank. Lost: Koby's Shoes. Billings breakdown: Newspapers 12%, magazines 32%, radio 14%, tv 36%, outdoor 2%, other 4%. Employes: 76.

Chiat/Day Advertising, Los Angeles, had a net income of $1,120,030 on gross income of $4,965,106 in 1979 with billings of $58,214,197. In 1978 the agency had net income of $307,435 on gross income of $3,705,107 with billings of $35,454,337. Its 1979 volume included $38,032,058 in media, $5,718,424 in materials and services and $14,463,715 in capitalized fees. Its 1978 volume included $23,419,831 in media, $4,263,756 in materials and services and $7,770,750 in capitalized fees. Chiat/Day, Washington, is a subsidiary. Its billings have been included in the over-all agency total.

Accounts gained: Fotomat, Allstate Savings & Loan, KMPC, Shakey's, Thai Airways, Wienerschnitzel, Winston Tires, Pacific N.W. Bell Tel. corporate account. Lost: National Semi-Conductor, People's Bank, Nordstrom, Allsop. Billings breakdown: Newspapers 15.46%, magazines 52.12%, radio 10.67%, tv 14.22%, outdoor 7.53%. Employes: 129 in three offices.

Ted Chin & Co., New York, reported gross income of $1,280,000 in 1979 on billings of $10,500,000. In 1978, gross income was $1,140,000 on billings of $9,250,000. Volume in 1979 included $4,439,000 in media, $625,000 in materials and services and $5,436,000 in capitalized fees. Its 1978 volume included $3,980,000 in media, $520,000 in materials and services and $4,750,000 in capitalized fees.

Accounts gained: Eckes International (three liquor brands), Adirondack Spring Water. Resigned: Chock Full O'Nuts. Billings breakdown: Newspapers 10%, magazines 20%, radio 5%, tv 55%, business papers 10%. Employes: 23.

Robert L. Cohn Inc., Northbrook, Ill., had gross income of $1,258,720 in 1979 on billings of $7,867,000. Its 1978 gross income was $942,500 on billings of $6,500,000. Volume in 1979 included $5,600,000 in media, $1,600,000 in materials and services and $667,000 in capitalized fees. Its 1978 volume included $4,800,000 in media, $1,100,000 in materials and services and $600,000 in capitalized fees. Accounts added: Dynascan Corp., Leaf Confectionery, Mogen David Wine.

Accounts lost: Jel Sert Co. Billings breakdown: Newspapers 15%, magazines 15%, radio 15%, tv 50%, business papers 5%. Employes: 19.

Colle & McVoy Advertising, Minneapolis, reported 1979 gross income was $3,864,000 on billings of $25,772,880. In 1978, its gross income was $3,127,229 on billings of $20,858,610. Billings in 1979 included $14,120,680 in media, $8,903,506 in materials and services and $2,748,694 in capitalized fees. In 1978 billings included $11,402,565 in media, $7,306,911 in materials and services and $2,149,134 in capitalized fees.

Accounts gained: Aeration, Mark Industries, Proform, Clearwater Federal, Omnia Corp., Parker-Hannifin's Quick Coupling division, White Motor Co.'s White Materials Handling division, Associated Grocers of Colorado, Barney Gross Supply Co., Brown Palace Hotel, Colorado Lace & Dry Cleaning Co., Colorado Seed Growers Assn., Gates & Sons, Kamar, Montgomery Ward Co., Mel Pearson & Co., Rancho Encantado, San Luis Valley Potato Commission, Hugh M. Woods Co., Albury & Co., CMV Interamerica, General Chemical, SLM/Surinam Airways, Ajax International, First Federal of Fort Smith and Midwest Federal.

Accounts lost: WTCN-TV. Billings breakdown: Newspapers 20%, magazines 5%, radio 13%, tv 22%, outdoor 2%, business press 20%, farm publications 16%, Yellow Pages 2%. Employes: 95 in five offices.

Conahay & Lyon, New York, reported gross income of $3,400,000 on billings of $29,000,000 in 1979. In 1978, its gross income was $3,300,000 on billings of $28,000,000. Billings in 1979 included $23,500,000 in media, $3,000,000 in materials and services and $2,500,000 in capitalized fees. In 1978, billings included $23,000,000 in media, $3,500,000 in materials and services and $1,500,000 in capitalized fees.

Accounts added: Crane Co., Times Mirror Co. Account lost: ARCO Chemical. Billings breakdown: Newspapers 33%, magazines 14%, tv 50%, business press 3%. Employes: 45.

Ralph Kent Cooke, Los Angeles, reported gross income of $1,650,000 on 1979 billings of $10,350,000. Its 1978 gross income was $1,450,000 on billings of $9,250,900. Volume in 1979 included $7,400,000 in media, $1,200,000 in materials and services and $1,750,000 in capitalized fees.

Its 1978 volume included $6,500,000 in media, $950,000 in materials and services and $1,800,900 in capitalized fees.

Accounts gained: 20th Century-Fox Sports, Bateman Eichler, Hill Richards, Swedlow. Lost: California Sports. Employes: 32.

Craig, Lamm, Hensley & Alderman Advertising, Houston, had gross income of $1,224,768 on billings of $8,166,899 in 1979. Gross income in 1978 was $867,160 on billings of $5,203,795. Volume in 1979 included $2,540,078 in media, $2,062,280 in materials and services and $3,564,541 in capitalized fees.

In 1978, billings included $2,059,023 in media, $1,605,629 in materials and services and $1,539,143 in capitalized fees.

Accounts added: Decca Survey Systems, NL Hycalog, NL Well Service, Fluor Oil Field Supply Co., Meco, NSW Corp., Protexa, Team Inc. and Vector Cable Co. Accounts lost: Flopetrol and Solus Ocean Systems. Billings breakdown: Newspapers 6%, magazines 1%, radio 1%, outdoor 1%, business press 89%, farm publications 2%. Employes: 28.

Cramer-Krasselt Co., Milwaukee, reported gross income of $3,180,000 in 1979 on billings of $22,730,000. In 1978, gross income was $3,023,000 on billings of $22,170,000. Account gained: Milwaukee World Festival, Pepsi-Cola Bottling Groups.

Accounts Lost: Atomaster, FMC outdoor power equipment division. Billings breakdown: Newspapers 16.3%, magazines 22.2%, radio 4.5%, tv 46%, outdoor 0.7%, business papers 7.7%, farm publications 0.4%, other 2.2%. Employes: 57.

The DR Group, Boston and New York, direct response specialists,

Agencies with gross income of $1-$5,000,000

estimated its gross income at $1,310,000 on 1979 billings of $13,769,000. It reported gross income of $1,222,000 on 1978 billings of $8,226,000. The 1979 billings included $100,000 in media, $5,005,000 in materials and services and $8,664,000 in capitalized fees. The 1978 billings included $117,000 in media, $5,441,000 in materials and services and $2,668,000 in capitalized fees.

Accounts gained: U.S. Postal Service, J. M. Smucker Co., Dictaphone. Lost: Choice Air Courier Service. Billings breakdown: Magazines 2%, direct mail 50%, printed sales promotion materials 48%. Employes: 47 in two offices.

Dawson, Johns & Black, Chicago, reported gross income of $1,141,350 on billings of $7,609,000 in 1979. It reported 1978 gross income of $765,000 on billings of $5,097,000. Its 1979 volume included $5,289,000 in media and $2,320,000 in capitalized fees. Its 1978 volume included $3,750,000 in media and $1,347,000 in capitalized fees.

Accounts gained: Green Giant new product, Galaxy Mills, Land O'Frost, American Dental Assn. Resigned: Pop Shoppes of America. Billings breakdown: Newspapers 10%, magazines 2%, radio 20%, tv 66%, business papers 2%. Employes: 17.

Desmond & Associates, Oak Park, Mich., had estimated gross income of $1,245,000 on 1979 billings of $8,300,000. Its 1978 gross income was estimated at $975,000 on billings of $6,500,000.

Accounts gained: Dobbs Furniture, Valente's Men's FormalWear, WonderGro, Healthy Jones Restaurants, Harvey Buick, Blarby's Restaurant, Evergreen Garden Centers, Macauley's. Lost: Little Caesar Enterprises. Billings breakdown: Newspapers 40%, magazines 1%, radio 10%, tv 35%, outdoor 1%, p.o.p. 1%, direct mail 12%. Employes: 60.

Dix & Eaton, Cleveland, reported gross income of $2,283,500 in 1979 on billings of $13,826,600. In 1978, gross income was $1,912,250 (restated from $2,400,000) on billings of $11,951,550. Volume in 1979 included $4,690,000 in media, $2,600,000 in materials and services and $6,536,600 in capitalized fees. Its 1978 volume included $3,815,350 in media, $2,400,000 in materials and services and $5,736,200 in capitalized fees.

Accounts gained: *Cleveland* magazine, Copperweld Tubing Group, Eriez Magnetics, LaSalle Machine Tool. Lost: Victoreen Instrument division of Sheller-Globe Co. Billings breakdown: Newspapers 4%, magazines 40%, radio 2%, business papers 54%. Employes: 53 in four offices.

Doe-Anderson Advertising, Louisville, Ky., reported gross income of $1,930,163 on 1979 billings of $15,013,039. Its 1978 gross was $1,734,340 on billings of $13,045,212. The agency's 1979 volume included $5,791,145 in media, $1,866,612 in materials and services and $7,355,282 in capitalized fees. Its 1978 volume included $5,346,296 in media, $1,180,846 in materials and services and $5,888,070 in capitalized fees.

Accounts gained: Ehrler's Dairy, Hyatt Regency Washington, Hyatt corporate Yellow Pages, special project, B. Hilliard, W. L. Lyons Inc., *Lexington Herald-Leader*, North American Van Lines, Optical Corp. of America, Satellite TV, Scripps-Howard Press Co. Lost: Hyatt Regency, Memphis. Billings breakdown: Newspapers 9%, magazines 28%, radio & tv 19%, outdoor 4%, business papers 40%. Employes: 33.

Dugan/Farley Communications Associates, Montvale, N.J., reported gross income of $1,240,000 on billings of $8,270,000 in 1979. In 1978 the agency had $766,500 in gross income on billings of $4,953,650. Its 1979 billings included $1,800,000 in media, $728,000 in materials and services and $5,742,000 in capitalized fees. Its 1978 billings included $1,240,000 in media, $412,000 in materials and services, $3,301,650 in capitalized fees and $273,470 in non-U.S. capitalized volume.

Accounts gained: Lederle's Cyclocort steroids; E.R. Squibb's Velosef, Merck Sharp & Dohme International. Billings breakdown: Magazines 65%, direct mail 15%, other 20%. Employes: 22.

Ehrlich-Manes & Associates, Washington, had estimated gross income of $2,575,000 on billings of $17,169,500 in 1979. In 1978 the agency reported gross income of $1,750,000 on billings of $14,340,293. Volume in 1979 included $11,796,000 in media, $2,499,200 in materials and services and $2,874,300 in capitalized fees. In 1978, volume included $9,737,059 in media, $2,610,232 in materials and services and $1,993,002 in capitalized fees.

Accounts gained: Airline Owners & Pilots Assn., Auto Train, Byron Motion Pictures, B.H. Kruger, Beltway Limousine, Cellin Mfg., Comsat General telesystems, recruitment, MCE division, Culmore Realty Co., D.A.S.I., Dynatech Labs, F.F.E. Int'l., First Women's Bank of Maryland, Fokker F 27 Aircraft, Garfinckel's (broadcast), Olympic Builders, Hugh T. Peck Properties, Publisher's Phototype, R.T.A., Rosansky & Kay, Toxigenics. Lost: American Finance Management Co., Martin Marietta Data Systems, Financial General, Volvo of Washington.

Billings breakdown: Newspapers 18.1%, magazines 7.3%, radio 11.7%, tv 17.1%, business papers 12.1%, direct mail 6.8%, and other 26.9%. Employes: 52.

William Eisner & Associates, Milwaukee, reported net income of $123,520 and gross income of $1,074,746 in 1979 on billings of $8,647,238. In 1978, net income was $66,866 and gross income was $782,284 on billings of $6,723,946. Volume in 1979 included $1,966,230 in media, $298,557 in materials and services and $6,382,451 in capitalized fees. Its 1978 volume included $1,815,968 in media, $147,486 in materials and services and $4,760,492 in capitalized fees. Billings breakdown: Newspapers 8%, magazines 61%, radio and tv 17%, outdoor 3%, other 11%. Employes: 37.

Elkman Advertising, Bala-Cynwyd, Pa., reported gross income of $3,040,000 in 1979 on billings of $20,265,400. In 1978 its gross income was $2,615,200 on billings of $17,432,400. The agency's 1979 volume included $13,034,000 in media, $1,762,000 in materials and services and $5,469,400 in capitalized fees. Its 1978 volume included $10,415,100 in media, $1,954,800 in materials and services and $5,062,500 in capitalized fees.

Accounts gained: Philadelphia Flyers; The Spectrum; VIMTO; WTAF-TV. Lost: Klinghoffer; Quaker Trademark. Billings breakdown: Newspapers 7%, magazines 2%, radio 14%, tv 72%, outdoor 2%, business papers 1%, p.o.p. 1%, other 1%. Employes: 95 in four offices.

Face it

McCann-Erickson, New York, is the agency for Energy Expo '82.

In 1982, Knoxville will be the most exciting city on the face of the earth.

Michael R. Ellison Advertising, Bellingham, Wash., formerly Christian Ministries Advertising, reported 1979 gross income of $1,804,050 on billings of $12,185,425. U.S. income was $1,476,000 and foreign income was $328,000. In 1978, CMA reported gross income of $1,238,047 on billings of $8,144,848, all in media billings. Billings in 1979 included $9,495,600 in media, $344,400 in materials and services and $158,425 in capitalized fees. Overseas volume of $2,187,000 included $1,994,000 in media and $193,000 in materials and services.

Accounts gained: Robert Tilton, Charles and Frances Hunter and Dwight Thompson Ministries. Billings breakdown: Newspapers 1%, magazines 4%, radio 45%, tv 45%, outdoor 5%. Employes 26 in two offices, one non-U.S., with one employe.

Epstein, Raboy Advertising, New York, had gross income of $2,770,000 on billings of $17,600,000 in 1979. U.S. income was $2,345,000 on billings of $14,300,000 in 1978. Billings in 1979 included $15,810,000 in media and $1,790,000 in materials and services. In 1978, billings included $12,960,000 in media and $1,340,000 in materials and services.

Accounts gained: Bert Pulitzer Inc., *Fleet Street Ltd.*, Richardson-Merrell's *Formby's* furniture care products, Georgette Klinger Salons, Guy Laroche, HOM, Nature de France Cosmetics, Parfums Stern Inc. (Oscar de la Renta fragrance), Roberta di Camerino and Yves Saint Laurent jeans. Lost: Tru Ade, MCA-TV and Calvin Klein. Billings breakdown: Newspapers 10%, magazines 40%, radio 19%, tv 30%, outdoor 2%, business press 3%, transit 1%, p.o.p. 2%, direct mail 3%. Employes: 26.

Fairfax Inc., New York, reported gross income of $1,500,000 in 1979 on billings of $12,500,000. In 1978, the agency had gross income of $1,435,000 on $11,900,000 in billings. Its 1979 volume consisted of $11,337,000 in media, $755,500 in materials and services and $407,500 in capitalized fees. Volume in 1978 included $10,495,000 in media, $1,165,000 in materials and services and $240,000 in capitalized fees.

Accounts gained: Chapstick Co., Stewart Clay Co., Sampliner, S.S. Co., Carmen Foundations (all direct response); Glick Construction; Levrige Realty, Walters Associates; Laurel Hollow Realty. Lost: Jay Norris Corp. Billings breakdown: Newspapers 26%, magazines 19%, supplements 40%, radio 4%, tv 7%, business papers 2%, farm publications 2%. Employes: 45.

G.M. Feldman & Co., Chicago, had gross income of $1,971,000 on 1979 volume of $13,140,000. In 1978, gross income was $1,528,350 on billings of $10,189,000. Billings in 1979 and '78 were all in media. Account added: Spring-Green Lawn Care Corp. Billings breakdown: Newspapers 3%, magazines 2%, radio 22%, tv 68%, outdoor 5%. Employes: 60 in five offices.

Firestone & Associates, New York, reported gross income of $2,555,252 on billings of $17,104,890 in 1979. Gross income was $2,505,149 on billings of $16,715,950 in 1978. Volume in 1979 included $9,690,000 in media, $1,632,000 in materials and services and $5,782,890 in capitalized fees. In 1978, volume included $9,500,000 in media, $1,600,000 in materials and services and $5,615,950 in capitalized fees.

No accounts were gained or lost in 1979. Billings breakdown: Newspapers 4%, magazines 19%, radio 12%, tv 50%, business press 13%, transit 2%. Employes: 33.

Fletcher/Mayo Associates, St. Joseph, Mo., reported net income of $298,000 and gross income of $2,752,000 in 1979 on billings of $25,987,000. In 1978, it had net income of $321,000 and gross income of $2,392,000 on billings of $22,943,000. Volume in 1979 included $6,614,000 in media, $2,264,000 in materials and services and $17,109,000 in capitalized fees. Its 1978 volume included $6,479,000 in media, $1,456,000 in materials and services and $15,008,000 in capitalized fees.

Accounts gained: Agrimerica, American Dehydrators Assn., Century Engineering Corp., International Harvester Southeast/AER, National Pork Producers, Philips Roxane, Ralston Purina Co., Riley Advertising Co., SmithKline Animal Health Products. Lost: St. Joseph Light & Power, Shell Animal Health, Walnut Grove Products. Billings breakdown: Newspapers 9%, magazines 3%, radio 9%, tv 10%, outdoor 2%, business papers 14%, farm publications 32%, p.o.p. 9%, direct mail 2%, pr 10%. Employes: 93 in two U.S. offices.

The Food Group, New York, had gross income of $1,050,000 in 1979 on billings of $6,785,500. Its 1978 figures were not reported. Volume in 1979 consisted of $1,800,000 in media, $650,000 in materials and services and $4,335,500 in capitalized fees. Included are billings of a subsidiary, Food Group West, Sherman Oaks, Cal. Accounts gained: Shasta Beverages food service division, Pinata Foods, Winkler/Flexible Products, Globe Products. Lost: Basic American Food Co. Billings breakdown: Business papers 75%, supplements 5%, p.o.p. 5%, direct mail 10%, other 5%. Employes: 17 in two offices.

Clinton E. Frank, Chicago, an Interpublic Group of Cos. subsidiary, reported gross income of $4,400,000 on billings of $29,200,000 in 1979. In 1978, the agency had $4,000,000 in gross income on $26,500,000 in billings. Accounts gained: Scorpion Industries and Electrolert. Lost: Icelandic Airlines, Kohler. Billings breakdown: Newspapers 10%, magazines 35%, radio 6%, tv 43%, outdoor 6%. Employes: 114 in two offices.

Marvin H. Frank & Co., Chicago, reported gross income of $1,399,273 on volume of $9,333,200 in 1979. Gross income in 1978 was $1,411,416 on volume of $9,413,000. Billings in 1979 included $6,009,100 in media, $2,096,900 in materials and services and $1,227,200 in capitalized fees. In 1978, billings included $5,915,000 in media, $1,930,000 in materials and services and $1,568,000 in capitalized fees.

Accounts added: Blue Coral, Collins, Miller & Hutchings, Gidon Industries, Sealy Mattress (Chicago area). Accounts lost: Playback, Orlando *Sentinel Star*, Turtle Wax, Family Drug Centers. Billings breakdown: Newspapers 21%, magazines 15%, radio 33%, tv 25%, outdoor 1%, business press 3%, transit 1%, other 1%. Employes: 26.

Freeman-Huenink-Zilbert, Milwaukee, formerly Northwest Advertising, reported gross income of $1,200,000 in 1979 on billings of $10,200,000. In 1978, gross income was $900,000 on billings of $7,800,000.

Accounts gained: Green Bay Tissue Mills, Kleen Test Products, Green Bay Oldsmobile Dealers, Autry Industries, National Fireplace, Defiance Wood Stoves, Patz Equipment, Rodeway Inns of America. Lost: Lippert Corp., Perfex Mfg. Billings breakdown: Newspapers 17%, magazines 9%, radio 9%, tv 15%, business papers 20%, farm publications 6%, p.o.p. 8%, direct mail 10%, other 10%. Employes: 45 in three offices.

Fry Associates, Tulsa, had gross income of $1,013,453 on billings of $4,156,146 in 1979. U.S. gross income was $982,234 on billings of $3,936,865 in 1978. Net income was $318,338 in 1979 and $272,164 in 1978. Billings last year included $459,186 in media and $3,696,960 in capitalized fees. In 1978, billings included $461,135 in media and $3,475,730 in capitalized fees. Accounts gained: Advanced Control Systems, Pipeline Industries, Tulsa Pro-Quip, Westdate Inc. Billings breakdown: Newspapers 1%, magazines 46%, broadcast 1%, outdoor 1%, other 51%. Employes: 11.

Furman, Roth, New York, reported gross income of $1,035,000 in 1979 on billings of $6,900,000. In 1978, gross income was $856,500 on billings of $5,665,000. Volume in 1979 included $6,134,010 in media, $319,100 in materials and services and $446,890 in capitalized fees. In 1978, volume included $5,038,000 in media, $240,000 in materials and services and $387,000 in capitalized fees.

Accounts gained: Leader Candies, L'Alsacienne Biscuits, American Zionist Youth Organization. Media breakdown: Newspapers 17%, magazines 4%, radio 10%, tv 65%, business papers 4%. Employes: 24 in two offices.

Agencies with gross income of $1-$5,000,000

Gardner, Stein & Frank, Chicago, reported gross income of $1,256,000 on 1979 billings of $9,190,550. Its 1978 gross was $1,038,000 on billings of $8,604,505. The agency's 1979 volume included $4,345,000 in media, $410,000 in materials and services, and $4,435,550 in capitalized fees. Its 1978 volume included $4,000,000 in media, $365,000 in materials and services and $4,239,505 in capitalized fees.

Accounts gained: Amoco Oil Co. special projects, Fireplace Industries, Harley Hotels, Helmsley Hotels, Hilton Hotel, Holly's Restaurants & Hotels, House of Vinyl, Land of Lincoln Savings Bank, Riviera Hotel. Accounts lost: Grenelefe Resort, National Hotel Management, WCLR Radio. Overseas accounts gained: Hyatt Regency Fiji and Dubai, Hyatt Galladari Galleria, Dubai. Overseas accounts lost: Hyatt Regency, Toronto and Tesoro Beach, El Salvador; Vancouver Airport House. Billings breakdown: Newspapers 20%, magazines 25%, radio 5%, tv 15%, outdoor 5%, business papers 10%, direct mail 10%, other 10%. Employes: 35.

Garfield-Linn & Co., Chicago, reported gross income of $1,560,000 on billings of $10,400,000 in 1979. Gross income in 1978 was $1,350,000 on $9,000,000 in billings.

Accounts gained: Electronic Funds Illinois, Glenmore Distilleries, Iceland Tourist Board, International Air Bahama, Icelandair, Legal Care of Illinois, A.E. Staley Mfg. Co. The agency lost Monogram Models. Billings breakdown: Newspapers 20%, magazines 30%, radio 15%, tv 25%, outdoor 5%, business press 5%. Employes: 50.

Geer, DuBois, New York, reported gross income of $4,800,000 on billings of $32,000,000 in 1979. Results include billings of Attardi & Davis division. Its 1978 gross was $3,750,000 on billings of $25,000,000. Accounts gained: Guiness-Harp Corp., Mercedes-Benz of North America trucks, North American Philips Corp., Parfums Rochas, Wham Enterprises, Aramis. Lost: IBM Corporate, Publicker Distillers Products. Billings breakdown: Newspapers 6%, magazines 49%, radio 10%, tv 35%. Employes: 100.

Gerber Advertising, Portland, Ore., reported gross income of $1,770,000 on 1979 billings of $12,000,000. Its 1978 gross income was $1,275,694 on billings of $8,883,790. The agency's 1979 volume included $7,250,000 in media, $3,502,000 in materials and services and $1,248,000 in capitalized fees. Its 1978 volume included $5,034,356 in media, $2,887,500 in materials and services and $961,934 in capitalized fees.

Accounts gained: Great Western Savings; King Cola Northwest kingdom, McDonald's of Oregon/-Southwest Washington; URM/-Excell food stores. Billings breakdown: Newspapers 10%, magazines 12%, radio 27%, tv 38%, outdoor 2%, point of sale 11%. Employes: 49 in two offices.

Gianettino & Meredith, Nutley, N.J., had gross income of $1,069,855 and net income of $49,000 in 1979 on billings of $9,284,100. In 1978, gross income was $370,000 on volume of $3,566,800. Its 1979 volume included $3,840,700 in media, $1,975,000 in materials and services and $3,468,400 in capitalized fees. In 1978, volume included $2,200,000 in media, $1,100,000 in materials and services and $266,800 in capitalized fees.

Accounts gained: Bonat, North American Philips Lighting Corp., Sterling Thompson, ShopRite Supermarkets, CeDe Candy. Billings breakdown: Newspapers 45%, magazines 10%, radio 10%, tv 25%, outdoor 5%, business papers 5%. Employes: 30.

Gilbert, Whitney & Johns, Morristown, N.J., reported gross income of $1,350,000 in 1979 on billings of $9,000,000. In 1978, gross income was $1,125,000 on billings of $7,500,000. Accounts gained: Boeing Computer Services Co., H. Goodman & Sons, Muralo Co., Roneo Vickers Inc. Lost: Fluid Dynamics; Iona College; Tesa Corp.; Thermoplastic Process. Billings breakdown: Newspapers 10%, magazines 36%, tv 15%, pr 16%, collateral 23%. Employes: 32.

Goodwin, Dannenbaum, Littman & Wingfield, Houston, posted gross income of $3,500,000 on billings of $19,500,000. The agency's 1979 volume included $13,000,000 in media, $3,000,000 in materials and services and $4,335,500 in capitalized fees. In 1978 volume consisted of $12,700,000 in media, $2,600,000 in materials and services and $4,200,000 in capitalized fees. Figures include its Beaumont, Tex., office.

Accounts gained: Century Paper, Curtin Matheson Scientific, Gibraltar Savings, Houston Cable TV, Miller's department stores, The Ortloff Corp., Palais Royal, Pat Walker's Figure Salons, Steak 'N Spirits, Tinsley's Chicken Rolls, Tony's Tortilla Factory, The Office Network; Way Out West Stores. Lost: Discount Lumber Mart, Foley's department stores, Pamex Foods, Tru Inc. Billings breakdown: Newspapers 15%, magazines 5%, supplements 5%, radio 10%, tv 50%, outdoor 7%, business papers 5%, transit 3%. Employes: 70 in two offices.

Gordon & Shortt, New York, reported gross income of $3,090,000 on billings of $24,640,000 in 1979. Its 1978 gross income was $1,752,556 on billings of $12,220,000. Its 1979 billings included $16,905,000 in media, $4,400,000 in materials and services and $3,335,000 in capitalized fees. Its 1978 billings included $10,170,000 in media and $2,050,000 in materials and services.

Accounts gained: Webster Wilcox Silversmith's INSILCO division, Brenda Allen Fashion Stores, General Motors corporate. Gordon & Shortt, Dallas, Braniff International's agency, was sold to Wells, Rich, Greene for cash and stock in 1979. Wells, Rich, Greene/Gordon was created to handle the Braniff account. Billings breakdown: Newspapers 35%, magazines 35%, radio 7%, tv 15%, outdoor 3%, business papers 5%. Employes: 30.

Chester Gore Co., New York, reported gross income of $1,892,000 on 1979 billings of $12,400,000. Its 1978 gross income was $1,552,800 on billings of $10,150,000. The agency's 1979 volume included $7,787,000 in media, $1,611,500 in materials and services and $3,001,500 in capitalized fees. Its 1978 volume included $6,976,675 in media, $1,522,500 in materials and services and $1,650,825 in capitalized fees.

Accounts gained: MacGregor Golf Co., Nino Cerruti Shirts, Prince Tennis. Billings breakdown: Newspapers 10%, magazines 65%, radio 5%, tv 15%, business papers 5%. Employes: 19.

Grant/Jacoby, Chicago, had gross income of $3,000,000 on billings of $18,620,000 in 1979. Its 1978 gross income was $2,200,000 on billings of $13,402,500. Volume in 1979 included $11,500,000 in media, $450,000 in materials and services and $6,670,000 in capitalized fees. Billings in 1978 included $8,000,000 in media, $400,000 in materials and services and $5,002,500 in capitalized fees.

Accounts gained: Nippon Electric Co., Jake's Pizza, Weber-Stephen Products, Ford City Bank. Accounts lost: R.P.C. division of Youngstown Steel Doors, Speed Queen. Billings breakdown: Newspapers 8%, magazines 35%, tv 15%, outdoor 3%, business papers 15%, farm publications 2%, transit advertising 1%, p.o.p. 2%, direct mail 10%, other 9%. Employes: 40.

Gray & Rogers, Philadelphia, reported gross income of $2,889,599 on 1979 billings of $19,262,353. Its 1978 gross was $2,468,814 on billings of $16,362,237. The agency's 1979 volume included $9,108,567 in media, $2,769,549 in materials and services and $7,384,237 in capitalized fees. Its 1978 volume included $7,031,784 in media, $2,379,753 in materials and services and $6,950,700 in capitalized fees.

Accounts gained: CY/RO Industries, Delaware Trust Co., Diamond Shamrock animal health products, Exide Electronics, Fedders Corp., KYW-TV, Philadelphia Suburban Water Co. Lost: Jacob Reed's, Neapco. Billings breakdown: Newspapers 16%, magazines 10%, radio 7%, tv 17%, outdoor 2%, business papers 45%, other (Yellow Pages) 3%. Employes: 86 in two offices.

Greenstone & Rabasca, Melville, N.Y., reported gross income of $1,000,000 on 1979 billings of $6,000,000. The agency had gross income of $705,000 on 1978 billings of $4,700,000. Accounts gained: Astoria Federal Savings, UPA Technology, North American Philips Co.'s Dialight, Waterman Steamship Lines, Grumman truck division. Billings breakdown: Newspapers 20%, magazines 70%, radio 5%, outdoor 1%, business papers 4%. Employes 28.

Griffin Bacal, New York, an agency formed in mid-1978, reported gross income of $1,950,000 on 1979 billings of $13,000,000. In 1978 its gross income was $450,000 on $3,000,000 in billings. The agency's 1979 volume consisted of $11,900,000 in media, $500,000 in materials and services and $600,000 in capitalized fees. In 1978 the agency's volume included $2,600,000 in media, $300,000 in materials and services and $100,000 in capitalized fees. Accounts gained: Combe Inc. Billings breakdown: Newspapers 5%, magazines 10%, supplements 3%, radio 7%, tv 72%, p.o.p. 3%. Employes: 15.

Group 3hree Advertising, Fort Lauderdale, Fla., reported gross income of $4,127,183 in 1979 on billings of $15,367,502. Its 1978 gross was $3,209,138 on billings of $13,677,659. Volume in 1979 included $2,715,457 in media, $1,187,256 in materials and services and $11,464,789 in capitalized fees. Its 1978 volume included $2,119,119 in media, $420,086 in materials and services and $11,138,454 in capitalized fees.

Accounts gained: Coopers & Lybrand, Gulfstream Banks, Naples Federal Savings & Loan.

Accounts lost: AIRPAX division of North American Philips Controls Corp., EMR, Sangamo Weston/Schlumberger. Billings breakdown: Newspapers 14%, magazines 20%, radio 9%, tv 15%, outdoor 1%, business papers 30%, collateral 11%. Employes: 40.

Hackenberg, Normann, Krivkovich & Partners, Chicago, reported gross income of $1,038,636 in 1979 on billings of $6,700,880. In 1978, gross income was $751,140 on billings of $4,815,000. Volume in 1979 consisted of $5,280,000 in media, $994,000 in materials and services and $426,880 in capitalized fees. Its 1978 volume included $3,588,700 in media, $853,490 in materials and services and $373,520 in capitalized fees.

Accounts gained: Bell & Howell education division, Salerno Cookies, Crate & Barrel. Billings breakdown: Newspapers 30%, magazines 17%, radio 20%, tv 18%, direct mail 15%. Employes: 18.

Haddon Advertising, Chicago, reported net income of $250,000 and gross income of $1,500,000 in 1979 on billings of $10,035,300. In 1978 net income was $175,650 and gross income was $1,255,550 on billings of $8,365,300. Volume in 1979 included $2,600,000 in media, $3,500,000 in materials and services and $3,935,300 in capitalized fees. Its 1978 volume included $2,054,000 in billings, $3,043,000 in materials and services and $3,268,300 in capitalized fees.

Accounts gained: First Chicago Cheque Corp., Thomas Cook Travel, Chicago Ritz-Carlton Hotel, Continental Can Co., U.S.A., division of Continental Group. Lost: MDRT. Billings breakdown: Newspapers 20%, magazines 20%, radio 25%, tv 20%, outdoor 5%, business papers 3%, direct mail 7%. Employes: 28.

Hall Decker McKibbin & Singer, New York, had estimated gross income of $1,345,000 in 1979 on $8,995,000 volume. Its estimated gross income in 1978 was $933,000 on billings of $6,220,000. Its 1979 volume included $2,428,650 in media and $6,566,350 in capitalized fees. Its 1978 total included $1,679,400 in media and $4,540,600 in capitalized fees. Results include its Connecticut office.

Accounts added: Career Life Council, BBL Microbiology Systems, Johnston Labs, Bulova, Auditek, Look-See Kitchens, DuPont Instruments, Sybron/-Brinkmann Instruments. Resigned: Safe Flight Instrument Corp., International Learning Systems. Billings breakdown: Newspapers 2%, magazines 27%, direct mail 67%, other (sales aids) 4%. Employes: 23 in two offices.

Hammond Farrell, New York, had gross income of $1,364,800 in 1979 on billings of $9,106,459. Its 1978 gross was $1,230,000 on billings of $8,202,610. Volume in 1979 included $1,900,000 in media, $712,000 in materials and services and $6,494,459 in capitalized fees. Its 1978 volume included $1,780,000 in media, $1,200,000 in materials and services and $5,222,610 in capitalized fees. Accounts gained: AMAX nickel division; American Business Press; Anaconda Industries wire and cable division. Billings breakdown: Newspapers 15%, magazines 10%, radio 5%, business papers 70%. Employes: 30.

Ross Hancock Advertising, Hollywood, Fla., had gross income of $1,414,919 in 1979 on billings of $6,431,450. In 1978, it had gross income of $1,117,168 on billings of $5,319,850. Billings last year included $4,773,500 in media, $1,157,700 in materials and services and $500,250 in capitalized fees. In 1978, billings included $4,048,500 in media, $771,100 in materials and services and $500,250 in capitalized fees. The agency owns Video Base in Florida.

Accounts gained: First National Bank in Palm Beach, Natural Eats Health Food Stores, T.N.T. Insecticide Products, Zenex Lubricants. Lost: Pet Chemicals and Personnel Pool of America. Billings breakdown: Newspapers 19%, magazines 8%, radio 16%, tv 48%, outdoor 2%, business press 2%, p.o.p. 3%, direct mail 2%. Employes: 22.

Handley & Miller, Indianapolis, reported gross income of $1,961,500 in 1979 on billings of $11,702,320. Its 1978 gross income was $1,711,650 on billings of $11,413,300. Volume in 1979 included $6,160,000 in media, $900,000 in materials and services and $4,642,320 in capitalized fees. In 1978, volume included $5,910,000 in media, $901,000 in materials and services and $4,602,300 in capitalized fees. Account Lost: Elanco and Indiana Pacers. Billings breakdown: Newspaper 14%, magazines 7%, supplements 2%, radio 13%, tv 54%, outdoor 2%, business papers 4%, p.o.p. 3%, direct mail 1%. Employes: 33.

James Neal Harvey Inc., New York, reported gross income of $2,900,000 on 1979 billings of $21,300,500. It reported gross income of $2,600,000 on 1978 billings of $18,200,000. The 1979 billings included $18,500,000 on media, $1,800,000 in materials and services and $1,000,500 in capitalized fees. The 1978 billings included $16,100,000 in media, $1,500,000 in materials and services and $600,000 in capitalized fees.

Accounts gained: Binney & Smith Crayola, Glenbrook Laboratories, Cott Beverages.

Account lost: Leisure Dynamics. Billings breakdown: Newspapers 4%, magazines 25%, supplements 1%, radio 3%, tv 65%, business papers 2%. Employes: 60 in three offices.

Healthmark Communications, New York, reported gross income of $2,800,000 on 1979 billings of $20,675,000. Its 1978 gross was $2,500,000 on billings of $17,100,000. The agency's 1979 volume included $2,200,000 in media, $1,800,000 in materials and services and $16,675,000 in capitalized fees. Its 1978 volume included $1,100,000 in media, $1,493,000 in materials and services and $14,507,000 in capitalized fees.

Accounts gained: Chocolate Manufacturers Assn., Dow Corning Ophthalmics, G. D. Searle & Co. for Aldactone and Aldactazide, Weight Watchers International.

Accounts lost: Bristol Laboratories, Meyer Laboratories. Billings breakdown: Medical journals 15%, direct mail 15%, other 70%. Employes: 40.

Helfgott, Towne & Silverstein, New York, had gross income of $4,425,000 on billings of $29,500,000 in 1979. U.S. income was $4,050,000 on billings of $27,000,000 in 1978.

Accounts gained: Clouds Jeans, Ideal Toy's electronic division, Bisceglia table wines, Sporting House at Enfield. Billings breakdown: Newspapers 15%, magazines 15%, radio 10%, tv 50%, other 10%. Employes: 60.

Hoefer, Dieterich + Brown, San Francisco, reported gross income of $2,135,595 in 1979 on billings of $15,109,874. In 1978, its gross income was $3,431,733 on billings of $24,160,322. Volume in 1979 included $10,810,755 in media, $1,479,454 in materials and services and $2,819,665 in capitalized fees. Its 1978 volume included $17,701,413 in media, $3,339,921 in materials and services and $3,118,988 in capitalized fees.

Accounts gained: Harper & Row, Great North AMC Dealers, Great North Renault Dealers. Lost: Shasta Beverages, Purex Grocery, Hibernia Bank, California AMC Car Dealers. Billings breakdown: Newspapers 17.41%, magazines 12.62%, trade 6.62%, radio 8.24%, tv 54.35%, outdoor 0.76%. Employes: 42.

Agencies with gross income of $1-$5,000,000

J.P. Hogan & Co., Knoxville, Tenn., reported gross income of $1,002,000 in 1979 on billings of $6,680,000. In 1978, the agency had gross income of $930,000 on billings of $6,200,000. Volume in 1979 included $2,124,500 in media, $755,500 in materials and services and $3,800,000 in capitalized fees. Its 1978 volume included $1,950,000 in media, $738,000 in materials and services and $3,512,000 in capitalized fees. The agency has one U.S. subsidiary, Sounds Creative.

Accounts gained: Appalachian National Corp., Cleveland National Bank, It's Inc., Southern Salvage Co., WindowBlanket Co. Lost: Camel Mfg., Chemical Separations Corp., Martin Processing Co. Billings breakdown: Newspapers 3%, magazines 17%, radio 8.5%, tv 10%, outdoor 4%, business papers 24%, farm publications 0.5%, point of sale 0.5%, direct mail 4.5%, other 28%. Employes: 27.

Hood, Hope & Associates, Tulsa, reported gross income of $1,862,046 on 1979 billings of $11,826,335. Its 1978 gross income was $1,793,647 on corrected billings of $10,127,421. Billings in 1979 included $5,500,047 in media and $6,326,288 in capitalized fees. In 1978, billings included $5,057,014 in media and $5,070,407 in capitalized fees.

Accounts added: Dalco Petroleum, Geosource, KELI, Optronics, Sun Gas Co., Telex Computer Products, Video Communications. Accounts lost: KXXO, Miss Jackson's, Vector Properties, Phillips Machinery. Billings breakdown: Newspapers 6%, magazines 24%, radio 4%, tv 31%, outdoor 2%, business press 3%, p.o.p. 2%, other 28%. Employes: 42.

Horton, Church & Goff, Providence, had gross income of $3,489,000 on 1979 billings of $23,259,300. In 1978 its gross income was $3,540,000 on billings of $23,611,801. Volume in 1979 included $10,750,706 in media, $3,849,340 in materials and services, $8,659,254 in capitalized fees. In 1978 volume included $9,751,830 in media, $4,377,906 in materials and services and $9,482,065 in capitalized fees. Billings breakdown: Newspapers 6%, magazines 30%, tv 3%, business press 60%, other 1%. Employes: 104.

Ingalls Associates, Boston, had gross income of $4,600,000 in 1979 on billings of $32,000,000. Its 1978 gross income was $3,900,000 on billings of $27,000,000. The agency's 1979 volume included $18,000,000 in media, $4,000,000 in materials and services, and $10,000,000 in capitalized fees. In 1978 its volume included $15,129,000 in media, $3,200,000 in materials and services and $8,671,000 in capitalized fees.

Accounts gained: Compo Industries, Dennison Manufacturing Co., Financial Federal Savings & Loan (Florida), Gloucester Engineering Guaranty Bank & Trust (Worcester), LTX Corp., Merrill Trust (Maine), C.E. Morgan Co., United Marine Publishing, State of Massachusetts industrial development and tourism.

Lost: Analog Devices, Boston Digital, Helix, Suffolk Downs. Billings breakdown: Newspapers 20%, magazines 10%, radio 27%, tv 20%, outdoor 1%, business papers 20%, transit advertising 1% and Yellow Pages 1%. Employes: 130 in two offices.

Isidore Lefkowitz Elgort, New York, acquired by Della Femina, Travisano & Partners in December, reported gross income of $3,180,000 in 1979 on billings of $21,202,000. In 1978, the agency had gross income of $3,061,894 on billings of $20,412,529. The agency's 1979 volume included $16,000,000 in media and $5,202,000 in capitalized fees. In 1978 its volume included $11,171,254 in media, $2,700,006 in materials and services and $[illegible]41,269 in capitalized fees.

Accounts gained: Equitable Life Assurance Society. Billings breakdown: Newspapers 20%, magazines 18%, radio 10%, tv 60%, business papers 2%. Employes: 30.

John Paul Itta Inc., New York, reported 1979 gross income of $1,605,000 on billings of $10,220,000. Its 1978 gross income was $1,535,000 on billings of $10,100,000. Volume in 1979 included $7,585,000 in media, $1,475,000 in materials and services and $1,160,000 in capitalized fees. Its 1978 billings included $7,550,000 in media, $1,425,000 in materials and services and $1,125,000 in capitalized fees.

Accounts gained: Cosmair, American Bible Society, Aer Lingus. Billings breakdown: Newspapers 9%, magazines 10%, radio 8%, tv 60%, outdoor 1%, business papers 2%, transit 1%, p.o.p. 4%, direct mail 5%. Employes: 16.

Jameson Advertising, New York, reported gross income of $1,230,000 on billings of $8,200,000 in 1979. Its 1978 gross was $1,200,000 on billings of $7,967,000. Its 1979 billings included $3,559,940 in media, $868,175 in materials and services and $3,771,885 in capitalized fees. Its 1978 billings included $3,438,160 in media, $847,000 in materials and services and $3,681,840 in capitalized fees.

Accounts gained: Hearst Corp., direct marketing division, Gotham Audio Corp., *New Shelter*, Mita Copystar America. Lost: Longacre Press, Macmillan Publishing Co.'s Mayflower Books, Early American Society. Billings breakdown: Newspapers 25%, magazines 20%, supplements 3%, radio 14%, tv 7%, business papers 18%, p.o.p. 1%, direct mail 12%. Employes: 26.

Jarman, Spitzer & Felix, New York, reported $109,000 in 1979 net income and gross income of $1,250,630 on billings of $8,853,260 in 1979. Its 1978 net income was $102,000 and gross income was $1,140,000 on billings of $7,600,000. The agency's 1979 volume consisted of $3,702,000 in media, $1,895,300 in materials and services and $3,255,960 in capitalized fees. In 1978, volume included $3,366,000 in media, $1,723,800 in materials and services, $2,390,200 in capitalized fees, $90,000 in non-U.S. billings and $30,000 in non-U.S. materials and services. It operates JSF Public Relations, a subsidiary.

Accounts gained: Buchler Instruments, Durst United States Sickles, Garry Manufacturing, General Machine Co. of New Jersey, Marubeni America, M.M.T.S., Numerax, Ohaus Scale, Pentax Surveying Instruments, Shape Magnetronics. Billings breakdown: Magazines 9%, radio 2%, business papers 42%, direct mail 12%, other 35%. Employes: 36 in two offices.

The Jayme Organization, Cleveland, reported gross income of $1,723,000 in 1979 on billings of $13,883,000. In 1978, gross income was $1,415,000 on billings of $11,447,000. Volume in 1979 included $1,843,000 in media, $1,421,000 in materials and services and $10,619,000 in capitalized fees. Its 1978 volume included $1,506,000 in media, $1,077,000 in materials and services and $8,864,000 in capitalized fees. Jayme has two subsidiaries, Watt-Jayme PR and Strategic Research Center.

Accounts gained: Norton Co.'s chemical process products division and plastics and synthetics division, Parker Hannifin filter division, Avery International reflective materials, Sherwin Williams specialty products division, Case Western Reserve University. Lost: Martin Marietta Master Builders, McDowell-Wellman Co. Billings breakdown: Newspapers 8%, magazines 3%, radio 7%, tv 3%, business papers 77%, p.o.p. 2%. Employes: 40.

Jim Johnston Advertising, New York, reported 1979 gross income of $1,980,000 on billings of $13,208,400. Its 1978 gross of $1,839,000 included $320,250 in non-U.S. income on billings of $12,260,000. Its 1979 billings included $8,900,000 in media, $706,400 in materials and services and $3,602,000 in capitalized fees. In 1978, U.S. billings of $10,125,000 included $4,754,702 in media, $603,336 in materials and services and $4,766,962 in capitalized fees. Its 1978 non-U.S. income included $2,135,000 in capitalized fees.

Accounts gained: Viking Penguin, Westinghouse Broadcasting Co., Playmakers Repertory Co., *The Asian Wall Street Journal Weekly*. Lost: Montauk Yacht Club & Inn, Brazilian Court Hotel. Billings breakoown: Newspapers 35%, magazines 37%, radio 5%, tv 3%, business papers 12%, direct mail 2%, other 6%. Employes: 74, including 32 in two U.S. offices and 42 in three foreign offices.

James Jordan Inc., New York, reported gross income of $4,860,000 on billings of $32,408,000 in 1979, its first full year in business. Its 1979 volume included $24,700,000 in media, $1,225,000 in materials and services and $6,483,000 in capitalized fees.

Accounts gained: Belgian National Tourist Board, Campbell Soup Co., Colombo, Drackett, Eden Toys, Firestone Tire & Rubber, Helene Curtis, International Playtex, Specs International, Welch Foods. Lost: Wheat Nuts. Billings breakdown: Newspapers 6%, magazines 18%, supplements 1%, radio 3%, tv 70%, outdoor 2%. Employes: 45.

Jordan/Tamraz/Caruso Advertising, Chicago, reported gross income of $1,845,000 on 1979 billings of $12,300,000. Its 1978 gross was $1,545,000 on billings of $10,300,000. The agency's 1979 volume included $9,743,000 in media, $1,419,000 in materials and services and $1,138,000 in capitalized fees. Its 1978 volume included $8,610,000 in media, $1,010,000 in materials and services and $680,000 in capitalized fees.

Accounts gained: Daily Southwest Economist Newspapers, First Condominium Development Corp., Kendler Co., Sony Consumer Products Co. midwest region. Billings breakdown: Newspapers 25%, magazines 15%, radio 20%, tv 20%, outdoor 5%, business papers 5%, other (collateral) 10%. Employes: 43.

Juhl Advertising, Elkhart, Ind., had gross income of $1,755,000 in 1979 on billings of $11,700,000. In 1978, gross income was $1,420,400 on billings of $9,419,375. The agency's 1979 volume included $2,500,000 in media, $1,200,000 in materials and services and $8,000,000 in capitalized fees. Its 1978 volume included $2,300,000 in media, $1,700,000 in materials and services and $5,419,375 in capitalized fees.

Accounts gained: IKD Corp., Easy Heat Wirecraft, Cole Products, Uniroyal Industrial. Lost: Everett Piano Co. Billings breakdown: Newspapers 10%, magazines 48%, radio 10%, tv 10%, outdoor 1%, p.o.p. 6%, direct mail 15%. Employes: 62.

KSW&G Advertising, New York, reported gross income of $2,207,734 in 1979 on billings of $14,128,600. In 1978, gross income was $2,636,510 on billings of $15,509,050. Volume in 1979 included $9,840,000 in media, $2,087,500 in materials and services and $2,201,100 in capitalized fees. Its 1978 volume included $10,165,850 in media, $2,675,200 in materials and services and $2,668,000 in capitalized fees.

Accounts gained: Perdo Domecq brandies and sherries; Loews Hotels, Dreyfus-Ashby & Co., Bristol-Myers, Pfizer's Coty. Lost: BSR (USA) Ltd., Olympus Camera. Billings breakdown: Newspapers 10%, magazines 30%, supplements 5%, radio 10%, tv 35%, outdoor 2%, business papers 5%, other 3%. Employes: 40.

Kalish & Rice, Philadelphia, had gross income of $1,665,000 in 1979 on billings of $11,100,000. In 1978, gross income was $1,560,000 on total billings of $10,400,000.

Accounts gained: Armstrong Cork Co., Calico Corners, Great Bay Hotel & Casino. Lost Lionel Leisure. Billings breakdown: Newspapers 24%, magazines 10%, radio 24%, tv 32%, outdoor 10%. Employes: 52.

Kallir, Philips, Ross, New York, a health care communications and marketing agency, reported gross income of $4,604,000 in 1979 on billings of $39,911,000. In 1978, gross income was $4,608,000 on billings of $39,709,000. Volume in 1979 included $8,958,000 in media, $4,540,000 in materials and services and $26,413,000 in capitalized fees. Its 1978 volume included $9,141,000 in media, $6,098,000 in materials and services and $20,470,000 in capitalized fees.

Accounts gained: Janssen Pharmaceutica (Inapsine, Innovar, Monistat i.v., Sublimaze, Vermox), J&J Dental Co. (Miradapt, Nupro Sentry-Seal), J&J Health Care (Reach toothbrush), L'eggs Sheer Energy pantyhose, Merck Sharp & Dohme, Norwich-Eaton Pharmaceuticals, Ortho Pharmaceutical (Ortho Novum 1/35), Ortho Consumer Products (Ortho Personal Lubricant, Ortho creme, Ortho Gynol, Conceptrol, Delfen and Intercept), Upjohn's Loniten, Wallace Laboratories, Wyeth Laboratories. Lost: Avicon's Avitene, Dorsey's Tavist, IBM Biomedical Systems, McNeil Labs' Tylenol with codeine and Tylox. Billings breakdown: Medical journals 58%, direct mail 20%, collateral material 2%, audio-visual education material 20%. Employes: 98.

Henry J. Kaufman & Associates, Washington, reported gross income of $2,000,000 on billings of $15,000,000 in 1979. In 1978, gross income was $1,990,280 on billings of $13,270,785, including non-U.S. income of $42,000 on overseas billings of $280,140. The agency did not break out its 1979 volume. Accounts gained: Chevy Chase Savings & Loan, Mitre Corp., American Management Systems, American Concrete Pipe Assn., U.S. Public Health Service, Columbia Corporate Center, Reinforced Earth Co. Lost: *Nation's Business*, Madison Hotel. Billings breakdown: Newspapers 10%, magazines 15%, radio 20%, tv 35%, outdoor 5%, business papers 5%, transit 2%, p.o.p. 5%, direct mail 3%. Employes: 53 in three offices, two of which are in the U.S.

Kelly Advertising, Lancaster, Pa., reported gross income of $1,078,751 on 1979 billings of $9,839,619. It had gross income of $763,016 on 1978 billings of $6,838,610. The 1979 billings included $1,692,800 in media, $1,264,380 in materials and services and $6,882,439 in capitalized fees. The 1978 billings included $1,226,476 in media, $759,750 in materials and services and $4,852,384 in capitalized fees.

Accounts gained: Pennfield Feeds, Arrow International, Paris Wall, Copes Corn, Weaver Co., Martin Manufacturing, Borger Steel, Multilectric, Electronic Check Services. Lost: Armstrong, Perkins regional, Pappy's regional, Tighe Industries, Drovers Bank.

Billings breakdown: Newspapers 15%, magazines 25%, radio 9%, tv 11%, outdoor 13%, business papers 17%, farm publications 2%, p.o.p. 7%, direct mail 1%. Employes: 27.

Kerker & Associates, Minneapolis, had gross income of $1,730,844 in 1979 on billings of $11,652,296. In 1978, gross income was $1,645,993 on billings of $11,148,282. Its 1979 volume included $5,095,486 in media, $1,184,919 in materials and services and $5,371,891 in capitalized fees. Its 1978 volume consisted of $4,862,905 in media, $1,178,892 in materials and services and $5,106,485 in capitalized fees.

Accounts added: Ideal Security Hardware, Medtronic, Pearson Candy Co., Standex Energy Systems, 3M Co. industrial abrasives division. Employes: 40.

Keyes, Martin & Co., Springfield, N.J., reported gross income of $4,905,110 on billings of $27,372,000 in 1979. Its 1978 gross was $4,893,980 on billings of $26,890,000. It reported $203,000 in 1979 non-U.S. billings. Its 1979 billings included $19,072,900 in media, $2,098,344 in materials and services and $6,200,756 in capitalized fees. Its 1978 billings included $16,126,310 in media, $2,146,380 in materials and services and $8,617,310 in capitalized fees.

Accounts gained: Best Price Stores, Falcon Jet Corp., 1980 U.S. Golf Open, DMC Corp., Val-Pak, Committee for No-Fault Reform. Lost: Wessel Hardware, Mosler Airmatic, Quickie Mfg. Corp. Billings breakdown: Newspapers 35%, magazines 35%, radio 10%, direct mail 10%, other 10%. Employes: 81.

Klemtner Advertising, New York, a subsidiary of Compton Advertising reported gross income of $3,490,000 in 1979 on billings of $26,190,000. In 1978, this health care agency had gross income of $3,270,000 on billings of $23,520,000. Volume in 1979 included $8,000,000 in media, $2,040,000 in materials and services and $16,150,000 in capitalized fees. Its 1978 volume included $6,500,000 in media, $4,620,000 in materials and services and $12,400,000 in capitalized fees.

Accounts gained: Squibb International, Thompson Medical Products, Chesebrough-Pond's new products and Pfizer new products. Billings breakdown: Business papers 50%, p.o.p. 4%, direct mail 10% and other 36%. Employes: 80.

Kobs & Brady Advertising, Chicago, had gross income of $1,825,292 in 1979 on billings of $12,173,139. In 1978, gross income was $1,051,202 on 1978 billings of $7,009,380. Volume in 1979 included $1,748,979 in media, $1,367,341 in materials and services and $9,056,819 in capitalized fees. Its 1978 volume included $3,199,680 in media, $1,075,000 in materials and services and $2,734,700 in capitalized fees.

Accounts gained: General Electric Co., Xerox Corp., Montgomery Ward Good Healthkeeping Club, Ward's Wide World of Travel, Cincinnati Bell Telephone Co., Southern Bell Telephone Co. Lost: Citizens Bank and Trust Co. Bill-

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Agencies with gross income of $1-$5,000,000

ings breakdown: Newspapers 10%, magazines 27%, supplements 1%, tv 7%, radio 5%, business papers 1%, direct mail 49%. Employes: 40.

Kurtz & Tarlow Co., New York, had gross income of $4,090,000 in 1979 on billings of $31,336,000. In 1978, it had gross income of $2,794,000 on billings of $21,327,000. In 1979, volume included $24,200,000 in media, $2,800,000 in materials and services and $4,336,000 in capitalized fees. The 1978 volume included $15,591,000 in media, $1,309,000 in materials and services and $4,427,000 in capitalized fees.

Accounts added: Pfizer's Coty fragrances, Varig Brazilian Airlines, Squibb's Andrea Raab division, Timex Corp. (projects), Purolator Courier Corp., Consolidated Foods' Tyco Toys, Bristol-Myers (new products), Wilkinson Sword. Resigned: Del Laboratories. Lost: Savings Bank Life Insurance. Billings breakdown: Newspapers 1%, magazines 29%, supplements 5%, radio 1%, tv 64%. Employes: 68.

Martin Landey, Arlow Advertising, New York, had gross income of $4,950,000 in 1979 on billings of $33,000,000, of which $2,000,000 was foreign. In 1978, gross income was $4,500,000 on billings of $30,000,000, of which $3,000,000 was foreign.

Accounts gained: National Bank of N.A., Ship 'N Shore division of General Mills, *Popular Mechanics*, Coty division of Pfizer, New York ADI Oldsmobile Marketing Group, Gucci perfumes (overseas). Lost: Coty's Emeraude and Nuance fragrances. Billings breakdown: Newspapers 10%, magazines 35%, radio 10%, tv 40%, outdoor 2%, business papers 3%. Employes: 70.

Lang, Fisher & Stashower, Cleveland, had gross income of $2,547,000 in 1979 on billings of $16,982,427. In 1978, gross income was $2,300,000 on billings of $15,438,570. Volume in 1979 included $9,886,668 in media and materials and services and $7,095,759 in capitalized fees. Its 1978 volume included $8,987,880 in media and $6,450,690 in capitalized fees. The agency's three subsidiaries, Creative Group, Systems Group and Market Design, are not included in the totals.

Accounts gained: Evenflo, Curtis Industries, Tradin' Times, Arrow Distributing. Billings breakdown: Newspapers 25%, magazines 8%, radio 21%, tv 30%, outdoor 1%, business papers 4%, transit 1%, direct mail 6%, other 4%. Employes: 53.

Larson/Bateman, Santa Barbara, Cal., reported gross income of $2,279,102 on 1979 billings of $15,160,593. Its 1978 gross was $2,119,182 on billings of $13,637,569. The agency's 1979 volume included $11,284,460 in media, $1,727,166 in materials and services and $2,148,967 in capitalized fees. Its 1978 volume was not broken down. Accounts gained: Excel Mineral Co., Fosters Freeze, Santa Barbara Cable TV. Lost: Ajax International, Aroma Taste Foods. Billings breakdown: Newspapers 6.7%, magazines 15.6%, radio 5.6%, tv 66.1%, outdoor 3.9%, business papers 0.8%, other 1.3%. Employes: 53.

Lawler Ballard Advertising, Norfolk, Va., formerly Lawler Ballard Little, reported gross income of $2,696,900 in 1979 on billings of $18,100,620. Its 1978 gross income was $2,680,361 on billings of $17,888,200. Volume in 1979 included $8,279,620 in media, $2,615,400 in materials and services and $7,205,600 in capitalized fees. In 1978, volume included $8,485,500 in media, $3,066,200 in materials and services and $6,336,500 in capitalized fees. Media breakdown: Newspapers 22%, magazines 12%, radio 17%, tv 40%, business press 5%, outdoor 3%, farm publications 1%. Employes: 82 in four offices.

S.R. Leon Co., New York, had gross income of $2,700,000 on media billings of $18,000,000 in 1979, unchanged from 1978. Accounts gained: G.D. Searle, Courtesy Drugs, Brimms' Denture Products, West Cabot Cosmetics, Durham division Stieffel Labs, Formula Desert Dog Tires. Lost: Abbott Laboratories. Billings breakdown: Newspapers 3%, magazines 5%, radio 5%, tv 85%, outdoor 1%, business papers 1%. Employes: 25.

Lerner, King & Associates, New York, reported gross income of $1,415,000 on billings of $12,437,400 in 1979, its first full year in business. The agency's 1979 volume included $11,000,000 in media, $1,350,000 in materials and services and $87,400 in capitalized fees.

Accounts gained: Games Management Services, WMCA Radio, Island Helicopter Corp., Transavionics Corp., Nellen Publishing, A-Drive Corp., Opinion Research Corp., Gem Fancies Inc., Indenbaum & Co., Sharpe Nutritionals, Pro Sports Merchandising, New Island Education Corp. Accounts lost: Ibis Restaurant and Baby Watson Cheesecake. Billings breakdown: Newspapers 10%, magazines 3%, radio 4%, tv 83%. Employes: 20.

Levine, Huntley, Schmidt, Plapler & Beaver, New York, reported gross income in 1979 of $4,217,500 on billings of $31,420,000. It had gross income of $3,740,000 on 1978 billings of $28,002,500. Volume in 1979 included $23,500,000 in media, $1,250,000 in materials and services and $6,670,000 in capitalized fees. In 1978, volume included $22,000,000 in media, $1,000,000 in materials and services and $5,002,500 in capitalized fees.

Accounts gained: New York University, Topps Chewing Gum, Bank Hapoalim. In 1979, the agency went international by establishing affiliations with the West German Wilkens Agency and the French Roux, Sequela, Cayzack & Goudard. Billings breakdown: Newspapers 5%, magazines 15%, supplements 3%, radio 8%, tv 60%, outdoor 3%, business papers 3%, transit 3%. Employes: 65.

Jack Levy & Associates, Chicago, reported 1979 gross income of $1,216,550 on billings of $8,112,100. Its 1978 gross income was $997,000 on billings of $7,060,790. Volume in 1979 included $3,750,000 in media, $827,000 in materials and services and $3,535,100 in capitalized fees. Its 1978 volume included $3,080,000 in media, $480,000 in materials and services and $3,500,790 in capitalized fees.

Accounts gained: Tenex Corp., National Savings, Milwaukee, Norlin Inc. Lost: A.J. Canfield and Club Products Co. Billings breakdown: Newspapers 15%, magazines 19%, radio 5%, tv 42%, business papers 15%, direct mail 4%. Employes: 24.

Lieberman-Harrison, Allentown, Pa., reported net income of $32,942 and gross income of $1,047,000 on billings of $6,890,765 in 1979. In 1978 it had net income of $13,254 and gross income of $835,000 on billings of $5,465,546. Its 1979 billings included $3,089,000 in media, $947,525 in materials and services and $2,854,240 in capitalized fees. Its 1978 billings included $2,589,045 in media, $676,202 in materials and services and $2,200,299 in capitalized fees.

Accounts gained: Commonwealth Telephone, Allen Products, Goodman Co., Sarco. Lost: Saycony Shoe, Follett Corp. Billings breakdown: Newspapers 3%, magazines 48%, radio 2%, tv 1%, outdoor 3%, direct mail 34%, other 9%. Employes: 23.

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Needham, Harper & Steers, Chicago, is agency for Anheuser-Busch's Busch beer.

Liller Neal Weltin, Atlanta, reported gross income of $3,547,535 on 1979 billings of $23,662,058. In 1978 it had gross income of $2,652,307 on billings of $17,686,011. The agency's 1979 volume consisted of $18,255,109 in media, $2,675,871 in materials and services and $2,731,078 in capitalized fees. Its 1978 volume included $13,099,753 in media, $2,023,951 in materials and services and $2,562,307 in capitalized fees.

Accounts gained: Alliancewall, Collins & Aikman (pantyhose), Leadcil, National Coalition to Prevent Shoplifting, Steak 'n Shake (Southeast), Texize's, Wood Plus, Peachtree Doors. Lost: Genesco (shoes), Wrangler Boots, Piedmont Aviation. Billings breakdown: Newspapers 13%, magazines 15%, supplements 1%, radio 13%, tv 51%, outdoor 4%, business papers 3%. Employes: 83.

Loewy Stempel & Zabin, New York, had estimated gross income of $1,125,000 on 1979 billings of $7,400,000. Its 1978 estimated gross was $1,000,000 on billings of $7,250,000. Volume in 1979 included $5,900,000 in media, $900,000 in materials and services and $600,000 in capitalized fees. In 1978, volume included $5,570,000 in media, $900,000 in materials and services and $600,000 in capitalized fees. Billings breakdown: Newspapers 35%, magazines 7%, radio 8%, tv 5%, business papers 25%, farm publications 5%, p.o.p. 3%, direct mail 10%, other 2%. Employes: 24.

Lois Pitts Gershon, New York, reported gross income of $2,305,000 in 1979 on billings of $19,502,000. The agency began operations in July, 1978. Volume in 1979 included $16,200,000 in media and $3,302,000 in capitalized fees. Accounts gained: Bristol-Myers' Vitalis, Dreyfus Corp., *Redbook*, WCBS-TV, Heritage Quilts, Reed Candy Co., Brothers Restaurants, Glemby International Beauty Salons. Lost: *Book Digest*. Billings breakdown: Newspapers 17%, magazines 24%, radio 12%, tv 44%, outdoor 1%, business papers 1%, transit 1%. Employes: 32 in two offices.

Long, Haymes & Carr, Winston-Salem, N.C., reported gross income of $2,105,000 on 1979 billings of $14,042,000. Its 1978 gross was $1,926,500 on billings of $12,850,000. The agency's 1979 volume included $9,380,000 in media, $1,687,000 in materials and services and $2,975,000 in capitalized fees. Its 1978 volume included $8,850,000 in media, $1,285,000 in materials and services and $2,715,000 in capitalized fees.

Accounts gained: Alma Desk Co., C. B. Fleet Co., Douglas Battery Mfg., General Electric outdoor lighting division, Hanes Hosiery new products, Holly Farms, Oakwood Homes Corp. Lost: Today's Girl pantyhose. Billings breakdown: Newspapers and supplements 5%, radio 5%, tv 55%, outdoor 3%, magazines and business papers 15%, other (sales promotion, research, service fees) 17%. Employes: 53.

Lord, Geller, Federico, Einstein, New York, a J. Walter Thompson Co. subsidiary, reported gross income of $3,830,294 in 1979 on billings of $30,226,502. In 1978, gross income was $3,488,540 on billings of $27,212,321. Volume in 1979 included $14,073,480 in media, $4,255,623 in materials and services and $11,897,399 in capitalized fees. Its 1978 volume included $14,534,989 in media, $3,015,830 in materials and services and $9,661,502 in capitalized fees.

Accounts gained: Charles Scribner's Sons, G. H. Bass & Co., International Business Machines (corporate print and radio), Reynolds Metals Co. Lost: STP Corp. Billings breakdown: Newspapers

Agencies with gross income of $1-$5,000,000

13%, magazines 40%, radio 6%, tv 25%, outdoor 2%, farm publications 4%, transit 2%, direct mail 4%, other (promotion) 4%. Employes: 93.

Lord, Sullivan & Yoder, Marion, O., reported gross income of $2,315,914 in 1979 on billings of $18,201,109. In 1978, gross income was $2,012,664 on billings of $15,439,536. Volume in 1979 included $7,320,742 in media, $2,884,783 in materials and services and $7,995,584 in capitalized fees. Its 1978 volume included $5,767,042 in media, $2,512,116 in materials and services and $7,160,378 in capitalized fees.

Accounts gained: Alply division of Aluminum Corp. of America, Columbus Gas Distribution Cos., E-Z Way System, Prestolite International, First Nation Bank, Iowa Department of Transportation, Kemin Industries, Ripon division of Medalist Industries, Robbins & Myers, Scot Lad Foods, Globe Weis Division of Sheller-Globe, Heatilator fireplace division of Vega Industries, Waterloo Savings Bank, Weitz Construction Co., Hydr-O-Matic division of Wylain,, Quarry Teil. Lost: Marlite division of Masonite Corp., ITT Lighting. Billings breakdown: Newspapers 14%, magazines 24%, radio 13%, tv 12%, outdoor 4%, business papers 30%, farm publications 2%, direct mail 0.5%, other 0.5%. Employes: 72 in two offices.

Mace Advertising, Morton, Ill., reported gross income of $1,609,715 on 1979 billings of $17,257,225. The agency had gross income of $2,359,405 on 1978 billings of $23,534,982. The 1979 billings included $9,253,738 in media, $430,557 in materials and services and $7,572,930 in capitalized fees. The 1978 billings included $17,555,923 in media, $228,852 in materials and services and $5,750,207 in capitalized fees.

Account lost: Jos. Schlitz Brewing co-op. Billings breakdown: Newspapers and business papers 50.3%, magazines and farm publications 4%, radio 11.7%, tv 32.5%, outdoor 1.1%, transit 0.4%. Employes: 39 in nine offices.

John Malmo Advertising, Memphis, Tenn., had gross income of $1,321,609 in 1979 on billings of $8,810,[illegible]77. In 1978, the agency had gross income of $1,054,323 on billings of $7,029,153.

Accounts gained: Day Marine, Delta Life & Annuity, Delta & Pine Land Co. Heil-Quaker, Hudson-Thompson, Lawrin of California, Leader Federal Savings & Loan Assn., Mid-South Regional Blood Center, Rhodes Jennings, Seessel's Treadwell Norris/Cosmopolitan Funeral Chapels, Tibbals Flooring Co. Resigned: First Tennessee National Corp., St. Charles Furniture. Billings breakdown: Newspapers 15%, magazines 20%, radio 10%, tv 40%, outdoor 1%, business papers 5%, farm publications 5%, transit advertising 1%, p.o.p. 1%, direct mail 2%. Employes: 33.

March Advertising, New York, reported gross income of $1,811,470, with U.S. income at $1,651,470, on 1979 billings of $10,918,020. In 1978, its gross income was $1,739,830 on billings of $10,231,650, all in the U.S. U.S. billings in 1979 included $8,065,200 in media, $920,400 in materials and services and $1,090,345 in capitalized fees. Foreign billings of $842,075 from March/Chait & Associates, Toronto, included $50,000 in media, $25,000 in materials and services and $767,075 in capitalized fees. In 1978, billings included $8,150,050 in media, $950,600 in materials and services and $1,131,000 in capitalized fees.

In January, 1979, March, with Vickers & Benson and Lawrence G. Chait, opened March/Chait & Associates, Toronto, a direct marketing agency. Its billings are included in the total.

Accounts gained by March Advertising: National Liberty Insurance Co., MPO Videotronic Projector Corp., Doubleday & Co. (tv), *Mechanix Illustrated*, National Securities & Research Corp.

Lost: Beaton Photo, Funk & Wagnalls, Games Management Services. Billings breakdown: Newspapers 15%, magazines 30%, supplements 10%, tv 30%, direct mail 15%. Employes: 36 in two offices.

Marcus Advertising, Cleveland, had gross income of $1,967,488 on 1979 billings of $13,116,090. Gross income in 1978 was $1,963,810 on volume of $13,092,069. Volume in 1979 included $9,635,799 in media, $575,000 in materials and services and $2,905,292 in capitalized fees. In 1978, billings included $8,261,349 in media, $600,000 in materials and services and $4,230,720 in capitalized fees.

Accounts added: King Cola (Cleveland), Liqui Lawn, WJW. Billings breakdown: Newspapers 12%, magazines 16%, radio 28%, tv 32%, outdoor 1%, art and production 11%. Employes: 40.

Marketing Support, Chicago, reported gross income of $1,518,000 in 1979 on billings of $14,110,818. In 1978, gross income was $1,088,750 on billings of $9,884,303. Volume in 1979 included $1,168,080 in media, $2,817,145 in materials and services and $10,125,593 in capitalized fees. Its 1978 volume included $1,048,936 in media, $1,573,405 in materials and services and $7,261,962 in capitalized fees.

Accounts gained: A.O. Smith Corp.'s consumer products division, Specialty Products Co., Darling store fixture division, Emerson Electric Co.'s Day-Brite Lighting, Anderson Copper & Brass, Plumbing-Heating-Cooling Information Bureau. Lost: Flygt Corp.'s Grohe division. Billings breakdown: Newspapers 15%, magazines 10%, supplements 15%, radio 10%, tv 15%, outdoor 10%, business papers 20%, p.o.p. 5%. Employes 27.

Marquardt & Roche, Stamford, Conn., had gross income of $1,019,607 in 1979 on billings of $7,300,018. In 1978, gross income was $895,500 on billings of $6,100,000. Volume in 1979 included $1,860,800 in media and $5,439,218 in capitalized fees. Its 1978 volume included $794,000 in media and $5,305,985 in capitalized fees.

Accounts gained: Perkin-Elmer Corp., Can Manufacturers Institute, General Electric. Billings breakdown: Newspapers 10%, magazines 5%, radio 10%, business papers 25%, direct mail 10%, other 40%. Employes: 32.

The Martin Agency, Richmond, Va., had estimated gross income of $2,010,000 in 1979 on billings of $13,400,230. In 1978, estimated gross income was $1,090,000 on billings of $7,310,944. Volume in 1979 included $8,592,796 in media, $1,791,427 in materials and services and $3,016,007 in capitalized fees. Its 1978 volume included $3,970,129 in media, $1,012,051 in materials and services and $2,328,764 in capitalized fees. Billings breakdown: Newspapers 30%, magazines 7%, radio 12%, tv 27%, outdoor 4%, business papers 10%, farm publications 10%. Employes: 55 in two offices.

Marvin & Leonard, Boston, had gross income of $1,050,000 in 1979 on billings of $7,000,000. In 1978, gross income was $1,012,500 on billings of $6,750,000. Billings breakdown: Newspapers 15%, magazines 20%, radio 15%, tv 40%, business papers 10%. Employes: 28.

Mathieu, Gerfen & Bresner, New York, had gross income of $3,225,000 on billings of $21,500,000 in 1979. U.S. income was $2,925,000 and foreign income was $300,000. In 1978, it had gross income of $2,025,000 on billings of $15,670,000, including U.S. income of $1,875,000 and foreign income of $150,000. U.S. billings last year included $15,000,000 in media, $2,500,000 in materials and services and $2,000,000 in capitalized fees. In 1978, billings included $10,500,000 in media, $2,000,000 in materials and services and $1,500,000 in capitalized fees.

Accounts gained: Glenmore's Remy Martin cognac and Greensleeves liqueur. Lost: Wyoming Foundry Studios. Billings breakdown: Newspapers 5%, magazines 30%, supplements 5%, radio 5%, tv 45%, outdoor 5%, transit 5%. Employes: 51.

Maxon Davis, New York, an agency specializing in health care communications, had gross income of $2,100,000 in 1979 on total billings of $12,004,000. In 1978, gross income was $2,320,000 on billings of $12,977,600. Volume in 1979 included $3,600,000 in media, $400,000 in materials and services and $8,004,000 in capitalized fees. Its 1978 volume included $3,516,800 in media, $483,200 in materials and services and $8,977,600 in capitalized fees. Billings breakdown: Medical/professional journals 25%, direct mail 40%, other 35%, (audio-visual 5%, sales man-delivered programs 30%). Employes: 32.

McKinney Inc., Philadelphia, reported gross income in 1979 was $3,148,000 on billings of $22,998,000. In 1978 gross income was $1,984,000 on billings of $13,603,000. Volume in 1979 included $5,870,000 in media, $2,004,000 in materials and services and $15,124,000 in capitalized fees. In 1978, volume included $4,966,000 in media, $1,800,000 in materials and services and $6,837,000 in capitalized fees. Figures for 1979 reflect first full year after the agency acquired Stevens, Kirkland & Kreer, Chicago, and Robinson-Gerrard, Houston.

Accounts gained: Sun Ship, Formation Inc., Improved Plastics Machinery, Century Products, Acme-Cleveland Corp.'s Namco Controls and Namco Leuze, Allen Group's Crown divisions, Motch & Merryweather, Lubrizol, Dayco Corp., Creole Productions Services, Avco Corp.'s diesel and gas turbine divisions, NL Rucker Products, Tex/USS (a Texaco/U.S. Steel joint venture). Lost: United Marine Publishing, Home Savings Bank, Peltron, Mayfran. Billings breakdown: Newspapers 5%, magazines 2%, radio 1% outdoor 1%, business press 87%, p.o.p. 1%, direct mail 3%. Employes: 85 in five offices.

McKinney Silver & Rockett, Raleigh, N.C., posted gross income of $3,531,600 on 1979 billings of $24,961,646. In 1978 the agency reported gross income of $3,365,927 on billings of $22,440,547. The agency's 1979 volume consisted of $19,662,256 in media, $2,911,317 in materials and services and $2,388,073 in capitalized fees. A year earlier its volume consisted of $17,406,387 in media, $2,962,211 in materials and services and $2,071,949 in capitalized fees.

Accounts gained: Piedmont Airlines. Lost: Tile Council of America. Billings breakdown: Newspapers 14%, magazines 21%, radio 11%, tv 43%, outdoor 2%, business papers 9%. Employes: 63.

McKone & Co., Fort Worth, reported gross income of $1,020,000 in 1979 on billings of $6,800,000. In 1978, gross income was $885,000 on billings of $5,900,000. Accounts gained: U.S. Gymnastics Federation, Fort Worth Chamber of Commerce, Tarrant County Buick Dealers Assn. Resigned: Boro Industries, Colonial National Golf Tournament. Employes: 23.

Medicus Communications, health care subsidiary of Benton & Bowles, New York, reported gross income of $4,282,000 on 1979 capitalized billings of $28,561,000. Its 1978 gross income was $4,196,000 on capitalized billings of $27,987,000. It has two U.S. subsidiaries: Science & Medicine Inc. and Cinemed Systems.

Accounts Lost: Burroughs/-Wellcome. Billings breakdown: Medical journals 30%, direct mail 10%, other (sales materials, a/v programs, company-sponsored publications) 60%. Employes: 110 in two offices.

Merling, Marx & Seidman, New York, had net income of $210,000 and gross income of $1,630,000 in 1979 on billings of $8,700,000. In 1978, the agency had net income of $160,000 and gross income of $1,480,000 on billings of $7,335,000. Its 1979 volume included $5,600,000 in media and $3,100,000 in materials and services. Its 1978 volume included $4,635,000 in media and $2,700,000 in materials and services. Billings breakdown: Newspapers 45%, magazines 10%, radio 23%, tv 7%, business papers 15%. Employes: 31.

Miller Advertising, New York, had gross income of $2,200,000 on billings of $15,500,000 in 1979. In 1978, its gross income was $2,000,000 on $14,150,000 in billings. Volume in 1979 included $14,000,000 in media, $200,000 in materials and services and $1,300,000 in capitalized fees. In 1978, billings included $13,000,000 in media, $150,000 in materials and services and $1,000,000 in capitalized fees.

Accounts added: New York State Department of Environmental Conservation, Mercedes-Benz Dealers of Greater New York, New Jersey & Connecticut, Liberty Towers, Bob Seitz Chevrolet and Queens Village Chrysler-Plymouth. Billings breakdown: Newspapers 60%, magazines 3%, radio 15%, tv 15%, outdoor 1%, business press 3%, transit 3%. Employes: 70.

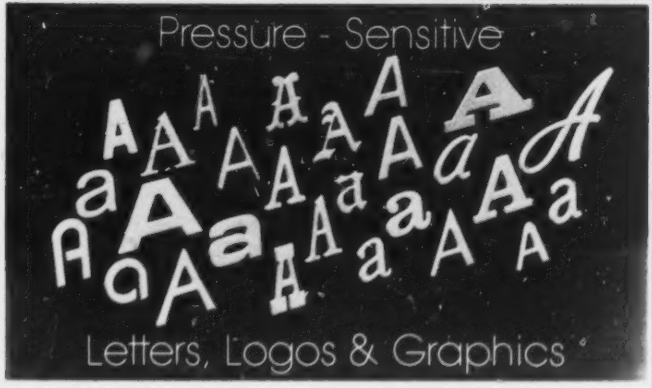
Mills, Fife & MacDonald, Des Plaines, Ill., had gross income of $1,405,000 in 1979 on billings of $7,500,000. In 1978, gross income was $1,255,000 on billings of $7,050,000. Accounts gained: Pillsbury food service division, Avmark Industries, Midwesco Inc., Chicopee converted products division. Resigned: Tabard of America. Billings breakdown: Newspapers 2%, magazines 2%, business papers 44%, direct mail 16%, other (collateral, sales communications, pr, marketing) 36%. Employes: 24.

Mintz & Hoke, Avon, Conn., had estimated gross income of $1,455,000 on 1979 billings of $9,700,000, including $300,000 in non-U.S. billings. Its 1978 estimated gross income was $1,125,000 on billings of $7,500,000. Accounts gained: American Saw & Manufacturing, Loctite, El Fuego Corp., Peterson Steels. Foreign accounts gained: Loctite Canada and Caribbean. Billings breakdown: Newspapers 10%, magazines 9%, supplements 1%, radio 10%, tv 50%, outdoor 2%, business papers 18%. Employes: 45.

Molnar & Associates, Los Angeles, reported gross income of $3,500,000 in 1979 on billings of $6,335,000. The agency reported the same figures for 1978. Volume in both years included $1,900,000 in media, $1,100,000 in materials and services and $3,335,000 in capitalized fees.

Accounts gained: Cool-A-Coo. Lost: Barco. Billings breakdown: Newspapers 10%, magazines 15%, radio 25%, tv 15%, outdoor 25%, transit 10%. Employes: 14.

Howard H. Monk & Associates, Rockford, Ill., reported gross income of $1,373,047 in 1979 on billings of $15,433,311. In 1978, gross was $1,563,925 on billings of $15,951,628. Volume in 1979 included $5,030,103 in media, $1,400,396 in materials and services and $9,002,812 in capitalized fees. Its 1978 volume included $3,928,050 in media, $1,596,200 in materials and services and



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Accounts gained: Halsey Taylor division of King-Seeley Thermos Co., Nichols-Homeshield, Firstbanks, Eggo Foods division of Fearn International, Beloit International, Autopoint-Janesville Corp., National Mfg. Co. Billings breakdown: Newspapers 1%, magazines 34%, tv 65%. Employes: 30.

Montgomery & Associates, Philadelphia, had estimated gross income of $1,455,000 on 1979 billings of $9,700,000. In 1978 the agency had an estimated gross income of $1,000,000 on billings of $7,300,000. The agency's 1979 volume included $7,000,000 in media, $900,000 in materials and services and $1,800,000 in capitalized fees. Its 1978 volume included $5,500,000 in media, $800,000 in materials and services and $1,000,000 in capitalized fees.

Accounts gained: Girard Bank retail department, Pro Services, Reckitt & Colman Ltd., Lehigh Valley Farms, American Original Foods.

Account lost: Stokely-Van Camp frozen food division. Billings breakdown: Newspapers 10%, magazines 10%, radio 12%, tv 60%, business papers 8%. Employes: 30.

Muller Jordan Weiss, New York, reported gross income of $3,584,707 in 1979 on billings of $24,566,557, of which $665,000 was foreign. In 1978, gross was $2,946,750 on billings of $20,300,455, of which $550,000 was foreign.

The agency's 1979 U.S. volume included $16,874,660 in media, $4,056,880 in materials and services and $2,970,017 in capitalized fees. Its 1978 U.S. volume included $13,946,000 in media, $3,349,895 in materials and services and $2,454,560 in capitalized fees.

Accounts gained: Allied Mills. Farmers Hybrid (Stanley Blacker, Phoenix Clothes, Oleg Cassini, Hardy Amies and Haspel Bros. obtained through the acquisition of Edward Meyers Associates).

Billings breakdown: Newspapers 3%, magazines 7%, radio 12%, tv 40%, outdoor 2%, business papers 14%, and farm publications 22%. Employes: 90 in three offices, 88 in two U.S. offices.

Needham & Grohmann, New York, had gross income of $1,340,155 in 1979 on billings of $8,310,456. In 1978 the agency had gross income of $1,173,161 on billings of $7,119,620. Its 1979 volume included $5,884,411 in media, $1,588,347 in materials and services and $837,698 in capitalized fees. The agency's 1978 volume included $5,036,166 in media, $1,301,744 in materials and services and $781,710 in capitalized fees.

Accounts gained: Resorts International (Atlantic City & Nassau), Posada Vallarta, N.Y. Botanical Gardens. Resigned: New York Hilton. Billings breakdown: Newspapers 33%, magazines 50%, radio 10%, outdoor 4%, business papers 1%, direct mail 2%. Employes: 40.

Newmark, Posner & Mitchell, New York, had gross income of $1,125,000 in 1979 on billings of $7,500,000. Figures for 1978 were not available.

Accounts gained: Electronics for Medicine, First Jersey National Bank, Hudson Engineering Corp., Kimball Systems, Merrill Lynch Relocation Services, New York State General Services Administration, New York Stock Exchange, Supreme Equipment Corp., Thorobred Chemical, V.I.P. Personnel.

Billings breakdown: Newspapers 85%, magazines 10%, tv 3%, radio 2%. Employes: 36.

North Castle Partners, Greenwich, Conn., reported gross income of $1,700,000 in 1979 on billings of $14,010,000. In 1978, gross income was $1,090,000 on billings of $9,070,000. Volume in 1979 included $2,000,000 in media, $670,000 in materials and services and $11,340,000 in capitalized fees. Its 1978 volume included $1,300,000 in media, $500,000 in materials and services and $7,270,000 in capitalized fees. Accounts gained: Nestle Co. Billings breakdown: Newspapers 2%, magazines 6%, supplements 4%, radio 4%, tv 80%, outdoor 4%. Employes: 37.

Owens & Associates, Phoenix, had gross income of $1,554,000 in 1979 on billings of $10,360,000. Its 1978 figures were not reported. Billings breakdown: Newspapers 12%, magazines 12%, radio 16%, tv 28%, outdoor 10%, business papers 7%, other 15%. Employes: 35 in two offices.

Paragon Cos., Minneapolis, had gross income of $1,963,500 in 1979 on billings of $13,090,300. In 1978, gross income was $1,635,700 on billings of $10,906,500. In 1979, volume included $8,145,000 in media and materials and services and $4,945,300 in capitalized fees. Volume in 1978 included $7,278,000 in media and materials and services and $3,628,500 in capitalized fees.

Accounts gained: Merry Makings, Micro Component Technology and Team Central. Lost: American Medical Systems, Stimtech and Pillsbury Co.'s food service division. Billings breakdown: Newspapers 10%, magazines 7%, radio 8%, tv 50%, outdoor 4%, business press 10%, direct mail 5%, collateral 6%.

Pihas, Schmidt, Westerdahl Co., Portland, Ore., had net income of $57,371 and gross income of $1,096,016 in 1979 on billings of $8,628,268. In 1978, net income was $10,904 and gross income of $773,198 on $6,664,074 in billings. Volume in 1979 consisted of $1,502,733 in media, $1,340,871 in materials and services and $5,784,664 in capitalized fees. Its 1978 volume included $746,287 in media, $760,556 in materials and services and $5,157,231 in capitalized fees.

Accounts gained: Cogan & Associates, Cox Cable, Bennett & Williams, Ward Cook, Wolf Creek Water District, Tradewind Condos, Daon Pacific, Bonneville Power Administration. Lost: Rians Restaurants, Capital Consultants, Nicolai, Lloyd Center Merchants, Keil's, Stevens & Sons Jewelers. Billings breakdown: Newspapers 34%, magazines 10%, radio 8%, tv 23%, business papers 4%, direct mail 10%, other 11%. Employes: 38.

Pinne, Garvin & Hock, San Francisco, reported net income of $381,364 and gross income of $1,350,176 on billings of $11,115,607 in 1979. In 1978, net income was $227,147 and gross income was $783,188 on billings of $6,005,917. Volume in 1979 included $3,698,783 in media, $1,507,064 in materials and services and $5,909,760 in capitalized fees. Its 1978 volume included $1,178,868 in media, $822,348 in materials and services and $4,004,701 in capitalized fees. Accounts gained: Hibernia Bank, Southern Pacific Railway, Data Systems Design, Rapicom Inc., Deutz. Resigned: Paceco, First National Mortgage. Billings breakdown: Newspapers 4%, magazines 21%, radio 5%, business papers 33%, farm publications 4%, direct mail 2%, collateral 31%. Employes: 32.

Poppe Tyson, New York, a division of de Garmo Inc., reported $1,400,000 in gross income on billings of $9,338,000. In 1978, the agency had gross income of $1,150,000 on billings of $7,670,500. Accounts gained: American Chemical Society, Anchor Fasteners, Centcom Ltd., John Chatillon & Sons, Ebasco Services, Formet Technology Corp., Grelcon Inc., St. Joe Minerals Corp., Tornos Bechler U.S. Corp., Zak Inc., Sperry Corp. Lost: Appollo Chemical Co., Sterling Extruder Corp. Billings breakdown: Newspapers 2%, magazines 20%, business papers 50%, collateral 28%. Employes: 37.

Provandie & Chirurg, Boston, reported gross income of $1,813,200 and net income of $48,000 on 1979 billings of $12,773,400. Its 1978 gross was $1,923,400, including net income of $47,700 on billings of $14,199,700. Billings in 1979 included $5,944,200 in media, $1,925,900 in materials and services and $4,903,300 in capitalized fees. In 1978, billings included $7,261,100 in media, $1,616,600 in materials and services and $5,322,000 in capitalized fees.

Accounts gained: Advest, Computer Store, AMF Alcort, Food Warehouse/Big Discount, Hartford Jai Alai, State National Bank of Connecticut, Brine, Savings Bank Life Insurance of Connecticut. Lost: Badger, Prince Spaghetti, Stop & Shop Supermarkets, Vermont Marble. Billings breakdown: Newspapers 18%, magazines 25%, radio 9%, tv 18%, outdoor 1%, business press 26%, farm press 1%, transit 1%, other 1%. Employes: 51 in two offices.

Public Media Center, San Francisco, had gross income of $1,250,000 in 1979 on billings of $8,335,000. In 1978, its gross income was $1,425,000 on billings of $9,501,250. Volume in 1979 included $5,000,000 in media, part of which was donated for public service advertising, and $3,335,000 in capitalized fees. Its 1978 volume includes $7,000,000 in media, also partly donated, and $2,501,250 in capitalized fees.

Accounts gained: Federal Trade Commission, U.S. Department of Labor, National Cancer Institute. Billings breakdown: Newspapers 15%, magazines 25%, radio 20%, tv 20%, outdoor 10%, transit advertising 5%, other 5%. Employes: 10 in two offices.

T.L. Reimel Advertising, Philadelphia, reported gross income of $1,524,800 on billings of $10,199,700 in 1979. In 1978 it reported gross income of $1,372,633 on billings of $8,670,000. Its 1979 volume included $7,432,000 in media, $99,700 in materials and services and $2,668,000 in capitalized fees. Its 1978 volume included $6,417,550 in media, $84,700 in materials and services and $2,167,750 in capitalized fees.

Accounts gained: Gigliotti Corp., Morris J. Cohen & Co., Citizens Bank of New Jersey, John Peters Associates. Lost: Historic Towne of Smithville, N.J. Billings breakdown: Newspapers 45%, magazines 4.5%, radio 29%, tv 14%, outdoor 7% and transit advertising .5%. Employes: 17.

Richard & Edwards, New York, had gross income of $2,025,000 in 1979 on billings of $13,500,000. In 1978, gross income was $1,050,000 on billings of $7,000,000. Accounts gained: Lee Myles Transmissions, Lori Corp., Circus World Stores, MLM Metal Products, Warren Industries. Lost: Oticon Corp. Billings breakdown: Newspapers 2%, magazines 4%, radio 5%, tv 89%.

Richardson, Myers & Donofrio, Baltimore, reported gross income of $2,937,319 on 1979 billings of $18,802,250. Its 1978 gross was $2,409,795 on billings of $14,948,154. The agency's 1979 volume included $13,482,135 in media, $3,583,860 in materials and services and $1,736,254 in capitalized fees. Its 1978 volume included $9,880,000 in media, $3,387,421 in materials and services and $1,680,733 in capitalized fees. Accounts gained: Commercial Credit Co., Sun Papers. Lost: L. R. Nelson Co. Employes: 60 in two offices.

Mel Richman Inc., Bala Cynwyd, Pa., reported gross income of $4,105,000 on 1979 billings of $27,500,000. In 1978 it had gross income of $3,973,600 on billings of $26,500,000. The agency's 1979 volume consisted of $8,500,000 in media, $3,500,000 in materials and services and $15,500,000 in capitalized fees. Its 1978 volume included $5,324,000 in media, $2,500,000 in materials and services and $18,676,000 in capitalized fees.

Accounts gained: Omega Watch Corp., Audemars Piguet, PMA Insurance, Unisource Corp., Downington Inn, Callaway Gardens resort. Billings breakdown: Newspapers 10%, magazines 13%, radio 4%, television 23%, business papers 16%, sales promotion 34%. Employes: 90.

Robinsons Inc., Orlando, Fla., had gross income of $3,350,000 and net income of $301,500 in 1979 on billings of $22,344,000. In 1978 the agency had gross income of $2,800,000 and netted $224,000 on billings of $18,675,750. Its 1979 volume included $1,000,000 in media and $21,344,000 in capitalized fees. Its 1978 volume included $500,000 in media and $18,175,750 in capitalized fees.

Accounts gained; Amelia Island Plantation, Chase Park Plaza Hotel, Daytona Hilton, Grenelefe Resort, Halloran House, National Hotel Management, Palm Beach Hilton, Westwater Hotels. Lost: Anguilla Ministry of Tourism, Aruba Caribbean Hotel, Barbados Ministry of Tourism, Cayman Islands Ministry of Tourism, Dominican Republic Ministry of Tourism, Grand Metropolitan Hotels, Hotel Bonaire, Sand Beach Resort, Tryall Golf & Beach Club. Billings breakdown: Newspapers 30%, magazines 30%, supplements 15%, radio 5%, tv 5%, outdoor 5%, direct mail 10%. Employes: 90 in five offices.

Peter Rogers Associates, New York, reported gross income of $2,185,601 on 1979 billings of $14,825,000. Non-U.S. income was $71,748. Figures for 1978 were not reported. Volume in 1979 included $13,247,388 in media, and $1,074,112 in materials and services. Its 1979 overseas volume included $475,000 in media, and $28,500 in materials and services.

Accounts gained: Alexandra de Markoff cosmetics and fragrance, Billy the Kid, Bill Blass jeans outerwear; EMBA Mink Breeders Assn., Gillette Industries, M. Hoffman & Co., Studio 54 jeans, Saint Tropez West, Samuel Robert fashion. Account gained overseas: Great Lakes Mink Assn., Japan. Billings breakdown: Newspapers 5%, magazines 31%, supplements 1%, radio 3%, tv 52%, outdoor 1%, business papers 4%, transit 1%, p.o.p. 1%, direct mail 1%. Employes: 16.

Rolf Werner Rosenthal, New York, had gross income of $2,892,025 on billings of $19,654,875 in 1979. In 1978 the agency had gross income of $2,149,965 on billings of $16,569,211. Its 1979 volume included $6,992,656 in media, $1,034,802 in materials and services and $11,627,417 in capitalized fees. Its 1978 volume included $9,854,423 in media, $1,174,353 in materials and services and $5,540,435 in capitalized fees.

Accounts gained: American Cyanamid (Piperacillin/Visderm), Lederle Labs (Minocin), Marion Labs (new product), E.R. Squibb & Sons (Corgard). Billings breakdown: Magazines 75%, direct mail 10%, other 15%. Employes: 57.

Albert Jay Rosenthal & Co., Chicago, reported gross income of $3,225,000 on 1979 billings of $21,500,000. In 1978, the agency had gross income of $3,134,948 on $20,899,656 in billings. The agency's 1979 volume consisted of $13,920,555 in media, $2,203,425 in materials and services and $5,376,020 in capitalized fees. Volume in 1978 consisted of $13,624,000 in media, $2,106,406 in materials and services and $5,169,250 in capitalized fees.

Accounts gained: Good Humor Corp., AAMCO Dealers of Chicagoland, Cesarani Inc., J. H. Filbert Inc., Florasynth Inc., Rogers &

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	THE POST-CRESCENT	% OF ADI	GREEN BAY PRESS-GAZETTE	% OF ADI
Counties	4		4	
1978 Population	332,400	34%	250,000	26%
1977 Retail Sales	$1,096,590,000	36%	$795,190,000	26%

Represented Nationally by Cresmer, Woodward, O'Mara & Ormsbee

THE Post-Crescent
Wisconsin's fastest growing daily—now over 51,000
P.O. Box 59 Appleton, WI 54912 414/733-4411

Agencies with gross income of $1-$5,000,000

Holland Jewelers, Sethness Caramel Color, Holland House Brands new products, Keyes Fibre Co., Professional Kitchen. Lost: Galaxy Carpet Mills, Just Pants, Switzer Candy. Billings breakdown: Newspapers 15%, magazines 18%, radio 11%, tv 40%, outdoor 3%, business papers 6%, p.o.p. 1%, direct mail 3%, other 3%. Employes: 95 in two offices.

Ross Advertising, Peoria, Ill., reported gross income of $1,116,683 on billings of $8,262,732 in 1979. In 1978, it reported gross income of $1,047,946 on billings of $7,642,399. Volume in 1979 included $1,580,655 in media, $541,709 in materials and services and $6,140,368 in capitalized fees. Its 1978 volume included $1,480,655 in media, $471,287 in materials and services and $5,690,457 in capitalized fees.

DAILY DELIVERS

63.5%

of the 18-24 age group in the South Bend SMSA

69.3%

of the 25-34

72.4%

of the 35-44

76.5%

of the 45-54

81.7%

of the 55-64 age group in the South Bend SMSA

Source: Belden CMS, May-July 1979

No better "ratings" in all of Michiana!

South Bend Tribune

Albert E. Petersohn, General Advertising Manager
South Bend, IN 46626 219/233-6181
Represented by Story & Kelly-Smith, Inc.

MICHIGAN
ILLINOIS
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OHIO

No accounts were gained or lost. Billings breakdown: Newspapers 10%, magazines 9%, radio 5%, tv 5%, outdoor 1%, business papers 30%, farm publications 10%, p.o.p. 10%, direct mail 20%. Employes: 32.

Ross Roy/Compton, New York, an affiliate of Compton Advertising, had gross income of $2,001,357 on billings of $12,754,978 in 1979. In 1978 it had gross income of $1,830,000 on volume of $12,221,000. Its billings in 1979 included $10,303,418 in media, $1,805,961 in materials and services and $645,599 in capitalized fees. In 1978, its billings included $7,991,000 in media, $3,658,000 in materials and services and $572,000 in capitalized fees. Accounts added: ITT-Rayonier (corporate) and Arco Polymers.

Chuck Ruhr Advertising, Minneapolis, reported gross income of $1,917,800 on billings of $16,695,900 in 1979. Adjusted gross income was $1,419,200 on billings of $10,889,300 for 1978. Volume in 1979 included $9,704,100 in media, $1,350,800 in materials and services and $5,641,000 in capitalized fees. In 1978, volume included $6,022,600 in media, $1,130,700 in materials and services and $3,736,000 in capitalized fees.

Accounts added: Coca-Cola Bottling Midwest, Sussel Co., Alternative Pioneering, Toro Co., Tuffy's dog food, St. Anthony Main, Continental Hydraulics. Account lost: Sussel Co. Billings breakdown: Newspapers 5%, magazines 14%, radio 18%, tv 50%, outdoor 2%, p.o.p. 1%, direct mail 1%, other 9%. Employes: 54.

SCG Advertising, Overland Park, Kan., reported gross income of $1,500,237 and net income of $43,415 on 1979 billings of $12,306,463. In 1978, gross income of $1,772,070 netted $192,441 on billings of $15,929,533. Its 1979 volume included $1,894,325 in media, $690,220 in materials and services and $9,721,918 in capitalized fees. Its 1978 volume included $2,297,481 in media, $269,194 in materials and services and $13,362,858 in capitalized fees.

Accounts gained: Stokely-Van Camp frozen foods, LaMaur Home Care Products, Hudson Pharmaceuticals. Billings breakdown: Newspapers 5%, magazines 5%, radio 40%, tv 50%. Employes: 32.

STG Marketing Communications, Fairfield, Conn., had gross income of $1,068,605 in 1979 on billings of $7,467,284. In 1978, gross income was $676,916 on billings of $4,651,348. Volume in 1979 included $1,702,961 in media, $450,501 in materials and services and $5,313,822 in capitalized fees. Its 1978 volume included $683,285 in media, $107,300 in materials and services and $3,860,763 in capitalized fees. Accounts gained: Atlantic Wire Co., Moore Special Tool Co., Nomaco Inc., Primary Steel. Lost: Burndy Corp. Billings breakdown: Magazines 55%, radio 5%, tv 2%, p.o.p. 3%, direct mail 10%, other (collateral) 25%. Employes: 22.

The Sackett Group, New Orleans, reported gross income of $312,000 in 1979 on billings of $2,471,214. In 1978, gross income was $165,000 on volume of $1,537,563. Volume in 1979 included $750,300 in media, $225,500 in materials and services and $1,495,414 in capitalized fees. Its 1978 volume included $425,800 in media, $185,300 in materials and services and $926,463 in capitalized fees.

Accounts gained: Campo Appliances, Collectible Arts, Fox Productions, WTIX, Morrison Insurance, Pool Oddshore, Aqua Air Industries, Campo Audio, Better Boating Assn., Carpet Wholesalers. Lost: Overseas Motors, Sherman Homes, Benchmark Construction. Billings breakdown: Newspapers 22%, magazines 5%, radio 27%, tv 32%, outdoor 7%, p.o.p. 4%, direct mail 2%, specialties 1%. Employes: 8.

Sacks & Rosen, New York, reported gross income of $2,520,000 on 1979 billings of $16,800,000. In 1978 it reported gross income of $2,310,000 on billings of $15,400,000. Accounts gained: Fleischmann Distilling (Metaxa, Droste and Cafee Lolita brands), Wallace Silversmiths, and Erwin Pearl. Lost: Trifari Jewelry, Towle Silver. Billings breakdown: Newspapers 5%, magazines 25%, supplements 15%, radio 5%, tv 30%, business papers 5%, direct mail 15%. Employes: 35.

Savitt, Tobias, Balk, New York, had net income of $102,744 and gross income of $2,047,500 on billings of $13,650,000. In 1978, it had net income of $91,776 and gross income of $1,869,500 on billings of $12,430,000. Volume in 1979 included $7,036,700 in billings, $1,210,600 in materials and services and $5,402,700 in capitalized fees. Its 1978 volume included $6,577,300 in media, $1,050,300 in materials and services and $4,802,400 in capitalized fees.

Accounts added: Wendy's Old Fashioned Hamburgers (New York, New Jersey), Palm Beach's Calvin Clothes division, *Quest* magazine, Omnium Publishing. Billings breakdown: Newspapers 12%, magazines 8%, radio 31%, tv 42%, outdoor 2%, business papers 1%, p.o.p. 4%. Employes: 34.

Sawdon & Bess Advertising, New York, which became a Ted Bates & Co. subsidiary in 1979, reported gross income of $4,000,000 on 1979 billings of $30,000,000. A year ago, the agency had gross income of $3,900,000 on billings of $27,000,000. The agency's 1979 volume included $25,700,000 in media, $3,500,000 in materials and services and $800,000 in capitalized fees. Its 1978 volume included $24,000,000 in media, $2,900,000 in materials and services and $100,000 in capitalized fees.

Accounts gained: Pulsar Watches, J. Brannam, Quality Bakers of America, Sterling Optical, Sterling Dental Centers. Lost: Arthur Treacher's Fish & Chips (Philadelphia co-op). Billings breakdown: Newspapers 10%, magazines 10%, radio 15%, tv 65%. Employes: 67 in two offices.

Serino, Coyne & Nappi, New York, a Broadway theater and film agency, reported gross income of $1,244,000 on 1979 billings of $8,296,000. In 1978, gross income was $1,032,000 on billings of $6,878,000. The 1979 billings included $5,918,000 in media, $904,000 in materials and services and $1,474,000 in capitalized fees. The 1978 billings included $5,278,000 in media, $560,000 in materials and services and $1,040,000 in capitalized fees.

Accounts gained: Broadway and off-Broadway shows such as "Elephant Man," "Sweeney Todd," "Romantic Comedy," "Night and Day," "Music Man." Lost: Broadway and off-Broadway shows that closed. Billings breakdown: Newspapers 30%, magazines 2%, radio 7%, tv 55%, outdoor 3%, transit 3%. Employes: 19.

Shaller Rubin Associates, New York, reported gross income in 1979 of $3,650,000 on billings of $24,510,000. Gross income in 1978 was $3,300,000 on billings of $22,180,000. Volume in 1979 included $14,800,000 in media, $4,660,000 in materials and services and $5,050,000 in capitalized fees. In 1978, volume included $13,325,000 in media, $4,320,000 in materials and services and $4,535,000 in capitalized fees.

Accounts gained: Merrell National's Cepacol and Cepastat, Vicks Health Care (new products), Abbott Laboratories' Surbex vitamins, Schenley Industries (new assignments), Swank Inc.'s Flora Danica perfume, Charles of the Ritz International, Sizzler Steak Houses (New York market).

Accounts lost: Posner Laboratories, Morton-Norwich's Chloraseptic and Encare Oval. Billings breakdown: Newspapers 20%, magazines 20%, supplements 5%, radio 20%, tv 35%. Employes: 80.

Sheehy-Dudgeon, Louisville, Ky., had estimated gross income of $1,037,000 in 1979 on billings of $6,917,000. In 1978, estimated gross income was $739,000 on billings of $4,932,000. Volume in 1979 included $5,250,000 in media, $1,000,000 in materials and services and $667,000 in capitalized fees. Its 1978 volume included $3,885,000 in media, $780,000 in materials and services and $267,000 in capitalized fees. Account gained: General Electric-Southeast region. Billings breakdown: Newspapers 17.5%, magazines 7.5%, radio 20%, tv 50%, outdoor 5%. Employes: 30.

Silverman & Mower Advertising, Syracuse, N.Y., reported gross income of $1,908,246 on 1979 billings of $12,857,620. It had gross income of $1,797,832 on 1978 billings of $10,523,067. Its 1979 billings included $3,954,646 in media, $2,563,890 in materials and services and $6,339,084 in capitalized fees. Its 1978 billings included $3,777,267 in media, $2,792,812 in materials and services and $3,952,988 in capitalized fees.

Accounts gained: Agway, Austeel, Crouse-Hinds, Gaylord Library Supplies, Independent Insurance Agents of New York State, Instruments for Cardiac Research, Pizza Hut. Resigned: Crowley Foods, Radisson Development, What's Your Beef restaurants.

Billings breakdown: Newspapers 21%, magazines 4%, radio 13%, tv 23%, outdoor 2%, business papers 15%, p.o.p. 8%, direct mail 14%. Employes: 59 in two offices.

Simons Michelson Zieve, Troy, Mich., reported gross income of $1,500,000 in 1979 on billings of $9,137,000. In 1978, gross income was $1,300,000 on billings of $7,824,000. Volume in 1979 included $7,200,000 in media, $870,000 in materials and services and $1,067,000 in capitalized fees. Its 1978 volume included $6,300,000 in media, $790,000 in materials and services and $734,000 in capitalized fees.

Accounts gained: Jacobson Stores, Bob's Big Boy restaurants Earl Keim Realty, Energy Exposition Show. Billings breakdown: Newspapers 22%, magazines 10%, radio 19%, tv 33%, outdoor 16%. Employes: 42.

Simpson Marketing Communications Agency, Columbus, O., reported gross income of $3,205,973 on 1979 billings of $15,643,820. Its 1978 gross was $2,571,584 on billings of $14,189,705. The agency's 1979 volume included $1,420,716 in media, $3,440,836 in materials and services and $10,782,268 in capitalized fees. Its 1978 volume included $892,397 in media, $1,775,964 in materials and services and $11,521,344 in capitalized fees.

Accounts gained: Ames division, Miles Laboratories, Levitation Casual Wear, Warren-Teed Pharmaceuticals division of Adria Laboratories. Lost: Assurex International, Hilton Inn East, Len Immke Buick. Billings breakdown: Newspapers 4.8%, magazines 13.9%, radio 33.2%, tv 38.5%, outdoor 2.7%, business papers 6.9%. Employes: 35.

Smith/Greenland, New York, reported gross income of $4,800,000 on 1979 billings of $30,000,000. In 1978, gross income was $4,270,000 on billings of $27,800,000. Volume in 1979 included $24,948,800 in media, $2,650,000 in materials and services and $2,401,200 in capitalized fees. Its 1978 volume included $23,218,900 in media, $2,380,000 in materials and services and $2,201,100 in capitalized fees.

Accounts gained: S.A. Schonbrunn & Co. (Savarin and Medaglia D'Oro coffees), Russ Toggs, Spaulding Socks, Maripac International, John Swisher & Son. Lost: Source Securities. Billings breakdown: Newspapers 20%, magazines 19%, radio 10%, tv 33%, outdoor 7%, business papers 3%, direct mail 3%, other 5%. Employes: 100.

Sohigian & Partners, Detroit, reported gross income of $1,350,000 on 1979 billings of $9,000,000. In 1978, the agency had gross income of $1,250,000 on billings of $8,300,000. In 1979, billings included $6,500,000 in media, $1,150,000 in materials and services and $1,350,000 in capitalized fees. In 1978, volume included $6,000,000 in media, $1,300,000 in materials and services and $1,000,000 in capitalized fees. Accounts gained: Wilderness Foods. Lost: Fretten Appliance Centers. Billings breakdown: Newspapers 20%, magazines 10%, radio 15%, tv 43%, outdoor 5%, business press 3%, collateral materials 4%. Employes: 35.

Spiro & Associates, Philadelphia, reported gross income of $3,606,200 on 1979 volume of $25,509,261. Gross income in 1978 was $3,013,200 on billings of $23,299,743. In 1979, billings included $10,084,000 in media, $4,964,700 in materials and services and $10,460,561 in capitalized fees. In 1978, volume included $9,113,200 in media, $4,695,800 in materials and services and $9,490,743 in capitalized fees.

Accounts added: New York Statler, Bally's Park Place casino hotel, Drummond Scientific, WHYY, ARA Services, Subaru of America (pr projects), University of Pennsylvania's Wharton School, Community Home Health Services, Americana Puerto Vallarta, Grossinger's Hotel & Country Club, Scanticon Conference Centers, Penn Mutual Life Insurance, Hersheypark, Hotel Hershey, Pocono Hershey Resort, San Giorgio Macaroni, Procino & Rossi Macaroni, and HBE Corp.'s Adam's Mark, Sheraton West, Sheraton Royal, Sheraton Center and Caribbean Gulf. Accounts lost: Lex Hotels, Butcher & Singer. Billings breakdown: Newspapers 18%, magazines 21%, radio 18%, tv 23%, outdoor 8%, business press 8%, transit 4%. Employes: 70.

Squire, Vargas, Tolpin, Atlanta, had estimated gross income of $1,151,400 in 1979 on billings of $7,676,000. Volume in 1979 included $5,000,000 in media, $675,000 in materials and services and $2,001,000 in capitalized fees. Figures for 1978 were unreported. Accounts gained: AAA World Wide Travel, Ringling Bros. and Barnum & Bailey Circus World, Coca-Cola U.S.A. new products, American Hotel Management Assn., Cordovan Publishing, Tolshire China Co., Super Lube, American Food Systems, Energy Products International, Fenel, International Financial Services. Lost: Hubbard Clothes. Billings breakdown: Newspapers 11%,

Agencies with gross income of $1-$5,000,000

magazines 10%, radio 20%, tv 38%, outdoor 2%, business papers 6%, p.o.p. 2%, direct mail 3%, other 8%. Employes: 12.

Stephan & Brady, Madison, Wis., had gross income of $1,502,197 in 1979 on billings of $10,283,395. In 1978, gross income was $1,250,844 on billings of $8,842,645. Volume in 1979 included $3,040,337 in media, $1,315,109 in materials and services and $5,927,949 in capitalized fees. Its 1978 volume included $3,805,424 in media, $1,072,273 in materials and services and $3,964,948 in capitalized fees.

Accounts gained: Wisconsin State Department of Business Development, Shade Information Systems, Thermolyne Corp., General Robotics Corp., ArtCarved Class Rings. Lost: Elaine Powers Figure Salons of Milwaukee, Ohio Medical Products. Billings breakdown: Newspapers 10%, magazines 5%, radio 10%, tv 31%, outdoor 1%, business papers 30%, farm publications 2%, direct mail 5%, other 6%. Employes: 54.

Stern Walters/Earle Ludgin, Chicago, a Ted Bates & Co. subsidiary, reported gross income of $4,322,786 in 1979 on billings of $32,478,262. In 1978, gross income was $4,188,272 on billings of $30,775,263. Volume in 1979 included $19,304,412 in media, $2,799,659 in materials and services and $10,374,191 in capitalized fees. Its 1978 volume included $16,526,029 in media, $3,334,006 in materials and services and $10,915,228 in capitalized fees.

Accounts gained: National Oats, Midway Airlines, Paddock Publications, Golden West Realty. Lost: Dad's Root Beer, Bubble Up Cos. Billings breakdown: Newspapers 7%, magazines 16%, radio 19%, tv 50%, outdoor 1%, business papers 7%. Employes: 75 in two offices.

Stolz Advertising, Clayton, Mo., had gross income of $1,173,728 and net of $53,255 in 1979 on billings of $7,824,853. In 1978, the agency had net income of $69,913 and gross income of $1,026,526 on billings of $7,202,599. Its 1979 volume included $4,666,197 in media, $468,806 in materials and services and $2,689,850 in capitalized fees. Its 1978 volume included $3,985,265 in media, $928,577 in materials and services and $2,288,757 in capitalized fees. Results include those of a subsidiary, Forrestal & Associates.

Accounts gained: Waterford Stoves, Snyder Drug Stores, McDonald's Systems (Columbia/-Jefferson City and Springfield Regional Co-op Assns.). Lost: Schnucks Stores, St. Louis Dr Pepper Bottling, The Liberal Market, Hager Hinge, Kellwood Co., Glendale Group. Billings breakdown: Newspapers 4.3%, magazines 2.4%, radio-tv 83.9%, outdoor-transit 3.1%, business papers 6.3%. Employes: 30 in two offices.

Stone & Simons Advertising, Southfield, Mich., had gross income of $1,585,469 on volume of $8,253,340 in 1979. Gross income in 1978 was $1,498,817 on $7,583,287 in volume. Billings in 1979 included $5,595,475 in media, $974,280 in materials and services and $1,683,595 in capitalized fees. In 1978, billings included $5,545,276 in media, $920,719 in materials and services and $1,117,292 in capitalized fees.

Accounts added: Win Schuler's, Durbin Co. and Brooks Leather. Lost: O'Connor Products. Billings breakdown: Newspapers 17%, magazines 11%, supplements 1%, radio 34%, tv 36%, p.o.p. 1%. Employes: 24.

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*Sales Marketing Management Survey—July, 1979

**Sales Marketing Management Survey—October, 1979

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6 WCTV

Thomasville Tallahassee

Division of John H. Phipps Broadcasting Stations, Inc.

BLAIR TELEVISION

Swanson, Rollheiser, Holland, Lincoln, Neb., had gross income of $1,722,838 in 1979 on billings of $9,265,000. Volume in 1979 included $4,725,150 in media, $2,130,950 in materials and services and $2,408,900 in capitalized fees. Its 1978 figures were not reported. Accounts gained: Na-Churs Plant Food Co., Savage Arms, Ardans, Warner Communications-Omaha market, Paxton-Vierling Steel Co. Billings breakdown: Newspapers 9%, magazines 22%, supplements 1%, radio 4.5%, tv 13%, outdoor 1.5%, business papers 12%, farm publications 36%, direct mail 1%. Employes: 52 in two offices.

Howard Swink Advertising Agency, Marion, O., reported gross income of $3,401,313 in 1979 on billings of $23,941,293. In 1978, the agency had gross income of $3,426,556 on billings of $23,869,946. Volume in 1979 included $9,751,208 in media, $3,049,404 in materials and services and $11,140,681 in capitalized fees. Its 1978 volume consisted of $10,689,949 in media, $3,017,605 in materials and services and $10,162,392 in capitalized fees.

Accounts gained: Sherex Chemical Co., Central Ohio Economic Development Council, Sheraton by the Sea. Lost: Ranco Inc., New Britain Tool. Billings breakdown: Newspapers 14%, magazines 8%, tv 29%, business papers 42%, farm publications 4%, other 3%. Employes: 81 in two offices.

Symon, Thomas & Hilliard, New York, had gross income of $1,300,000 in 1979 on billings of $20,000,000. In 1978 gross income was $475,000 on billings of $13,500,000. Volume in both years was all in media. Accounts gained: Bic commercial sales and trade advertising; Knickerbocker Toy Co., division of Warner Communications; Lakeridge Assn.; Miller-Morton new products. Billings breakdown: Newspapers 10%, magazines 7%, tv 75%, business papers 8%. Employes: 20

TBWA, New York, reported gross income of $2,250,000 in 1979 on billings of $15,000,000. In 1978, gross income was $1,530,000 on billings of $10,200,000. Accounts added: Anheuser-Busch (Wurzburger Hofbrau), Johnson Products, Pirelli, *Venture*, Ovaltine. Lost: Einstein Moomjy rugs, carpets. Billings breakdown: Newspapers 10%, magazines 30%, radio 5%, tv 55%. Employes: 36.

Don Tennant Co., Chicago, had gross income of $2,194,940 on 1979 billings of $17,383,722. In 1978, its gross income was $1,557,000 on billings of $12,858,000. Its 1979 volume included $13,098,998 in media, $1,614,724 in materials and services and $2,670,000 in capitalized fees. In 1978 its volume included $10,376,000 in media, $1,115,000 in materials and services and $1,367,000 in capitalized fees. Accounts gained: Royal Crown Cola's Nehi division. Billings breakdown: Newspapers 2%, magazines 3%, radio 6%, tv 89%. Employes: 38.

Ted Thomas Associates, Philadelphia, had estimated gross income of $1,895,050 on 1979 billings of $12,633,665. Its 1978 estimated gross income was $1,907,165 on billings of $12,714,569. The agency's 1979 volume included $10,237,932 in media, $543,394 in materials and services and $1,852,339 in capitalized fees. Its 1978 volume included $9,370,883 in media, $595,226 in materials and services and $2,748,460 in capitalized fees.

Accounts gained: Boots Pharmaceutical, Stimtech Inc. division of Johnson & Johnson. Lost: J.B. Lippincott Co. Billings breakdown: Business papers 90%, direct mail 10%. Employes 19.

Tromson Monroe Advertising, New York, had gross income of $1,575,000 in 1979 on billings of $10,500,000. In 1978, gross income was $1,380,000 on billings of $9,200,000. Volume in 1979 consisted of $6,500,000 in media, $1,870,000 in materials and services and $2,130,000 in capitalized fees. Its 1978 volume included $6,220,000 in media, $1,250,000 in materials and services and $1,730,000 in capitalized fees.

Accounts gained: Liberty Travel, Interior Trading Co., *Food & Wine*, Bahama Cruise Line. Lost: Royal Air Maroc.

Billings breakdown: Newspapers 40%, magazines 30%, radio 2%, tv 20%, business papers 4%, transit 2%, direct mail 2%. Employes: 30.

Trout & Ries Advertising, New York, which until July, 1979 was known as Ries Cappiello Colwell, had gross income of $3,905,415 on 1979 billings of $26,036,110. In 1978, the agency posted gross income of $3,704,355 on $24,695,710 in billings. The agency's 1979 domestic volume included $18,463,250 in media, $1,104,600 in materials and services and $6,189,760 in capitalized fees. Its domestic 1978 volume included $16,636,500 in media, $1,095,100 in materials and services and $6,556,610 in capitalized fees. The agency's 1979 overseas volume of $278,500 included $237,000 in media and $41,500 in materials and services. Overseas volume in 1978 of $407,500 included $349,000 in media and $58,500 in materials and services.

Accounts gained: AM International Varityper division, Monsanto Chemical Intermediates Co., RCA Corp. solid state division, Radio Advertising Bureau, Ingersoll-Rand Co. Lost: Baldwin Piano, Kollmorgen Corp. Billings breakdown: Newspapers 18%, magazines 26%, radio 21%, tv 19%, business papers 15%, transit 1%. Employes: 74.

Tucker Wayne & Co., Atlanta, had gross income of $4,200,000 in 1979 on billings of $32,500,000. In 1978, gross income was $3,885,000 on billings of $28,900,000. Volume in 1979 consisted of $24,614,000 in media, $3,870,000 in materials and services and $4,016,000 in capitalized fees. Its 1978 volume included $21,500,000 in media, $3,064,500 in materials and services, $4,335,500 in capitalized fees.

Accounts gained: American Cyanamid agricultural division. Lost: Gallery of Homes, Castleberry's Food Co., Morrison Inc., Doncaster Inc. Billings breakdown: Newspapers 15%, magazines 6%, radio 17%, tv 53%, outdoor 3%, business papers 1%, farm publications 5%. Employes: 104.

Douglas Turner Inc., Newark, N.J., reported total gross income of $1,495,000 on 1979 billings of $9,975,000. Gross income included $7,000 non-U.S. The agency had $1,477,000 in total gross income on 1978 billings of $9,800,000, including $7,000 non-U.S. The figures included the agency's subsidiary, Silton/Turner Inc., Boston.

Accounts gained: Hunter Douglas Vertical Window Blinds, Papa Gino's, Form of Finlandia. Lost: Realty World Massachusetts. Billings breakdown: Newspapers 25%, magazines 5%, radio 15%, tv 20%, outdoor 8%, business papers 25%, transit 2%. Employes: 39 in two offices.

Uniworld Group, New York, reported net income of $409,897 and gross income of $1,863,172 in 1979 on billings of $12,186,998. In 1978, net income was $350,750 and gross income was $1,403,000 on billings of $9,359,000. Volume in 1979 included $9,665,359 in media, $1,072,560 in materials and services and $1,449,079 in capitalized fees. Its 1978 volume included $7,090,374 in media, $1,060,001 on materials and services and $1,208,625 in capitalized fees. Included are results of UniWorld-Maryland.

Accounts gained: ACTION/-Peace Corp./VISTA programs, Dick Gidron Cadillac, Heublein Inc.'s Smirnoff vodka, Inner City Broadcasting Corp., Welch Foods Corp. Lost: Hiram Walker, Gillette Co. Billings breakdown: Newspapers 15%, magazines 35%, supplements 5%, radio 30%, tv 10%, outdoor 5%. Employes: 42 in two offices.

Valentine-Radford, Kansas City, Mo., reported gross income of $3,656,827 in 1979 on billings of $26,648,455. In 1978, gross income was $3,371,204 on billings of $24,309,272. Volume in 1979 included $12,607,000 in media, $4,367,000 in materials and services and $9,674,455 in capitalized fees. Its 1978 volume included $11,915,885 in media, $4,214,267 in materials and services and $8,179,120 in capitalized fees.

Accounts gained: Evergreen Lawn Corp., Gulf Oil Co. adhesives division, State Federal Savings & Loan, Triple-I. Employes: 83.

Van Brunt & Co., New York, reported gross income of $2,335,000, including $585,000 in overseas income, on 1979 billings of $26,780,000, with $8,450,000 in non-U.S. billings. In 1978, gross income was $2,162,250, including $550,000 in foreign income, on billings of $18,754,000, of which $8,000,000 came from overseas. U.S. billings in 1979 included $8,450,000 in media, $1,380,000 in materials and services and $2,500,000 in capitalized fees. In 1978, U.S. billings included $7,419,000 in media, $1,334,000 in materials and services and $2,001,000 in capitalized fees. The agency has one subsidiary, Van Brunt/Schaeffer Public Relations, whose billings are included in the totals.

Accounts gained: French Government Tourist Office, Muzak Corp., French West Indies, ZBW (Baden Wines Cooperative), Robert F. Warner Hotels. Lost: Hertz Car Leasing and Venice Industries. Billings breakdown: Newspapers 20%, magazines 33%, radio 17%, tv 22%, business press 5%, p.o.p. 1%, direct mail 2%. Employes: 45.

Van Leeuwen & Partners, New York, had gross income of $2,550,000 in 1979 on billings of $17,000,000. In 1978, gross income was $2,450,000 on billings of $16,340,000. Volume in 1979 included $9,690,000 in media, $1,840,000 in materials and services and $5,470,000 in capitalized fees. Its 1978 volume consisted of $9,290,000 in media, $1,780,000 in materials and services and $5,270,000 in capitalized fees.

Accounts gained: Savings Bank Life Insurance, *Next*, Creative System Group, China Horizons, Magnificent Doll. Lost: American Chain & Cable. Billings breakdown: Newspapers 22%, magazines 31%, supplements 1%, radio 2%, tv 39%, business papers 5%. Employes: 55 in two offices.

VanSant, Dugdale & Co., Baltimore, reported gross income of $3,679,640 in 1979 on billings of $24,530,935. In 1978, the agency re-

Agencies with gross income of $1-$5,000,000

ported gross income of $3,225,410 on billings of $21,502,700. Its 1978 volume included $17,018,401 in media, $3,568,307 in materials and services and $3,944,227 in capitalized fees. Its 1978 volume included $15,977,841 in media, $3,238,886 in materials and services and $2,285,973 in capitalized fees.

Accounts gained: General Business Services, Maryland State Department of Economic and Community Development, Tile Council of America, Westinghouse Electric Corp. Defense and Electronics Systems division. Accounts lost: Central Savings Bank, Sunpapers. Billings breakdown: Newspapers 10%, magazines 40%, radio 10%, tv 30%, business papers 10%. Employes: 89 in two offices.

Venet Advertising, New York, reported gross income of $4,371,600 on billings of $32,431,000 in 1979. Its 1978 gross income was $3,000,000 on billings of $20,000,000. The agency noted that figures for the two years are not comparable due to a change in the method of reporting. In 1979, billings included $18,218,000 in media, $5,557,000 in materials and services and $8,656,000 in capitalized fees.

Accounts gained: Pulco's Mfg., Plakadent International, Spencer Gifts, Johanna Farms lacto milk products and La Yogurt. Lost: Dellwood Dairies. Resigned: Rickel Home Centers, Tuscan Dairies. Billings breakdown: Newspapers 15%, magazines 5%, supplements 5%, radio 15%, tv 52%, outdoor 1%, business press 1%, transit 1%, other 5%. Employes: 115 in two offices.

Vicom Associates, San Francisco, reported gross income of $1,552,225 in 1979 on billings of $15,451,636. In 1978, gross income was $1,126,920 on billings of $13,816,279. Volume in 1979 included $3,654,717 in media, $2,904,829 in materials and services and $8,892,090 in capitalized fees. Its 1978 volume included $3,656,567 in media, $3,188,355 in materials and services and $6,971,357 in capitalized fees. It has one subsidiary, Vicom East.

Accounts gained: Flexeril for MSD; Ludiomil for Ciba-Geigy. Lost: Cutter Biological, Drake Willock. Billings breakdown: Magazines 50%, direct mail 10%, other 40%. Employes: 36.

Warner, Bicking & Fenwick, New York, reported 1979 gross income of $1,784,348 on billings of $11,808,584. In 1978, gross income was $1,539,235 on billings of $10,178,342. Billings in 1979 included $3,455,000 in media, $515,000 for materials and services and $7,838,584 in capitalized fees. In 1978, billings included $3,000,000 in media, $490,000 for materials and services and $6,688,342 in capitalized fees.

Accounts gained: Onkyo U.S.A., Information Builders. Billings breakdown: Newspapers 5%, magazines 30%, supplements 1%, radio 20%, outdoor 1%, business papers 25%, transit advertising 2%, p.o.p. 11%, direct mail 5%. Employes: 21.

Warren, Muller, Dolobowsky, New York, reported gross income of $4,650,000 on billings of $31,000,000 in 1979. Its 1978 gross also was $4,650,000 on billings of $30,000,000.

Accounts gained: Winer Manufacturing Co., Stratojac Men's Outerwear, Arthur Treacher Restaurants, Pan Foods, Pitts Inc. Lost: Comark Plastics, Bonded Oil Co. Billings breakdown: Magazines 12%, radio 10%, tv 68%, outdoor 2%, business papers 8%. Employes: 50.

Weber Cohn & Riley, Chicago, had gross income of $1,685,000 on 1979 billings of $11,125,650. In 1978, the agency reported gross income of $1,220,000 on billings of $8,160,110. Volume in 1979 included $6,100,000 in media, $723,500 in materials and services and $4,302,150 in capitalized fees. In 1978, volume included $4,150,000 in media, $455,000 in materials and services and $3,555,110 in capitalized fees.

Accounts gained: Northwestern Golf Co., Old Chicago Amusement Park, WKQX-FM, Moroccan Government Tourist Office, Ice Capades (Chicago). Lost: Maywood Park Race Track.

Billings breakdown: Newspapers 30%, magazines 5%, supplements 3%, radio 10%, tv 35%, outdoor 1%, transit advertising 1%, other (collateral, fees) 15%. Employes: 31.

Weekley & Penny, Houston, reported gross income of $1,725,122 on 1979 billings of $14,209,363. Its 1978 gross income was $1,661,117 on billings of $13,640,873. Volume in 1979 included $4,534,814 in media, $1,703,059 in materials and services and $7,971,490 in capitalized fees. In 1978, volume included $4,487,405 in media, $1,412,620 in materials and services and $7,740,848 in capitalized fees.

Accounts gained: KHOU-TV, Texas Renaissance Festival. Lost: Foleys' Austin, Porta-Kamp, Forest Park, Reed American, Reed Rock Bits. Billings breakdown: Newspapers 17%, magazines 35%, radio 2%, tv 19%, outdoor 7%, business press 3%, other 17%. Employes: 44.

Weightman Inc., Philadelphia, reported gross income of $4,050,000 on billings of $27,000,000 in 1979, all in media. In 1978 gross income was $4,500,000 on $30,000,000 in media billings.

Accounts gained: Abbotts Dairies, Signal Financial Corp., United Gilsonite Corp. Billings breakdown: Newspapers 6%, magazines 5%, radio 4%, tv 74%, business press 5%, other 6%. Employes: 85.

Wesson & Warhaftig, New York, had gross income of $3,020,000 in 1979 on billings of $20,338,000. In 1978, gross income was $2,950,000 on billings of $19,600,000. Volume in 1979 consisted of $6,700,000 in media, $4,300,000 in materials and services and $9,338,000 in capitalized fees. In 1978 volume included $6,600,000 in media, $4,000,000 in materials and services and $9,000,000 in capitalized fees. The agency has one U.S. subsidiary, OmniScience.

Accounts gained: Roche Laboratories new products. Billings breakdown: Medical journals 49%, direct mail 27%, other (detailing sales material, special projects, audio-visual, conventions) 24%. Employes: 55.

Widerschein/Strandberg & Associates, Toledo, had gross income of $1,461,717 on billings of $10,177,472 in 1979. Gross income in 1978 was $1,365,686 on billings of $9.655,499. Volume in 1979 included $1,347,437 in media, $1,313,585 in materials and services and $7,516,450 in capitalized fees. In 1978, volume included $1,292,888 in media, $1,355,583 in materials and services and $7,007,028 in capitalized fees.

Accounts gained: Simplex, Schindler-Haughton. Account lost: Doehler-Jarvis. Billings breakdown: Newspapers 3%, magazines 60%, radio 4%, tv 22%, outdoor 1%, Yellow Pages 10%. Employes: 48.

Edwin Bird Wilson Inc., New York, reported gross income of $2,150,000 and net income of $110,000 on 1979 billings of $15,144,286. In 1978, gross income was $1,634,800 and net income was $80,000 on billings of $11,314,411.

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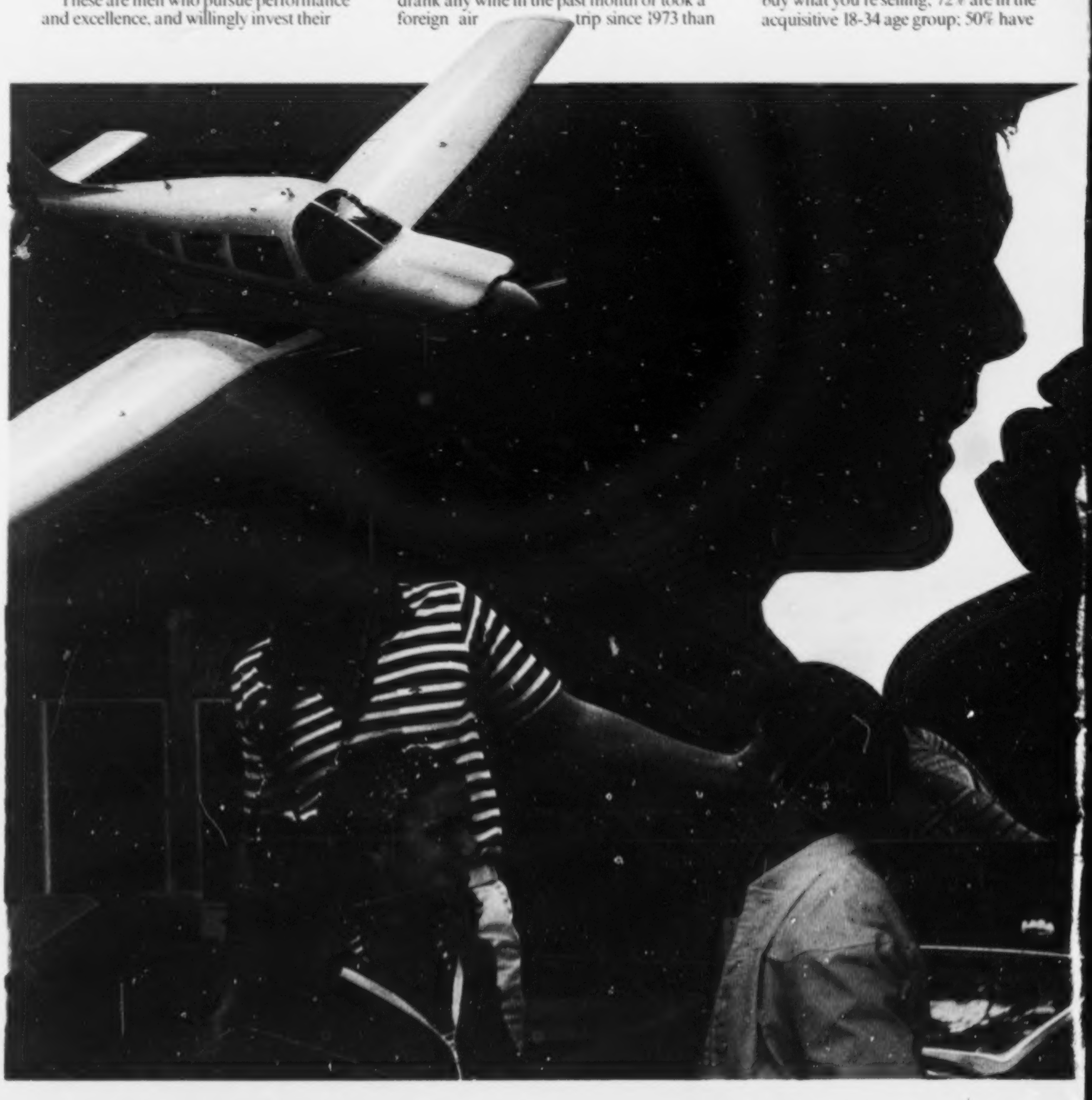


Agencies with gross income of $1-$5,000,000

In 1979, volume included $9,459,257 in media, $2,657,681 in materials and services and $3,027,348 in capitalized fees. Volume in 1978 included $7,955,848 in media, $1,645,841 in materials and services and $1,712,722 in capitalized fees.

Accounts gained: Baccala & Shoop, Lionel D. Edie Corp., National Bank of New Jersey, United States Banknote Corp., Thomas Cook, New York. Lost: Citizens First National Bank. Billings breakdown: Newspapers and magazines 90%, radio and tv 7%, outdoor 3%. Employes: 54.

Winius-Brandon, Houston, reported gross income of $1,494,245 and net income of $85,222 on 1979 billings of $9,142,605. Its 1978 gross income was $908,160 and net income was $49,143 on billings of $6,337,430. Billings in 1979 included $5,970,200 in media, $1,680,940 in materials and services and $1,491,465 in capitalized fees. Its 1978 billings included $3,875,120 in media, $1,450,805 in materials and services and $1,011,505 in capitalized fees.

Accounts gained: Brennan's Restaurant, Houston First Savings Assn., British Caledonian Airways, Greater Houston McDonald's Operator's Assn., L.A. Frey & Sons Meat Co., Jay Marks Imports. Lost: Home Marketing of America, Palais Royal. Billings breakdown: Newspapers 11%, magazines 8%, radio 21%, tv 52%, outdoor 8%. Employes: 40.

Jack Wodell Associates, San Francisco, had estimated gross income of $1,591,000 on 1979 billings of $10,610,563. In 1978 the agency had an estimated gross income of $1,800,000 on billings of $12,156,989. Volume in 1979 consisted of $7,673,781 in media, $87,758 in materials and services and $2,849,024 in capitalized fees. In 1978 the agency's volume included $8,723,784 in media, $172,195 in materials and services and $3,261,010 in capitalized fees.

Accounts gained: Channel 6, Dickens Christmas Fair, Marquee Subscription TV, Renaissance Pleasure Faire, Video Cinema Center. Billings breakdown: Newspapers 39%, magazines 2%, radio 18%, tv 27%, outdoor 3%, transit 2%, direct mail 1%, other 8%. Employes: 39.

Ed Yardang & Associates, San Antonio, reported gross income of $1,557,408 and net income of $81,132 on 1979 billings of $10,041,308. Gross income in 1978 was $707,861 and net income was $55,844 on billings of $7,624,793. Its 1979 volume included $2,784,444 in media, $1,033,561 in materials and services and $6,223,303 in capitalized fees. Volume in 1978 included $2,532,941 in media, $827,001 in materials and services and $4,264,851 in capitalized fees.

Accounts gained: La Mansion Hotels, Coors Beer Hispanic advertising, Bacardi Rum Hispanic advertising, Kraft Foods Hispanic, Kleberg National Bank, WOAI Radio, Macey for Mayor, National Republican Committee (Hispanic research). Lost: Envair Corp., U.S. Home and Big Sam Building Supplies. Billings breakdown: Newspapers 9%, magazines 36%, radio 20%, tv 20%, outdoor 6%, business papers 1%, farm publications 6%, p.o.p. 1%, direct mail 1%. Employes: 44.

Zimmer-McClaskey-Lewis, Louisville, Ky., reported gross income of $2,650,000 in 1979 on billings of $18,000,000. In 1978, gross income was $2,150,000 on billings of $15,796,850. Volume in 1979 included $8,496,157 in media, $1,813,393 in materials and services and $7,690,450 in capitalized fees. Its 1978 volume included $7,648,425 in media, $775,000 in materials and services and $7,373,425 in capitalized fees.

Accounts gained: Chateau Creek, Citizens Fidelity Bank & Trust Co., Commonwealth of Kentucky (various departments), Communications Properties, Kentucky Fair & Expo Center, Morgantown Bank, Patterson Enterprises, Wallpapers NOW. Lost: Louisville Trust Bank. Billings breakdown: Newspapers 10%, magazines 20%, radio 5%, tv 20%, outdoor 3%, business papers 5%, other (marketing and sales promotion) 37%. Employes: 70.

Agencies grossing less than $1,000,000

Abell-Rifkin Advertising, Chicago, had net income of $10,800 and gross income of $180,000 in 1979 on billings of $1,020,000. In 1978, net income was $8,100 and gross income was $135,000 on billings of $765,000. Volume in 1979 included $650,000 in media, $250,000 in materials and services and $120,000 in capitalized fees. Its 1978 volume included $487,500 in media, $187,500 in materials and services and $90,000 in capitalized fees.

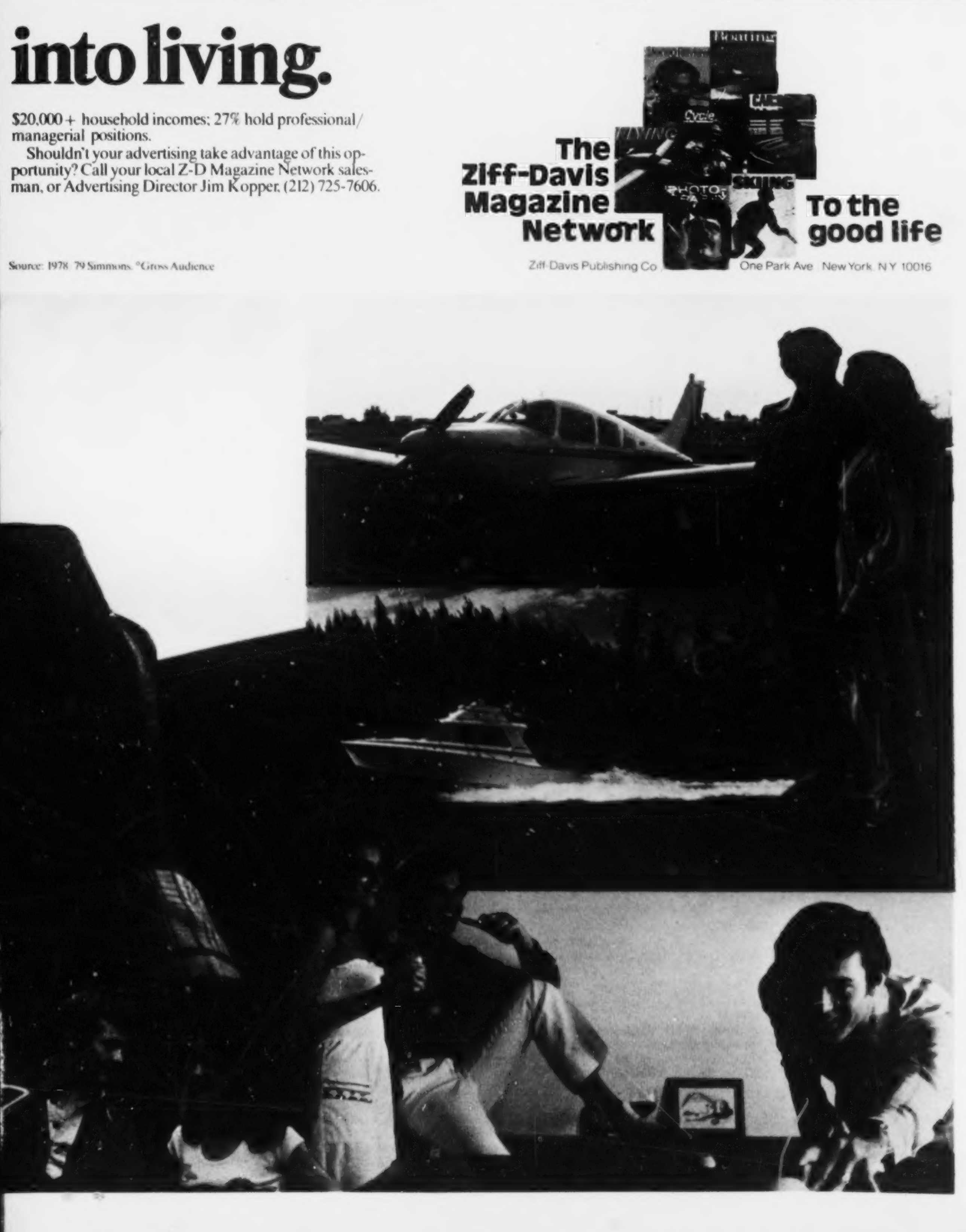
Accounts gained: D&L Office Furniture, New Generation Foods, Wisco Industries. Lost: Atlantis Realty. Billings breakdown: Newspapers 10%, magazines 20%, radio 20%, tv 15%, outdoor 5%, business papers 20%, transit 5%, direct mail 5%. Employes: 7.

Ackerman Advertising, Greenvale, N.Y., reported gross income of $520,000 on 1979 billings of $3,643,540. Its 1978 gross was $450,000 on billings of $3,163,510. Billings in 1979 included $3,100,000 in media, $130,000 in materials and services and $413,540 in capitalized fees. In 1978, billings included $2,700,000 in media, $110,000 in materials and services and $353,510 in capitalized fees. Account gained: Avis Rent A Car (used cars). Billings breakdown: Newspapers 25%, magazines 7%, supplements 7%, radio 30%, tv 18%, outdoor 5%, business press 4%, transit 2%, p.o.p. 2%. Employes: 15.

Adair Associates/Advertising, Atlanta, had gross income of $519,640 in 1979 on billings of $2,758,058. In 1978 the agency had gross income of $430,347 on billings of $1,905,131. Its 1979 volume included $48,146 in media, $1,535,959 in materials and services and $1,173,953 in capitalized fees. Its 1978 volume included $49,477 in media, $1,029,648 in materials and services and $826,006 in capitalized fees.

Accounts gained: Woodkraft division, GA Kraft, Superior Steel. Billings breakdown: Newspapers 18%, trade magazines 42%, radio 29%, tv 5%, outdoor 6%.

Kelly Adams Advertising, York, Pa., reported gross income of $33,222 on 1979 billings of $344,075. Its 1978 gross was $32,853 on billings of $332,746. The agency's 1979 volume included $159,167 in media, $64,061 in materials and services and $120,847 in capitalized fees. Its 1978 volume included $165,845 in media, $58,547 in materials and services and $108,354 in capitalized fees. Billings breakdown: Newspapers 50%, radio 30%, tv 10%, outdoor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Agencies with gross income under $1,000,000

5%, business papers 5%. Employes: 3.

Adams, Rickard & Mason, Glastonbury, Conn., reported gross income of $394,315 on 1979 billings of $2,628,765. U.S. gross income in 1978 was $223,664 on billings of $1,717,603. Volume in 1979 included $980,903 in media, $300,576 in materials and services and $1,347,286 in capitalized fees. In 1978, volume included $404,200 in media, $225,966 in materials and services and $1,087,437 in capitalized fees. Accounts gained: Stanley Works, Vermont Tap & Die, Savings Bank of Manchester. Billings breakdown: Newspapers 17%, magazines 24%, radio 5%, tv 5%, outdoor 3%, business press 42%, other 4%. Employes: 12.

Adelante Advertising, New York, reported gross income of $750,000 on billings of $5,000,000 in both 1979 and 1978. Accounts gained: UMZ Inc. (Aguardiente Antioqueno, Ron Medellian rum and Cafe Colombia), Coffee Holding Co. (Cafe Caribe), S&H Green Stamps and Offshore Corp. Services. Billings breakdown: Newspapers 10%, magazines 10%, radio 25%, tv 35%, outdoor 5%, transit 10%, p.o.p. 5%. Employes: 15.

Adler, Schwartz, Englewood Cliffs, N.J., had gross income of $795,576 in 1979 on billings of $4,706,296. Gross income in 1978 was $775,060 on billings of $3,819,400. Billings in 1979 consisted of $296,820 in media, $455,900 for materials and services and $3,953,576 in capitalized fees. Billings in 1978 included $280,400 in media, $416,000 for materials and services and $3,123,000 in capitalized fees.

Accounts gained: Trans Freight Lines, Becker of North America, Volkswagen of America (special projects), Keene Lighting. Accounts lost: Benzel-Busch Motor Car Corp. (Mercedes-Benz dealer). Billings breakdown: Sales promotion 50%, newspapers 10%, business press 40%. Employes: 16.

Admark Advertising, Mason City, Ia., reported gross income of $123,212 on 1979 billings of $785,656. Its 1978 gross income was $113,025 on billings of $711,395. The agency's 1979 volume included $245,587 in media, $68,767 in materials and services and $471,302 in capitalized fees. Its 1978 volume included $154,430 in media, $88,037 in materials and services and $468,928 in capitalized fees.

Accounts gained: AGRIcareers, DeWolf Equipment, Iowa Egg Council, Kiefer-Built Trailers, Mid:Com, Trouser Works, Westcott Industries. Lost: Hamilton Business College, Larson Windows & Doors. Billing breakdown: Newspaper 5%, radio 25.8%, tv 27.7%, outdoor 2.5%, business papers 11.2%, farm publications 11.1%, p.o.p. 1.5%, direct mail 3.2%, other 12%. Employes: 7.

The Advertising Workshop, New York, reported net income of $42,118 and gross income in 1979 of $597,925 on billings of $3,986,721. In 1978, net income was $34,005 and gross income was $547,017 on billings of $3,647,280. Volume in 1979 included $2,176,180 in media, $689,981 in materials and services and $1,120,560 in capitalized fees. Its 1978 volume included $2,013,259 in media, $633,521 in materials and services and $1,000,500 in capitalized fees.

Accounts gained: Christain Dior Furs, USA Update, LBT Industries, Kelly Slax. Lost: Bentley Lighter Corp. Billings breakdown: Newspapers 10%, magazines 40%, radio 20%, tv 10%, business papers 10%, other 10%. Employes: 12.

Allen Advertising, Atlanta, had gross income of $137,600 on 1979 billings of $863,000. In 1978, it had $157,033 gross income on billings of $620,102. Accounts gained: Wachovia Mortgage Co., United Carpets, Brass Key Restaurant, Ravines Golf Club, McCumber Landscaping. Lost: Journey's End Hotel, Presidential Realty. Billings breakdown: Newspapers 40%, magazines 15%, radio 20%, tv 15%, outdoor 5%, direct mail 5%. Employes: 5.

Allyn Associates, Manchester, N.H., had estimated gross income of $240,000 on billings of $1,600,000 in 1979. Gross income for 1978 was estimated at $210,000 on billings of $1,400,000.

Accounts gained: Treisman's Catalog Showrooms, Stove Barn, Maine State Lottery, Plymouth Guaranty Savings Bank. Billings breakdown: Newspapers 30%, magazines 5%, radio 45%, tv 5%, outdoor 5%, business papers 5%, p.o.p. 5%. Employes: 12 in 2 offices.

Aloysius, Butler & Clark, Wilmington, Del., reported net income of $30,693 and gross income of $216,017 in 1979 on billings of $1,112,134. In 1978, net income was $40,423 and gross income was $236,798 on billings of $1,889,211. Volume in 1979 included $369,577 in media, $199,446 in materials and services and $543,111 in capitalized fees. Its 1978 volume included $560,824 in media, $181,554 in materials and services and $1,146,832 in capitalized fees.

Accounts gained: Continental American Life Insurance, Methods Engineering Co., Delaware Motor Sales, Wilmington Plastics Co., Eastern Shore Gas Co., American Dental Corp., Delaware Steel Corp. Lost: Delaware Trust Co., Home Federal Savings & Loan, Plymouth Rubber Co., Angersteins, Everfast Mills. Billings breakdown: Newspapers 25%, magazines 16%, radio 8%, business papers 20%, p.o.p. 7%, pr 24%. Employes: 9.

Amsterdam Advertising, Reading, Mass., reported gross income of $69,629 on billings of $442,166 in 1979. In 1978 the agency had $75,211 in gross income on billings of $478,316. Its 1979 billings included $213,252 in media, $73,642 in materials and services and $155,272 in capitalized fees. Its 1978 billings included $219,381 in media, $84,441 in materials and services and $174,494 in capitalized fees.

Accounts gained: SGS-ATES Semiconductor Corp., Krohn-Hite Corp., Gilway Technical Lamp, Semiconductor Circuits, Hottinger-Baldwin Measurements, Frequency & Time Systems. Lost: Rainin Instruments, Hayden Publications, ITT Components. Billings breakdown: Business papers: 100%. Employes: 2.

Amundsen/Clark, Lakewood, O., in its first full year of operation, reported gross income of $299,778 in 1979 on billings of $2,031,790. Its volume included $354,734 in media, $217,407 in materials and services and $1,459,649 in capitalized fees. Accounts gained: Diamond Shamrock, swine health program, Forberg Scientific, Parker Hannifin fluid connector group. Billings breakdown: Newspapers 2%, business papers 80%, p.o.p. 3%, direct mail 15%. Employes: 5.

Norman R. Anderson & Associates, San Antonio, Tex., reported gross income of $60,000 on $400,000 in 1979 billings. In 1978, its gross income was $52,500 on $350,000 in billings. Accounts added: JDR Construction Co. and Vancom Inc. The agency lost Aerofoam Industries. Billings breakdown: Newspapers 30%, tv 30%, magazines 10%, business press 20%, direct mail 10%. Employes: 5.

Anesh, Viseltear, Gumbinner, New York, reported gross income of $218,175 on 1979 billings of $1,454,750. Its 1978 gross was $429,310 on billings of $3,001,322. The agency's volume included $618,000 in media, $336,500 in materials and services and $500,250 in capitalized fees. Its 1978 volume included $1,520,121 in media, $854,193 in materials and services and $627,008 in capitalized fees.

Accounts gained: American Express, Dandy Gum, *Houston* magazine, The Leadership Network, Mississippi Publishers, Prelude Inc. Accounts lost: *International Review of Food & Wine*, Owen Laboratories. Billings breakdown: Newspapers 12%, magazines 28%, supplements 10%, radio 12%, tv 24%, business papers 14%. Employes: 11.

The Answer Group, Reading, Pa., has estimated gross income of $163,000 in 1979 on billings of $1,104,451. In 1978 it had gross income of $165,000 on billings of $1,120,480. Its 1979 volume included $100,000 in media, $35,000 in materials and services and $969,451 in capitalized fees. Its 1978 volume came from $100,000 in media, $60,000 in materials and services and $960,480 in capitalized fees. Billings breakdown: Newspapers 25%, magazines 10%, radio 5%, direct mail 10%, outdoor 10%, other 40%. Employes: 8.

Ward Archer & Associates, Memphis, reported net income of $63,049 and gross income of $782,772 in 1979 on billings of $5,447,985. In 1978, net income was $29,900 and gross income was $565,073 on billings of $3,767,296. Volume in 1979 included $2,222,617 in media, $749,142 in materials and services and $2,476,226 in capitalized fees. Its 1978 volume included $2,072,777 in media, $556,367 materials and services $1,138,152 in capitalized fees.

Accounts gained: Helena Chemical Co., Humko/Sheffield, Raifords. Lost: Delta Pine & Land. Billings breakdown: Newspapers 15%, magazines 10%, radio 22%, tv 20%, outdoor 2%, business papers 8%, farm publications 18%, transit 3%, p.o.p. 1%, direct mail 1%. Employes: 27.

Donald L. Arends Inc., Oak Brook, Ill., reported gross income of $755,200 in 1979 on billings of $5,037,200. In 1978, gross income was $655,600 on billings of $4,418,700. Volume in 1979 included $1,243,700 in media, $2,285,400 in materials and services and $1,508,100 in capitalized fees. Its 1978 volume included $934,300 in media, $2,002,300 in materials and services and $1,482,100 in capitalized fees.

Accounts gained: May & Speh Data Processing Center, Ames Supply Co., R.R. Street & Co. Lost: Packard Inc. Billings breakdown: Newspapers 15%, magazines 10%, radio 2%, tv 2%, business papers 64%, p.o.p. 2%, direct mail 5%. Employes: 17.

Arnold, Hoff & Associates, Arlington Heights, Ill., had gross income of $310,000 in 1979 on billings of $2,067,700. In 1978, the agency had gross income of $320,000 on media billings of $2,133,000. Its 1979 volume included $400,700 in media, $1,000,000 in materials and services and $667,000 in capitalized fees. Accounts gained: Lab-Tek division, Miles Labs, Magenta Corp., Central Security. Billings breakdown: Magazines 20%, farm publications 1%, direct mail 30%, other 49%. Employes: 12.

The Maxwell Arnold Agency, San Francisco, reported gross income of $325,000 on billings of $2,808,500 in 1979. In 1978, gross income was $275,000 on billings of $2,516,800. Its 1979 volume included $2,200,000 in media, $275,000 in materials and services and $333,500 in capitalized fees. Its 1978 volume included $2,000,000 in media, $250,000 in materials and services and $266,800 in capitalized fees.

Accounts gained: Jack Daniel Distillery, San Francisco Pioneers. Lost: Siegel, Sugarman & Seput. Billings breakdown: Newspapers 5%, magazines 25%, supplements 3%, radio 17%, tv 40%, outdoor 5%, business papers 5%. Employes: 9 in two offices.

Associated Ad*Ventures, Los Altos, Cal., had gross income of $417,784 on $2,646,988 in billings in the fiscal year ended June 30, 1979. Its gross income for the fiscal year ended June 30, 1978, was $420,060 on billings of $2,698,136. Volume in 1979 included $589,056 in media, $188,505 in materials and services and $1,869,427 in capitalized fees. The agency's 1978 volume included $607,570 in media, $170,407 in materials and services and $1,920,159 in capitalized fees. It lost $14,273 in fiscal 1979, netted $13,326 in fiscal 1978.

Accounts gained: Comprint, LOMAC Corp., Onyx Systems, Tandem Computers, Trimax Systems, Cartlidge & Associates, TeleVideo, Zitel, PEBX. Lost: Cobilt division of Computervision Corp., Golden Gate Enterprises, Oximetrix, Acrian. Billings breakdown: Newspapers 3%, magazines 97%. Employes: 15.

B-W Advertising, Phoenix, had estimated gross income of $907,500 in 1979 on billings of $6,050,000. Its 1978 gross was estimated at $643,800 on billings of $4,292,000. Billings breakdown: Newspapers 9%, magazines 15%, radio 32%, tv 24%, outdoor 10%, business papers 5%, p.o.p. 3%, direct mail 2%. Employes: 45.

Bailey Lewis & Associates, Lincoln, Neb., reported gross income of $802,002 on volume of $5,006,452 in 1979. In 1978 gross income was $702,750 on $4,201,976 in volume. Billings in 1979 included $1,607,876 in media, $737,333 in materials and services and $2,661,243 in capitalized fees. Billings in 1978 included $1,382,075 in media, $632,475 in materials and services and $2,187,426 in capitalized fees.

Accounts gained: Westroads Racquet Club, Woodmen of the World, WOW (radio), Apres Bath Products, Boardwalk Condominiums, Construction Sciences, ConAgra Pet Foods, Peoples Natural Gas, Pepsi-Cola/Hayes Bottling, P.J. Morgan Co., Raders Office Equipment, Cripple Creek Land Subdivision, Fox Hollow, Grandmother's, Husker Hawkeye, Individual Assessment Associates, Northwestern Bell, Park-Place Pontiac-Cadillac-GM, Kirkpatrick, Pettis, Smith, Polian Inc., Lincoln Aire, Meyerson Distributing Co., Hilltop House, Reutzel for Legislature, Sellentin for Legislature, Continental Can. Lost: Hygain/Telex, Mikro Productions, Sevenoaks, Valentino's, Barefoot Grass. Billings breakdown: Newspapers 13%, magazines 6%, radio 15%, tv 18%, outdoor 4%, business press 2%, farm publications 1%, other (collateral and fee) 41%. Employes: 28 in two offices.

Bailey, Orner, Makstaller, Cincinnati, had gross income of $448,600 in 1979 on billings of $1,594,200. In 1978, gross income was $375,800 on billings of $1,131,400. Volume in 1979 included $800,000 in media, $405,400 in materials and services and $388,800 in capitalized fees. Its 1978 volume included $500,000 in media, $350,600 in materials and services and $280,800 in capitalized fees.

Accounts gained: Hill-Rom Co., Structural Dynamics Research Corp., Tri-State Chevrolet Dealers Assn., Sentinel Computer Corp., Eastgate Mall Merchants Assn., Jacobs, Visconsi & Jacobs Co. Lost: American Building Components Co., Johnny Bench's Home Plate, Morrison Pontiac, Priority Dispatch, Sentinel Computer Corp., Queen City Chevrolet. Billings breakdown: Newspapers 6%, radio 15%, tv 18%, outdoor 2%, business papers 12%, transit 3%, audio-visual 15%, collateral/ad production 29%. Employes: 10.

Perry Ballard Advertising, St. Joseph, Mich., reported gross income of $157,957 in 1979 on billings of $1,078,375. In 1978, gross income was $76,515 on billings of $525,926. Volume in 1979 included $104,892 in media, $71,906 in materials and services and $901,577 in capitalized fees. Its 1978 volume included $36,685 in media, $32,233 in materials and services and $457,008 in capitalized fees.

Accounts gained: Lakeside

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Agencies with gross income under $1,000,000

Vineyard, Pro Line, Peden Excel Pest Control Services, Nye Bros. Orchards, Trickl-eez Co., Lakeshore Bank & Trust and Watervliet Paper Co. Billings breakdown: Newspapers 25%, magazines 25%, radio 6%, tv 15%, outdoor 12%, business press 6%, direct mail 11%. Employes: 9.

Barbetta Miller Advertising, Fairfield, N.J., reported gross income of $790,000 in 1979 on billings of $5,611,000. In 1978, gross income was $720,000 on billings of $4,831,250. Volume in 1979 included $2,485,000 in media, $1,725,300 in materials and services and $1,400,700 in capitalized fees. Its 1978 volume included $2,162,000 in media, $1,502,000 in materials and services and $1,167,250 in capitalized fees.

Accounts gained: Black & Decker medical products group, Corometrics, Diagnostic Technology, Foremost Machine Builders, Gelman Sciences, Laboratory Distilling & Filtering Products; Poggenpohl USA Corp.; Ungerer & Co.; Wrap-Ade Machine Co. Lost: Automatic Industrial Machines, Cameron-Waldron, Garry Manufacturing, Ingersoll-Rand, Panafax Corp., PPD Corp., Roche Medical Electronics. Billings breakdown: Newspapers 25%, magazines 55%, radio 5%, direct mail 15%. Employes: 20.

Barney & Patrick Advertising, Mobile, Ala., reported gross income of $498,359 on 1979 billings of $3,314,329. Its 1978 gross was $464,741 on billings of $3,005,464. The agency's 1979 volume included $1,846,457 in media, $285,402 in materials and services and $1,182,470 in capitalized fees. Its 1978 volume included $1,693,484 in media, $257,813 in materials and services and $1,054,167 in capitalized fees. Billings breakdown: Newspapers 25%, magazines 15%, radio 20%, tv 25%, outdoor 10%, business papers 5%. Employes: 16.

Barrett-Yehle, Kansas City, Mo., reported gross income of $846,050 on 1979 billings of $5,640,747. Its 1978 gross income was $776,193 on billings of $5,175,000. The 1979 billings included $3,157,334 in media, $1,327,515 in materials and services and $1,155,898 in capitalized fees. The 1978 billings included $3,105,000 in media, $1,304,000 in materials and services and $766,000 in capitalized fees.

Accounts gained: Associated Druggists, American Agricultural-Fuel Corp., Midland International Corp., National Fidelity Life Insurance. Resigned: American Royal, Stern Brothers. Billings breakdown: Newspapers 16%, magazines 16%, supplements 1%, radio 15%, tv 37%, outdoor 3%, business papers 3%, farm publications 1%, transit advertising 1%, p.o.p. 2%, direct mail 5%. Employes: 22 in two offices.

Barritt, Larsen, Peck & Farnell Advertising, Encino, Cal., reported gross income of $932,500 on billings of $6,217,000 in 1979. Its 1978 gross income was $487,500 on billings of $3,250,000. Billings in 1979 included $4,148,000 in media, $1,235,300 in materials and services and $833,700 in capitalized fees. Its 1978 billings included $1,300,000 in media, $282,750 in materials and services and $1,667,250 in capitalized fees. Not included are the revenues of its subsidiary, Transworld Marketing.

Accounts gained: California Coffee Services Council, Cardkey Systems, Extek Microsystems, Hollywood Entertainment Center, Kyowa Bank, Property Management Systems, Roadstar Corp. of America, White Cap Industries, Prudential Insurance of America, Helmsley-Spear, western real estate operations. Lost: ARCO Solar, Southwestern Industries, Another Insurance Agency, Dietary Supplements Corp., No Boundaries Tours, Spa Town. Billings breakdown: Newspapers 10%, magazines 5%, radio 15%, tv 10%, outdoor 2%, business papers 25%, transit 5%, other 28%. Employes: 16.

Barron, Hillman & Mellnick, Boston, had gross income of $420,600 in 1979 on billings of $2,804,000. Its 1978 gross income was $410,824 on billings of $2,690,080. Its 1979 volume included $1,850,000 in media, $754,000 in materials and services and $200,000 in capitalized fees. Its 1978 volume included $1,720,000 in media, $810,000 in materials and services and $160,080 in capitalized fees.

Accounts gained: Park, Shuttle & Fly, Pacific Consultants, Stop & Go Transmissions (R.I. & Conn.), Trans National Finance. Lost: F.S.I., Cristy. Billings breakdown: Newspapers 8%, magazines 2%, radio 17%, tv 60%, business papers 11%, transit 2%. Employes: 9.

Bayless-Kerr & Palm, Cleveland, reported gross income of $978,169 in 1979 on billings of $6,588,703. In 1978, gross income was $804,246 on billings of $5,555,902. Volume in 1979 included $3,892,881 in media, $690,913 in materials and services and $2,004,909 in capitalized fees. Its 1978 volume included $3,121,791 in media, $583,013 in materials and services and $1,851,098 in capitalized fees.

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Accounts gained: American Koyo Co., Austin Powder Co., Erie Press Co., George Worthington Co., Pipeline Development Co., Sancap Abrasives Co., Sentry Hardware. Lost: Ceilcote Corp., Morgan's Restaurants, Warren Tool Co. Employes: 36.

Beckman Associates, Albany, N.Y., had gross income of $360,541 in 1979 on billings of $2,403,934. No data were supplied for 1978, but the agency had an estimated $270,000 in gross income on billings of $1,800,000 during the year. Volume in 1979 included $1,148,010 in media, $417,852 in materials and services and $838,072 in capitalized fees. Billings breakdown: Newspapers 26%, radio 17%, tv 39%, outdoor 3%, business papers 9%, transit 2%, direct mail 4%. Employes: 7.

Benefield, Levinger & Campbell, formerly Levinger & Benefield, Santa Rosa, Cal., reported gross income of $213,397 on 1979 billings of $1,416,001. Its 1978 gross was $157,600 on billings of $1,039,830. Net income was $31,000 in 1979 and $15,100 in 1978. The agency's 1979 volume included $618,193 in media, $140,473 in materials and services and $657,335 in capitalized fees. Its 1978 volume included $472,900 in media, $106,700 in materials and services and $460,230 in capitalized fees.

Accounts gained: Columbia Pacific University, Carousel Carpet Mills, Delta 3R School, Wine Country Restaurant. Accounts lost: Santa Rosa Chamber of Commerce, Sonoma County Fair. Billings breakdown: Newspapers 18%, magazines 23%, radio 10%, outdoor 10%, business papers 35%, p.o.p. 4%. Employes: 8.

Louis Benito Advertising, Tampa, had gross income of $803,000 in 1979 on billings of $5,359,077. In 1978, gross income was $512,000 on billings of $4,861,965. Volume in 1979 included $4,172,794 in media, $617,239 in materials and services and $569,044 in capitalized fees. Its 1978 volume included $3,266,450 in media, $619,656 in materials and services and $975,859 in capitalized fees.

Accounts gained: McDonald's Restaurants, Pinellas County Florida Tourist Development Council, Paramount Pictures. Lost: Morrison's, U.S. Home. Billings breakdown: Newspapers 17%, magazines 11%, radio 12%, tv 41%, outdoor 10%, business papers 8%, farm publications 1%. Employes: 41.

Berenson & Isham, Boston, had gross income of $887,150 and net income of $31,050 in 1979 on billings of $6,180,280. In 1978 it had gross income of $637,384 and net income of $25,495 on billings of $3,972,120. Its 1979 volume included $3,897,540 in media, $135,000 in materials and services and $2,147,740 in capitalized fees. Its 1978 volume included $2,317,760 in media, $86,910 in materials and services and $1,567,450 in capitalized fees.

Accounts gained: ARP Instruments, Brands Mart, Emtex. Lost: Marine Optical, Kid Power. Billings breakdown: Newspapers 35%, magazines 10%, radio 25%, tv 10%, outdoor 5%, business papers 10%, p.o.p. 2%, direct mail 3%. Employes: 20.

Bergelt Advertising, New York, reported gross income of $969,860 in 1979 on billings of $6,469,750. In 1978, the agency reported gross income of $592,000 on billings of $3,948,700. Its 1979 volume included $3,448,240 in media, $1,334,000 in materials and services and $1,687,510 in capitalized fees. Its 1978 volume included $2,174,000 in media, $1,041,000 in materials and services and $733,700 in capitalized fees. It operates Bergelt Public Relations as a subsidiary. Accounts gained: Ren Plastics of CIBA-GEIGY. Accounts lost: Eagle Design, Frederic R. Harris Inc. Billings breakdown: Newspapers 15%, magazines 10%, radio 8%, tv 1%, business papers 10%, farm publications 30%, p.o.p. 1%, direct mail 5%, other 20%. Employes: 18.

Bergthold, Fillhardt & Wright, San Jose, Cal., had gross income of $533,000 in 1979 on billings of $3,559,259. In 1978, gross income was $433,000 on billings of $2,889,277. Volume in 1979 consisted of $1,243,255 in media, $648,964 in materials and services and $1,667,040 in capitalized fees. Its 1978 volume included $846,647 in media, $558,348 in materials and services and $1,484,282 in capitalized fees.

Accounts gained: Durango Small Business Computers, Adia Temporary Services, Zemco Driving Computers, National Singing Telegrams, Boole & Babbage Software, Annabelle Candy Co. Lost: Gill Cable TV, Frontier Village Amusement Park. Billings breakdown: Newspapers 10%, magazines 20%, radio 21%, tv 31%, outdoor 4%, business papers 12%, p.o.p. 2%. Employes: 11.

Bernard & Co., Arlington Heights, Ill., had gross income of $183,632 and net income of $49,354 on billings of $1,010,174 in 1979. In 1978 the agency had gross income of $129,966 and net income of $11,430 on billings of $726,320. Its 1979 volume included $652,272 in media, $244,918 in materials and services and $112,984 in capitalized fees. Its 1978 volume included $482,376 in media, $159,975 in materials and services and $83,969 in capitalized fees.

Accounts gained: Midwest Supply, Marttiini Knives (Finland). Lost: Refrigerating Specialists, Cashco. Billings breakdown: Business papers 65%, p.o.p. 5%, direct mail 5%, literature 25%. Employes: 7.

Douglas Bewick Advertising, West Springfield, Mass., had estimated gross income of $315,000 in 1979 on billings of $2,100,000. In 1978, its gross was estimated at $300,000 on billings of $2,000,000. Employes: 14.

Black & Musen, Longmeadow, Mass., reported gross income of $165,000 on billings of $1,000,000 in 1979. Its 1978 income was $168,000 on billings of $979,850. Its 1979 billings included $640,000 in media, $66,000 in materials and services and $294,000 in capitalized fees. Its 1978 billings included $531,000 in media, $82,000 in materials and services and $366,850 in capitalized fees.

Accounts gained: George Frost Co., Country Corn Snacks. Lost: Target Industries. Billings breakdown: Newspapers 5%, magazines 35%, radio 5%, tv 15%, business papers 30%, collateral 10%. Employes: 6.

Blanchard & Associates, Minneapolis, reported gross income of $208,793 in 1979 on billings of $1,385,441. In 1978, the agency reported gross income of $169,606 on billings of $1,125,658. Its 1979 billings included $593,704 in media, $215,536 in materials and services and $576,201 in capitalized fees. Its 1978 billings included $495,797 in media, $143,445 in materials and services and $486,416 in capitalized fees. Billings breakdown: Newspapers 25%, magazines 48%, radio 10%, business papers 10%, other 7%. Employes: 6.

Blumenthal/Herman Advertising, Ambler, Pa., had gross income of $205,758 in 1979 on billings of $1,372,060. In 1978 the agency had a gross income of $158,240 on billings of $1,054,935. Its 1979 volume included $690,594 in media and $681,466 in capitalized fees. Its 1978 volume included $378,869 in media and $676,066 in capitalized fees. Billings breakdown was not provided. Employes: 5.

The Boelter Co., Madison, Wis., had gross income of $236,000 in 1979 on billings of $1,574,120. Its 1978 gross income of $269,506 was on billings of $1,797,605. Billings in 1979 included $1,101,884 in media and $472,236 for materials and services. In 1978, billings included $1,036,984 in media and $760,621 in materials and services.

Accounts gained: The CherryVale Mall, Colonial Savings, Wauwatosa Realty. Lost: Organic Compost, Pizza Pit, McKy-Ellis Realtors, Hemispheric Travel. Billings breakdown: Newspapers 15%, magazines 3%, radio 20%, tv 15%, outdoor 7%, business press 10%, p.o.p. 2%, direct mail 15%, other 13%. Employes: 10 in 2 offices.

Bonsib Inc., Fort Wayne, Ind., reported gross income of $791,456 in 1979 on billings of $5,278,049. In 1978, gross income was $585,286 on billings of $3,903,161. Its 1979 volume included $1,250,794 in media, $676,300 in materials and services and $3,350,955 in capitalized fees. Its 1978 volume included $884,033 in media, $509,741 in materials and services and $2,509,387 in capitalized fees.

Accounts gained: Philips High Fidelity Laboratories special projects, Group One Realtors, Michigan National Bank. Lost: Heckaman Homes. Billings breakdown: Newspapers 7%, magazines 16%, radio 8%, tv 19%, business papers 41%, p.o.p. 4%, direct mail 4%, other 1%. Employes: 12.

Bowes/Hanlon Advertising, Atlanta, reported net income of $6,211 and gross income of $314,650 on 1979 billings of $2,047,715. Its 1978 net income was $12,180 and gross income of $276,750 on billings of $1,845,923. The agency's 1979 volume included $782,169 in media, $655,601 in materials and services and $609,945 in capitalized fees. Its 1978 volume included $923,125 in media, $481,535 in materials and services and $441,263 in capitalized fees.

Accounts gained: National Systems, Dunaway Drug Stores, Holland International Food, Trusco Data Systems. Lost: First National Bank of Cobb County, Edwards Baking Co. Billings breakdown: Newspapers 10%, magazines 10%, radio 25%, tv 40%, outdoor 1%, business papers 12%, p.o.p. 1%, other 1%. Employes: 8.

Brady Advertising, Chattanooga, Tenn., had gross income of $322,693 on billings of $2,151,753 in 1979. U.S. income was $228,917 on billings of $1,526,735 in 1978. Billings last year included $342,462 in media, $79,066 in materials and services and $1,730,225 in capitalized fees. In 1978, billings included $162,801 in media, $115,437 in materials and services and $1,248,497 in capitalized fees. Accounts gained: Aqua Glass, City Bank, The Sports Barn, Michael Construction Co., Bristol United Corp. Billings breakdown: Newspapers 23%, magazines 24%, radio 6%, tv 16%, outdoor 2%, business press 11%, p.o.p. 8%, direct mail 7%, other 3%.

Brady Co., Milwaukee, had gross income of $893,692 in 1979 on

Agencies with gross income under $1,000,000

billings of $6,233,702. In 1978, the agency had gross income of $806,478 on billings of $5,557,515. Its 1979 volume included $2,643,394 in media, $1,238,293 in materials and services and $2,352,015 in capitalized fees. Its 1978 volume included $2,169,445 in media, $1,159,910 in materials and services and $2,228,160 in capitalized fees.

Accounts gained: Feed Flavors, Pride Seed, Pitman-Moore. Lost: David Mfg. Co., Lindsay Bros. Billings breakdown: Newspapers 3%, magazines 20%, radio 3%, tv 4%, outdoor 1%, business papers 16%, farm publications 53%. Employes: 31.

Brashe Advertising, Jericho, N.Y., had gross income of $429,148 on billings of $1,212,870 in 1979. U.S. income was $373,440 on billings of $1,077,702 in 1978. Billings last year included $638,000 in media, $501,500 in materials and services and $73,370 in capitalized fees. In 1978, billings included $518,000 in media, $489,000 in materials and services and $70,702 in capitalized fees. Accounts gained: G.B. International, Signature Classics Ltd., Blair Pontiac and Curwood Pontiac-Datsun. Resigned: Windoworld. Billings breakdown: Newspapers 79%, radio 6%, business press 11%, direct mail 4%. Employes: 5.

Bridgman Associates, Annapolis, Md., reported gross income of $484,800 in 1979 on billings of $3,491,500. In 1978, gross income was $332,100 on billings of $2,537,800. Volume in 1979 included $1,138,800 in media, $506,200 in materials and services and $1,846,500 in capitalized fees. Its 1978 volume included $1,028,500 in media, $489,400 in materials and services and $1,019,900 in capitalized fees.

Accounts gained: Annapolis Federal Savings & Loan, Sugars, Heritage Realty, Camelot, Maxwell Shoes, Mill Harpers, U.S. Design Corp., Exec'minder. Lost: Esskay Meat Products. Billings breakdown: Newspapers 12%, magazines 25%, radio 23%, tv 34%, outdoor 2%, other 4%. Employes: 19.

Briskin Associates, Freeport, N.Y. (formerly Braco-Briskin), had gross income of $750,000 in 1979 on billings of $4,945,000. In 1978 the agency had gross income of $700,000 on billings of $4,636,800. Its 1979 volume included $4,840,000 in media and $105,000 in materials and services. Its 1978 volume included $4,555,800 in media and $81,000 in materials and services. Accounts gained: Garden Camera, Shava Sharpener. Billings breakdown: Newspapers 6%, magazines 82%, supplements 3%, radio 1%, tv 8%. Employes: 17.

Brooks Pollard Co., Little Rock, Ark., had gross income of $896,232 in 1979 on billings of $4,896,857. In 1978 the agency had a gross income of $628,990 on billings of $3,228,759. Its 1979 volume included $3,055,837 in media, $1,099,083 in materials and services and $741,937 in capitalized fees. Its 1978 volume included $1,628,313 in media, $928,944 in materials and services and $671,502 in capitalized fees. Accounts gained: McDonalds, Anderson Clayton-Chilton. Lost: Tyson Retail. Employes: 18.

Brown Advertising, Somerset, N.J., reported net income of $19,821 and gross income of $123,750 on billings of $865,100 in 1979. In 1978, net income was $16,850 and gross income was $100,250 on billings of $699,417. Its 1979 volume included $425,000 in media, $240,000 in materials and services and $200,100 in capitalized fees. Its 1978 volume included $302,000 in media, $230,000 in materials and services and $167,417 in capitalized fees. Included in the total are billings from its subsidiary New York, New York.

Accounts gained: Altman Electric, American Electro-Dynamics Corp. of Philadelphia, Michigan College Counseling Associates, Photoshield, New Jersey Assn. for Retarded Citizens, Office Systems Consultants, SP Industries, G&G Enterprises. Billings breakdown: Newspapers 22%, magazines 18%, radio 10%, tv 8%, business papers 14%, transit 2%, p.o.p. 6%, direct mail 20%. Employes: 3 in two offices.

John Brown & Partners, Seattle had gross income in 1979 of $548,572 on billings of $4,698,317. In 1978 the agency had gross income of $405,000 on billings of $3,500,670. Its 1979 volume included $1,817,386 in media, $820,888 in materials and services and $2,060,043 in capitalized fees. Its 1978 volume included $1,577,000 in media, $583,000 in materials and services and $1,340,670 in capitalized fees.

Accounts gained: Everett Herald/Western Sun, King County Medical Blue Shield, Cedar Homes, Pizza Haven, Pacific First Federal Savings & Loan. Resigned: Puget Sound Mutual Savings, Forbes Development. Billings breakdown: Newspapers 25%, magazines 40%, radio 5%, tv 26%, business papers 1%, transit 1%, direct mail 1%, other 1%. Employes: 16.

Bruce, Henry & Davis Advertising, Houston, reported gross income of $84,649 on 1979 billings of $678,554. U.S. gross income was $51,148 in 1978 on billings of $550,328. Billings in 1979 included $89,549 in media, $160,331 in materials and services and $428,674 in capitalized fees. In 1978, billings included $62,852 in media, $188,557 in materials and services and $298,919 in capitalized fees. Accounts gained: Gold Lance, Stuckey & Speer, Jack Sisk & Co., Woodlake Forest III, Commerce & Transport International. Billings breakdown: Newspapers 5%, magazines 7%, radio 1%, tv 2%, business press 15%, direct mail 50%, collateral 20%. Employes: 3.

Burdette Advertising, Fort Myers, Fla., reported gross income of $150,756 on 1979 billings of $1,171,089. In 1978, gross income was $213,854 on billings of $1,462,515. The 1979 billings included $674,511 in media, $133,703 in materials and services and $362,875 in capitalized fees. The 1978 billings included $661,780 in media, $109,430 in materials and services and $691,305 in capitalized fees.

Accounts gained: Parkwoods Townhouses, Manini's & Gulfshore Restaurants, Air Comfort (Sarasota and Fort Myers), Sundial Beach & Tennis Resort (creative services), Corinthian Cultured Marble, Mr. SPA, William Taylor Real Estate, Suburban Corp., Credit-Pak Corp. of Florida and Contact Lens Center. Lost: Smitty's restaurants, Shallows restaurant, Sarlo Power Mowers, Modern Air Conditioning, Quad State Tools and Fashion City Warehouse. Billings breakdown: Newspapers 31%, magazines 5%, radio 6%, tv 14%, outdoor 1%, fees, services and collateral 43%. Employes: 9.

Robert K. Butcher & Associates, Shreveport, La., had gross income of $312,000 on billings of $1,692,000 in 1979. U.S. income was $297,000 on billings of $1,589,000 in 1978. The agency reported net income of $4,124 in 1979 and a loss of $728 in 1978. Billings last year included $659,000 in media, $439,000 in materials and services and $594,000 in capitalized fees. In 1978, billings included $621,000 in media, $414,000 in materials and services and $554,000 in capitalized fees. Billings breakdown: Newspapers 36%, magazines 6%, radio 16%, tv 30%, outdoor 2%, other 10%. Employes: 15 in two offices.

Butler-Turner Advertising, Vero Beach, Fla., reported gross income of $125,300 on billings of $816,237 in 1979. Its adjusted 1978 gross was $116,200 on billings of $756,926. Its 1979 billings included $284,000 in media, $58,000 in materials and services and $474,237 in capitalized fees. Its 1978 billings included $294,000 in media, $50,000 in materials and services and $412,926 in capitalized fees.

Accounts gained: Mackle Development Corp., Northgate Properties, Porpoise Bay Co., Sunrise Springs Development Co., Atlantic Communications, Heritage Oaks Co., Security Federal Savings & Loan. Billings breakdown: Newspapers 35%, magazines 25%, radio 15%, tv 5%, outdoor 15%, direct mail 5%. Employes: 5.

Lawrence Butner Advertising, New York, reported net income of $48,600 and gross income of $255,000 on billings of $1,717,110 in 1979, its first year in business. Its 1979 billings included $1,380,000 in media, $117,000 in materials and services and $220,110 in capitalized fees.

Accounts gained: *The Wall Street Journal*, *Barron's Weekly*, The *Wall Street Journal* Business Report and Consumer Newsline, *Smithsonian* magazine, Duro-Lite Lamps, Duro-Test Corp., *Book Digest* special projects, *Working Woman* special projects, Overseas Press Club, special projects, Guardian Chemical Corp., Consolidated Astronautics, United International Research. Billings breakdown: Newspapers 5%, magazines 5%, radio 40%, tv 40%, business papers 5%, direct mail 5%. Employes: 6.

Buzzard Inc., Cambridge, Mass., reported gross income of $217,000 in 1979 on billings of $1,408,000. In 1978, the agency reported gross income of $142,000 on billings of $915,000. Its 1979 volume included $493,000 in media, $208,000 in materials and services and $707,000 in capitalized fees. Its 1978 volume included $318,000 in media, $157,000 in materials and services and $440,000 in capitalized fees.

Accounts gained: Maximum Inc., Cambridge Alternative Power, Clivus Multrum, Bass Products, Signal Sports. Lost: Avon Inflatables. Billings breakdown: Newspapers 2%, magazines 95%, business papers 3%. Employes: 6.

Cammi Advertising, East Rutherford, N.J., reported net income of $137 on gross income of $160,006 on $887,615 in billings in 1979, its first year in business. Volume included $276,000 in media, $48,000 in materials and services and $563,615 in capitalized fees.

Accounts gained: Ragen Precision Industries, SGI Inc., Emser Industries, Malt Products Corp., Semitron Ltd., Brown division of Gulf + Western, Kimball Systems division of Litton Industries. Billings breakdown: Business magazines 90%, direct mail 10%. Employes: 5.

Cappiello & Co., New York, formed in July, 1979, by Tony Cappiello, a former partner in Ries Cappiello Colwell, reports gross income estimated at $600,000 on billings of $4,000,000. Accounts: Witco Chemical, AM International, Texasgulf, CMP Publications, RCA solid state division, CCTV, Victory Shirt Co. Employes: 15.

Caraway Kemp Communications, Jacksonville, Fla., had estimated gross income of $587,000 on 1979 billings of $3,919,814. In 1978, gross income was $399,000 on billings of $2,664,957. Volume in 1979 included $2,821,101 in media, $404,947 in materials and services and $693,766 in capitalized fees. Its 1978 volume included $1,839,321 in media, $282,031 in materials and services and $543,605 in capitalized fees. Total two subsidiaries, Pest Control Productions and Advertising Services Group, are included.

Accounts gained: American Banks of Florida, Brumos Porsche Audi, Chempar Chemical Corp., Coastal Plastics Corp., Convention & Visitors Bureau of Jacksonville and Jacksonville Beaches, Eastern Distribution, General Electric Corp. Southern division central airconditioning, General Parts, Peter H. Gregg Inc., Mercedes Benz-BMW dealer, Misener Marine, Presbyterian Synod of Florida, Propeller Club Port-of-Jacksonville, Spencer Services, The Floor Show, WJKS-TV, WPDQ-AM. Accounts lost: Abercorn Toyota, Carpet Image, Lee Chevrolet. Billings breakdown: Newspapers 5%, magazines 5%, radio 20%, tv 25%, outdoor 5%, business papers 15%, farm publications 5%, p.o.p. 10%, direct mail 10%. Employes: 14.

Cardin Advertising, Bangor, Me., reported gross income of $85,336 in 1979 on billings of $579,966. In 1978, the agency had gross income of $76,038 on billings of $496,497. Billings in 1979 included $135,455 in media, $118,176 for materials and services and $326,335 in capitalized fees. In 1978, billings consisted of $80,534 in media, $112,154 for materials and services and $303,809 in capitalized fees. Billings breakdown: Magazines 18%, newspapers 5%, tv 22%, p.o.p. 20%, other 35%. Employes: 5.

Carlson & Co., Indianapolis, reported net income of $42,027 and gross income of $818,412 in 1979 on billings of $6,006,686. It did not report 1978 results. Volume in 1979 included $3,950,264 in media, $1,089,832 in materials and services and $966,590 in capitalized fees. Billings breakdown: Newspapers 11%, magazines 6%, supplements 1%, radio 26%, tv 46%, outdoor 2%, business papers 1%, farm publications 4%, p.o.p. 1%, direct mail 2%. Employes: 33.

Carmichael, McKneely, Dusenbury & Alban, Durham, N.C., reported gross income of $519,926 and net income of $21,168 on billings of $3,845,661 in 1979. Its 1978 gross was $441,127 and its net was $19,678 on billings of $3,263,793. The agency's 1979 volume included $1,134,171 in media, $522,950 in materials and services and $2,188,540 in capitalized fees. Its 1978 volume included $856,025 in media, $426,291 in materials and services and $1,981,477 in capitalized fees.

Accounts gained: Courtyard Associates, First Federal Savings & Loan of Pitt County, North American Fiberglass, Raleigh/Durham, Kentucky Fried Chicken Co-op. Billings breakdown: Newspapers 30%, magazines 26%, radio 22%, tv 17%, outdoor 5%. Employes: 22.

Cinamon Associates, Brookline, Mass., had gross income of $157,000 in 1979 on billings of $1,050,000. In 1978, gross income was $135,000 on billings of $900,000. Volume in both years was all in media. Billings breakdown. Newspapers 5%, magazines 5%, direct mail 90%. Employes: 7.

George P. Clarke Advertising, New York, had gross income of $633,820 in 1979 on billings of $4,186,875. In 1978 the agency had gross income of $630,655 on billings of $4,166,370. Its 1979 volume included $2,212,600 in media, $223,400 in materials and services and $1,750,875 in capitalized fees. Its 1978 volume included $2,205,500 in media, $220,000 in materials and services and $1,740,870 in capitalized fees.

Accounts gained: Nike Hydraulic, Winona/Van Norman Machine Co., American Savings Bank, Globe Security Systems, Grumman Data Processing, R.C. Stewart & Co. The agency is associated with Practical Marketing Services, Grantham, England. Clarke & PMS have a number of clients both in the U.S. and England who use the combined services of both agencies.

Billings breakdown: Newspapers 20%, magazines 20%, radio 10%, tv 10%, promotion 10%, other 30%. Employes: 14.

Sidney Clayton Associates, Chicago, reported gross income of $769,250 on billings of $5,130,305 in 1979. Its 1978 gross income was $667,940 on billings of $4,454,634. Its 1979 billings included $1,046,180 in media, $135,898 in materials and services and $3,948,227 in capitalized fees. Its 1978 billings included $821,941 in media, $228,932 in materials and services and $3,403,761 in capitalized fees.

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Agencies with gross income under $1,000,000

Accounts gained: Hodag Chemical Corp., Lighting Products Pre-Fix, Typograpnic Language Computers. Billings breakdown: Business papers 40%, collateral 60%. Employes: 18.

Cleveland & Associates, Seattle, formerly Cleveland & McKeehen, had gross income of $348,000 in 1979 on billings of $1,800,000. In 1978, gross income was $180,000 on billings of $1,200,000. Account gained: Port of Seattle. Billings breakdown: Newspapers 31%, magazines 12%, radio 11%, tv 42%, outdoor 0.5%, transit 0.5%, p.o.p. 2%, direct mail 1%. Employes: 8.

The Coakley Heagerty Cos., Santa Clara, Cal., had net income of $35,744 and gross income of $704,447 in 1979 on billings of $4,603,150. In 1978, net income was $14,806 and gross income was $604,739 on billings of $4,031,598. Volume in 1979 included $891,940 in media, $448,273 in materials and services and $3,262,937 in capitalized fees. Its 1978 volume included $776,105 in media, $536,213 in materials and services and $2,719,280 in capitalized fees. Billings breakdown: Newspapers 55%, magazines 5%, radio 17%, tv 9%, outdoor 4%, p.o.p. 10%. Employes: 25.

Cole Henderson Drake, Atlanta, had gross income of $983,723 in 1979 on billings of $6,519,176. Its 1978 gross income was $768,113 on billings of $5,120,756. Its 1979 volume included $4,900,000 in media, $1,400,000 in materials and services and $219,176 in capitalized fees. Its 1978 volume included $4,124,387 in media, $785,597 in materials and services and $210,772 in capitalized fees.

Accounts gained: Buchtal Corp., Omni International. Lost: Sun Banks of Florida, Warren-Sherer. Billings breakdown: Newspapers 9%, magazines 23%, radio 17%, tv 40%, outdoor 4%, business papers 6%, other 1%. Employes: 23.

The Communicators Group, Brattleboro, Vt., posted gross income of $243,500 in 1979 on billings of $1,616,700. Volume in 1979 consisted of $835,200 in media, $223,200 in materials and services and $558,300 in capitalized fees. Accounts gained: Burlington Savings Bank, Basketville, Kennedy Brothers. Billings breakdown: Newspapers 26%, magazines 18%, supplements 3%, radio 21%, tv 16%, outdoor 9%, business papers 6%, farm publications 1%. Employes: 9.

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Communigraphics, Baltimore, reported net income of $50,000 on gross income of $260,000 with 1979 billings of $1,700,000. Its 1978 net income was $22,000 and gross income was $225,000 on billings of $1,325,000. The agency's 1979 volume included $1,500,000 in media and $200,000 in materials and services. Its 1978 volume included $1,200,000 in media and $125,000 in materials and services.

Accounts gained: Abromowitz-Morgan Life Insurance, Baltimore Clippers hockey team, French Bread Factory, General Agents Highfield House condominium, Stevenson Crossing condominium. Billings breakdown: Newspapers 40%, magazines 20%, radio 30%, tv 10%. Employes: 9.

Communique Inc., South Bend, Ind., reported gross income of $428,158 in 1979 on billings of $2,854,387. In 1978, gross income was $265,144 on billings of $1,767,627. Volume in 1979 included $834,954 in media and $2,019,433 in capitalized fees. Its 1978 volume included $658,071 in media and $1,109,556 in capitalized fees.

Accounts gained: Williams Products, Indiana Cablevision, South Bend Lathe, Coca-Cola Bottling Co. of South Bend, Creative Interiors, Challenge Doors. Lost: Zantigo, Whinco Pizza Hut. Billings breakdown: Newspapers 12%, magazines 42%, radio 10%, tv 30%, outdoor 3%, Yellow Pages 3%. Employes: 18.

Connoisseurs Unltd., St. Paul, reported gross income of $10,000 in 1979 on billings of $201,000. In 1978, gross income was $14,000 on billings of $115,000. Volume in 1979 included $168,000 in media and $33,000 in materials and services. In 1978, volume included $80,000 in media and $35,000 in materials and services. Accounts gained: Adventure Unltd., Retail Assn., Airworld Rent-a-car. Lost: MLT Tours. Billings breakdown: Newspapers 64%, tv 24%, outdoor 12%. Employes: 5.

Connor-Sager Associates, Aurora, Ill., reported net income of $42,687 and gross income of $483,149 in 1979 on billings of $3,085,249. In 1978 net income was $35,472 and gross income was $472,204 on billings of $3,016,259. Volume in 1979 was $2,325,409 in media, $258,589 in materials and services and $501,251 in capitalized fees. Its 1978 volume included $2,320,000 in media, $247,431 in materials and services and $448,828 in capitalized fees.

Accounts gained: Digital Systems House, Peltzer Ehlers American Corp., Geneva Community Hospital, R.O.W. Window Co., Oberweis Securities, Wells Electronics, and Yamazen U.S.A. Lost: Christian Cos. Billings breakdown: Newspapers 20%, magazines 35%, radio 5%, farm publications 3%, p.o.p. 37%. Employes: 18.

Creative Advertising, Evansville, Ind., reported gross income of $591,000 in 1979 on billings of $3,934,500. In 1978, gross income was $200,000 on billings of $1,375,000. Volume in 1979 included $1,500,000 in media. $100,000 in materials and services and $2,334,500 in capitalized fees. Volume breakdown for 1978 was not available. Accounts gained: Noble Roman's restaurants, Iron-Away, First City Bank of Hopkinsville, Ky., Chieftain Stove Works, Ligon Specialized Haulers, General Housewares Corp. Lost: Thin Twins potato chips, Baskin-Robbins (co-op). Billings breakdown: Newspapers 15%, magazines 10%, supplements 2%, radio 5%, tv 5%, outdoor 2%, business press 50%, farm publications 3%, p.o.p. 3%, direct mail 5%. Employes: 17.

Charles Crone Associates, Raleigh, N.C., had gross income of $323,000 in 1979 on billings of $2,158,870. In 1978, gross income was $263,395 on billings of $1,755,300. Volume in 1979 included $1,834,110 in media, $186,960 in materials and services and $137,800 in capitalized fees. Its 1978 volume included $1,331,350 in media, $193,150 in materials and services and $230,800 in capitalized fees. Account gained: Outdoor Equipment Distributors. Billings breakdown: Newspapers 5.8%, magazines 2.2%, radio 17.9%, tv 56.3%, outdoor 8.5%, p.o.p. 2%, direct mail 7.3%. Employes: 8.

Culpepper & Associates, Houston, reported gross income of $94,686 in 1979 on billings of $582,712. Results for 1978 were not reported. Volume in 1979 included $264,288 in media, $162,239 in materials and services and $156,185 in capitalized fees. Accounts gained: Chi-Chi's of Texas, Houston Oilers, Step n' Dine of Texas, Spring Branch Chamber of Commerce, Cottonwood Builders, Gary's Hats 'n' Boots. Lost: Cullen Center. Billings breakdown: Newspapers 28%, magazines 25%, radio 44%, tv 1%, outdoor 1%, direct mail 1%. Employes: 3.

Culver International, Boston, had 1979 gross income of $185,000 on billings of $1,200,000. In 1978 it reported gross income of $165,000 on billings of $1,100,000. Billings breakdown: Newspapers 14%, magazines 15%, radio 15%, tv 14%, business press 14%, p.o.p. 14%, direct mail 14%. Employes: 7.

DK&A Inc., Washington, reported 1979 gross income of $329,139 on billings of $1,324,490. Its 1978 gross was $309,777 on billings of $1,143,820. The agency's 1979 volume included $5,776 in media, $147,816 in materials and services and $1,170,898 in capitalized fees. Its 1978 volume included $8,306 in media, $153,550 in materials and services and $981,964 in capitalized fees.

Accounts gained: Aden Music Co., Airlines Pilots Assn.-Insurance, *Chemical Times & Trends*, Folger Books, Library of Congress publications, U.S. Navy Band Concert Tours and VOCED. Lost: *American Scholar*, *Credit Union Directory & Buyers Guide*, *Heat Transfer Engineering*, NTIS/AMT-ID and VOCED. Billings breakdown: Magazines 10%, business papers 30%, direct mail 50%, other 10%. Employes: 8.

Daigle, Merriman & Associates, Houston, had net income of $50,000 and gross income of $380,450 in 1979 with billings of $3,594,290. In 1978 the agency had net income of $34,309 and gross income of $228,730 with billings of $1,796,667. Its 1979 volume included $1,087,000 in media, $332,870 in materials and services and $2,174,420 in capitalized fees. Its 1978 volume included $465,240 in media, $133,212 in materials and services and $1,198,215 in capitalized fees.

Accounts gained: Coca-Cola Foods (projects), Comet Rice, Gateway Hotel, Rice division Riviana Foods (projects), Sheraton Town & Country Hotel, TXI masonry products division, American Bank, Metropolitan National Bank. Lost: Kinda Krazy, Billings breakdown: Newspapers 10%, magazines 20%, radio 10%, tv 5%, outdoor 15%, business papers 30%, p.o.p. 3%, direct mail 2%, other 5%. Employes: 10.

Damart Advertising Associates, Minneapolis, had gross income of $414,700 in 1979 on billings of $3,590,000. In 1978 it had gross income of $365,000 on billings of $3,317,000. Its 1979 volume included $3,330,000 in media and $260,00 in materials and services. Its 1978 volume included $3,100,000 in media and $217,000 in materials and services.

Accounts gained: Consolidated Leasing, Privilege Travel. Billings breakdown: Newspapers 7% magazines 14%, outdoor 12%, Yellow Pages 67%. Employes: 12.

Darien, Russell & Hill, San Jose, Cal., reported net income in 1979 of $221,579 and gross income of $525,316 on billings of $4,324,070. In 1978, its net income was $196,345 and gross income was $510,240 on billings of $3,602,997. The agency's 1979 volume included $3,211,378 in media, $279,095 in materials and services and $833,597 in capitalized fees. Its 1978 volume included $2,844,027 in media, $45,414 in materials and services and $713,556 in capitalized fees.

Billings breakdown: Newspapers 23.1%, magazines 1%, radio 28.9%, tv 41%, outdoor 1.5%, business papers 1%, transit advertising 0.5%, p.o.p. 0.8%, direct mail 1%, other 1.2%. Employes: 14.

Leonard Davis Advertising, Worcester, Mass., had gross income of $135,000 in 1979 on billings of $1,964,000. In 1978, the agency had gross income of $130,000 on billings of $1,776,000. Volume in 1979 included $1,034,000 in media, $25,000 in materials and services and $905,000 in capitalized fees. Its 1978 volume included $846,000 in media, $63,000 in materials and services and $867,000 in capitalized fees.

Accounts gained: Fountainhead Apartments, Chapel Hill Apartments, condominiums division of A.J. Lane & Co., *Worcester Telegram & Gazette*, Massachusetts Wholesale Drug. Lost: Thomas Brower & Associates, Worcester Bedding Co. Billings breakdown: Newspapers 77%, magazines 1%, radio 17%, tv 5%. Employes: 8.

DeKrig Advertising, New York, reported gross income of $600,000 in 1979 and net income of $100,000 on billings of $5,768,000. Its 1978 gross income was $550,000 and its net income was $80,000 on billings of $5,238,000. Its 1979 volume included $3,000,000 in media, $100,000 in materials and services and $2,668,000 in capitalized fees. Its 1978 volume included $2,800,000 in media, $90,000 in materials and services and $2,348,000 in capitalized fees.

Accounts gained: Casual Time, Seminole Mfg. Billings breakdown: Newspapers 20%, magazines 15%, radio 10%, tv 10%, p.o.p. 15%, direct mail 15%, other 15%. Employes: 12.

Ed Delgado Advertising & Public Relations, Santa Fe, N.M., had net income of $18,990 and gross income of $97,000 in 1979 on billings of $648,994. In 1978, net income was $8,260 and gross income was $67,000 on billings of $456,821. Volume in 1979 included $578,776 in media, $40,570 in materials and services and $29,648 in capitalized fees. Its 1978 volume included $431,912 in media, $15,923 in materials and services and $8,986 in capitalized fees.

Accounts gained: EG&G Idaho and San Ramon, New Mexico Traffic Safety Bureau, City of Santa Fe, Hispano Chamber of Commerce, Three Thieves restaurant, Santa Clara Pueblo, The Court Jester. Lost: The Court Jester, Los Alamos Scientific Laboratories. Billings breakdown: Newspapers 17%, magazines 39%, radio 18%, tv 9%, outdoor 2%, other 15%. Employes: 6.

Denton & French, Tampa, Fla., had gross income of $330,870 in 1979 on bilings of $1,330,490. In 1978 the agency had a gross income of $262,239 on billings of $1,152,814. Its 1979 volume included $643,069 in media, $390,286 in materials and services and $297,135 in capitalized fees. Its 1978 volume included $528,031 in media, $438,023 in materials and services and $186,760 in capitalized fees.

Accounts gained: U.S. Home Corp.-Palm Beach division, Coral Ridge-Collier Properties, Cayman Development Corp., Context Industries. Lost: All American National Bank, Key West Tropicals. Billings breakdown: Newspapers 40%, magazines 15%, supplements 2%, radio 10%, tv 5% outdoor 5%, business papers 3%, direct mail 10%, other 10%. Employes: 12.

Deppe & Associates, St. Louis, reported gross income of $293,890 in 1979 on billings of $1,948,961. In 1978, gross income was $284,606 on billings of $1,969,780. Accounts gained: Carlson-Harris Contractors, Mercantile Commerce Trust Bank, Puro Co. Billings breakdown: Newspapers 13%, magazines 30%, supplements 2%, radio 28%, tv 14%, farm publications 1%, p.o.p. 3%, other 9%. Employes: 11.

Detrow & Underwood, Ashland, O., had estimated gross income of $230,000 on billings of $1,529,176 in 1979. Its 1978 estimated gross 197,000 on billings of $1,314,735. Its 1979 billings included $429,430 in media, $260,152 materials and services and $839,594 in capitalized fees. Its 1978 billings included $410,440 in media, $224,495 in materials and services and $679,800 in capitalized fees.

Accounts gained: Garber Co., U.S. Fiber Corp., J.C. Meyer Co. Lost: Shelter-Rite, Seaman Building Systems. Billings breakdown: Magazines 10%, outdoor 5%, business papers 70%, farm publications 10%, direct mail 5%. Employes: 9.

Dickison & Rakaseder, Westport, Conn., reported gross income of $398,300 on 1979 billings of $2,612,400. Its 1978 results were not reported. Its 1979 volume included $1,524,600 in media, $692,300 in materials and services and $395,500 in capitalized fees. Accounts gained: *Connecticut*, Sikorsky Aircraft and Putnam Trust Co. Billings breakdown: Newspapers 45%, radio 15%, tv 10%, business press 5%. Employes: 9.

Dorritie & Lyons, New York, an agency specializing in health care that opened Feb. 1, 1979, had estimated gross income of $450,000 on billings of $3,000,000. Accounts gained: Pfizer's Labs, Roerig. Billings breakdown: Journals 70%, direct mail 10%, visual aids 20%. Employes: 6.

Dallas C. Dort & Co., Flint, Mich., reported gross income of $203,420 in 1979 on billings of $1,777,761. In 1978, gross income was $153,860 on billings of $1,203,294. Volume in 1979 included $1,006,166 in media, $146,684 in materials and services and $624,911 in capitalized fees. Its 1978 volume included $653,797 in media, $122,030 in materials and services and $427,467 in capitalized fees. Account gained: Dowsett Inc. Realtors. Billings breakdown: Newspapers 18%, radio 35%, tv 40%, outdoor 6%, direct mail 1%. Employes: Seven.

Doty, Phillips & Laing, Battle Creek, Mich., had gross income of

Agencies with gross income under $1,000,000

$294,612 in 1979 on billings of $2,240,252. Its 1978 gross income was $374,454 on billings of $2,397,817. Volume in 1979 included $244,804 in media, $413,064 in materials and services and $1,582,384 in capitalized fees. The agency's 1978 volume included $187,086 in media, $595,671 in materials and services and $1,615,060 in capitalized fees.

Accounts gained: Northland Refrigeration Co., H.B. Sherman Mfg., M.T. Shaw. Billings breakdown: Newspapers 8%, magazines 15%, radio 1%, business papers 69%, farm publications 1%, p.o.p. 2%, direct mail 4%. Employes: 13.

J.R. Druid Associates, New York, specializing as a health care agency, had gross income of $700,000 in 1979 on billings of $8,169,000. In 1978 the agency had gross income of $500,000 on billings of $6,335,000. Its 1979 volume included $1,500,000 in media, $2,000,000 in materials and services and $4,669,000 in capitalized fees. Its 1978 volume included $1,500,000 in media, $1,500,000 in materials and services and $3,335,000 in capitalized fees.

Accounts gained: Merrell Labs, Surgikos. Billings breakdown: Magazines 15%, direct mail 30%, other 55%. Employes: 19.

Dulaney Advertising, Louisville, had estimated gross income of $248,388 on billings of $1,655,921 in 1979. In 1978 it had gross income estimated at $192,326 on billings of $1,282,168. The agency's 1979 volume included $870,029 in media, $318,432 in materials and services and $467,460 in capitalized fees. Its 1978 volume included $725,024 in media, $167,596 in materials and services and $389,548 in capitalized fees.

Accounts gained: Carrier Distributing Co. of Kentucky and Indiana, Command Performance (Southern Hairmasters) of Kentucky and South Carolina, Foam Design, General Equipment & Mfg., Wilhelmi's AMC Jeep, Wakefield-Scearce Galleries. Lost: Hilliard-Lyons, Progress Paint Mfg. Co. Billings breakdown: Newspapers 40%, magazines 10%, radio 15%, tv 20%, outdoor 5%, business papers 5%, p.o.p. 5%. Employes: 13.

Dwelley, Bolger & Citrin, Poughkeepsie, N.Y., had gross income of $956,960 in 1979 on billings of $5,389,621. In 1978, the agency had gross income of $304,785 on billings of $4,937,430. Volume in 1979 included $936,428 in media, $285,364 in materials and services and $4,167,829 in capitalized fees. Its 1978 volume included $803,986 in media, $201,906 in materials and services and $3,931,538 in capitalized fees.

Accounts gained: Hudson Valley Philharmonic, Standard Gage Co., William Rylance & Sons, Pepsi-Cola Bottling of Newburgh, N.Y. Billings breakdown: Newspapers 35%, magazines 10%, radio 25%, tv 5%, outdoor 2%, business papers 8%, farm publications 5%, collateral 10%. Employes: 10.

Eagen Curtis & Hickman, Indianapolis, reported gross income of $512,000 on 1979 billings of $3,864,658. U.S. gross was $360,000 in 1978 on billings of $2,300,162. Net income was $125,000 in 1979 and $97,000 in 1978. Volume in 1979 included $2,575,000 in media, $640,000 in materials and services and $649,658 in capitalized fees. In 1978, volume included $1,500,000 in media, $475,000 in materials and services and $325,162 in capitalized fees.

Accounts gained: Jim Dandy Restaurants, Pickering Seed Corn, Dow Chemical diagnostics division, Merchants National Bank of Muncie, Fidelity Bank of Indiana, Hyatt Regency Indianapolis, MCL Cafeterias, Quasar of Indiana. Lost: Josepha of Paris and Glazon. Billings breakdown: Newspapers 8%, magazines 17%, radio 28%, tv 36%, outdoor 11%. Employes: 16.

Dan Ebberts & Co., La Mirada, Cal., had gross income of $242,501 on 1979 billings of $1,484,150. In 1978 it had gross income of $283,301 on billings of $1,687,910. Its 1979 volume included $814,266 in media, $199,139 in materials and services and $470,745 in capitalized fees. Its 1978 volume included $763,881 in media, $301,610 in materials and services and $622,419 in capitalized fees. Accounts gained: Loadlift Equipment, Johnston Pump Co., Nissei America. Billings breakdown: Newspapers 10%, business papers 90%. Employes: 7.

Henry Eisen Advertising, New York, reported gross income of $337,500 on 1979 billings of $2,523,450. Its 1978 gross income was $300,000 on billings of $2,218,425. Net income was reported as $50,000 for both years. The agency's 1979 volume included $2,250,000 in media, $40,000 in materials and services and $233,450 in capitalized fees. Its 1978 volume included $2,000,000 in media, $35,000 in materials and services and $183,425 in capitalized fees. Eisen is a wholly owned subsidiary of Tootsie Roll Industries, Chicago. Billings breakdown: Newspapers 40%, magazines 10%, radio 10% tv 40%. Employes: 7.

Eisner & Associates, Baltimore, had gross income of $952,540 in 1979 on billings of $6,271,825. In 1978 the agency had a gross income of $721,946 on billings of $4,746,215. Its 1979 volume included $3,836,654 in media, $404,156 in materials and services and $2,031,015 in capitalized fees. Its 1978 volume included $2,464,000 in media, $384,600 in materials and services and $1,897,615 in capitalized fees.

Accounts gained: U.S. Health & Recreation/Holiday Universal Health Spas, Monumental Life Insurance Co., Magna Properties, Town & Country Management, David W. Kornblatt, Mall Management, Advance Business Systems, BRC division Brunswick Corp., Manufacturers Clothing Outlet division of Levi-Strauss, Massachusetts Bowling Assn. Resigned: Consumer Outlet Mart, Sun Life Insurance Co. Billings breakdown: Newspapers 32%, magazines 7.5%, supplements 1.5%, radio 17%, tv 31%, outdoor 1.5%, business papers 5%, p.o.p. 3.5%, di-

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Agencies with gross income under $1,000,000

rect mail 1%. Employes: 26.

Elbert Advertising, Waltham, Mass., reported 1979 gross income of $233,670, which included $7,656 in non-U.S. income, on total billings of $1,424,678. Its 1978 gross was $247,922, including $7,379 in non-U.S. income on total billings of $1,494,686. Its 1979 U.S. billings included $372,992 in media, $196,5[illegible]3 in materials and services and $806,660 in capitalized fees. Its 1978 U.S. billings included $279,443 in media, $234,214 in materials and services and $934,284 in capitalized fees.

U.S. accounts gained: Halrin Slacks, Thirsty Time Beverage Corp. Lost: Sea-lect Foods. Foreign accounts gained: Jet Spray Hong Kong Ltd. Billings breakdown: Newspapers 9.6%, magazines 1.5%, radio 4%, business papers 72.7%, p.o.p. 2.6%, direct mail 8.8%, other (Yellow Pages) 0.8%. Employes: 7.

Emery Advertising, El Paso, Tex., had gross income of $260,000 and net income of $28,000 on billings of $1,300,000 in 1979. In 1978 the agency had gross income of $200,000 and net income of $19,000 on billings of $1,000,000. Its 1979 volume included $800,000 in media, $200,000 in materials and services and $300,000 in capitalized fees. Its 1978 volume included $600,000 in media, $100,000 in materials and services and $300,000 in capitalized fees.

Accounts gained: El Paso Electric, Wienerschnitzel Restaurants, Norton Brothers, The Fairmont, Trigon Development, Tom Westfall for Mayor, California Food Specialties, Viola Sportswear, Sun City Delivery. Lost: Goals For El Paso. Billings breakdown: Newspapers 30%, magazines 5%, radio 20%, tv 35%, business papers 5%, p.o.p. 3%, direct mail 2%. Employes: 7.

John Emmerling Inc., New York, had gross income of $611,150 in 1979 on billings of $4,074,410. In 1978, gross income was $311,500 on billings of $2,076,830. Volume in 1979 included $3,401,000 in media, $520,000 in materials and services and $153,410 in capitalized fees. Its 1978 volume included $1,400,000 in media, $350,000 in materials and services and $326,830 in capitalized fees.

Accounts gained: Rheingold Beer, *Village Voice*, Flight Safety International. Lost: Harry N. Abrams Inc., Raichle Molitor USA. Billings breakdown: Newspapers 5%, magazines 15%, radio 20%, tv 25%, outdoor 5%, business papers 20%, transit 10%. Employes: Nine.

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Engel Advertising, Chicago, reported gross income of $200,022 in 1979 on billings of $862,214. In 1978, the agency reported gross income of $130,909 on billings of $739,788. The agency's 1979 volume included $407,068 in media, $440,711 in materials and services and $14,434 in capitalized fees. Its 1978 volume included $226,774 in media, $490,096 in materials and services and $22,917 in capitalized fees. Billings breakdown: Newspapers 4%, magazines 35%, radio 2%, outdoor 4%, business papers 5%, p.o.p. 50%. Employes: 5.

Enslin & Hall, Tampa, reported gross income of $631,288 on 1979 billings of $4,215,698. Net income was $105,794. Its 1978 results have not been reported. Accounts gained: Li'l General Stores, Florida Department of Commerce division of economic development, Combanks Corp., Celotex-Marley, and WRBQ radio. Lost: Richmond County Barbeque. Billings breakdown: Newspapers 33%, magazines 6%, radio 5%, tv 36%, outdoor 2%, business press 2%, other 16%. Employes: 20.

Estey-Hoover, Newport Beach, Cal., reported net income of $53,391 on gross income of $662,006 with 1979 billings of $4,224,281. In 1978, its net income was $47,230 on a gross of $456,740 with billings of $2,594,622. The agency's 1979 volume included $2,086,586 in media, $725,769 in materials and services and $1,411,926 in capitalized fees. Its 1978 volume included $1,260,049 in media, $438,332 in materials and services and $896,241 in capitalized fees.

Accounts gained: Leisure World, Seal Beach, Maranatha Music, Marlin Fiberglass, New Life Foundation, Rolling Hills Estates, Royce Co. and Tyndale House. Billings breakdown: Newspapers 6%, magazines 21%, radio 12%, tv 52%, business papers 9%. Employes: 18.

Everett, Brandt & Bernauer, Independence, Mo., had gross income of $219,039 in 1979 on billings of $1,623,932. It sustained a $2,460 net loss in 1979. In 1978, the agency had net income of $3,966 and gross income of $172,406 and netted $3,966 on billings of $789,624. Volume in 1979 included $612,736 in media, $118,730 in materials and services and $892,466 in capitalized fees. Its 1978 volume included $429,668 in media, $96,345 in materials and services and $263,611 in capitalized fees. Billings breakdown: Newspapers 14%, magazines 15%, radio 35%, tv 6%, outdoor 1%, material and services 14%, client fees 15%. Employes: 10 in two offices.

Faller Klenk & Quinlan, Buffalo, N.Y., had gross income of $980,048 in 1979 on billings of $8,268,062. In 1978, gross income was $811,000 on billings of $6,800,000. Volume in 1979 included $5,118,062 in media and $3,150,000 in materials and services. Its 1978 volume included $4,500,000 in media and $2,300,000 in materials and services.

Accounts gained: Air Techniques, W. R. Bonsal Co., Ciminelli Construction, Dunlop sports division, Electronic Navigation Industries, Erie Savings Bank, Graphic Controls coated products and recording charts divisions, N.Y. State Urban Development Corp., Pepsi-Cola Bottling Corps. (Batavia, Binghamton, Buffalo, Elmira, Jamestown, Niagara), Trojan Industries, S. B. Whistler & Sons, WWOL-AM, WWOR-FM. Lost: Gardette, Metrolina Olds, Shur-Line, Speakeasy Steak House, Houdaille Strippit division. Billings breakdown: Newspapers 10%, magazines 17%, radio 6%, tv 19%, business papers 20%, p.o.p. 7%, direct mail 19%, other 2%. Employes: 61 in two offices.

Feldman McPherson Topin, Chicago, had gross income of $772,500 on 1979 capitalized billings of $5,150,000. In 1978, it had gross income of $502,500 on capitalized billings of $3,350,000.

Accounts gained: *U.S. News & World Report's* book division, Continental Illinois National Bank's correspondent banking division, HAG a/s Office Chairs, Fox Valley Villages, Metropolitan Structures, Bank Administration Institute, NCG Industrial Gases and Educational Systems.

H. T. Fenton Associates, Somerville, N.J., reported net income of $46,500 and gross income of $465,000 on $3,101,000 in billings. Its 1978 net was $38,725 and gross was $387,250 on billings of $2,582,500. Its 1979 billings included $620,000 in media, $480,000 in materials and services and $2,001,000 in capitalized fees. Its 1978 billings included $515,000 in media, $400,000 in materials and services and $1,667,500 in capitalized fees.

Accounts gained: Namaico, Pressurized Products. Billings breakdown: Newspapers 10%, magazines 25%, radio 5%, farm publications 50%, p.o.p. 10%. Employes: 13.

Ferber & Strauss, New York, reported gross income of $892,000 in 1979 on billings of $4,784,050. In 1978, gross income was $937,000 on billings of $5,100,000. Volume in 1979 included $3,650,000 in media, $560,430 in materials and services and $573,620 in capitalized fees. Its 1978 volume included $3,885,000 in media, $601,360 in materials and services and $613,640 in capitalized fees. Accounts gained: Wembley Industries. Lost: Happy Legs Sportswear. Billings breakdown: Magazines 45%, radio 7%, tv 15%, outdoor 5%, business papers 20%, p.o.p. 3%, direct mail 5%. Employes: 19.

Thomas G. Ferguson Associates, Parsippany, N.J., reported gross income of $990,872 in 1979 on billings of $12,390,259. In 1978, it reported gross income of $854,200 on billings of $6,819,380. Its 1979 billings included $616,830 in media, $1,228,300 in materials and services and $10,545,129 in capitalized fees. The agency's 1978 volume included $480,000 in media, $910,000 in materials and services and $5,429,380 in capitalized fees.

Accounts gained: C. R. Bard Inc.'s Bard Biomedical, B-D division of Becton, Dickinson & Co., Electro-Nucleonics, Wallace Laboratories, Deseret O.R. Products and Parke-Davis medical/surgical divisions of Warner-Lambert Co., Warner-Lambert International. Accounts lost: Texas Pharmacal Products division of Warner-Lambert. Billings breakdown: Magazines 15%, direct mail 15%, other 70%. Employes: 24.

Fessel, Siegfriedt & Moeller Advertising, Louisville, reported net income of $27,575 and gross income of $734,325 on billings of $3,674,934 in 1979. In 1978, net income was $32,320 and gross income was $750,470 on billings of $3,779,712. Volume in 1979 included $2,864,632 in media, $797,182 in materials and services and $13,120 in capitalized fees. Its 1978 volume included $2,916,175 in media, $808,742 in materials and services and $54,795 in capitalized fees.

Accounts gained: Allen Engineering Co., Celanese Polymer Specialties, Home Federal Savings of Memphis, Hoover Universal, Louisville Cycle Co., Scripps-Howard Publishing Co., Stewart Mechanical, Storer Communications of Jefferson County, Rauco Inc., Underwriters Safety Co. Accounts lost: L.A. Frey & Sons, Sears, Roebuck & Co., Louisville. Billings breakdown: Newspapers 25.1%, magazines 10%, radio 18.9%, tv 17.3%, outdoor 5.2%, transit 1.5%, p.o.p. 15.1%, other 6.9%. Employes: 22.

Martin Fiderer Associates, Englewood Cliffs, N.J., had gross income of $217,500 on 1979 billings of $1,450,000. It had 1978 gross income of $153,750 on billings of $1,025,000. Accounts gained: Commerce Drug Co. division of Del Laboratories. Billings breakdown: Magazines 20%, direct mail 45%, collateral 35%. Employes: 5.

The Fidler Group, New York, had gross income of $292,500 and net income of $110,000 in 1979 billings of $2,381,940, including $525,000 in media, $643,000 in materials and services and $1,213,940 in capitalized fees. Fidler's 1978 performance was unreported. Accounts added: *Business Week*, *Progressive Grocer*, *Sporting News*, *U.S. News & World Report*, Walt Disney Productions. Billings breakdown: Newspapers 2%, magazines 8%, direct mail 90%. Employes: 15.

Finnegan & Agee, Richmond, Va., reported net income of $55,640 and gross income of $547,735 on billings of $3,651,569 in 1979. In 1978, net income was $43,519 and gross income was $431,220 on billings of $2,874,804. Volume in 1979 included $2,200,000 in media, $980,000 in materials and services and $471,569 in capitalized fees. Its 1978 volume included $2,100,000 in media, $500,000 in materials and services and $274,804 in capitalized fees.

Accounts gained: French & Co., Metropolitan Private Industry Council, Holiday Inn/Fanny's, Metropolitan Economic Development Council, Virginia First S&L, Eskimo Flavors. Accounts lost: Stanley Stegmeyers' Hodgepodge, Williamsburg Hospitality House. Billings breakdown: Newspapers 5%, magazines 17%, radio 40%, tv 35%, outdoor 3%. Employes: 20.

Fletcher-Walker-Gessell, Midland Park, N.J., had estimated gross income of $764,000 in 1979 on billings of $5,100,000. In 1978 estimated gross income was $630,000 on billings of $4,200,000. Volume in 1979 was all in media. Figures for 1978 were not reported.

Accounts gained: Amergraph Inc., Carnfeldt Inc., Georgia-Pacific Hopper division, K. G. Saur Inc., Koslow Scientific Co., Promeq-Gallus, Schuler Inc. Lost: Bobst Graphics Varisystems division.

Billings breakdown: Newspapers 15%, radio 10%, business papers 48%, direct mail 12%, other (audio-visual) 15%. Employes: 22.

Harold E. Flint & Associates, Fargo, N.D., had gross income of $659,548 on billings of $4,181,761 in 1979. In 1978 it had gross income of $540,878 on billings of $3,419,078. Its 1979 volume included $1,938,781 in media, $648,070 in materials and services and $1,594,910 in capitalized fees. Its 1978 volume included $1,516,626 in media, $562,349 in materials and services and $1,340,103 in capitalized fees.

Accounts gained: Agri-Aide, Fargo Metropolitan Area Transit, J.W. Enterprises, Polyco American, Dial A Firm. Lost: M-O-D Company Intl., D.S. Kane.

Billings breakdown: Newspapers 30%, magazines 1%, radio 10%, tv 16%, outdoor 4%, business papers 20%, farm publications 18%, direct mail 1%. Employes: 20.

Hank Forssberg Advertising, Hackensack, N.J., reported gross income of $975,000 in 1979 on billings of $6,500,000. In 1978, gross income was $1,080,000 on billings of $7,200,000.

Account gained: Ferrari North America. Billings breakdown: Newspapers 20%, magazines 20%, radio 25%, tv 15%, business papers 5%, p.o.p. 15%. Employes: 20 in two offices.

Peter Forstenzer, New York, had an estimated gross income of $70,875 in 1979 on billings of $472,500. In 1978 it had an estimated gross income of $64,425 on billings of $429,000. Its 1979 volume included $277,700 in media and $194,800 in materials and services. Its 1978 volume included $267,500 in media and $162,000 in materials and services. Accounts gained: Henley & Co., Thorson Chemicals Corp., Tech Industries Inc. Lost: Hedwin Corp. Billings breakdown: Newspapers 5%, magazines 5%, radio 5%, business papers 35%, p.o.p. 5%, direct mail 45%. Employes: 4.

Francom Advertising, Salt Lake City, reported 1979 net income of $10,000 and gross income of $60,000 on billings of $572,020. Its 1978 net was $20,000 and gross was $100,000 on $1,375,000 in billings. Its 1979 billings included $300,000 in media, $232,000 in materials and services and $40,020 in capitalized fees. Its 1978 billings included $400,000 in media, $308,000 in materials and services and $667,000 in capitalized fees.

Accounts gained: Western Heritage Thirft & Loan, St. Clair Aluminum, Knighton Optical, Bartile Roofing, Ponderosa Distributing.

Accounts lost: Stephen Wade Pontiac, State Bank of St. George, Dinwoody Furniture, Rocky Mountain Bluegrass, Snelgrove's Ice Cream, Le Parisien. Billings breakdown. Newspapers 30%, magazines 10%, radio 30%, tv 10%, outdoor 10%, direct mail 10%. Employes: 3.

Sheldon Fredericks Advertising, New York, reported net income of $103,000 with gross income of $553,000 on 1979 billings of $5,296,370. Its 1978 net was $101,000 with gross income of $481,000 on billings of $4,825,285. Its 1979 billings included $3,067,000 in media, $822,0[illegible] in materials and services and $1,407,370 in capitalized fees. Its 1978 billings included $2,812,000 in media, $776,000 in materials and services and $1,237,285 in capitalized fees.

Accounts gained: Vegetable Factory Greenhouses, Morse-Reid Pharmaceuticals, Fox-Kirschbaum-Fox CPA Review courses. Billings breakdown: Newspapers 30%, magazines 22%, radio 12%, tv 21%, business papers 6%, direct mail 9%. Employes: 18.

Fricke 3, Raleigh, N.C., reported gross income of $255,047 on billings of $1,264,940 in 1979. In 1978, the agency's gross income was $179,490 on billings of $960,986. Its 1979 billings included $566,004 in media, $575,355 in materials and services and $123,581 in capitalized fees. Its 1978 volume included $309,374 in media, $453,833 in materials and services and $197,779 in capitalized fees.

Accounts gained: Melex USA, Seeburg Music, Thorpe & Ricks. Lost: Burris Industries. Billings breakdown: Newspapers 10%, magazines 45%, radio 10%, tv 20%, outdoor 10%, business papers 5%. Employes: 8.

Fry/Hammond/Barr, Orlando, reported net income of $269,200 and gross income of $787,382 in 1979 on billings of $8,562,604. In 1978, gross income was $640,837 on billings of $6,023,190. Volume in 1979 included $3,222,550 in media.

Agencies with gross income under $1,000,000

$1,473,842 in materials and services and $3,866,212 in capitalized fees. Its 1978 volume included $3,038,840 in media, $959,765 in materials and services and $2,024,885 in capitalized fees. Account gained: Qwip Systems. Lost: J. Mitton Newton Inc. Billings breakdown: Newspapers 20%, magazines 3%, radio 7%, tv 40%, outdoor 8%, business press 7%, direct mail 14%, other 1%. Employes: 25.

Fulcher/Brownfield, Phoenix, had gross income of $225,000 on billings of $1,500,000 in 1979. In 1978, it had gross income of $150,000 on $1,000,000 in billings. Accounts gained: Olin America's Cavalier Homes, Sun State Savings Bank. Billings breakdown: Newspapers 20%, magazines 3%, supplements 2%, radio 10%, tv 60%, outdoor 5%. Employes: 5.

Clif Furgurson Advertising, Fresno, Cal., had gross income of $540,959 in 1979 on billings of $3,606,389. No data were supplied for 1978, but the agency had an estimated $450,000 gross income on about $3,000,000 in billings. Volume in 1979 included $3,102,000 in media, $112,540 in materials and services and $391,849 in capitalized fees. Billings breakdown: Newspapers 30%, magazines 6%, radio 12%, tv 40%, outdoor 2%, business papers 4%, p.o.p. 2%, other 4%. Employes: 14.

GGK America, New York, wholly-owned subsidiary of GGK, Basel, Switzerland, reported gross income of $750,000 on 1979 billings of $5,000,000. Its 1978 gross was $480,000 on billings of $3,200,000. Accounts gained: United Technologies, International Watch, Fischer America. Lost: Bogner of America. Billings breakdown: Newspapers 15%, magazines 40%, radio 5%, tv 15%, business press 15%, p.o.p. 10%. Employes: 11.

GKD Advertising, Oklahoma City, had estimated gross income of $528,000 on 1979 billings of $3,520,529. In 1978 the agency had estimated gross income of $384,000 on $2,594,855 in billings. The agency's 1979 volume included $1,352,299 in media, $828,437 in materials and services and $1,339,793 in capitalized fees. In 1978 volume consisted of $1,132,867 in media, $688,763 in materials and services and $773,225 in capitalized fees.

Accounts gained: Air Central Airlines, Asphalt Machinery, Fabrication de Equipo, Emergency Medical, Rock Creek Polo Club, Hillcrest Management, Jordon Bus Co., Memorial Hospital, Oklahoma Tourism, Ozark Regional Commission. Lost: Frisch's, local Pizza Hut, Sears. Billings breakdown: Newspapers 5%, magazines 50%, radio 10%, tv 25%, outdoor 2%, p.o.p. 3%, direct mail 5%. Employes: 22.

Gabel Advertising, Colorado Springs, reported net income of $38,322 and gross income of $314,281 in 1979 on billings of $2,189,201. In 1978, net income was $13,172 and gross income was $317,887 on billings of $2,188,572. Volume in 1979 included $953,828 in media, $255,417 in materials and services and $979,956 in capitalized fees. Its 1978 volume included $759,468 in media, $276,472 in materials and services and $1,152,632 in capitalized fees. Accounts gained: Aspen Airways, Con-Wall Corp., The Ranch. Billings breakdown: Newspapers 35%, magazines 13%, radio 14%, tv 35%, outdoor 2%, direct mail 1%. Employes: 10.

Gallagher Group, New York, reported gross income of $683,800 in 1979 on billings of $4,558,940. In 1978 gross income was $690,000 on billings of $4,600,000. Volume in 1979 included $4,012,000 in media and $546,940 in capitalized fees. Its 1978 billings included $3,862,965 in media and $737,035 in capitalized fees. Billings breakdown: Newspapers 20%, magazines 2%, radio 20%, tv 49%, outdoor 6%, business papers 1%, transit 1%, p.o.p. 1%. Employes: 11.

Gann-Dawson, Scranton, Pa., reported gross income of $477,150 in 1979 on billings of $3,181,942. In 1978, gross income was $454,418 on billings of $3,030,332. Volume in 1979 included $1,151,829 in media, $139,328 in materials and services and $1,890,785 in capitalized fees. Its 1978 volume included $1,077,753 in media, $200,243 in materials and services and $1,752,336 in capitalized fees.

Accounts gained: Halsey Inc., Moses Taylor Hospital, Novick Chemical. Lost: Northern Central Bank. Billings breakdown: Newspapers 22%, magazines 3%, radio 6%, tv 34%, outdoor 3%, business papers 32%. Employes: 16.

Gardiner Advertising, Salt Lake City, had gross income of $439,988 on billings of $2,825,412 in 1979. Gross income in 1978 was $418,786 on billings of $2,733,068. Billings in 1979 included $1,147,300 in media, $358,536 in materials and services and $1,319,576 in capitalized fees. Volume in 1978 included $1,399,801 in media, $106,686 in materials and services and $1,226,581 in capitalized fees.

The agency added Utah Travel Council, and lost Kedman Co., Western Savings and Valley Banks. Billings breakdown: Newspapers 15%, magazines 12%, radio 18%, tv 52%, outdoor 3%. Employes: 13.

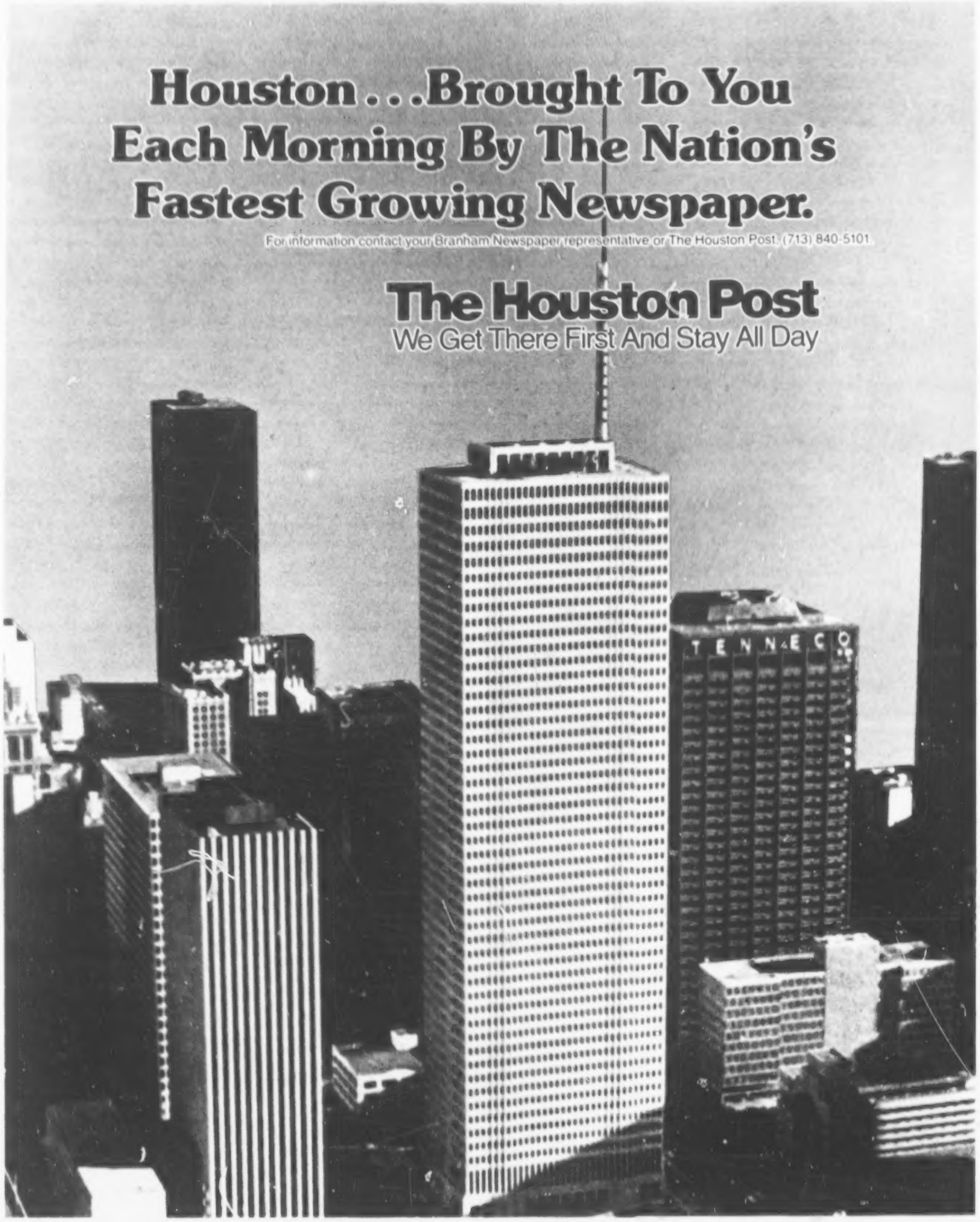
Gardner Communications, San Francisco, reported gross income of $675,367 on billings of $4,403,203 in 1979. Its 1978 gross was $275,000 on billings of $1,833,450. Its 1979 billings included $2,000,000 in media, $989,000 in materials and services and $1,514,203 in capitalized fees. Its 1978 billings included $1,600,000 in media and $233,450 in capitalized fees.

Accounts gained: Highland Industries, Printed Circuits International. Billings breakdown: Newspapers 20%, magazines 15%, radio 25%, tv 30%, outdoor 5%, business papers 5%.

Gaynor & Ducas, New York, reported gross income of $894,508 in 1979 on billings of $6,102,546. In 1978, the agency had gross income of $1,464,794 on billings of $9,843,109. Billings in 1979 included $3,316,383 in media, $670,733 for materials and services and $2,115,430 in capitalized fees. In 1978, billings included $6,025,922 in media, $1,086,829 for materials and services and $2,730,358 in capitalized fees. The agency included the billings of its subsidiary, PR Associates, in its report.

Accounts gained: Lea Ronal, Model Expo, Sea Land Services, Advertising Agency Register, Jan Originals, Furrari Furs, Euro Imports, First Investors Corp. Accounts lost: Anaconda Co., Automatic Switch Co., Ethyl Corp. Billings breakdown: Magazines 38%, business press 32%, newspapers 10%, tv 6%, radio 5%, p.o.p. 9%. Employes: 24.

Charles A. Geiger Associates, Nashville, had gross income of $145,000 in 1979 on billings of $971,099. In 1978, gross income was $119,000 on billings of $759,101. Volume in 1979 included $966,497 in media and $1,657 in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in materials and services. A total of $2,945 was in non-U.S. volume. Its 1978 volume included $790,790 in media and $1,416 in materials and services. A total of $2,895 was in non-U.S. volume.

Accounts gained: Gulf + Western, Hoeganaes, Avco aerostructures, B.K. Sharpe & Associates, Genesco (recruitment), TSC Industries, Nashville Bridge Co., Bruce Hardwood Flooring, Kuhn's BIG K, Heil-Quaker, Tennessee Hospital Assn., Psychiatric Center International, Polymer Technology, Rodgers Industries, Wrangler Boot Co. Resigned: Family Life Crusades, Holiday Inns of America. Lost: General Outdoor Advertising Corp., Hycone, Ken-Ten Productions, Hospital Corp. of America (overseas). Billings breakdown: Newspapers 65%, magazines 15%, outdoor 10%, business papers 10%. Employes: 15 in two offices.

Gillen/Kloss & Associates, Newport Beach, Cal., estimates gross income of $720,000 in 1979 on billings of $4,800,000. In 1978 the agency estimated gross income of $675,000 on billings of $4,500,000. Accounts gained: J.D. Press, North American Distributors. Billings breakdown: Newspapers 15%, magazines 20%, radio 10% business papers 20%, p.o.p. 5%, direct mail 15%, collateral 15%. Employes: 15.

Gillespie Advertising, Princeton, N.J., formerly Gillespie & Pavelec, reported gross income of $597,753 in 1979 on billings of $3,985,019. In 1978, gross income was $532,373 on billings of $3,550,287. Volume in 1979 included $1,037,652 in media, $646,150 in materials and services and $2,301,217 in capitalized fees. Its 1978 volume included $1,351,054 in media, $108,539 in materials and services and $2,090,694 in capitalized fees.

Accounts gained: Berlitz Schools of Languages, Gralla Publications, Petrodata Inc., Landau/Princeton, Permacel Longships. Lost: Pak-Line industrial division of Homasote Co., T.F.H. Publications. Billings breakdown: Newspapers 23%, magazines 45%, radio 5%, outdoor 1%, business papers 1%, farm publications 1%, p.o.p. 2%, direct mail 22%. Employes: 13.

Gilmore Advertising, Kalamazoo, Mich., reported 1979 gross income of $705,000 and net income of $39,800 on billings of $4,342,000. Its 1978 gross income was $730,500 and net income was $26,300 on billings of $4,826,000. Billings in 1979 included $2,190,000 in media, $825,000 in materials and services and $1,327,000 in capitalized fees. Its 1978 billings included $2,438,500 in media, $893,500 in materials and services and $1,494,000 in capitalized fees. Lost: All in Gilmore's Rockford, Ill., office, which was sold. Billings breakdown: Newspapers 10%, radio 21%, tv 29%, outdoor 4%, business papers 29%, transit 1%, p.o.p. 1%, other 5%. Employes: 22.

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Pete Glasheen Advertising, New York, reported gross income of $196,421 on billings of $1,661,460 in 1979. In 1978 the agency had $59,516 in gross income on billings of $434,523. Its 1979 billings included $423,912 in media, $45,813 in materials and services and $1,191,735 in capitalized fees. Its 1978 billings included $135,856 in media, $11,990 in materials and services and $286,677 in capitalized fees.

Accounts gained: Homecraft Marketing, Cross Patch. Resigned: Sito Industries. Billings breakdown: Newspapers 10%, magazines 34%, tv 40%, business papers 16%. Employes: 7.

Goff Communications, Corning, N.Y., reported net income of $15,150 and gross income of $277,249 in 1979 on billings of $1,848,327. In 1978, net income was $13,815 and gross income was $287,841 on billings of $1,918,940. Volume in 1979 included $1,101,972 in media, $274,119 in materials and services and $472,236 in capitalized fees. Its 1978 volume included $1,167,083 in media, $267,615 in materials and services and $484,242 in capitalized fees.

Accounts gained: Sunmaster Corp., Transelco division of Ferro Corp. Lost: Corning Glass Works. Billings breakdown: Newspapers 35%, radio 12%, tv 8%, outdoor 5%, business papers 32%, p.o.p. 1%, direct mail 4%, other 3%. Employes: 8.

Goldstein Associates, Chevy Chase, Md., had gross income of $155,696 in 1979 on billings of $864,981. In 1978 the agency had gross income of $36,250 on billings of $213,238. Its 1979 volume included $379,874 in media, $167,835 in materials and services and $317,272 in capitalized fees. Its 1978 volume included $134,375 in media and $78,863 in materials and services. Accounts gained: J.R.'s Good Times, Timberlake. Billings breakdown: Magazines 46%, supplements 2%, radio 31%, tv 21%. Employes: 3.

Goodman & Associates, Fort Worth, had estimated gross income of $300,000 with billings of $2,000,000 in 1979. In 1978 the agency's estimated gross was $255,000 with billings of $1,700,000.

Accounts gained: Master Shield Vinyl Siding, Prestige Vehicles, Triad Business & Industrial Park, First National Bank of Abilene, Tyra Summit Resort Townhouse, Willow Lake-Townhomes Courtyard, Blanco Manufacturing, Atlas Pier Co. and Blossom's Restaurants. Lost: Chickasaw Lumber Co., R. Ballenger & Co. menswear. Billings breakdown: Newspapers 26%, magazines 18%, radio 19%, tv 16%, outdoor 5%, transit 1%, p.o.p. 2%, direct mail 4%, other 9%. Employes: 12.

Gorchov Advertising, Miami Beach, had gross income of $78,021 in 1979 on billings of $493,531. In 1978 the agency had gross income of $76,740 on billings of $475,700. The agency added "several small accounts" in 1979. Billings breakdown: Newspapers 80%, magazines 10%, outdoor 10%. Employes: 4.

Gordon Advertising, Grand Rapids, Mich., reported 1979 gross income of $590,000 on billings of $3,067,000. In 1978, gross income was $317,500 on $1,850,250 in billings. Volume in 1979 included $1,750,000 in media, $650,000 in materials and services and $667,000 in capitalized fees. In 1978, billings included $1,150,000 in media, $200,000 in materials and services and $500,250 in capitalized fees.

Accounts added: Magnavox Home Entertainment Centers, Universal Forest Products' Great Lakes Traded Products division, Pearson-Cook Realtors and United Stationers. Billings breakdown: Newspapers 40%, magazines 5%, radio 10%, tv 15%, outdoor 5%, business press 5%, p.o.p. 10%, direct mail 10%. Employes: 27.

The Gottlieb Group, Englewood Cliffs, N.J., had estimated gross income of $713,985 in 1979 on billings of $4,759,900. In 1978 its estimated gross income was $605,453 on billings of $4,036,350. Its 1979 volume included $1,300,000 in media, $325,000 in materials and services and $3,134,900 in capitalized fees. Its 1978 volume included $1,050,000 in media, $285,000 in materials and services and $2,701,350 in capitalized fees.

Accounts gained: Maxell battery products division, B.I.C./Avnet (special projects.) Billings breakdown: Newspapers 16%, magazines 20%, radio 22%, tv 8%, outdoor 4%, p.o.p. 30%. Employes: 14.

John E. Goulet Advertising, Cleveland, reported gross income of $89,647 and net income of $53,788 on 1979 billings of $621,664. In 1978, it had gross income of $64,412 and net income of $38,647 on billings of $447,818. Billings in 1979 included $580,112 in media, $14,872 for materials and services and $26,680 in capitalized fees. In 1978, billings included $419,828 in media, $7,980 for materials and services and $20,010 in capitalized fees.

Accounts gained: First Fiduciary Investment Counsel, Bender Investment Co., Luxury Limousines. Media breakdown: Newspapers 5%, tv 88%, business press 7%. Employes: 1.

Graber & Cohen, New York, had gross income of $629,000 in 1979 on billings of $4,197,000. In 1978, gross income was $355,050 on billings of $2,367,000. Volume in 1979 included $3,200,000 in media, $130,000 in materials and services and $867,000 in capitalized fees. Its 1978 volume included $1,200,000 in media, $100,000 in materials and services and $1,067,000 in capitalized fees.

Accounts gained: Weight Watchers International, Emilio Pucci Fashions, Conair professional hair care products, United Federation of Teachers, *Interior Design*, Danish Tourist Board. Lost. Atelier International. Overseas accounts gained: Leading Hotels of The World, Bing & Grondahl Copenhagen Porcelain, Malto Denko. Billings breakdown: Newspapers 10%, magazines 50%, radio 10%, tv 15%, p.o.p. 15%. Employes: 23.

Graphicus 14, Morristown, N.J., had net income of $52,180 and gross income of $523,000 in 1979 on billings of $5,300,000. In 1978, net income was $27,449 and gross income was $290,000 on billings of $3,500,000.

Volume in 1979 included $3,500,000 in media and $1,800,000 in materials and services. Its 1978 volume included $1,934,000 in media and $1,566,000 in materials and services.

Foote, Cone & Belding/Honig, San Francisco, prepared this ad for Levi's Youthwear jeans.

Accounts gained: Video Tek, Mars Electronics, Non-Fluid Oil Corp., Cadance Industries, Volvo special projects, Royal Doulton & Co. special projects, Planned Capital Investments, Fitchburg C.P.I., Entenmann's division of Warner-Lambert (sales promotion), Paterson Diocese, Tesa Corp., *Morris County Daily Record*, Engelhard Industries minerals and exhaust control divisions, Christenson & Montgomery Associates, Orange State Life Insurance, First Morris Bank, Downs Ajax Rent-A-Car. Lost: Sea Land Services. Billings breakdown: Newspapers 15%, magazines 40%, radio 2%, tv 5%, outdoor 5%, p.o.p. 5%, direct mail 25%, audio-visuals 3%. Employes: 12.

Paula Green Inc., New York, reported 1979 gross income of $677,065 on billings of $4,477,500. In 1978, the agency reported gross income of $555,000 on billings of $3,700,500. The agency's 1979 volume included $2,600,000 in media, $210,000 in materials and services and $1,667,500 in capitalized fees. Its 1978 volume included $2,500,000 in media, $200,000 in materials and services and $1,000,500 in capitalized fees.

Accounts gained: Stanley Home Products, Marval Poultry Co., Goya Foods, Second Careers.

Account lost: Jacomo. Billings breakdown: Newspapers 7%, radio 10%, tv 70%, transit advertising 3%, other 10%. Employes: 11.

Greene & Claire, New York, reported U.S. income of $545,000 and non-U.S. income of $35,000 for total gross income of $580,000 on 1979 billings of $4,600,000. In 1978, its U.S. income was $525,000 and non-U.S. income was $50,000 for total gross income of $575,000 on billings of $3,850,000. Its 1979 U.S. volume included $2,800,000 in media, $880,000 in materials and services and $620,000 in capitalized fees. Its 1978 U.S. volume included $2,500,000 in media, $616,000 in materials and services and $494,000 in capitalized fees. Overseas volume on a capitalized basis was $300,000 in 1979 and $240,000 in 1978.

Accounts gained: Pet Industries Joint Advisory Council, Phillippe Handbags. Billings breakdown: Newspapers 24%, magazines 22%, supplements 5%, radio 5%, tv 15%, business papers 15%, p.o.p. 2%, direct mail 4%, sales promotion 8%. Employes: 17 in 2 offices.

Gregory Enterprises, New York, had net income of $36,000 and gross income of $310,000 in 1979 on billings of $1,150,500. In 1978, net income was $10,000 and gross income was $200,000 on billings of $767,000.

The agency's 1979 volume included $100,000 in media, $50,000 in materials and services and $1,000,500 in capitalized fees. Its 1978 volume included $75,000 in media, $25,000 in materials and services and $667,000 in capitalized fees.

Accounts gained: *Scientific American*, Valtec Fiberoptics, Applied Solar, Capitol Stage Lighting, Orient Express (overseas). Billings breakdown: Magazines 20%, business papers 50%, collateral 30%. Employes: 6.

Grizzard Advertising, Atlanta, had gross income of $487,365 on billings of $3,249,100 in 1979. In 1978 the agency had estimated gross income of $460,000 on billings of $3,073,931. Billings breakdown: Direct mail 100%. Employes: 50.

Groseclose & Poindexter Advertising, Roanoke, Va., reported gross income of $130,887 in 1979 on billings of $916,994. In 1978, gross income was $118,884 on billings of $755,572. Volume in 1979 included $458,409 in media, $46,760 in materials and services and $411,825 in capitalized fees. Its 1978 volume included $395,243 in media, $77,041 in materials and services and $283,288 in capitalized fees.

Accounts gained: Brown, Edwards & Co., Neuhoff Farms, World Travel Services, First National Bank of Rocky Mount, People's Bank of Danville, Patrick Henry National Bank, Virginia Gentlemen of Olds. Lost: La Maison du Gourmet, Copperfield's Restaurant & Disco. Billings breakdown: Newspapers 30%, magazines 5%, supplements 1%, radio 21%, tv 29%, outdoor 8%, business papers 1%, direct mail 5%. Employes: 6.

Herb Gross & Co., Rochester, N.Y., reported net income of $80,000 and gross income of $205,000 on billings of $1,366,750 in 1979. In 1978, net income was $60,000 and gross income was $150,000 on billings of $1,000,050. Its 1979 volume included $800,000 in media, $400,000 in materials and services and $166,750 in capitalized fees. Its 1978 volume included $600,000 in media, $300,000 in materials and services and $100,050 in capitalized fees.

Accounts gained: Darvish Orientals, Rochester Radio, Command Performance-Syracuse, Valley Cadillac, Chassis Dynamics, Yesterday's, Hoky of Upstate N.Y., Bathtique International, E.J. Lobene. Lost: Command Performance-Connecticut, Ridge Electronics, Dave Malta's Motorhome World. Non-U.S. accounts gained: Color Your World-Canada, Plumbing Mart-Canada. Billings breakdown: Newspapers 5%, radio 45%, tv 45%, outdoor 2.5%, transit 2.5%. Employes: 4.

Gross Townsend Frank, New York, formerly Alan Gross Communications, had estimated gross income of $840,000 in 1979 on billings of $5,600,000. In 1978 it had gross income of $150,000 on billings of $1,000,000. Accounts gained: Syva Co., E.R. Squibb & Sons, Clay Adams, Collagen Corp., Oppenheim, Appel, Market Measures, CardioRobics. Billings breakdown: Magazines 30%, direct mail 30%, sales promotion 40%. Employes: 16.

HMK Advertising, Chestnut Hill, Mass. had gross income of $270,000 on billings of $1,800,000 in 1979. In 1978, gross income was $255,000 on billings of $1,700,000. Accounts gained: La Loren, Globetrotters Inc., Charles Gilbert. Billings breakdown: Newspapers 80%, magazines 3%, business papers 5%, p.o.p. 2%, direct mail 10%. Employes: 18.

Haddad, Lawrence Advertising, Los Angeles, reported gross income of $450,000 in 1979 on billings of $3,000,000 in 1979. In 1978, it reported $390,000 in gross income

Agencies with gross income under $1,000,000

on billings of $2,600,000. Volume in both years was all in media. Accounts gained: Englander Mattresses, Informatics, W.S. Shamban Co., Riviera Spas Hot Tubs, Bathroom Jewelry, Great American Manufacturing, Screening Systems, Eleven States Mfg. Billings breakdown: Newspapers 10%, magazines 20%, supplements 10%, radio 15%, tv 35%, other 10%. Employes: 13.

Don Hansen Advertising, Westport, Conn., reported gross income of $520,000 on billings of $3,467,450 in 1979. In 1978, gross income was $495,000 on billings of $3,300,000. Volume in 1979 included $1,060,000 in media, $840,000 in materials and services and $1,567,450 in capitalized fees. Its 1978 volume included $1,025,000 in media, $774,250 in materials and services and $1,500,750 in capitalized fees.

Accounts gained: Coordinating Research Council, Insurance Consortium of America, Union Carbide, Burroughs Graphic Sciences, Redactron. Lost: Subway, Guerin. Employes: 9.

Harant Soghigian Advertising, Washington, D.C., had gross income of $410,000 on billings of $2,600,000 in 1979. In 1978, gross income was $230,000 on $1,600,000 in billings. Its 1979 volume included $2,000,000 in media, $200,000 in materials and services and $400,000 in capitalized fees. In 1978, volume included $1,130,000 in media, $70,000 in materials and services and $400,000 in capitalized fees.

Accounts gained: River Inn, Century Ford, Washington Opera, Black Student Fund, Northwestern Federal Savings & Loan. Accounts lost: Cedar Post, Carl M. Freeman Associates. Billings breakdown: Newspapers 25%, magazines 30%, radio 30%, tv 10%, direct mail 5%. Employes: 11.

Harrison Higgins, New York, had gross income of $900,000 on billings of $6,068,000 in 1979. U.S. income was $815,000 on billings of $5,434,000 in 1978. Billings last year included $2,100,000 in media, $1,300,000 in materials and services and $2,668,000 in capitalized fees. In 1978, billings included $1,900,000 in media, $1,200,000 in materials and services and $2,334,000 in capitalized fees. Accounts gained: Scientific Design, Okonite Corp., Laing Construction. Billings breakdown: Newspapers 20%, magazines 15%, radio 10%, tv 2%, outdoor 8%, business press 25%, direct mail 20%. Employes: 30 in two offices.

Hart/Conway Co., Rochester, N.Y., reported gross income of $673,478 in 1979 on billings of $4,492,032. In 1978, gross income was $693,311 on billings of $4,266,832. Volume in 1979 included $2,545,639 in media, $176,855 in materials and services and $1,769,538 in capitalized fees. Its 1978 volume included $2,599,352 in media, $144,659 in materials and services and $1,522,821 in capitalized fees.

Accounts gained: Eastman Kodak special projects, Naum Bros., PGA-Grand Slam of Golf, Red Coach, Uniroyal Tires for New York State. Lost: Electronic Navigation Industries. Billings breakdown: Newspapers 40%, magazines 9%, radio 24%, tv 20%, outdoor 6%, transit 1%. Employes 22.

Hart Services, Chicago, reported gross income of $712,500 on billings of $4,750,000 in 1979. In 1978 it reported gross income of $675,000 on billings of $4,500,000. Accounts gained: Pierre Cardin menswear, Eskay Mfg., Ethique Labs, Johnny Carson Here's Johnny fragrance. Billings breakdown: Magazines 50%, radio 5%, tv 5%, p.o.p. 5%, other 35%. Employes: 27.

Hazard Advertising, New York, reported net income of $50,000 and gross income of $816,000 in 1979 on billings of $5,400,000. In 1978, net income was $52,000 and gross income was $797,000 on billings of $5,478,000. The agency's overseas billings totaled $400,000 in 1979 and $478,000 in 1978. These figures include a subsidiary, Hazard Barbetta Miller.

Accounts lost: Cyro Industries. Billings breakdown: Newspapers 28%, magazines 2%, supplements 1%, radio 2%, outdoor 2%, business papers 35%, farm publications 2%, transit 1%, p.o.p. 5%, direct mail 8%, other 14%. Employes: 27 in three offices (25 in two U.S. offices).

Hicks & Grayson, Coral Gables, Fla., had gross income of $253,465 and net income of $27,881 in 1979 on billings of $1,422,525. In 1978 the agency had gross income of $226,022 and net income of $25,005 on billings of $1,239,708.

Accounts gained: Florida General Life Insurance Co., Bank of Coral Gables. Lost: Central Chevrolet, Springfield, Mass. Billings breakdown: Newspapers 20%, magazines 8%, radio 30%, tv 25%, outdoor 2%, business papers 15%. Employes: 3.

Higdon Group, St. Petersburg, Fla., (formerly Higdon & Fisher), reported 1979 gross income of $741,524 on billings of $4,943,609. Its 1978 gross was $664,125 on billings of $4,427,503. Its 1979 billings included $4,430,215 in media, $286,128 in materials and services and $227,266 in capitalized fees. Its 1978 billings included $3,810,326 in media, $322,193 in materials and services and $294,984 in capitalized fees.

Accounts gained: Tampa Maid Sea-Products, DeSear's Appliances, Hirsh Sailing Yachts, J. Milton Newton Inc., W. B. Johnson Properties, Dent-All of Florida. Lost: Steak 'n Shake. Billings breakdown: Newspapers 15%, magazines 5%, radio 15%, tv 45%, outdoor 5%, business papers 5%, p.o.p. 2%, direct mail 3%, collateral 5%. Employes: 21.

High Plains Advertising, Dodge City, Kan., had gross income of $201,300 and net income of $8,052 on billings of $1,342,501 in 1979. Gross income in 1978 was $160,362 and net income was $6,415 on billings of $1,069,497. Volume in 1979 included $331,943 in media and $1,010,558 in capitalized fees. In 1978, volume included $232,312 in media and $837,185 in capitalized fees.

Accounts added: Casterline Seed Co., Hank Schroeder Chevrolet. Lost: First National Bank of Liberal. Billings breakdown: Newspapers 12%, radio 19%, tv 7%, outdoor 3%, business press 1%, farm publications 32%, p.o.p. 15%, direct mail 3%, other (pr and fee) 8%. Employes: 4.

Jack Hodges III Communications, Shreveport, La., reported gross income of $520,054 on volume of $3,132,680 in 1979. In 1978, gross income was $475,202 on volume of $2,350,969. Volume in 1979 included $1,149,613 in media, $820,593 in materials and services and $1,162,474 in capitalized fees. In 1978, volume included $1,061,463 in media, $868,469 in materials and services and $421,037 in capitalized fees.

Billings breakdown: Newspapers 4%, magazines 2%, radio 30%, tv 59%, outdoor 5%. Employes: 24 in two offices.

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Agencies with gross income under $1,000,000

Hood, Light & Geise, Harrisburg, Pa., had gross income of $316,493 in 1979 on billings of $2,257,964. In 1978, gross income was $275,438 on billings of $1,951,963. Volume in 1979 included $969,039 in media, $86,411 in materials and services and $1,202,514 in capitalized fees. Its 1978 billings included $812,246 in media, $71,341 in materials and services and $1,068,376 in capitalized fees. Accounts gained: Pennsylvania Public TV Network, Pennsylvania National Horse Show, Warner Cable (eastern region), Pennsylvania Custom Vehicle Show. Billings breakdown: Newspapers 14%, magazines 6%, radio 9%, tv 8%, outdoor 3%, business papers 2%, brochures and catalogs 4%, service fees 53%, other 1%. Employes: 13.

Horlick, Levin, Hodges, Los Angeles, reported gross income of $996,510 in 1979 on billings of $5,900,000. In 1978, gross income was $867,000 on billings of $5,100,000. Volume in both years was all in media. Account gained: Southern California Savings & Loan. Lost: Ironweve Pantyhose. Billings breakdown: Newspapers 11%, magazines 9%, radio 12%, tv 53%, outdoor 6%, collateral 9%. Employes: 16.

Hottman Edwards Advertising, Baltimore, reported gross income of $549,227 on capitalized billings of $3,487,170 in 1979. In 1978 the agency had $474,410 in gross income on capitalized billings of $2,912,000.

Accounts gained: State of Maryland, for state universities and colleges; Baltimore/Washington Auto Exchange; Norris Ford; Filbert Realty. Billings breakdown: Newspapers 34%, radio 28%, tv 31%, business papers 5%, direct mail 2%. Employes: 15.

Hughes, Martindale & Associates, Rolling Meadows, Ill., had estimated gross income of $231,600 on billings of $1,540,400 in 1979. It had estimated gross of $180,750 on billings of $1,205,000 in 1978. Its 1979 billings included $600,000 in media, $140,000 in materials and services and $800,400 in capitalized fees. Its 1978 billings included $450,000 in media, $120,000 in materials and services and $635,000 in capitalized fees.

Accounts gained: Graduate School of Banking, A.B. Dick Federal Credit Union, Plansmith, Deerbrook State Bank. Lost: Land of Lincoln Savings & Loan, Liberty Savings & Loan, LaGrange State Bank, Village of Forest Park. Billings breakdown: Newspapers 60%, radio 15%, outdoor 10%, transit advertising 5%, direct mail 5%, other 5%. Employes: 9.

David Hughley Advertising, Meridian, Miss., had gross income of $73,947 on billings of $525,483 in 1979. Its gross income in 1978 was $77,111 on billings of $549,546. Volume in 1979 included $291,589 in media, $6,880 in materials and services and $227,014 in capitalized fees. In 1978, volume included $277,383 in media, $7,793 in materials and services and $264,770 in capitalized fees. Accounts gained: Masonite Roofing, Pioneer Products, Holiday Inn. Billings breakdown: Newspapers 24%, magazines 4%, supplements 1%, radio 21%, tv 26%, outdoor 5%, business press 8%, p.o.p. 1%, other 10%. Employes: 5.

Huwen & Davies, Chicago, reported gross income of $567,000 in fiscal 1979 on billings of $3,836,000. In fiscal 1978, gross income was $532,00 (revised downward from $680,000) on billings of $3,550,000. Volume included $1,186,000 in media and $2,650,000 in capitalized fees. Its 1978 volume included $1,200,000 in media and $2,350,000 in capitalized fees.

Accounts gained: Chemical Coating division of Sherwin Williams, Dura-Bar division of Wells Mfg., Lift Parts Mfg. Co. Lost: Interlake Inc. Billings breakdown: Newspapers 3%, radio 2%, tv 10%, business papers 85%. Employes: 20.

IDEA Advertising, Caldwell, Ida., reported gross income of $618,967 in 1979 on billings of $4,126,446. Its 1978 results were not reported. Billings breakdown: Magazines 40%, direct mail 60%. Employes: 40.

Image Advertising, Roanoke, Va., had gross income of $252,000 on billings of $2,281,584 in 1979. U.S. income was $230,000 on billings of $2,006,000 in 1978. Net income was $25,000 in 1979 and $17,000 in 1978. Billings last year included $852,191 in media and $1,429,393 in capitalized fees. In 1978, billings included $793,000 in media and $1,213,000 in capitalized fees. Accounts gained: Bank of Christiansburg. Billings breakdown: Newspapers 28%, magazines 2%, radio 18%, tv 22%, outdoor 1%, p.o.p. 20%, direct mail 2%, other 7%. Employes: 13.

Image Dynamics, Baltimore, reported gross income of $201,862 in 1979 billings of $1,345,813. In 1978, gross income was $191,745 on billings of $1,278,364. Accounts gained: Herget & Co., Legg Mason Wood Walker, Reamer's Ltd., Moreland Memorial Park. Billings breakdown: Newspapers 15%, magazines 17%, radio 35%, tv 20%, outdoor 5%, business papers 1%, transit 3%, p.o.p. 2%, direct mail 2%. Employes: 6.

The Impact Group, Stuart, Fla., reported gross income of $357,444 in 1979 on billings of $2,556,842. Volume in 1979 included $527,655 in media, $187,454 in materials and services and $1,841,733 in capitalized fees. The agency did not report 1978 figures. Accounts gained: Mobil Land Development Corp., Burnup & Sims, South Bay Developers. Billings breakdown: Newspapers 31%, magazines 30%, radio 10%, tv 15%, outdoor 5%, business papers 5%, farm publications 1%, p.o.p. 1%, direct mail 2%. Employes: 11.

Impressive Advertising, Waynesboro, Va., had net income of $7,462 and gross income of $74,543 in 1979 on billings of $278,513. In 1978 the agency had net income of $4,152 and gross income of $69,214 on billings of $254,787. Its 1979 volume included $138,831 in media, $14,365 in materials and services and $125,318 in capitalized fees. Its 1978 volume included $127,007 in media, $12,669 in materials and services and $115,111 in capitalized fees. Billings breakdown: Newspapers 65%, magazines 20%, farm publications 15%. Employes: 4.

Inglehart & Partners, Chicago, had gross income of $315,000 in 1979 on billings of $2,100,000. In 1978, gross income was $250,000 on billings of $1,675,000. Volume in both years was all in media. Accounts gained: Bockman Co., Abbott Labs, Lincolnshire Corporate Center, Fort Dearborn Life Insurance. Lost: Chicagoland Chrysler-Plymouth Dealers Assn., Fretted Industries, Khaki Inc., GC Services. Billings breakdown: Newspapers 17%, magazines 4%, radio 24%, tv 55%. Employes: 5.

Intercon International, New York, an agency specializing in health care accounts, with overseas dollar volume capitalized at $51,698,000 in 1979, had U.S. gross income of $880,090 in 1979 on volume of $5,870,000. In 1978, its overseas volume totaled $43,583,000 while U.S. gross income came to $503,272 on U.S. volume of $3,078,129. The 1979 U.S. volume included $1,996,000 in media, $1,174,000 in materials and services and $2,700,000 in capitalized fees. The non-U.S. media billings were $33,672,000, materials and services were $7,254,000 and capitalized fees were $10,772,000. Total volume: $57,568,000.

In 1978, Intercon's U.S. volume included $1,661,480 in media, $540,244 in materials and services and $876,405 in capitalized fees. Non-U.S. volume in 1978 included $28,091,000 in media, $5,374,000 in materials and services and $10,118,000 in capitalized fees Total volume: $46,661,129.

Billings breakdown estimated as medical papers 65%, direct mail 35%. There are 160 employes in 13 offices, with 20 in two U.S. offices.

JRL Advertising & Sales Promotion, Chester Spring, Pa., had estimated gross income of $375,000 in 1979 on billings of $2,600,000. In 1978, estimated gross income was $300,000 on billings of $2,000,000. The agency's 1979 volume included $1,500,000 in media, $300,000 in materials and services and $800,000 in capitalized fees. Volume in 1978 included $540,000 in media, $300,000 in materials and

Accounts gained: Artmark Fabrics, Bentley-Harris, Carta Associates, Gilbert/Commonwealth, Jessa Needlecrafts, Knauer & Carr, Perley-Halladay. Lost: AMP special industries, Parke-Davis Uni/Use division (both were for sales promotion only). Billings breakdown: Newspapers 2%, magazines 7%, radio 1%, business papers 20%, direct mail 30%, other 40%. Employes: 8.

Jackson, Kotowski & Associates, Southfield, Mich., had estimated gross income of $61,500 on billings of $410,986 in 1979, its first year. Volume included $178,000 in media, $42,000 in materials and services and $190,986 in capitalized fees. Accounts gained: Michigan Career Institute, Angora-Teufel, Milkins Jewelers, Starlit Service Centers, American Automotive Products, Century 21-Berry & Associates. Billings breakdown: Newspapers 10%, magazines 12%, supplements 11%, radio 30%, tv 25%, direct mail 12%. Employes: 5.

Kenneth Jaffe Inc., New York, had gross income of $900,000 on 1979 billings of $6,600,000. In 1978, its gross income was $625,000 on $5,750,000 in billings. Billings breakdown: Newspapers 15%, magazines 20%, radio 5%, tv 60%. Employes: 9.

Lloyd G. Jakeway Advertising, Houston, had gross income of $101,000 in 1979 on billings of $675,692. In 1978, gross income was $171,000 on billings of $1,140,718 Volume in 1979 included $374,120 in media, $35,651 in materials and services and $265,920 in capitalized fees. Its 1978 volume included $340,318 in media and $800,400 in capitalized fees. Billings breakdown: Newspapers 13%, magazines 2%, radio 45%, tv 5%, outdoor 35%. Employes 4.

T.S. Jenkins & Associates, Flint Mich., had gross income of $278,134 in 1979 on billings of $1,859,103. Its 1978 gross income was $222,300 on billings of $1,425,624. The agency's 1979 volume included $964,098 in media, $190,567 in materials and services and $704,438 in capitalized fees. Its 1978 volume included $751,634 in media, $122,088 in materials and services and $551,902 in capitalized fees.

Accounts gained: Ski Haus/Silent Sports, Young & Welshans, Flint Osteopathic Hospital, Xebex. Billings breakdown: Newspapers 19%, magazines 16%, radio 26%, tv 28%, outdoor 11%. Employes: 7.

William Jenkins Advertising, Philadelphia, had gross income of $270,000 in 1979 on billings of $1,314,000 in 1979. In 1978, gross income was $240,000 on billings of $1,600,000. Volume in both years was all in media. Accounts gained: PlanPrint Co., Wall Industries. Lost: Leland Tube Co. Billings breakdown: Newspapers 5%, magazines 5%, business papers 80%, direct mail 10%. Employes: 15.

Jepson-Murray Advertising, Lansing, Mich., had gross income of $828,000 in 1979 on billings of $5,524,052. In 1978, gross income was $691,000 on billings of $4,613,710. Volume in 1979 included $1,471,910 in media, $1,837,702 in materials and services and $2,214,440 in capitalized fees. Its 1978 volume included $1,612,510 in media, $1,000,270 in materials and services and $2,000,930 in capitalized fees.

Accounts gained: Clinton Bank & Trust, Dave Towell Cadillac, Eagle 2000, Fendt Builders Supply, Glen Wilson Buick-Olds, Metro Lansing Chevy Dealers, Lansing Mall, Rebel Industries. Lost: Story Olds-Datsun, University Olds. Billings breakdown: Newspapers 10%, magazines 3%, radio 20%, tv 25%, outdoor 3%, business papers 28%, farm publications 5%, transit advertising 2%, p.o.p. 2%, direct mail 2%. Employes: 48.

Johannesson, Reeser & Associates, Pinellas Park, Fla., reported gross income of $197,575 in 1979 on billings of $1,333,594. In 1978, gross income was $44,468 on billings of $141,912. Volume in 1979 included $203,451 in media, $113,688 in materials and services and $1,016,455 in capitalized fees.

Accounts gained: Bardmoor Properties/Bardmoor Country Club, Unique Nails, Faimi & Schaffer, Montmartre Condominiums, *South* magazine, Custom Fireplaces & Equipment, E-Z Grow. Lost: BENI of Florida. Billings breakdown: Newspapers 51%, magazines 9%, radio 5%, tv 4%, outdoor 31%. Employes: 6.

George Johnson Advertising, St. Louis, reported gross income of $197,021 on billings of $1,339,488 in 1979. In 1978, its gross income was $173,937 on billings of $1,323,298. The agency's 1979 volume included $465,744 in media, $124,616 in materials and services and $749,128 in capitalized fees. Its 1978 volume included $603,385 in media, $110,689 in materials and services and $609,224 in capitalized fees.

Accounts gained: F.J. Miceli Co., Business Educational Programs, St. Louis Conveyor. Accounts lost: Behavioral Health, Therapy Center. Billings breakdown: Newspapers 7%, magazines 5%, radio 30%, tv 42%, outdoor 15%, p.o.p. 1%. Employes: 7.

Johnson-Raffin Inc., Wellesley, Mass., reported gross income of $756,000 on billings of $4,576,750 in 1979. Its 1979 billings included $375,000 in media, $700,000 in materials and services and $3,501,750 in capitalized fees.

Accounts gained: McCormack & Dodge Corp., Sanders Technology, Ditto Corp., Gradco/Dendoki, Vaporpak. Billings breakdown: Newspapers 10%, magazines 7%, radio 8%, business papers 15%, direct mail 5%, collateral 55%. Employes: 12.

Jones, Anastasi & Mitchell, Erie, Pa., reported gross income of $299,000 on 1979 billings of $2,782,677. Its 1978 gross was $131,906 on billings of $1,247,250. The agency's 1979 volume included $1,300,000 in media, $85,312 in materials and services and $1,397,365 in capitalized fees. Its 1978 volume included $740,580 in media, $41,460 in materials and services and $501,210 in capitalized fees.

Accounts gained: Firch Baking Co. Billings breakdown: Newspapers 41%, magazines 4%, supplements 2%, radio 30%, tv 20%, outdoor 3%. Employes: 17 in two offices.

Dana Howard Jones Advertising, Los Angeles, reported gross income of $95,250 in 1979 on billings of $635,000. In 1978, gross income was $97,500 on billings of $536,675. Volume in 1979 included $600,000 in media, $15,000 in materials and services and $20,000 in capitalized fees. Its 1978 volume included $500,000 in media, $20,000 in materials and services and $16,675 in capitalized fees.

Accounts gained: Court of the Four Flags, Khyber Restaurant, Versa Type Phototypesetting. Lost: Airway Express, Charleyville Restaurant. Billings breakdown: Newpapers 30%, radio 30%, tv 10%, outdoor 20%, direct mail 10%. Employes: 3.

James O. Jones Advertising, Kansas City, Mo., reported gross income of $70,155 on billings of $485,174 in 1979. In 1978 gross income was $63,520 on billings of $439,025. Its 1979 billings included $414,012 in media, $11,466 in materials and services and $59,696 in capitalized fees. Its 1978 billings included $380,903 in media, $10,098 in materials and services and $48,024 in capitalized fees. No accounts were gained or lost. Billings breakdown: Magazines 80%, direct mail 20%. Employes: 1.

Jonethis/Larson Advertising, Jamestown, N.Y., had estimated gross income of $118,590 on billings of $790,600 in 1979. The agency had estimated gross income of $10,341 on billings of $702,275 in 1978. The figures are adjusted from last year.

Billings in 1979 included $360,513 in media, $236,663 in materials and services and $193,424 in capitalized fees. In 1978 billings included $365,220 in media, $142,808 in materials and services and $194,247 in capitalized fees. Billings breakdown: Newspapers 10%, radio 5%, business press 85%. Employes: 18 in two offices.

Kamstra Communications, St. Paul, Minn., had gross income of $750,000 on billings of $5,000,000 in 1979. Its 1978 gross income was $600,000 on billings of $4,000,000. Volume in 1979 included $750,000 in media and $4,250,000 in capitalized fees. Its 1978 volume included $500,000 in media and $3,500,000 in capitalized fees.

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Accounts added: 3M Co.'s Static Control Systems, Environmental Specialties, Carbonless and Related products divisions; Computer Maintenance & Leasing Corp., Data 3 Corp., General Foundry Products. Billings breakdown: Business papers 15%, p.o.p. 5%, direct mail 10%, collateral 40%, audio/visual and sales training 30%. Employes: 20.

Karsh & Hagan, Denver, reported $585,122 in gross income for 1979 on volume of $3,901,484. Its 1978 performance was not reported. The 1979 volume included media billings of $2,113,479, materials and services of $444,294 and capitalized fees of $1,343,711. Billings breakdown: Newspapers 30%, magazines 18%, radio 12%, tv 38%, outdoor 2%. Employes: 17.

J.G. Kasten & Co., St. Petersburg, Fla., had gross income of $55,361 in 1979 on billings of $1,080,920. In 1978 the agency had gross income of $30,914 on billings of $861,446. Its 1979 volume included $178,356 in media, $132,099 in materials and services and $770,465 in capitalized fees. Its 1978 volume included $141,731 in media, $75,667 in materials and services and $644,048 in capitalized fees.

Accounts gained: R-H Packaging Systems, Seltex Corp., Tampa Armature Works. Billings breakdown: Radio 2%, business papers 42%, collateral 56%. Employes: 7.

Lee Keeler Inc., Rosemont, Pa., had gross income of $450,000 and net income of $30,000 on 1979 billings of $3,000,000. In 1978 it had gross income of $400,000 and net income of $25,000 on billings of $2,700,000. Accounts gained: Blueberry Council of North America, National Telepromotion Associates (mid-Atlantic region). Billings breakdown: Newspapers 30%, radio 20%, tv 49%, business papers 1%. Employes: 10.

Kelleher, Bamberger, Terry, Fort Lauderdale, had gross income of $89,112 on billings of $660,774 in 1979, its first year. Volume included $512,000 in media, $94,000 in materials and services and $54,774 in capitalized fees. Accounts gained: National Appliance Co., Scientific Products division, American Hospital Supply Corp. Lost: North American Biologicals. Billings breakdown: Newspapers 2%, business papers 83%, direct mail 5%, collateral 10%. Employes: 5.

Keller Haver, New York, had gross income of $199,500 in 1979 on billings of $1,330,000. In 1978 its gross income was $160,500 on billings of $1,070,000. Volume in 1979 included $1,275,000 in media and $55,000 in materials and services. Its 1978 volume included $1,035,000 in media and $35,000 in materials and services. Accounts gained: Romanoff vodka, Bisquit cognac. Billings breakdown: Newspapers 35%, magazines 50%, radio 15%. Employes: 10.

Kelly, Nason Advertising, New York, which three agency execs bought from Paris-based Univas effective April 1, 1979, reported that nine-month gross income was $900,790 on billings of $6,635,279. Billings included $497,934 in media, $340,695 in materials and services and $5,796,650 in capitalized fees. Account gained: Ocean Spray's apple juice. Billings breakdown: Newspapers 3%, magazines 24%, radio 39%, tv 34%. Employes: 25.

Kelly, Tims & Andrus, Chicago, reported gross income of $470,996 on billings of $6,524,183 in 1979. In 1978, gross income was $385,922 on billings of $4,797,088. Volume in 1979 included $1,530,002 in media, $1,852,638 in materials and services and $3,141,543 in capitalized fees. Its 1978 volume included $1,697,255 in media, $525,734 in materials and services and $2,574,099 in capitalized fees.

Accounts gained: Volna Ltd. Lost: Ritz-Carlton Hotel, Upjohn Co. Billings breakdown: Newspapers 22%, magazines 63%, supplements 1%, radio 4%, tv 4%, business papers 6%. Employes: 9.

Kelso Associates Ltd., Asheville, N.C., had gross income of $129,595 in 1979 on billings of $509,203. In 1978, gross income was $88,519 on $372,104 in billings. Accounts gained: Heat-Mate, National Recreation Service, Hamilton-Wrenn Assn., Diamond Brand tents, Serendipity Square. Billings breakdown: Newspapers 25%, magazines 20%, radio 15%, tv 33%, outdoor 5%, direct mail 2%. Employes: 8.

Kenrick Advertising, St. Louis, reported gross income of $850,000 on billings of $6,951,000 in 1979. In 1978, the agency's gross income was $800,000 on billings of $6,819,000. Its 1979 volume included $2,212,000 in media, $1,070,000 in materials and services and $3,669,000 in capitalized fees. Its 1978 volume included $2,857,000 in media, $847,000 in materials and services and $3,115,000 in capitalized fees. Accounts gained: Land O'Lakes Agricultural Services, De Laval Agricultural. Billings breakdown: Newspapers 5%, magazines 9%, supplements 4%, radio 24%, tv 18%, outdoor 3%, business papers 5%, farm publications 29%, p.o.p. 3%. Employes: 32.

Keroff & Rosenberg, Chicago, reported gross income of $420,000 on billings of $2,801,400 in 1979. In 1978 the agency had gross income of $400,000 on billings of $2,759,000. Its 1979 volume included $1,150,700 in media, $250,000 in materials and services and $1,400,700 in capitalized fees. No breakdown was provided for 1978.

Accounts gained: *Official Airline Guide*, Consumer Marketing Services division, Market Development Corp., Latin American, Caribbean division, Budget Rent A Car Corp., District Furniture & Appliances, Singer Co. Management Institute. Lost: National Research Bureau. Billings breakdown: Newspapers 10%, magazines 25%, radio 25%, other 40%. Employes: 1.

Keye Advertising, New York, had gross income of $278,420 in 1979 on billings of $1,835,707. In 1978, gross income was $230,906 on billings of $1,439,373. Accounts gained: I.S. Electronics. Billings breakdown: Newspapers 10%, magazines 30%, radio 10%, tv 20%, direct mail 30%. Employes: 5.

Kinzie & Green, Wausau, Wis., reported gross income of $387,696 on billings of $2,393,739 in 1979. In 1978, its gross income was $275,722 on billings of $1,648,191. The agency's 1979 volume included $1,054,844 in media, $243,141 in materials and services and $1,095,754 in capitalized fees. Its 1978 volume was $682,675 in media, $170,018 in materials and services, $795,498 in capitalized fees.

Accounts gained: Wausau Homes, CTL Co., Management Systems. Accounts lost: River Valley State Bank, Medford National Bank, Minocqua Chamber of Commerce. Billings breakdown: Newspapers 12%, magazines 5%, radio 3%, tv 14%, business papers 45%, farm publications 1%, other 20% Employes: 13.

Klein-Sieb Advertising & Public Relations, Atlanta, reported gross income of $329,773 on billings of $2,535,935 in 1979. In 1978, gross income was $212,691 on billings of $1,322,801. Volume in 1979 included $1,944,429 in media and $591,506 in materials and services. Its 1978 volume included $1,011,422 in media and $311,379 in materials and services.

Accounts gained: U.S. Navy Area 3, W.C. Bradley Co. Billings breakdown: Newspapers 35%, magazines 10%, radio 15%, tv 18%, outdoor 12%, business papers 2%, p.o.p. 5%, direct mail 3%. Employes: 14 in two offices.

Knight Advertising Communications, Minneapolis, reported gross income of $104,700 on billings of $889,620 in 1979. In 1978 it had gross income of $64,000 on billings of $696,235. Its 1979 volume consisted of $316,000 in media and $573,620 in capitalized fees. Its 1978 volume included $226,000 in media and $470,235 in capitalized fees.

Accounts gained: 3M Co. Electro products, building service and cleaning products divisions. Lost: Tol-O-Matic. Billings breakdown: Newspapers 2%, radio 3%, outdoor 3%, business papers 40%, other 52%. Employes: 3.

Kolker, Talley, Hermann, New York, formerly Stanley Kolker & Associates, had gross income of $480,000 in 1979 on billings of $3,200,000. In 1978, gross income was $255,000 on billings of $1,700,000. Accounts gained: Ferrara Foods & Confections, Government of Israel Investment Authority, Find/SVP, Victoria Packing Corp., Investors Associates, Lorenz Schneider, Sperry Corp.'s Sperry Systems Management (projects). Billings breakdown: Newspapers 25%, magazines 30%, radio 15%, tv 20%, direct mail 10%. Employes: 8.

LaBelle & Shallbetter Advertising, Minneapolis, reported gross income of $784,183 on billings of $5,227,939 in 1979. In 1978, gross income was $635,715 on billings of $4,238,141. In 1979, volume included $4,332,431 in media, $795,458 in materials and services and $100,050 in capitalized fees. In 1978, volume included $3,602,646 in media, $555,455 in materials and services and $80,040 in capitalized fees. Accounts gained: Z&S Management and Smalley & Bates. Accounts lost: Animal Fair and 10,000 Auto Parts. Billings breakdown: Newspapers 24%, magazines 1%, radio 25%, tv 50%. Employes: 12.

Lane & Leslie Advertising, Wichita, Kan., had gross income of $454,000 in 1979 on billings of $3,027,986. In 1978 gross income was $421,000 on billings of $2,811,624. Volume in 1979 included $1,148,308 in media, $370,150 in materials and services and $1,509,528 in capitalized fees. Its 1978 volume included $1,037,152 in media, $355,750 in materials and services and $1,418,722 in capitalized fees. Accounts gained: Steve Hull Ford. Lost: Far-Mar-Co., Great Bend Mfg. Billings breakdown: Newspapers 15%, magazines 9%, radio 27%, tv 31%, outdoor 2%, business papers 2%, farm publications 12%, direct mail 1%, other 1%. Employes: 15 in two offices.

Langeler: Mason, Bethany, Conn., had estimated gross income of $500,000 on 1979 billings of $5,500,000. In 1979 gross income was estimated at $350,000 on billings of $4,000,000. Its 1979 volume included $2,500,000 in media, $2,000,000 in materials and services and $1,000,000 in capitalized fees. Its 1978 volume included $2,000,000 in media, $500,000 in materials and services and $1,500,000 in capitalized fees.

Accounts gained: U.S. Electrical Motors, Uniroyal International, Heublein grocery products group, Upjohn Co., Kerite Co., Harvey Hubbell. Resigned: Karber Photo. Billings breakdown: Magazines 25%, radio 15%, tv 10%, direct mail 10%, other 40%. Employes: 27 in two offices.

Lauer Advertising, Ft. Wayne, Ind., had gross income in 1979 of $562,248 on billings of $3,606,216. In 1978 the agency had gross income of $499,619 on billings of $3,228,762. Its 1979 volume included $1,893,151 in media, $319,955 in materials and services and $1,393,216 in capitalized fees. Its 1978 volume included $1,683,881 in media, $274,004 in materials and services and

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Accounts gained: Ft. Wayne Convention Bureau, Lindenwood Cemetery, Realty House. Lost: Mike's Car Wash. Billings breakdown: Newspapers 23.2%, magazines 14.6%, radio 5.5%, tv 14.8%, outdoor 2.7%, other 39.2%. Employes: 14.

Launey, Hachmann & Harris (formerly Robert E. Launey Advertising), New York, reported 1979 gross income of $1,131,000 on billings of $7,540,000. Its 1978 gross income was $1,042,500 on billings of $6,950,000. The 1979 billings included $3,897,866 in media, $639,300 in materials and services and $3,002,834 in capitalized fees. Its 1978 billings included $3,896,180 in media, $748,300 in materials and services and $2,305,520 in capitalized fees.

Accounts gained: Huk-A-Poo Inc., Quantum Computer Services. Billings breakdown: Newspapers 10%, magazines 20%, supplements 3%, radio 10%, tv 40%, outdoor 2%, business papers 10%, p.o.p. 1%, direct mail 2%. Employes: 14.

Laven, Fuller & Perkins Adv.-Mkt. Chicago, had gross income of $366,240 in 1979 on billings of $2,644,735. In 1978 the agency had gross income of $299,560 on billings of $1,989,040. Its 1979 volume included $2,336,000 in media, $132,000 in materials and services and $176,735 in capitalized fees. Its 1978 volume included $1,740,000 in media, $160,000 in materials and services and $89,040 in capitalized fees.

Accounts gained: Farnsworth Ford, Deel Lease, Northwest Community Hospital, GTE. Billings breakdown: Newspapers 62%, magazines 3%, supplements 1%, radio 12%, tv 14%, business papers 4%, p.o.p. 2%, direct mail 2%. Employes: 12.

Geoffrey W. Layton Inc., Chicago, had gross income of $95,400 and net income of $3,400 on billings of $635,900 in 1979, its first year. Its 1979 volume included $150,900 in media, $64,800 in materials and services and $420,200 in capitalized fees. Accounts gained: Utility Stationery Stores, Hair Performers. Billings breakdown: Newspapers 20%, magazines 10%, radio 25%, business papers 45%. Employes: 4.

Lee/Baader & Rose, E. Orange, N.J., reported gross income of $975,065 on 1979 billings of $6,468,480. Figures for 1978 were not reported. Its 1979 volume included $5,324,000 in media, $184,000 in materials and services and $960,480 in capitalized fees. Subsidiaries are Baader/Baader Advertising and Advisor Advertising Associates.

Accounts gained: Andre Manufacturing Co., Mold-Flair Corp., Archives Inc., Bea Staples, City Consumer Services, Thrift-Way auto centers. Billings breakdown: Newspapers 58%, magazines 10%, radio 7%, outdoor 2%, business papers 12%, direct mail 11%. Employes: 12 in three offices.

Lenac, Warford, Stone, Newport Beach, Cal., reported gross income of $765,251 in 1979 on billings of $6,220,936. In 1978, gross income was $819,128 on billings of $6,085,236. Volume in 1979 included $1,396,477 in media, $845,664 in materials and services and $3,978,795 in capitalized fees. Its 1978 volume included $1,240,512 in media, $665,450 in materials and services and $4,179,274 in capitalized fees. Accounts gained: Henry Radio, Western Employers Insurance. Employes: 10.

Lesko Inc., Pittsburgh, Pa., reported gross income of $735,000 on billings of $3,750,000 in 1979. U.S. income was $650,000 on billings of $3,500,000 in 1978. Accounts gained: Miller's Fashion Stores. Lost: Radiocar Corp. Billings breakdown: Newspapers 40%, magazines 20%, radio 5%, tv 5%, outdoor 5%, business press 5%, transit 5%, p.o.p. 5%, direct mail 10%. Employes: 10.

Lesly Advertising Associates, New York, reported gross income of $335,000 on billings of $2,633,750 in 1979. Its 1978 gross was $295,000 on billings of $2,116,950. Its 1979 billings included $1,250,000 in media, $550,000 in materials and services and $833,750 in capitalized fees. Its 1978 billings included $1,200,000 in media, $350,000 in materials and services and $566,950 in capitalized fees.

Accounts gained: Thru-Vu Vertical Blind Co., Sankyo Seiki (America), Neckwear Assn. of America, Park Dental Research Corp. Lost: Lux Audio of America. Billings breakdown: Newspapers 5%, magazines 90%, p.o.p. 5%. Employes: 5.

Levy Advertising, New York, reported gross income of $290,500 on 1979 billings of $1,936,440. U.S. gross income in 1978 was $246,168 on billings of $1,641,941. Volume in 1979 included $614,847 in media, $473,003 in materials and services and $848,590 in capitalized fees. In 1978, volume included $579,850 in media, $427,687 in materials and services and $634,404 in capitalized fees. Account gained: Playa Linda Resort Hotel. Billings breakdown: Newspapers 6%, magazines 12%, supplements 13%, business press 69% Employes: 6.

Lewis & Associates, Los Angeles, had gross income of $499,000 in 1979 on billings of $3,333,000. In 1978, gross income was $390,000 on billings of $2,600,000. Account gained: National Medical Enterprises. Billings breakdown: Newspapers 80%, magazines 10%, radio 5%, business papers 5%. Employes: 14.

J.H. Lewis Advertising, Mobile, Ala., reported net income of $45,000 and gross income $654,880 on billings of $5,806,773 in 1979. In 1978, net income was $45,000 and gross income was $628,133 on billings of $5,042,623. Volume in 1979 included $2,470,379 in media, $321,509 in materials and services and $3,014,885 in capitalized fees. In 1978, volume included $2,588,538 in media, $281,374 in materials and services and $2,172,711 in capitalized fees. Billings breakdown: Newspapers 20%, magazines 36%, radio 8%, tv 9%, outdoor 4%, other 23%. Employes: 23.

Lipman Services Corp., New York, formerly Lipman Advertising, had gross income of $568,915 on 1979 billings of $6,861,994. Its 1978 gross income has been restated as $531,273 on billings of $6,650,243. Billings in 1979 included $3,078,324 in media and $3,783,670 in capitalized fees. In 1978, volume included $2,975,627 in media and $3,674,616 in capitalized fees.

Accounts gained: St. Raphael, Pyramid Belt Co., Orchids Paper Products' Colortex division. Lost: Professional Contact Lens. Billings breakdown: Newspapers 45%, magazines 15%, radio 20%, tv 10%, outdoor 4%, business press 3%, transit 3%. Employes: 22 in two offices.

Jack List & Associates, Cleveland, had estimated gross income of $750,000 in 1979 on billings of $5,000,000, the same figures as in 1978. Billings breakdown: Newspapers 10%, magazines 15%, radio 15%, tv 60%. Employes: 15.

T.E. Loken Advertising, Minneapolis, reported 1979 net income of $18,702 and gross income of $210,645 on billings of $1,387,408. Its 1978 net was $2,787 and gross income was $130,025 on billings of $852,668. Its 1979 billings included $785,103 in media, $51,516 in materials and services and $550,789 in capitalized fees. Its 1978 billings included $486,201 in media, $42,992 in materials and services and $323,475 in capitalized fees.

Account gained: First Federal Savings of Mankato. Billings breakdown: Newspapers 32%, magazines 14%, supplements 7%, radio 21%, tv 9%, outdoor 9%, business papers 2%, farm publications 2%, direct mail 4%. Employes: 6.

Lowengard & Brotherhood, Hartford, Conn., reported 1979 net income of $73,9[illegible] and gross income of $962,653 in 1979 on billings of $8,389,165. In 1978, net income was $58,409 and gross income was $851,900 on billings of $7,504,624. Volume in 1979 included $1,170,702 in media, $880,329 in materials and services and $6,338,134 in capitalized fees. Its 1978 volume included $1,020,480 in media, $894,911 in materials and services and $5,589,233 in capitalized fees.

Accounts gained: Automatic Comfort, Barnes Group, Central Connecticut State College, Eastern Data Systems, Electronic Boat-Quonset, Fitchburg Gas & Electric, Pan Am, Security Insurance Group, Teleco Oilfields, WVIT-TV. Lost: Consolidated Cigar, First Connecticut BanCorp, Industrial Risk Insurers, Magic Pan, Mystic Seaport, Poughkeepsie Chamber of Commerce, Teleco Oilfields, United Bank & Trust. Billings breakdown: Newspapers 65%, magazines 13%, radio 20%, tv 2%. Employes: 24 in two offices.

Walter P. Luedke & Associates, Rockford, Ill., reported gross income of $184,124 on 1979 billings of $864,400. Its 1978 gross was $182,000 on billings of $828,380. The agency's 1979 volume included $34,000 in media, $30,000 in materials and services and $800,400 in capitalized fees. Its 1978 volume included $33,000 in media, $35,000 in materials and services and $760,380 in capitalized fees.

Accounts gained: Enkel Corp., FASCO, Joan Luedke ladies' fashions. Billings breakdown: Newspapers 10%, magazines 60%, radio 5%, tv 5%, direct mail 20%. Employes: 4.

Sam Lusky Associates, Denver, reported gross income of $763,163 in fiscal 1979 on billings of $5,702,256. In fiscal 1978, gross income was $788,822 on billings of $5,137,856. Volume in 1979 included $2,374,944 in media, $832,959 in materials and services and $2,494,353 in capitalized fees. Its 1978 volume included $1,436,752 in media, $836,306 in materials and services and $2,864,798 in capitalized fees.

Accounts gained: Airwest, Children's Diabetes Foundation, Davis Oil, Test Con. Lost: Kaman Sciences, Capture Energy. Billings breakdown: Newspapers 27%, magazines 22%, radio 22%, tv 26%, outdoor 1%, business papers 2%. Employes: 26.

M A P Advertising Agency, Springfield, Mo., had gross income of $439,926 in 1979 on billings of $2,495,753. In 1978 the agency had gross income of $352,304 on billings of $2,167,310. Its 1979 volume included $935,356 in media, $67,045 in materials and services and $1,493,352 in capitalized fees. Its 1978 volume included $796,762 in media, $96,278 in materials and services and $1,274,270 in capitalized fees. Billings breakdown: Newspapers 16%, magazines 8%, supplements 5%, radio 18%, tv 35%, business papers 7%, farm publications 3%, p.o.p. 2%, direct mail 6%. Employes: 12.

MBC Inc., Tampa, had gross income of $150,000 in 1979 on billings of $1,000,350. Volume in 1979 included $250,000 in media, $50,000 in materials and services and $700,350 in capitalized fees. It did not report 1978 results.

Accounts gained: Fish Doctor Clinical Center, Florida Ship Repair, Fawn Sales Co. of Southeast, Beacon Meadows Homes, Fair Oaks Condos. Lost: The Perfume Factory, Matchmaker, La Cave Restaurant, Gasparilla Transfer Co., Johnny O'Day's Restaurant. Billings breakdown: Newspapers 35%, magazines 5%, radio 20%, tv 5%, outdoor 30%, direct mail 5%. Employes 6.

M.E.R. & Associates, Lexington, Ky., reported net income of $41,000 and estimated gross income of $248,460 on billings of $1,656,404 in 1979. Its 1978 net income was $23,000 and estimated gross was $216,696 on billings of $1,444,641. Its 1979 billings included $993,804 in media, $415,643 in materials and services and $246,957 in capitalized fees. Its 1978 billings included $849,048 in media, $184,341 in materials and services and $411,252 in capitalized fees. Billings breakdown: Newspapers 15%, magazines 10%, radio 30%, tv 35%, outdoor 5%, direct mail 5%. Employes: 9.

Mad. Ave. East, Melville, N.Y., reported gross income of $622,696 on 1979 billings of $4,147,000. Its 1978 gross was $388,220 on billings of $2,590,000. The agency's 1979 volume included $3,025,000 in media, $430,000 in materials and services and $692,000 in capitalized fees. The agency did not break out 1978 volume.

Accounts gained: Cahners Publishing; Institute of Electrical & Electronic Engineers; Regal Crown Roll candies. The agency acquired American Graphics Inc. Billings breakdown: Newspapers 15%, magazines 10%, radio 10%, tv 30%, business papers 35%. Employes: 22.

Manning & Associates, San Diego, had gross income of $984,500 on $2,192,500 in 1979 billings. In 1978, gross income was $934,500 on billings of $2,315,920. Volume in 1979 included $576,000 in media, $282,500 in materials and services and $1,334,000 in capitalized fees. In 1978, volume included $551,000 in media, $257,500 in materials and services and $1,507,420 in capitalized fees. Accounts gained: Ajax International Corp. subsidiary of Babcock International, Hazard Products. Billings breakdown: Newspapers 5%, magazines 5%, radio 5%, tv 8%, business press 77%. Employes: 6.

Marbro Advertising, Columbus, O., had gross income of $185,067 on 1979 billings of 1,102,140. In 1978 gross income was $164,781 on billings of $973,292. Volume in 1979 included $682,300 in media, $303,916 in materials and services and $115,924 in capitalized fees. Billings in 1978 included $571,787 in media, $289,169 in materials and services and $112,336 in capitalized fees. Billings breakdown: Newspapers 19%, magazines 11%, radio 36%, tv 5%, outdoor 2%, business press 16%, p.o.p. 11%. Employes: 6.

Marc Associates, Mansfield, O., had estimated gross income of $115,549 in 1979 on billings of $770,333. In 1978, estimated gross income was $132,574 on billings of $883,831. Volume in 1979 included $350,925 in media, $374,719 in materials and services and $44,689 in capitalized fees. Its 1978 volume included $322,814 in media, $537,005 in materials and services and $24,012 in capitalized fees. Accounts gained: Hi-Lo Trailer Co., Automated Swimpools, Bank One, Wind-O-Way Inc. Lost: Parker Hannifin industrial hydraulic division, Parker Filter division, Wylain hydr-o-matic pumps division. Billings breakdown: Newspapers 6%, magazines 6%, supplements 1%, radio 5%, tv 4%, outdoor 6%, business press 30%, p.o.p. 10%, direct mail 6%, other (collateral, sales promotion) 26%. Employes: 10.

Marcom Inc., South Windsor, Conn., reported gross income of $324,068 in 1979 on billings of $1,925,773. In 1978, gross income was $254,260 on 1978 billings of $1,487,050. Volume in 1979 included $494,686 in media, $353,347 in materials and services and $1,077,740 in capitalized fees. Its 1978 volume included $440,000 in media, $280,000 in materials and services and $767,050 in capitalized fees.

Accounts gained: Chloride Systems, B.F. Perkins, Package Machinery's international division, General Electric's apparatus distribution sales division. Resigned: H.B. Smith. Billings breakdown: Newspapers 5%, business papers 40%, direct mail 5%, other 50%. Employes: 12.

Margeotes Fertitta, New York, reported gross income of $980,000 in 1979 on billings of $7,656,825. In 1978, gross income of $693,300 on billings of $4,390,795. Volume in 1979 included $6,520,000 in media, $820,000 in materials and services and $316,825 in capitalized fees. Its 1978 volume included $3,440,000 in media, $694,000 in materials and services and $256,795 in capitalized fees.

Accounts gained: GAF (special projects), *Interview*, Capsela Toys, Ventura Air Services, RKO Radio Network, Act 1 Sportswear, N.Y. Diamond Exchange, Empire Savings Bank. Billings breakdown: Newspapers 20%, magazines 45%, supplements 5%, radio 10%, tv 15%, transit 3%, p.o.p. 2%. Employes: 17.

Marketing Directions, Newport Beach, Cal., reported gross income of $554,809 in 1979 on billings of $2,754,01[illegible]. In 1978, gross income was $341,499 on billings of $2,610,149. Volume in 1979 included $305,144 in media, $441,253 in materials and services and $2,007,617 in capitalized fees. Its 1978 volume included $324,890 in media, $332,516 in materials and services and $1,952,743 in capitalized fees. Accounts gained: Amerford International, Foxboro/Adec, Fluid Filtration Systems/Wylain, Mini Data Systems, McCulloch Realty, Kecor Financial Group, Spectron Development Labs. Lost: Weslock division of TRE Corp., Raycomp Computer, Phillips Mfg., Moxon Inc., Itrex Corp. Billings breakdown: Newspapers 10%, magazines 5%, radio 3%, tv 2%, business press 35%, direct mail 10%, sales promotion material 35%. Employes: 11.

Marketing Group, Fort Washington, Penn., had gross income of $379,095 in 1979 on billings of $2,527,300. In 1978, the agency had gross income of $271,473 on billings of $1,809,820. Volume in 1979 included $320,000 in media, $940,000 in materials and services and $1,267,300 in capitalized fees. Its 1978 volume included $106,000 in media, $730,000 in materials and services and $973,820 in capitalized fees.

Accounts gained: PAMICO, Sterling Lightcraft, Distaffers Inc., Metro-Plex Financial Developers, U.S. Medical Advisory Assn., First Pennsylvania Bank (corporate trust department). Billings breakdown: Newspapers 10%, maga-

Agencies with gross income under $1,000,000

zines 15%, direct mail 40%, other 35%. Employes: 12.

Markmakers, South Bend, Ind., reported gross income of $771,538 on billings of $7,112,838 in 1979. Its 1978 gross income was $598,803 on billings of $5,492,923. Its 1979 billings included $1,745,675 in media, $743,479 in materials and services and $4,623,684 in capitalized fees. Its 1978 billings included $1,647,725 in media, $616,951 in materials and services and $3,228,247 in capitalized fees.

Accounts gained: Bristol Products, Coachman RV division, Miles Laboratories' Ames division, Ralston Purina's Protein division, Transpo, Vollrath. Lost: Wolverine Boots & Shoes, Holiday Rambler. Billings breakdown: Newspapers 8%, magazines 45%, radio 10%, tv 35%, outdoor 2%. Employes: 30.

Marko Dreyer & Smith, San Francisco, a direct mail specialist, reported gross income of $870,000 on billings of $1,153,500 in 1979. In 1978 the agency reported gross income of $625,000 on billings of $766,750. Its 1979 volume included $20,000 in media, $800,000 in materials and services and $333,500 in capitalized fees. Its 1978 volume included $600,000 in materials and services and $166,750 in capitalized fees. A U.S. subsidiary is MDS Insurance. Accounts gained: Southern Pacific; Kanamatsu, and Gosho. Billings breakdown: Newspapers 7%, magazines 2%, business papers 1%, direct mail 90%. Employes: 8.

Martin, Sturtevant, Silverman & Marshall, New York, had gross income of $880,000 on 1979 billings of $6,209,500. The agency had gross income of $100,000 and billings of $670,000 during 1978, when it opened. Net income was $470,000 in 1979 and $60,000 in 1978. Its 1979 volume included $4,800,000 in media, $742,500 in materials and services and $667,000 in capitalized fees. In 1978 volume consisted of $275,000 in media, $60,000 in materials and services and $335,000 in capitalized fees.

Accounts gained: Diane Von Furstenberg cosmetics and fragrances, Scottish Development Agency, BMW Motorcycles, Whittaker Corp., Aruba Department of Tourism. Billings breakdown: Newspapers 10%, magazines 35%, supplements 5%, radio 5%, tv 20%, business papers 20%, direct mail 5%. Employes: 12.

Mass Motivators, Sacramento, Cal., had gross income of $490,513 in 1979 on billings of $4,500,125 in 1979. In 1978, the agency had gross income of $137,987 on billings of $1,265,000. All billings in both years were in media.

Accounts gained: Miller's Outpost, Friedmans Microwave Oven Stores, Cousins Home Furnishings, Slim Trim Bakeries, American Tire Stores. Billings breakdown: Radio 18%, newspapers 30%, tv 50%, magazines 2%. Employes: 12.

Mathis, Burden & Charles, Baltimore, had gross income of $750,000 in 1979 on billings of $5,567,000. In 1978 the agency had gross income of $450,000 on billings of $4,135,000. Its 1979 volume included $3,000,000 in media, $400,000 in materials and services and $2,167,000 in capitalized fees. Its 1978 volume included $2,250,000 in media, $235,000 in materials and services and $1,650,000 in capitalized fees.

Accounts gained: Greater Baltimore McDonald's Operators Assn., Esskay Quality Meats Co., Merritt Savings & Loan, Russell BMW/Toyota, Tyler's Country Clothes, Southern Solar Energy Center. Lost: Hamburgers Clothiers, Burger King of Baltimore, Our Bottoms Jeans. Billings breakdown: Newspapers 10%, magazines 5%, radio 30%, tv 50%, transit 5%. Employes: 20.

Jack Mathis Advertising, Northbrook, Ill., had gross income of $165,652 in 1979 on billings of $1,104,652. In 1978 the agency had gross income of $156,369 on billings of $1,042,754. Its 1979 volume included $413,118 in media, $82,803 in materials and services and $608,731 in capitalized fees. Its 1978 volume included $379,004 in media, $71,521 in materials and services and $592,229 in capitalized fees. Billings breakdown: Business papers 54%, farm publications 2%, literature and brochures 44%. Employes: 3.

May/Partners, Seattle Wash., and Portland, Ore., had estimated gross income of $600,000 on 1979 billings of $4,000,000. Its 1978 gross income was $525,000 on billings of $3,500,000. Billings breakdown: Newspapers 20%, magazines 15%, radio 25%, tv 25%, outdoor 2%, transit 2%, p.o.p. 5%, other 6%. Employes: 17 in two offices.

McCartney-Gray of Dallas, Dallas, had estimated gross income of $125,000 on 1979 billings of $837,000. Its 1978 gross income was $120,200 on billings of $1,506,884. Billings in 1979 included $720,000 in media, $80,000 in materials and services and $37,000 in capitalized fees. Its 1978 billings included $985,000 in media, $87,000 in materials and services and $434,884 in capitalized fees. Accounts gained: Aerospace General, Tru-Trim. Billings breakdown: Radio 60%, tv 15%, direct mail 25%. Employes: 6.

McDougall Associates, Salem, Mass., reported gross income of $602,300 on 1979 billings of $4,251,700. In 1978 the agency reported $485,300 in gross income on billings of $3,469,900. The agency's 1979 volume included $847,300 in media, $303,500 in materials and services and $3,100,900 in capitalized fees. Volume in 1978 included $708,800 in media, $295,900 in materials and services and $2,465,200 in capitalized fees.

Accounts gained: The Center, Scandia Trading Co., General Electric mechanical drive turbines, Ventron Corp., Winthrop Savings Bank. Lost: Paul Sullivan Sportswear. Billings breakdown: Newspapers 40%, magazines 20%, radio 20%, tv 10%, outdoor 10%. Employes: 21.

McFarland, Street & Albright, Milwaukee, reported gross income of $192,525 on 1979 billings of $1,283,500. In 1978, the agency had gross income of $147,525 on billings of $983,500. Its 1979 volume included $750,000 in media, $200,000 in materials and services and $333,500 in capitalized fees. Its 1978 volume included $550,000 in media, $100,000 in materials and services and $333,500 in capitalized fees.

Accounts gained: Lindsay Brothers, Badger Northland, McDermott Cue, Krause Oldsmobile. Lost: Tri-State Breeding. Billings breakdown: Newspapers 20%, magazines 20%, radio 10%, tv 10%, outdoor 10%, farm publications 20%, p.o.p. 10%. Employes: 6.

John McNamara Advertising, New York, reported net income of $50,000 and gross income of $125,000 in 1979 on billings of $600,000. In 1978, net income was $17,017 and gross income was $41,178 on billings of $207,475. Volume in 1979 included $375,000 in media and $225,000 in materials and services. Its 1978 volume included $136,030 in media, $58,105 in materials and services and $13,340 in capitalized fees.

Accounts gained: Warburg, Paribus Becker, First Jersey Securities, Josephthal & Co., Marrow & Co., Tiger International, Carr Securities Corp. Billings breakdown: Newspapers 7%, magazines 5%, radio 10%, business papers 10%, direct mail 5%. Employes: 6.

Mealer & Emerson, Costa Mesa, Cal., had gross income of $289,000 on billings of $1,500,000 in 1979. U.S. income was $210,000 on billings of $1,079,000 in 1978. Billings breakdown: Newspapers 10%, outdoor 5%, business press 40%, direct mail 5%, other 40%. Employes: 10.

Meldrum & Campbell, Cleveland, had gross income of $406,500 in 1979 on billings of $2,818,440. In 1978, it had gross income of $354,785 on billings of $2,519,300. Volume in 1979 included $1,432,000 in media, $566,700 in materials and services and $819,740 in capitalized fees. Its 1978 volume included $1,238,100 in media, $417,800 in materials and services and $863,400 in capitalized fees. The agency had no account gains or losses. Billings breakdown: Newspapers 16%, magazines 37%, radio 13%, tv 27%, business papers 7%. Employes: 9.

The Merchandising Factory, San Francisco and Los Angeles, had gross income of $555,000 in 1979 on billings of $5,001,850. In 1978, the agency had gross income of $467,000 on billings of $4,214,890. Volume in 1979 included $200,000 in media, $1,100,000 in materials and services and $3,701,850 in capitalized fees. Its 1978 volume included $150,000 in media, $950,000 in materials and services and $3,114,890 in capitalized fees.

Accounts gained: Coca-Cola fountain division, Host International Jim Dandy fast foods division. Lost: Bennetts Photo Service. Billings breakdown: Magazines 10%, business papers 15%, p.o.p.. 25%, marketing and sales promotion 50%. Employes: 14 in two offices.

R. L. Meyer Advertising, Milwaukee, had 1979 gross income of $498,416 on total volume of $5,927,692. In 1978, it had gross income of $413,356 on volume of $6,233,243. Its 1979 billings included $2,481,725 in media, $630,789 in materials and services and $2,815,178 in capitalized fees. Its 1979 billings included $2,567,308 in media, $188,404 in materials and services and $3,477,531 in capitalized fees.

Accounts gained: Weinbrenner Shoes, Charmglow, WEZW Radio, Holiday-On-Ice, Ajay Entertainment, D&H Manufacturing. Lost: Stein Drugs, Brills. Billings breakdown: Newspapers 20%, magazines 10%, radio 25%, tv 20%, outdoor 2%, transit 1%, p.o.p. 3%, direct mail 5%, other 14%. Employes: 28.

The Michener Co., Philadelphia, reported gross income was $712,784 on billings of $4,401,937 in 1979. The agency had gross income of $635,024 with $31,751 in non-U.S. income in 1978, when billings were $4,107,045. Volume in 1979 included $1,723,857 in media, $686,459 in materials and services and $1,991,621 in capitalized fees. In 1978 volume included $1,870,091 in media, $874,993 in materials and services and $1,361,961 in capitalized fees. (Last year the agency reported 1978 billings were $4,233,181, including $1,488,097 in capitalized fees.) Billings breakdown: Newspapers 20%, business press 75%, direct mail 5%. Employes: 24.

Miller Addison Steele, New York, reported gross income of $302,600 on billings of $2,013,590 in 1979. In 1978, its gross income was $295,500 on $1,970,350 in billings. Volume in 1979 included $1,200,000 in media, $300,000 in materials and services, $466,900 in U.S. capitalized fees and $46,690 in non-U.S. capitalized fees. In 1978, volume included $1,100,000 in media, $170,000 in materials and services, $700,350 in capitalized fees.

Accounts added: Chase Manhattan Realty Investment Trust, Palmas del Mar, Superior Homes and (on assignment) Chicago Title and Fairfield Communities; overseas, the agency gained École Tunone-Monte Carlo. Billings breakdown: Newspapers 40%, magazines 15%, radio 5%, outdoor 5%, business press 10%, direct mail 5%, other 20%. Employes: 30 in two offices.

Mills Advertising, Los Angeles, reported gross income of $120,000 in 1979 on billings of $1,025,100. In 1978, gross income was $94,000 on billings of $926,750. Volume in 1979 included $750,000 in media, $75,000 in materials and services and $200,100 in capitalized fees. Its 1978 volume included $700,000 in media, $60,000 in materials and services and $166,750 in capitalized fees.

Account gained: Toho Corp. Lost: Roma di Notte Restaurant. Billings breakdown: Magazines 25%, radio 10%, tv 50%, business papers 5%, p.o.p. 10%. Employes: 4.

Mills Communications, Chicago, reported gross income of $152,404 on billings of $1,243,555 in 1979, its first year in business. Volume included $725,000 in media, $145,035 in materials and services and $373,520 in capitalized fees.

Accounts gained: Ajax Rent-A-Car, Brokers Risk Placement, Hinz Co., Real Estate Insurance Service Corp., O'Hare Dodge. Lost: Real Estate Insurance Service Corp. Billings breakdown: Newspapers 35%, magazines 6%, radio 25%, tv 12%, outdoor 8%, transit 1%, p.o.p. 2%, direct mail 9%, other 2%. Employes: 7.

Mintzer, Trostler & Rothschild, New York, had gross income of $574,000 in 1979 on billings of $3,827,000. In 1978, gross income was $580,600 on $3,871,000 in billings. Volume in 1979 included $3,425,000 in media and $402,000 in capitalized fees. Its 1978 volume included $3,335,000 in media and $536,000 in capitalized fees. Accounts gained: Pure Food Co.'s Herb-ox bouillon, Warnaco's CBS Apparel division, Pierre Cardin Formalwear. Employes: 16.

Harold M. Mitchell, Inc., New York, reported net income of $16,705 and gross income of $334,118 in 1979 on billings of $2,226,560. In 1978, net income was $14,916 and gross income was $298,320 on billings of $1,988,000. Volume in 1979 included $1,301,589 in media, $549,584 in materials and services and $375,387 in capitalized fees. Its 1978 volume included $1,162,133 in media, $490,700 in materials and services and $335,167 in capitalized fees.

Accounts gained: Daks Clothing, Winard Jewelry, Misty Harbor Rain Coats, MS Sero. Lost: Glen Oaks Slacks. Billings breakdown: Newspapers 13%, magazines 62%, supplements 2%, tv 3%, business papers 18%, other 2%. Employes: 9.

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Agencies with gross income under $1,000,000

Howard E. Mitchell Jr. Advertising, Findlay, O., had gross income of $342,888 and net income of $208,575 on 1979 billings of $2,874,036. In 1978, the agency reported gross income of $277,853 on billings of $2,338,095. In 1979, billings included $600,442 in media, $680,748 in materials and services and $1,592,846 in capitalized fees. Billings in 1978 included $298,783 in media, $142,951 in materials and services and $1,896,361 in capitalized fees.

Accounts gained: Allied Eastern Corp., Moisture Control Systems, DrainRite Corp., Electronic Alert Systems, Critical Data Management, Churches of God, DFI Investment Services, Green Mfg., Imperial Crown restaurant. Lost: Hercules Tire & Rubber Co., Kuss Corp., Leeway Corp., Hancock Savings & Loan, Central Savings Assn. Billings breakdown: Newspapers 12%, radio 5%, tv 3%, outdoor 7%, business press 18%, farm publications 37%, fees 18%. Employes: 9.

Mohawk Advertising, Mason City, Ia., had gross income of $241,900 and net income of $9,347 on 1979 billings of $1,562,636. The agency reported gross income of $201,821 and net income of $8,966 on billings of $1,265,270 in 1978. Billings in 1979 included $643,581 in media, $113,846 for materials and services and $805,209 in capitalized fees. In 1978, billings included $469,496 in media, $92,376 for materials and services and $703,398 in capitalized fees.

Accounts gained: George A. Rolfes, Farbest Dairy, David Manufacturing, Citation Homes. Lost: Midcom, Forest Federal Savings & Loan, Arby's (Mason City). Billings breakdown: Newspapers 15%, radio 28%, farm publications 23%, tv 21%, outdoor 6%, business press 5%, magazines 2%. Employes: 10.

John L. Moorhead Advertising/PR, Durham, N.C., had gross income of $60,700 in 1979 on billings of $404,858. In 1978 it had gross income of $58,700 on billings of $391,808. The agency's 1979 volume included $160,000 in media, $41,000 in materials and services and $203,858 in capitalized fees. Its 1978 volume included $147,000 in media, $40,950 in materials and services and $203,858 in capitalized fees.

Accounts gained: Newton Instrument Co., Speed-Tune division, Kenan Oil Co. Billings breakdown: Newspapers 25%, radio 15%, tv 22%, business papers 27%, other 11%. Employes: 4.

Morvay Advertising, South Orange, N.J., had estimated gross income of $187,500 on billings of $1,250,000 in 1979. Gross income for 1978 was estimated at $150,000 on billings of $1,000,000.

Billings breakdown: Newspapers 50%, magazines 4%, radio 5%, tv 2%, outdoor 5%, business papers 30%, farm publications 2%, direct mail 2%. Employes: 8.

Moss Advertising, New York, reported gross income of $595,000 and net income of $190,000 on billings of $3,566,700. Its 1978 gross income was $491,480 and net income was $137,300 on billings of $3,047,900. The agency's 1979 volume included $3,100,000 in media, $400,000 in materials and services and $66,700 in capitalized fees. Its 1978 billings included $2,684,540 in media, $310,000 in materials and services and $53,360 in capitalized fees.

Accounts gained: Gas Energy, Queens Symphony Orchestra, Long Island College Hospital. Billings breakdown: Newspapers 25%, magazines 10%, radio 17%, tv 10%, outdoor 5%, business papers 8%, transit advertising 10%, direct mail 5%, Yellow Pages 10%. Employes: 13.

Phil Motta & Associates, Phoenix, reported net income of $160,489 and gross income of $605,538 in 1979 on billings of $4,206,273. In 1978, net income was $58,346 and gross income was $348,930 on billings of $2,637,583. Volume in 1979 included $3,237,811 in media, $403,008 in materials and services and $565,454 in capitalized fees. Its 1978 volume included $1,625,771 in media, $236,931 in materials and services and $774,881 in capitalized fees.

Accounts gained: Children's Art Center, Chrisman Farms, Empire Lift, Empire Machinery Co., Execu Systems Inc., Hellon Management, Valley Aamco. Lost: Airport Shuttle Parking, American Marketing Assn., Haaf's Fine Furnishings, KJJJ Radio, SuperLube, Ramada Inn, Woodstock Homes. Billings breakdown: Newspapers 36%, magazines 5%, radio 15%, tv 43%, outdoor 1%. Employes: 16.

MultiService Corp., Hartselle, Ala., had gross income of $47,438 on billings of $316,256 in 1979. Volume in 1979 included $123,000 in media, $14,500 in materials and services and $178,756 in capitalized fees. It did not report 1978 results. Accounts gained: Lovely Lady Beauty Pageant System, Patti's Plants, Campbell for Representative, P.A.S. Sound. Billings breakdown: Newspapers 50%, radio 40%, tv 10%. Employes: [illegible].

F.J. Murray Co., Dearborn, Mich., had gross income of $104,022 in 1979 on billings of $730,779. In 1978, gross income was $119,977 on billings of $827,204. Volume in 1979 consisted of $100,295 in media, $33,486 in materials and services and $596,998 in capitalized fees. Its 1978 volume included $82,641 in media, $29,899 in materials and services and $714,664 in capitalized fees. Billings breakdown: Newspapers 25%, magazines 25%, radio 15%, outdoor 5%, p.o.p. 5%, direct mail 10%, other 15%. Employes: 4.

Henry Nachman Associates, New York, reported gross income of $111,000 in 1979 on billings of $777,000. In 1978, gross income was $106,000 on billings of $748,000. Volume in 1979 included $645,000 in media and $132,000 in materials and services. Its 1978 volume included $620,000 in media and $128,000 in materials and services. Account gained: Quadrelle Realty. Lost: Academic Testing Institute. Billings breakdown: Newspapers 5%, magazines 30%, radio 30%, tv 10%, business papers 25%. Employes: 5.

Nader, Charlton-Perrin, Chicago, reported gross income of $808,791 in 1979 on billings of $6,167,630. In 1978, gross income was $795,120 on billings of $5,981,858. Volume in 1979 included $2,716,292 in media, $809,365 in materials and services and $2,641,973 in capitalized fees. Its 1978 volume included $2,680,192 in media, $930,869 in materials and services and $2,370,797 in capitalized fees.

Accounts gained: Merrill Chase Galleries, Moloney's Family Restaurants, Stern Electronics, Centex Homes Midwest. Lost: National Mfg. Co. Billings breakdown: Newspapers 18%, magazines 17%, radio 21%, tv 35%, outdoor 2%, business papers 5%, transit 2%. Employes: 20.

Nissen Advertising, Lakeland, Fla., reported gross income of $420,000 and net income of $28,000 on 1979 billings of $3,607,290. In 1978, the agency had gross income of $308,000 and net income of $12,000 on billings of $2,553,740. Billings in 1979 included $1,800,000 in media, $560,000 in materials and services and $1,247,290 in capitalized fees. Billings in 1978 included $1,320,000 in media, $420,000 in materials and services and $813,740 in capitalized fees.

Accounts gained: Clearwater Sun, Florida Septic Tank Assn., Florida Dental Laboratory Assn., Summit Consulting, Vassallo Industries, Pro Photo. Lost: Lodging Unlimited. Billings breakdown: Newspapers 10%, magazines 5%, radio 15%, tv 20%, outdoor 15%, business press 10%, farm publications 1%, p.o.p. 2%, direct mail 3%, collateral materials 19%. Employes: 18 in two offices.

Northrup & Teel, Pittsford, N.Y., had gross income of $842,043 in 1979 on billings of $5,881,627. In 1978, gross income was $699,650 on billings of $4,666,434. Volume in 1979 included $1,416,768 in media, $374,441 in materials and services and $4,090,418 in capitalized fees. Its 1978 volume included $1,227,020 in media, $363,083 in materials and services and $3,076,331 in capitalized fees. Billings breakdown: Newspapers 8%, magazines 4%, radio 3%, tv 27%, business papers 3%, farm publications 22%, p.o.p. 3%, direct mail 4%, other 26%. Employes: 27.

Outdoor Products Marketing, Northfield, Ill., reported gross income of $254,600 on billings of $2,376,910 in 1979. In 1978, its gross income was $162,000 on adjusted billings of $1,759,470. Its 1979 volume included $672,000 in media, $551,000 in materials and services and $1,153,910 in capitalized fees. Its 1978 volume included $391,000 in media, $428,000 in materials and services and $940,470 in capitalized fees. Included in the total are the billings of its subsidiary, Southeast Outdoor Products.

Accounts gained: Yellowstone Trailers, Wideview Telescope Mounts, National Assn. of Marine Manufacturers. Billings breakdown: Newspapers 5%, magazines 53%, tv 8%, business papers 6%, p.o.p. 28%. Employes: 11.

Edward Owen Co., Avon, Conn., reported gross income of [illegible] on billings of $958,226 in 1979. Its 1978 gross income was $132,422 on billings of $883,255. Volume included $380,095 in media in 1979 and $335,990 in media in 1978. Billings breakdown: Newspapers 2%, business press 40%, farm publications 20%, direct mail 15%, other 23%. Employes: 6.

P.F.P. Advertising, New York, reported net income of $21,087 on gross income of $68,532 with 1979 billings of $416,964. In 1978 it had net income of $13,806 on gross income of $44,871 with billings of $299,189. The agency's 1979 volume included $215,794 in media, $34,420 in materials and services and $166,750 in capitalized fees. Its 1978 volume included $175,269 in media, $23,870 in materials and services and $100,050 in capitalized fees.

Accounts gained: Carabo-Cone Method Foundation, Central Park Area Committee, Chinese Language Learning Center, German School of Photography, Italian Cultural Institute, JMJ Electric Corp., PDM Associates. Resigned: St. Regis Paper Co. Billings breakdown: Newspapers 50%, magazines 10%, radio 5%, tv 5%, direct mail 5%, other (consulting) 25%. Employes: 4.

Pace Advertising, Woodbridge, Conn., had gross income of $295,500 and net income of $55,500 in 1979 on billings of $2,177,275. In 1978, it had gross income of $281,500 and net of $54,000 on volume of $1,991,409. Its 1979 volume included $251,000 in media, $242,100 in materials and services and $1,684,175 in capitalized fees. Its 1978 volume included $340,000 in media, $165,000 in materials and services and $1,486,409 in capitalized fees.

Accounts added: Copelon, Schiff & Zangari, Coventry Business Systems, Decks Unlimited, First Bancorp, Foxbridge Condominiums, Keyes, Ammons & Williams Funeral Home, Ledgewood Condominiums, A.J. Sessa Realty, South Central Criminal Justice Supervisory Board. Lost: Coventry Business Systems, Decks Unlimited, Fidelity Trust Co., Quality Foods.

Billings breakdown: Newspapers 45%, magazines 6%, supplements 1%, radio 27%, tv 4%, outdoor 6%, business papers 2%, p.o.p. 6%, direct mail 3%. Employes: 15 in two offices.

Parsons, Friedmann & Central, Boston, had gross income of $257,015 in 1979 on billings of $1,606,399. Its 1979 volume included $566,627 in media, $208,630 in materials and services and $831,142 in capitalized fees. PF&C reported that 1978 figures are not applicable since the agency was in the process of merging with Reilly Brown Inc. The merger was terminated by PF&C as of Oct. 1, 1978.

Accounts gained: Samoset Resort Hotel, Wildcat Condominiums, Jarvis & Jarvis. Lost: Jack Frost Shops, B.F. Perkins. Billings breakdown: Newspapers 10%, magazines 15%, radio 4%, tv 3%, outdoor 1%, business papers 65%, direct mail 2%. Employes: 10 in two offices.

Gerald Patlis Advertising, New York, had gross income of $181,500 in 1979 on billings of $1,343,400. In 1978, gross income was $149,000 on $995,000 in billings. Volume in 1979 included $1,050,000 in media, $160,000 in materials and services and $133,400 in capitalized fees. Its 1978 volume included $850,000 in media and $145,000 in materials and services. Accounts gained: Campaign Communications Inc., Jack Backer & Co., New Orient, Childcraft Furniture, Bio-Genics Inc., Excerpta Medica. Billings breakdown: Newspapers 14%, magazines 35%, supplements 20%, radio 3%, [illegible] 5%, business papers 3%, farm publications 5%, direct mail 15%. Employes: 8.

Patt Patterson & Associates, Honolulu, reported gross income of $108,520 on 1979 billings of $723,738. Its 1978 gross income was $134,866 on billings of $925,227. The agency's 1979 volume included $158,346 in media, $34,198 in materials and services and $531,194 in capitalized fees. Its 1978 volume included $218,789 in media, $47,560 in materials and services and $658,878 in capitalized fees.

Accounts gained: ExxpoMedia, Investment Collectibles by Bell, Rehabilitation Hospital of the Pacific. Accounts lost: Civic Restaurant, Wellington Financial. Billings breakdown: Newspapers 77%, magazines 9%, radio 7%, tv 5%, business papers 2%. Employes: 2.

Maurice Paulsen Advertising, Sioux Falls, S.D., reported 1979 gross income of $162,766 and net income of $42,528 on billings of $1,026,548. Its 1978 gross income was $175,949 with net income of $31,129 on billings of $1,145,655. The 1979 billings included $872,998 in media, $101,524 in materials and services and $52,026 in capitalized fees. The 1978 billings included $974,166 in media, $119,463 in materials and services and $52,026 in capitalized fees.

Accounts gained: Component Mfg., Hansen Mfg. Billings breakdown: Newspapers 16%, magazines 37%, radio 12%, tv 19%, outdoor 1%, business papers 8%, farm publications 7%. Employes: 6.

Peitscher, Janda/Associates, Chicago, reported gross income of $805,600 in 1979 on billings of $4,969,750. In 1978, gross income of $603,500 on billings of $3,654,150. Volume in 1979 included $2,400,000 in media, $402,000 in materials and services and $2,167,750 in capitalized fees. In 1978, volume included $1,650,000 in media, $370,000 in materials and services and $1,634,150 in capitalized fees. Accounts gained: Johnson Controls control products division. Media breakdown: Newspapers 10%, magazines 25%, radio 10%, tv 20%, business papers 15%, p.o.p. 3%, collateral 17%. Employes: 14.

Persoectus Agency, New York, had gross income of $168,000 in 1979 on billings of $1,125,000. In 1978, gross income was $123,000 on billings of $825,000. Its 1979 income included $37,000 on non-U.S. billings of $250,000, while 1978 income included $26,000 on non-U.S. billings of $175,000. Volume in 1979 included $480,000 in media, $192,000 in materials and services and $203,000 in capitalized fees. Non-U.S. volume consisted of $190,000 in media and $60,000 in materials and services. The agency's 1978 volume included $397,000 in media, $170,000 in materials and services and $83,000 in capitalized fees. Its non-U.S. 1978 volume included $140,000 in media and $35,000 in materials and services. Figures included results of offices in Brielle, N.J., and Hilton Head, S.C.

Accounts gained: General Telephonics Corp., Solar Industries, Dow/Badische Corp., Allied Chemical fibers division, U.S. Industries, Young Squire/Erik Anders, City of Philadelphia, Allied Yachts. Overseas accounts added: Kalik Yachts (Germany), Cheoy Lee Yachts (Hong Kong). Lost: Union Carbine carbon products division. Billings breakdown: Newspapers 10%, magazines 55%, supplements 10%, radio 10%, tv 10%, direct mail 5%. Employes: 14 in three offices.

Pesin, Sydney & Bernard Advertising, New York, reported net income of $26,538 and gross income of $747,893 in 1979 on billings of $4,986,500. In 1978, gross income was $749,874 on billings of $4,997,000. Volume in 1979 included $3,110,620 on media, $782,000 in materials and services and $1,093,880 in capitalized fees. Its 1978 volume included $2,789,700 in media, $599,830 in materials and services and $1,607,470 in capitalized fees.

Accounts gained: Bon Ami cleanser, Pick Hotels resorts division, Paul Buhre Watches, Fort Worth Americana Hotel, Faultless spray starch and fabric finish. Billings breakdown: Newspapers 20%, magazines 45%, supplements 5%, radio 7.5%, tv 5%, outdoor 2.5%, business papers 5%, p.o.p. 5%, direct mail 5%. Employes: 22 in two offices.

Pierce Brown Associates, Rochester, N.Y., had gross income of $589,501 in 1979 on billings of $4,244,804. Its 1979 volume included $435,121 in media, $366,142 in materials and services and $3,443,541 in capitalized fees. Its 1978 results were not reported. Billings breakdown: Newspapers 2%, magazines 75%, radio 10%, tv 13%. Employes: 17.

Poller & Jordan Advertising, Miami, had gross income of $174,650 in 1979 on billings of $1,165,200. In 1978, gross income was $101,500 on billings of $1,033,470. Volume in 1979 in-

Agencies with gross income of $1-$5,000,000

cluded $950,00 in media, $41,000 in materials and services and $174,200 in capitalized fees. Its 1978 volume included $850,000 in media, $37,000 in materials and services and $146,470 in capitalized fees. Billings breakdown: Newspapers 10%, magazines 15%, radio 20%, tv 40%, outdoor 5%, business papers 5%, other 5%. Employes: 9.

Bernard Popick Associates, Collingswood, N.J., reported gross income of $228,305 on billings of $1,522,032 in 1979. In 1978 the agency had $218,698 in gross income on billings of $1,458,588. Its 1979 billings included $179,566 in media, $77,167 in materials and services and $1,265,299 in capitalized fees. Its 1978 billings included $189,4[illegible] in media, $59,250 in materials and services and $1,209,938 in capitalized fees.

Accounts gained: Home Builders League of South Jersey, Historic Smithville Development Co. Lost: Friendly National Bank. Billings breakdown: Media 11.8%, production 5.07%, fees & services 83.13%.

J. W. Prendergast & Associates, New York, had gross income of $486,000 in 1979 on billings of $3,857,000. Its net was $42,000. Its 1979 volume included $890,000 in media, $966,000 in materials and services and $2,001,000 in capitalized fees. Its 1978 results were not reported. Accounts gained: Alexander Hamilton, *Campus Life*, CIE, Fedders, *Florida* magazine, *Houston* magazine, Physicians Mutual, P.R. News. Lost: American Preservation, *L'Officiel*, Puritan. Billings breakdown: Newspapers 25%, magazines 5%, direct mail 70%. Employes: 11.

Price/McNabb Advertising, Asheville, N.C., had gross income of $998,550 in 1979 on billings of $5,768,865. In 1978 the agency had gross income of $810,067 on billings of $4,782,681. Its 1979 volume included $4,233,590 in media and $1,535,275 in materials and services. Its 1978 volume included $4,068,716 in media and $713,965 in materials and services.

Accounts gained: American Retirement Corp., Texas Instrument Co. Billings breakdown: Newspapers 9%, magazines 7%, radio 20%, tv 35%, outdoor 3%, business papers 15%, direct mail 11%. Employes: 30 in two offices.

Quillen Elsea & Trabue, Wichita, reported net income of $21,724, and gross income of $433,196 on billings of $3,237,550 in 1979. In 1978, net income was $5,039 and gross income was $335,469 on billings of $2,468,070. Its 1979 volume included $1,795,908 in media, $320,262 in materials and services and $1,121,380 in capitalized fees. Its 1978 volume was $1,526,859 in media, $194,945 in materials and services and $746,266 in capitalized fees.

Accounts gained: Wichita Wings (soccer), Coleman. Billings breakdown: Newspapers 22%, magazines 15%, radio 21%, tv 16%, outdoor 3%, direct mail 5%, other 18%. Employes: 16.

R.S.M. & K., New York, reported gross income of $716,000 on billings of $5,099,860 in 1979. In 1978, its gross income was $704,000 on billings of $4,991,000. Its 1979 volume included $1,626,000 in media, $419,000 in materials and services and $3,054,860 in capitalized fees. Its 1978 volume included $1,600,000 in media, $397,000 in materials and services and $2,994,000 in capitalized fees.

Accounts gained: Jordache swimwear, Singer Sewing Aids, Ceramonte Tablewares. Lost: Basic Auto Parts. Billings breakdown: Newspapers 8%, magazines 30%, radio 10%, tv 13%, business papers 34%, p.o.p. 5%. Employes: 14.

Jules Rabin Associates, Valley Stream, N.Y., reported gross income of $470,000 in 1979 on billings of $2,900,000. In 1978, gross income was $430,000 on billings of $2,700,000. Volume in 1979 included $2,600,000 in media and $300,000 in materials and services. In 1978, billings included $2,400,000 in media and $300,000 in materials and services. Accounts gained: Wenco Ford Systems, Ryner Scientific Labs, Silon Optical, Waterman Pen Co. Lost: International Hotel (J.F.K. airport). Billings breakdown: Newspapers 35%, magazines 10%, supplements 2%, radio 5%, tv 3%, business press 35%, direct mail 10%. Employes: 18.

Redmond Amundson & Rice, Virginia Beach, Va., had estimated gross income of $486,500 in 1979 on billings of $3,242,401. Its estimated 1978 gross income was $262,900 on billings of $1,752,948. Totals do not include a subsidiary, Video Image Productions. Billings breakdown: Newspapers 20%, magazines 3%, supplements 1%, radio 38%, tv 24%, outdoor 4%, business papers 1%, farm publications 1%, transit 1%, p.o.p. 2%, other 5%. Employes: 21.

Reeds & Farris, Los Angeles, had estimated gross income of $698,000 in 1979 on estimated billings of $4,650,000. Its estimated gross income in 1978 was $621,000 on billings of $4,136,318. Employes: 18.

E.M. Reilly & Associates, St. Louis, reported net income of $138,866 and gross income of $643,890 on billings of $4,293,211 in 1979. Its 1978 net was $111,927 and gross income of $578,715 and billings of $3,858,640. Its 1979 billings included $2,773,483 in media, $301,786 in materials and services and $1,217,942 in capitalized fees. Its 1978 billings included $2,501,320 in media, $280,115 in materials and services and $1,077,205 in capitalized fees.

Accounts gained: Greater St. Louis Datsun Dealers, Debrecht/-Reed Datsun, G&S Chicken, Kentucky Fried Chicken-Quincy/-Hannibal Co-op. Billings breakdown: Newspapers 8%, magazines 6%, radio 22%, tv 49%, outdoor 3%, business papers 3%, transit 1%, direct mail 2%, collateral 6%. Employes: 12.

Reynolds-Sullivan Advertising, Mobile, Ala., reported net income of $41,000 and gross income of $215,000 in 1979 on billings of $1,360,200. In 1978, net income was $59,730 and gross income was $185,000 on billings of $1,153,475. Volume in 1979 included $800,000 in media, $160,000 in materials and services and $400,200 in capitalized fees. Its 1978 volume included $720,000 in media, $150,000 in materials and services and $283,475 in capitalized fees. Accounts gained: MTU of North America, Mobile Hilton, Gulf Coast Chevrolet Dealers Assn., Merchants National Bank. Billings breakdown: Newspapers 30%, magazines 15%, radio 15%, tv 20%, outdoor 10%, business papers 5%, direct mail 5%. Employes: 10.

Riallus Advertising, Pittsburgh, had net income of $26,000 and gross income of $175,800 in 1979 on billings of $1,172,000. In 1978 the agency had net income of $115,250 with billings of $768,600. Its 1979 volume included $105,000 in media, $400,000 in materials and services and $667,000 in

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Agencies with gross income under $1,000,000

capitalized fees. Its 1978 volume included $85,000 in media, $200,000 in materials and services and $483,600 in capitalized fees.

Accounts gained: Alon Corp. Lost: Real Estate Counselors. Billings breakdown: Newspapers 1%, business papers 10%, direct mail 14%, other 75%. Employes: 5.

Richardson, Thomas & Bushman, Fort Washington, Pa., had gross income of $693,559 in 1979 on billings of $4,664,931. In 1978, the agency reported gross income of $662,700 on billings of $4,418,958. Billings in 1979 included $1,816,996 in media, $836,070 for materials and services and $2,011,865 in capitalized fees. In 1978, billings included $1,714,148 in media, $788,746 for materials and services, and $1,916,064 in capitalized fees.

Accounts gained: Tomac Inc. Billings breakdown: Magazines 36%, newspapers 1%, radio 1%, business press 2%, p.o.p. 4%, direct mail 12%, other 44%. Employes: 19.

Riegert & Sweas Advertising, Chicago, had gross income of $400,000 in 1979 on billings of $2,668,000. In 1978, the agency had gross income of $375,000 on billings of $2,500,000. Volume in 1979 included $2,518,000 in media and $150,000 in materials and services. Its 1978 volume included $2,350,000 in media and $150,000 in materials and services. Accounts gained: WCFL radio, WMET radio. Lost: WLS radio. Billings breakdown: Newspapers 15%, magazines 5%, radio 35%, tv 35%, outdoor 5%, business press 2%, transit 3%. Employes: 8.

E. H. Rogers & Co., Los Angeles, had gross income of $720,000 in 1979 on billings of $4,800,000. Volume in 1979 included $4,350,000 in media and $450,000 in materials and services. Its 1978 figures were not reported. Billings breakdown: Newspapers 20%, magazines 50%, radio 15%, outdoor 15%. Employes: 6.

Roggers, French & Co., Irvine, Cal., had U.S. gross income of $550,029 on billings of $3,494,551 and foreign gross income of $38,020 on non-U.S. media billings of $253,593 in 1979 for total volume of $3,748,144. In 1978, the agency had U.S. gross income of $418,117, and foreign gross income of $63,282. Billings results for 1978 were not reported. In 1979, U.S. billings included $2,968,693 in media, $349,083 in materials and services and $176,775 in capitalized fees. Financial results of its Admiralty Travel subsidiary were not included in the agency's volume.

Accounts gained: Pathfinder Marine, Pathfinder Equipment, Culligan-Los Angeles, Pinseeker Golf. Accounts gained abroad: Northern Paint (Winnipeg). Lost: Down East Yachts, National Coach. Billings breakdown: Newspapers 5%, magazines 35%, radio 25%, tv 15%, business press 10%, p.o.p. 3%, direct mail 7%. Employes: 20 in three offices.

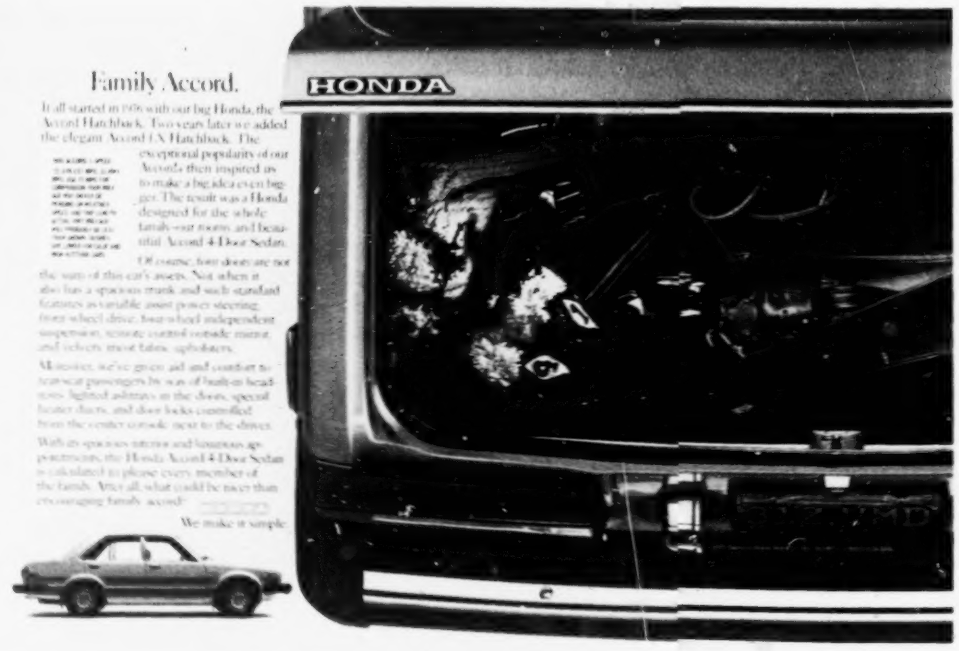
Rozier, Sumner & Berry, Oklahoma City, reported 1979 gross income of $305,724 and net income of $37,882 on billings of $2,048,023. Its 1978 gross income was $324,145 with net income of $61,517 on billings of $1,980,914. Its 1979 billings included $1,672,920 in media, $178,671 in materials and services and $196,432 in capitalized fees. The 1978 billings included $1,651,358 in media, $155,136 in materials and services and $174,420 in capitalized fees.

Accounts gained: A-Perm-O-Green lawn services, Robert S. Kerr Jr.'s 1980 U.S. Senate campaign, Love's Country Stores. Lost: Oklahoma Industrial Development Department. Billings breakdown: Newspapers 18%, magazines 16%, radio 22%, tv 39%, outdoor 2%, direct mail 3%. Employes: 8.

SZF Inc., New York, had gross income of $963,210 in 1979 on billings of $8,454,925. In 1978, gross income was $927,455 on billings of $8,081,775. Volume in 1979 included $2,510,500 in media, $875,225 in materials and services and $5,069,200 in capitalized fees. Its 1978 volume included $2,420,550 in media, $825,475 in materials and services and $4,835,750 in capitalized fees.

Accounts gained: Chromatic Pens (worldwide), Croton Watch Co., Regency Electronics, Schieffelin & Co. (Teacher's scotch and Hennessy cognac-sales promotion), Johnson & Johnson (sales promotion), Eltron Shavers (pr and sales promotion). Billings breakdown: Newspapers 15%, magazines 20%, supplements 10%, radio 10%, tv 5%, outdoor 10%, business papers 25%, transit 5%. Employes: 22.

S.M. Sachs & Associates, New York, had net income of $15,000 and gross income of $180,000 in 1979 on billings of $1,051,950. In 1978, the agency had net income of $25,000 and gross income of $150,000 on billings of $950,250. Volume in 1979 included $425,000 in media, $60,000 in materials and services and $566,950 in capitalized fees. Its 1978 volume included $400,000 in media, $50,000 in materials and services and $500,250 in capitalized fees. Accounts gained: ICP Cocoa. Billings breakdown: Newspapers 40%, business papers 60%. Employes: 6.



Needham, Harper & Steers, Los Angeles, created this ad for American Honda Motor Co.

Murray Salit & Associates, New York, reported gross income of $975,000 for 1979 on billings of $6,[illegible]03,250. In 1978, its gross income was $802,000 on billings of $4,460,000. No breakdown was provided. Accounts gained: Charles of the Ritz Yves Saint Laurent fragrances, Opium, YSL Pour Homme and "Y"; Teenform bras and underwear; Pant-her and Rejoice apparel divisions of Interco; Diane Von Furstenberg legwear, sleepwear and daywear divisions; Jones New York ties and shoes; Butte Knit, division of Jonathan Logan; Naarden International USA, and Fire Islander. Accounts resigned: Courreges Perfume. Billings breakdown: Newspapers 10%, magazines 35%, supplements 10%, radio 10%, tv 20%, business papers 10%, transit advertising 5%. Employes: 15.

Douglas Samuel Advertising, West Caldwell, N.J., reported net income of $72,000 and gross income of $515,725 in 1979 on billings of $3,483,750. In 1978, net income was $60,300 and gross income was $430,976 on billings of $3,078,400. Volume in 1979 included $2,300,000 in media, $300,000 in materials and services and $883,750 in capitalized fees. Its 1978 volume included $2,000,000 in media, $278,000 in materials and services and $800,400 in capitalized fees.

Accounts gained: Key Handling, Anghel Labs, Technical Marketing Assn., Ampower, Landmark Interiors, Ademco, Bowl-o-Mat. Lost: Artisan Electronics. Billings breakdown: Newspapers 25%, magazines 50%, radio 20%, direct mail 5%. Employes 16.

Sawyer Advertising, Gainesville, Ga., had gross income of $582,222 in 1979 on billings of $5,453,983. In 1978 the agency had gross income of $428,418 on billings of $4,157,029, including $31,000 in non-U.S. billings. Its 1979 volume included $1,500,871 in media, $1,022,061 in materials and services and $2,931,051 in capitalized fees. Its 1978 volume included $1,221,740 in media, $488,962 in materials and services and $2,415,327 in capitalized fees.

Accounts gained: Forest Products division of U.S. Natural Resources, Norton Co. construction products division, Micromeritics, MultiVeyor Systems. Lost: Neptune Water Meter Co., NuLabs division of Pioneer International. Billings breakdown: Newspapers 1%, radio 11%, tv 12%, outdoor 2%, business papers 31%, farm publications 38%, p.o.p. 2%, direct mail 3%. Employes: 23.

Saxe Mitchell, Woodbury, N.Y., had gross income of $483,000 in 1979 on billings of $3,320,000. In 1978, gross income was $417,000 on billings of $2,780,000. Volume in 1979 included $3,100,000 in media and $220,000 in materials and services. Its 1978 volume included $2,600,000 in media and $180,000 for materials and services. Accounts gained: Frankart Furniture Stores, Uniflex Plastics. Billings breakdown: Newspapers 60%, magazine 10%, tv 30%. Employes: 12.

Scharfberg & Associates, Jenkintown, Pa., reported gross income of $760,000 in 1979 on billings of $5,110,400. In 1978 gross income was $720,000 on billings of $4,813,700. Volume in 1979 included $4,000,000 in media, $310,000 in materials and services and $800,400 in capitalized fees. Its 1978 volume included $3,800,000 in media, $280,000 in materials and services and $733,700 in capitalized fees. Figures include those of Scharfberg & Associates' Fort Lauderdale, Fla., office.

Accounts gained: Tri-state American Motors Dealer Group, Four-State Renault Dealer Group, WKQS, Goldcoast AMC Dealer Group of Miami. Lost: Abbott Coin Counter Co. Billings breakdown: Newspapers 15%, magazines 10%, radio 30%, tv 25%, outdoor 5%, business papers 10%, p.o.p. 5%. Employes: 34 in two offices.

Schein/Blattstein Advertising, New York, had gross income of $882,000 in 1979 on billings of $5,621,100. In 1978, gross income was $818,000 on billings of $5,106,050. Its 1979 volume included $2,122,000 in media, $97,400 in materials and services and $3,401,700 in capitalized fees. Its 1978 volume included $1,920,000 in media, $84,500 in materials and services and $3,101,550 in capitalized fees.

Accounts gained: *The Movie Magazine*, *Epoch*, The Glamour Institute, *Attenzione*, *Jewish Living*, *Output*. Billings breakdown: Newspapers 20%, magazines 20%, radio 2%, tv 13%, business papers 5%, transit 5%, direct mail 35%. Employes: 16 in two offices.

Jerome H. Schmelzer & Associates, Cleveland, had gross income of $101,100 and net income of $43,000 on billings of $674,220 in 1979. In 1978, its gross income was $76,850 on billings of $530,510, with net income of $32,000. The agency's 1979 billings included $166,000 in media, $68,000 in materials and services and $440,220 in capitalized fees. In 1978, volume included $123,000 in media, $54,000 in materials and services and $353,510 in capitalized fees.

Accounts gained: Downtown Medical Center, Rodier of Paris, Cleveland Force soccer team, Dyer Mortgage Co., Cleveland Community Savings Co., Golland Shoe Co., Marion Building, More to Love Inc. and Bobbie Brooks Inc.'s Abby Michael division. The agency lost Travelers Shoppes. Billings breakdown: Newspapers 19%, magazines 21%, radio 22%, tv 16%, outdoor 3%, business press 4%, p.o.p. 2%, direct mail 7%, collateral 6%. Employes: 9.

Ken Schmidt Co., Milwaukee, reported gross income of $453,757 on 1979 billings of $2,640,380. In 1978 it had gross income of $350,301 on billings of $2,391,665. Billings in 1979 included $1,004,919 in media, $649,742 for materials and services and $985,719 in capitalized fees. Billings in 1978 included $958,403 in media, $608,275 for materials and services and $824,987 in capitalized fees.

Accounts gained: Prairie Valley. Lost: Midwest Breeders Cooperative. Billings breakdown: Newspapers 5%, magazines 10%, radio 2%, business press 25%, farm publications 45%, p.o.p. 3%, and other 10%. Employes: 10.

Schoenfeld/Prusmack, New York, had gross income of $624,000 in 1979 on billings of $2,941,000. In 1978, gross income was $317,000 on billings of $2,456,000. Volume in 1979 included $1,095,000 in media, $686,000 in materials and services and $1,160,000 in capitalized fees. Its 1978 volume included $953,000 in media, $616,000 in materials and services and $887,000 in capitalized fees. Included are results of a subsidiary, Schoenfeld Rand.

Accounts gained: New Orleans Pride, Selective Personnel Inc., Norcon Electronics, Natpac Inc. Lost: Baker & Taylor, Columbia

"Tooth fairy's been here three times!"
Reach out.
Reach out and touch someone.
Bell System

Reach out
N W Ayer keeps reaching out in its series of heart-warming ads for Bell's Long Lines.

Agencies with gross income under $1,000,000

University Graduate School of Business. Billings breakdown: Newspapers 10%, magazines 10%, radio 20%, tv 25%, outdoor 5%, business papers 20%, direct mail 10%. Employes: 12 in two offices.

Len Scholl & Co., Los Angeles, had gross income of $339,200 in 1979 on billings of $2,261,820. In 1978, gross income was $289,800 on billings of $1,932,168. Volume in 1979 included $875,000 in media, $266,160 in materials and services and $1,120,660 in capitalized fees. Its 1978 volume included $822,168 in media, $210,000 in materials and services and $900,000 in capitalized fees.

Accounts added: Aviation Title Services. Lost: Aviation Underwriters. Billings breakdown: Newspapers 25%, magazines 9%, supplements 3%, radio 25%, tv 15%, outdoor 7%, business papers 3%, farm publications 9%, p.o.p. 2%, direct mail 2%. Employes: 10.

Scott Associates, Champaign, Ill., reported gross income was $23,883 on billings of $157,372 in 1979. In 1978, gross income was an estimated $42,237, on billings of $281,581. Billings in 1979 included $83,300 in media, $14,089 in materials and services and $59,983 in capitalized fees. In 1978, volume included $94,925 in media, $39,956 in materials and services and $146,700 in capitalized fees. Accounts added: Hydra-Fold, Super-Soft, Oils & Reflections and McKinley YMCA. Accounts lost: Great Planes Model Distributors and Glass Specialty. Billings breakdown: Newspapers, 5%, magazines 30%, radio 8%, tv 25%, farm publications 30%, sales literature 2%. Employes: 3.

J.I. Scott Co., Grand Rapids, Mich., posted gross income of $960,000 on 1979 billings of $6,430,000. Its 1978 gross income was $990,000 on $6,030,000 in billings.

Accounts gained: Clark Equipment, Attwood division of Steelcase, International Harvester medium trucks, Kal-Equip, Rospatch Corp. Resigned: Comus International. Lost: Prince Corp. Billings breakdown: Newspapers 5%, magazines 10%, radio 15%, television 15%, business papers 15%, farm publications 20%, p.o.p. 5%, direct mail 15%. Employes: 36.

Shaffer/MacGill & Associates, Chicago, reported gross income of $909,695 on 1979 billings of $5,906 539. In 1978, it had gross income of $753,520 on billings of $5,082,283. Billings in 1979 included $2,461,373 in media, $1,278,390 in materials and services and $2,166,776 in capitalized fees. In 1978, billings consisted of $2,283,067 in media, $1,224,896 in materials and services and $1,574,320 in capitalized fees.

Accounts gained:Graebel Movers, Hunter Publisher Co., John Jacobs & Carol Mann Golf Schools, Miller-Jesser, Peerless Instrument Co., WDAI-FM. Lost: MacLean-Hunter Publishing, Huth Manufacturing, IPC, Stevens Bedding. Media breakdown: Magazines 35%, newspapers 20%, tv 15%, radio 15%, business press 15%. Employes: 14.

Shailer Davidoff Rogers, Fairfield, Conn., reported net income of $30,000 and gross income of $900,000 in fiscal 1979 on billings of $6,300,000. In calendar year 1978, it had net income of $87,500 and gross income of $850,000 on billings of $6,000,000. Volume in 1979 included $2,100,000 in media, $1,200,000 in materials and services and $3,000,000 in capitalized fees. The 1978 billings included $1,900,000 in media, $1,100,000 in materials and services and $3,000,000 in capitalized fees.

Accounts gained: Buster Brown Textiles, Connecticut Energy division. Lost: Computer Processing Institute, Country Home Bakers, Danbury Bank & Trust Co., Rust Craft Greeting Cards, First Federal Savings & Loan of New York, Sales Maids of America. Billings breakdown: Newspapers 35%, magazines 15%, radio 20%, tv 15%, outdoor 5%, business papers 5%, transit 5%. Employes: 34.

Shaw Elliott, New York, had gross income of $429,123 in 1979 on billings of $6,473,596. In 1978, gross income was $640,177 on billings of $5,054,000. Volume in 1979 consisted of $1,288,360 in media, $1,807,949 in materials and services and $3,377,287 in capitalized fees. Its 1978 volume consisted of $997,945 in media, $1,485,730 in materials and services and $2,570,325 in capitalized fees. The agency has a pr subsidiary, Barmmer Elliott Inc., Stamford, Conn.

Accounts gained: Applied Digital Data Systems, National Computer Conference and Office Automation Conference divisions of American Federation of Information Processing, ARBAT Systems Ltd. Lost: Software Design Associates. Billings breakdown: Newspapers 6%, magazines 17%, supplements 2%, business papers 45%, direct mail 6%, other 24%. Employes: 14.

J. Greg Smith Associates, Lincoln, Neb., reported gross income of $201,227 on 1979 billings of $1,325,623. In 1978, it had gross income of $188,459 on billings of $1,242,853. Billings in 1979 included $530,517 in media, $173,076 for materials and services and $622,030 in capitalized fees.

In 1978, billings included $502,745 in media, $133,072 for materials and services and $607,036 in capitalized fees.

Accounts gained: State Security Savings, Land O'Lakes, First West Side Bank, Boys Town, Nebraska Independent Bankers Assn., Lincoln Hilton. Lost: Gateway Bank & Trust, State of Nebraska. Billings breakdown: Newspapers 21%, magazines 22%, radio 22%, tv 20%, outdoor 15%. Employes: 7.

Smith, Kaplan, Allen & Reynolds Advertising, Omaha, reported gross income of $840,083 in 1979 on billings of $5,600,552. In 1978, gross income was $795,779 on billings of $5,307,847. Volume included $3,082,142 in media, $1,518,070 in materials and services and $1,000,340 in capitalized fees. In 1978, volume included $2,910,162 in media, $1,453,880 in materials and services and $943,805 in capitalized fees. Accounts gained: Malbar Vision Centers, Miracle Shield, Omaha Royals, Miliard Lumber, Quad City Oldsmobile Dealers, House of Mufflers, United Sports Store, Lighting World. Lost: Brandeis, Paxton Vierling Steel, CSI. Billings breakdown: Newspapers 7%, magazines 10%, radio 15%, tv 35%,

Foote, Cone & Belding, New York: Puerto Rican Rums.

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- The only complete listing of all brands active in six major media: consumer magazines, national newspaper supplements, network and spot television, network radio, outdoor.
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PLUS

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Agencies with gross income under $1,000,000

outdoor 6%, business papers 3%, farm publications 6%, transit 1%, p.o.p. 5%, other 12%. Employes: 30.

Smith-Langerman, Philadelphia, had gross income of $467,730 in 1979 on billings of $3,106,355. In 1978 gross income was $322,240 on billings of $2,208,400. Volume in 1979 consisted of $1,272,400 in media, $342,410 in materials and services and $1,491,545 in capitalized fees. In 1978, billings included $874,200 in media, $281,340 in materials and services and $1,052,860 in capitalized fees.

Accounts gained: National Liberty Marketing, Keyes Fibre, Campbell Soup Co., Hanover Trail restaurant division. Nan Duskin, ECB Corp., Federated Department Stores direct response, Cottman Transmissions, Philadelphia Drama Guild.

Lost: Cherry Hill Inn, D. Aven Inc. Billings breakdown: Newspapers 20%, direct mail 18%, p.o.p. 9%, tv 10%, radio 7%, magazines 4%, newspaper supplements 2%, business press 2%, outdoor 1%, other 27%. Employes: 14 in two offices.

Sommer Inc., Montvale, N.J., had gross income of $650,175 in 1979 on billings of $4,334,500. Its 1979 volume included $2,100,000 in media, $900,500 in materials and services and $1,334,000 in capitalized fees.

It did not report 1978 figures. Accounts gained: Hi-G Co., Perfect Parts. Lost: Landis & Gyr. Billings breakdown: Business papers 100%. Employes: 14.

Frank P. Sotera, New York, a health care specialist, reported 1979 gross income of $753,000 on billings of $3,425,000. Its 1978 gross income was $756,000 on billings of $3,275,000. Accounts gained: Visitec Co., Muro Pharmacal Laboratories, Syntex International, Carter-Wallace International. Lost: Milton Roy professional products.

Billings breakdown: Medical journals 20%, direct mail 25%, material 25%, audio visual 15%, special projects 15%. Employes: 15.

Neal Spece Associates/Manning, Selvage & Lee, Austin, Tex., reported gross income of $730,523 on 1979 billings of $4,870,151. Its 1978 gross was $551,583 on billings of $3,677,224.

The agency's 1979 volume included $732,483 in media, $472,188 in materials and services and $3,665,480 in capitalized fees. Its 1978 volume included $1,156,578 in media, $486,986 in materials and services and $2,033,660 in capitalized fees. The agency has one U.S. subsidiary, Manning, Selvage & Lee, San Antonio. Billings breakdown: Newspapers 11%, magazines 66%, radio 4%, tv 18%, outdoor 1%. Employes: 22.

Staley, Fex, New York, posted gross income of $583,400 on billings of $3,889,100 in 1979, its first full year. Its 1979 volume consisted of $442,900 in media, $477,500 in materials and services and $2,968,700 in capitalized fees. Accounts gained: Avis Rent-A-Car System (eastern region), National Public Radio, Joseph Brooks Productions. Billings breakdown: Newspapers 12%, magazines 10% radio 10%, tv 35%, business papers 5%, business papers 23%, direct mail 5%. Employes: 3.

Starr Advertising, Northville, Mich., reported gross income of $874,612 on 1979 billings of $4,777,331. In 1978, gross income was $813,041 on 1978 billings of $4,790,575. Its 1979 billings included $649,000 in media, $1,583,460 in materials and services and $2,544,871 in capitalized fees. Starr's 1978 billings included $563,000 in media, $1,342,000 in materials and services and $2,885,575 in capitalized fees.

Accounts gained: Dana World Trade, Questor's AP Parts Co., Laramie Trucking, Bibleland, MKO Kwikee Duplicating Centers. Lost: Kelsey Hayes, Mec Rep Co., Detroit Diesel Allison. Billings breakdown: Newspapers 6%, magazines 32%, radio 3%, tv 3%, outdoor 5%, p.o.p. 16%, direct mail 18%, other 17%. Employes: 21.

Which is the cat? Which is the copycat?
IBM

Doyle Dane Bernbach took this 'copycat' approach for IBM Office Products division.

Steen Advertising, Lynbrook, N.Y., formerly in New York City, reported gross income of $435,000 on billings of $3,003,400 in 1979. Its 1978 gross was $390,000 on billings of $2,585,000. Its 1979 billings included $2,800,000 in media, $70,000 in materials and services and $133,400 in capitalized fees. Its 1978 billings included $2,400,000 in media, $65,000 in materials and services and $120,000 in capitalized fees.

Accounts gained: Bankers Life & Casualty Co. of N.Y., Beatrice Foods' Webercraft. Billings breakdown: Newspapers 15%, magazines 40%, radio 5%, tv 5%, business papers 30%, point of sale 2%, direct mail 3%. Employes: 11.

Steiner/Bressler Advertising, Birmingham, Ala., had gross income of $597,600 in 1979 on billings of $3,984,000. It did not report 1978 figures. Accounts gained: State of Alabama tourism and economic development, Kentucky Fried Chicken regional co-op, Loveman's department stores. Billings breakdown: Newspapers 16%, magazines 7%, radio 14%, tv 51%, outdoor 8%, other 4%. Employes: 14.

Stimpson Associates, Seattle, reported net income of $89,869 and gross income of $681,371 in 1979 on billings of $4,544,744. In 1978, net income was $68,808 and gross income was $510,857 on billings of $3,407,416. Volume in 1978 included $1,514,110 in media, $318,819 in materials and services and $2,711,815 in capitalized fees. Its 1978 volume included $1,023,625 in media, $222,284 in materials and services and $2,161,507 in capitalized fees.

Accounts gained: Blue Cross of Washington and Arkansas, Justus Co., New England Fish Co., Shakey's Pizza Parlors of Western Washington and Arkansas, Swanson-Dean Corp., Weight Watchers of Washington and Arkansas. Lost: Mr. Steak of Pacific Northwest, Colorado and New Mexico. Billings breakdown: Newspapers 15%, magazines 31%, radio 15%, tv 31%, outdoor 7%, transit 1%. Employes: 21.

Sumner & Berry Advertising, Dallas, reported 1979 net income of $74,278 and gross income of $324,000 on billings of $3,967,250. In 1978 the agency had net income of $47,757 and gross income of $185,000 on billings of $2,726,980. The agency's 1979 volume included $2,200,000 in media, $600,000 in materials and services and $1,167,250 in capitalized fees. In 1978 its volume included $1,800,000 in media, $300,000 in materials and services and $626,980 in capitalized fees.

Accounts gained: National Bank of Commerce, Dallas, International House of Pancakes-North Texas Co-op, Zoecon Corp. Billings breakdown: Newspapers 10%, magazines 20%, radio 5%, tv 60%, outdoor 2%, business papers 2%, p.o.p. 1%. Employes: 8.

Sunrise Corp., Providence R.I., had gross income of $97,458 on billings of $849,221 in 1979. U.S. income was $79,190 on billings of $616,302 in 1978. The agency reported a loss of $605 in 1979 and net income of $53 in 1978. Billings breakdown: Newspapers 30%, radio 5%, tv 25%, direct mail 10%, other 30%. Employes: 5.

Charles Sweeney & Associates, Los Angeles, reported net income of $38,000 and gross income of $228,600 on billings of $1,700,645 in 1979. In 1978, net income was $47,536 and gross income was $153,343 on billings of $1,672,852. Volume in 1979 included $898,000 in media, $179,000 in materials and services and $623,645 in capitalized fees. Its 1978 volume included $729,079 in media, $98,500 in materials and services and $845,273 in capitalized fees.

Accounts gained: Donavan & Seamans, Barbizon Corp. Lost: San Fernando Furniture Galleries. Billings breakdown: Newspapers 20%, magazines 50%, radio 2%, business papers 10%, other 18%. Employes: 8.

GOODYEAR
Tiempo
OFFICIAL TIRE OF THE 1980 WINTER OLYMPICS

Campbell-Ewald, prepared this ad for GoodYear Tiempo.

Ira Thomas Associates, Youngstown, O., had gross income of $608,270 in 1979 on billings of $4,338,364. In 1978, gross income was $486,476 on billings of $3,521,377. Volume in 1979 included $1,056,353 in media, $368,789 in materials and services and $2,913,222 in capitalized fees. Its 1978 volume included $952,857 in media, $267,466 in materials and services and $2,301,054 in capitalized fees.

Accounts gained: Jones & Laughlin Steel, Warren Tool Corp., National Castings division of Midland Ross Co. Lost: Recreational Industries, Jeron Enterprises. Billings breakdown: Newspapers 6%, radio 8%, tv 2%, business papers 80%, Yellow Pages 4%. Employes: 30 in two offices.

Thompson Torchia & Dymond, Charlotte, N.C., reported gross income of $450,000 on billings of $3,150,500 in 1979. In 1978 the agency had $300,000 in gross income on billings of $2,367,000. Its 1979 billings included $1,850,000 in media, $300,000 in materials and services and $1,00,500 in capitalized fees. Its 1978 billings included $1,500,000 in media, $200,000 in materials and services and $667,000 in capitalized fees.

Accounts gained: Sperry & Hutchinson furniture division (special projects). Billings breakdown: Newspapers 16%, magazines 5%, radio 20%, tv 48%, outdoor 5%, p.o.p. 1%, direct mail 5%. Employes: 8.

Thorwald & Haresnape Advertising, Eugene, Ore., had net income of $13,828 and gross income of $139,162 on billings of $1,641,880 in 1979. In 1978, the agency had a gross income of $105,590 on billings of $1,220,104. Its 1979 volume included $570,935 in media, $142,735 in materials and services and $928,211 in capitalized fees. Its 1978 volume included $412,654 in media, $103,164 in materials and services and $704,286 in capitalized fees.

Billings breakdown: Newspapers 10%, magazines 5%, radio 40%, tv 40%, outdoor 5%. Employes: 7.

Three Arts, Cedar Rapids, Ia., reported gross income of $801,352 on 1979 capitalized billings of $6,222,090. Its 1978 gross was $762,356 on capitalized billings of $5,183,497. Billings breakdown: Newspapers 2%, magazines 6%, radio 11%, tv 51%, outdoor 3%, farm publications 27%. Employes: 26 in two offices.

Jerre R. Todd & Associates, Fort Worth, Tex., had a gross income of $654,327 in 1979 and net income of $90,000 on billings of $4,363,848. Its 1978 net was $83,987 and gross income was $722,875 on billings of $3,940,522.

Its 1979 volume included $568,376 in media, $469,337 in materials and services and $3,326,135 in capitalized fees. The agency's 1978 volume included $575,725 in media, $196,908 in materials and services and $3,167,889 in capitalized fees.

Accounts gained: Trinity Terrace Retirement Apts., Colonial National Invitational Golf Tournament, Cap Cities Inc. Mutual Broadcast System-Southwest Conference. Billings breakdown: Newspapers 35%, magazines 10%, radio 20%, tv 10%, outdoor 15%, business papers 10%. Employes: 24.

Tompkins Heetland Associates, Amarillo, Tex., reported gross income of $170,398 in 1979 on billings of $1,133,219. Its 1978 gross income was $147,588 on billings of $874,093. Volume in 1979 included $652,615 in media, $70,339 in materials and services and $410,265 in capitalized fees. Its 1978 volume included $562,847 in media, $107,411 in materials and services and $203,835 in capitalized fees.

Accounts gained: Amarillo Flying Service, Amarillo Speedway, Panhandle Storm Door & Window, Morris Higgins Insurance, OK Supply.

Accounts lost: Furniture Distributors, Presto Oil Change, High Plains RV Assn. Billings breakdown: Newspapers 7.7%, magazines 0.3%, radio 36.07%, tv 47.03% outdoor 2%, farm publications 6.9%. Employes: 6.

Late profile

This profile arrived too late to be included in our tables.

Emerson/Nichols/Bailey, Topeka, Kan., reported 1979 net income of $47,700 and gross income of $488,827 on billings of $3,224,127. In 1978 the agency had net income of $62,944 and gross income of $461,081 on billings of $3,077,139. Its 1979 volume included $2,275,793 in media, $489,691 in materials and services and $458,643 in capitalized fees. Its 1978 volume included $2,047,138 in media, $512,702 in materials and services and $517,299 in capitalized fees.

Accounts gained: Peoples Savings & Loan, Mid-Nebraska Quality Foods, Lewis Toyota, South Dakota Quality Foods, Horizons Honda & Harley Davidson and ShowBiz Pizza Palace. Lost: State Federal Savings & Loan. Billings breakdown: Newspapers 41.4%, magazines 5.4%, radio 17.9%, tv 27.7%, outdoor 0.9%, other 6.7%. Employes: 20.

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Agencies with gross income under $1,000,000

outdoor 2%, farm publications 6.9%. Employes: 6.

Robert Towers Advertising, New York, reported gross income of $490,000 in 1979 on billings of $2,902,000. In 1978, gross income was $570,000 on billings of $3,084,000. Volume in 1979 included $1,742,000 in media, $293,000 in materials and services and $867,000 in capitalized fees. Its 1978 volume included $1,765,000 in media, $219,000 in materials and services and $1,100,000 in capitalized fees. Employes: 7.

Tri-State Advertising, Warsaw, Ind., had gross income of $395,840 in 1979 on billings of $2,795,913. In 1978, gross income was $463,257 on billings of $2,586,758. Volume in 1979 included $1,464,429 in media, $560,747 in materials and services and $770,737 in capitalized fees. Its 1978 volume included $1,259,720 in media, $522,178 in materials and services and $804,860 in capitalized fees. Account gained: Maclean-Hunter Publishing Corp. Lost: Lab-Line Instruments Inc. Billings breakdown: Newspapers 0.3%, magazines 4.7%, radio 0.2%, business papers 81%, farm publications 4.9%, direct response cards 8.9%. Employes: 14.

W. Trock & Associates, Chicago, reported gross income of $98,500 on 1979 billings of $656,995. Its 1978 gross was $109,000 on billings of $727,030.

Accounts gained: Ad Airlines, American Acoustic Labs, Arnie Bauer Cadillac, Bay City Chevrolet, Johnson Printers, Modern Reflexology, Peter Shaver Lincoln-Mercury. Accounts lost: Fifty-Fifth Corp., Royal Carriage. Billings breakdown: Newspapers 35%, magazines 10%, radio 5%, outdoor 20%, direct mail 20%, other (collateral) 10%. Employes: 4.

Tyson & Partners, Philadelphia, had gross income of $760,000 in 1979 on billings of $5,067,000. In 1978 the agency had gross income of $645,000 on billings of $4,300,000. Accounts gained: Melitta Inc., RGM Services, Pizza Hut (Smokey Mountain district). Billings breakdown: Newspapers 35%, magazines 6%, radio 27%, tv 21%, outdoor 1%, business papers 3%, p.o.p. 1%, direct mail 1%, collateral 5%. Employes: 30.

Vanguard Advertising Agency, Minneapolis, had net income of $24,073 and gross income of $452,711 in 1979 on billings of $1,548,349. In 1978, net income was a loss of $36,446 and gross income was $632,113 on billings of $1,967,672. Volume in 1979 included $452,711 in media, $428,638 in materials and services and $667,000 in capitalized fees. Its 1978 volume included $632,113 in media, $668,559 in materials and services and $667,000 in capitalized fees.

Accounts gained: U.S. Department of Energy, U.S. Army, Control Data. Lost: Armour & Co. Billings breakdown: Newspapers 20%, magazines 50%, business papers 30%. Employes: 12 in two offices.

Vantage Advertising & Marketing Associates, San Leandro, Cal., and Seattle, reported gross income of $867,900 on 1979 billings of $5,686,000. Its 1978 gross was $788,000 on billings of $5,033,000. The agency's 1979 volume included $5,100,000 in media and $586,000 in materials and services. Its 1978 volume included $4,682,000 in media and $351,000 in materials and services. Accounts gained: Valley Fresh Foods. Billings breakdown: Newspapers 15%, magazines 20%, radio 5%, tv 50%, collateral 5%, trade publications 5%. Employes: 13 in two offices.

Charles E. Vautrain Associates, West Springfield, Mass., reported gross income of $67,426 and net income of $1,523 on 1979 billings of $792,663. In 1978, it had gross income of $188,864 and net income of $9,205 on billings of $1,289,382. Billings in 1979 included $136,389 in media, $23,345 for materials and services and $632,929 in capitalized fees. In 1978, billings included $306,872 in media, $44,822 for materials and services and $937,688 in capitalized fees.

Accounts gained: Life Dynamics, Photon Chroma, Gilcil Filtration Systems. Billings breakdown: Newspapers 15%, magazines 8%, radio 20%, business papers 57%. Employes: 5.

Vinyard & Lee & Williams, St. Louis, reported gross income of $765,020 in 1979 on billings of $5,445,516. In 1978, gross income was $408,079 on billings of $3,392,222. Volume in 1979 included $3,026,148 in media, $577,874 for materials and services and $1,841,494 in capitalized fees. Its 1978 volume included $1,445,194 in media, $333,128 for materials and services and $1,613,900 in capitalized fees.

Accounts gained: Angelica Corp., Cheerful House, ITT Commercial Finance & Diversified Credit, Schultz, Western Lithographers. Billings breakdown: Newspapers 35%, radio 10%, tv 23%, business papers 32%. Employes: 21.

John Volk Co., Chicago, had gross income of $248,522 on billings of $1,708,841 in 1979. In 1978 gross income was $283,234 on $2,077,433 in billings. Volume in 1979 included $338,690 in media and $1,370,151 in both materials and services and capitalized fees. Billings in 1978 included $416,492 in media, $129,562 in materials and services and $1,531,379 in capitalized fees.

Accounts gained: Merck & Co.'s Animal Health division and Estech General Chemicals Corp. Lost: MidAmerica Commodity Exchange and Steiger Tractor Co. Billings breakdown: Newspapers 5%, radio 10%, tv 20%, business press 10%, farm publications 40%, p.o.p. 5%, direct mail 10%. Employes: 6.

Victor Wademan & Co., New York, reported gross income of $301,286 on billings of $2,046,815 in 1979. In 1978 the agency reported gross income of $281,334 on billings of $1,845,840. The agency's volume in 1979 included $1,465,475 in media, $114,620 in materials and services and $466,720 in capitalized fees.

In 1978 the agency's volume included $1,274,000 in media, $109,200 in materials and services and $462,640 in capitalized fees.

Account gained: Howmet Aluminum Corp. Billings breakdown: Magazines 30%, radio 30%, business papers 30%, direct mail 10%. Employes: 7.

Waldbillig & Besteman, Madison, Wis., had gross income of $809,470 in 1979 on billings of $5,398,455. In 1978, gross income was $581,698 on volume of $4,486,009. Volume in 1979 included $638,766 in media, $818,386 in materials and services and $3,941,303 in capitalized fees. Its 1978 volume included $497,840 in media, $635,827 in materials and services and $3,352,342 in capitalized fees.

Accounts gained: Cardon Enterprises, CUNA Mortgage Corp., DLAD/HILP division of Wisconsin Department of Local Affairs, Forest Products Research Society, Lincoln National Life Insurance, Madison General Hospital (projects), Gerald Maruska Design Engineering, Management Manpower, Parker-Dean Co., Strang Partners, Wisconsin Citizens Concerned for Life, Wisconsin Federation of Cooperatives and Trachte Metal Buildings Co.

Billings breakdown: Newspapers 18%, magazines 4%, radio 14%, tv 14%, outdoor 3%, business papers 11%, farm publications 5%, p.o.p. 2%, direct mail 8%, collateral 21%. Employes: 23 in two offices.

Walsh, Rinehurt & Puccio, New York (formerly George J. Walsh & Co.), had an estimated gross income of $378,466 on 1979 billings of $2,332,400. Its 1978 gross was estimated at $325,000 on billings of $2,166,700. The agency's 1979 volume included $2,000,000 in media, $200,000 in materials and services and $132,400 in capitalized fees. Its 1978 volume included $2,000,000 in media, $100,000 in materials and services and $66,700 in capitalized fees.

Accounts gained: Beverly Hotel, Park Tower Development Co. Billings breakdown: Newspapers 35%, magazines 40%, radio 4%, tv 1%,

A SONY FOR PEOPLE WHO WANT TO FILL THEIR ROOMS WITH SOUND, NOT EQUIPMENT
SONY

This magazine spread for Sony Corp. of America is from McCann-Erickson.

Agencies with gross income of $1-$5,000,000

business papers 20%. Employes: 14.

Warr, Foote & Rose, Los Altos, Cal., reported gross income of $483,684 and net income of $89,797 on 1979 billings of $3,067,227. In 1978, it had gross income of $343,336 and net income of $51,500 on billings of $2,214,136. Billings in 1979 included $424,582 in media, $311,914 for materials and services and $2,330,731 in capitalized fees. In 1978, billings included $331,010 in media, $206,341 for materials and services and $1,676,785 in capitalized fees.

Accounts gained: Agile Corp., Alpine International Corp., Bohemia Inc., Chinook Fireplaces, International Reforestation Suppliers, KRS Magnetics, Lane County Dental Society, Newood Products of Oregon, Omni Skates, *San Francisco Business Journal*, SPEC Pipe. Lost: Mountain Shadow Homes, Nacho's Restaurants. Billings breakdown: Newspapers 8%, magazines 19%, radio 4%, tv 5%, business press 49%, p.o.p. 1%, direct mail 14%. Employes: 11 in two offices.

Wendt Advertising, Great Falls, Mont., reported gross income of $566,698 on billings of $3,827,543. Gross income for 1978 was $521,307 on billings of $3,378,830. Its 1979 billings included $1,397,918 in media, $665,697 in materials and services and $1,763,928 in capitalized fees. Its 1978 billings included $1,779,704 in media and $1,599,126 in capitalized fees.

Accounts gained: Empire Federal Savings & Loan Assn., Wendy's of Montana, Montana state department of public instruction, Montana Agricultural Business Assn. Lost: Montana Bank. Billings breakdown: Newspapers 35%, radio 10%, tv 40%, outdoor 2%, business papers 1%, farm publications 12%. Employes: 12.

Stuart Williams Associates, Stamford, Conn., reported net income of $49,800 and gross income of $786,000 on billings of $11,445,000 in 1979. Its 1978 net was $49,000 and gross was $704,000 on billings of $11,250,000. Its 1979 billings included $4,750,000 in media, $2,125,000 in materials and services and $4,570,000 in capitalized fees. Its 1978 billings included $6,090,000 in media, $1,520,000 in materials and services and $3,640,000 in capitalized fees.

Accounts gained: Precision Technology's Acculab, Becton-Dickinson's Hynson, Wescott & Dunning, Laboratory Diagnostic Co., Centaur Sciences. Lost: A.H. Robins Co. Billings breakdown: Medical journals 35%, tv 2%, business papers 6%, p.o.p. 2%, direct mail 30%, special projects (A/V, sales training, medical training) 25%. Employes: 22 in two offices.

Wilson, Frank & Associates, San Diego, had gross income of $260,010 in 1979 on billings of $1,172,473. In 1978, the agency had gross income of $217,308 on billings of $899,882. Volume in 1979 included $879,352 in media and $293,121 in materials and services. Its 1978 volume included $637,946 in media and $261,936 in materials and services. Accounts gained: Bates Nut Farm, Childers Co., Grossmont Adult School. Billings breakdown: Newspapers 70%, radio 13%, tv 12%, outdoor 5%. Employes: 11.

Wimmershoff & Associates, Westwood, N.J., had gross income of $247,302 on billings of $1,649,239 in 1979. U.S. income was $194,381 on billings of $1,296,317 in 1978. Billings last year included $261,419 in media, $268,000 in materials and services and $1,119,820 in capitalized fees. In 1978, billings included $276,759 in media, $135,696 in materials and services and $883,862 in capitalized fees. Accounts gained: ABC Digital, Matrix Corp., Matrix Instruments and Riteway Trucking. Lost: Compuscan. Billings breakdown: Newspapers 5%, business press 85%, farm press 10%. Employes: 14 in two offices.

Winterkorn, Hammond & Lillis, Rochester, N.Y., had gross income of $930,759 in 1979 on billings of $6,206,579. In 1978, the agency had gross income of $638,601 on billings of $3,408,176. Volume in 1979 included $2,309,450 in media, $823,840 in materials and services and $3,073,289 in capitalized fees. Its 1978 volume consisted of $1,042,050 in media, $632,740 in materials and services and $1,733,386 in capitalized fees.

Accounts gained: Sybron Corp. medical division; King-Seely Thermos, American Hospital Corp., Dade division, Corning Glass Corp., GCA Corp., Textron Shuron division. Media breakdown: Business papers 45%, tv 10%, p.o.p. 10%, magazines 18%, radio 5%, direct mail 10% and newspapers 2%. Employes: 31.

Witherspoon & Associates, Fort Worth, reported net income of $59,542 and gross income of $993,116 in 1979 on billings of $5,601,411. In 1978, net income was $120,174 and gross income was $1,108,753 on billings of $6,756,376. Volume in 1979 included $1,585,400 in media, $535,051 in materials and services and $3,480,960 in capitalized fees. Its 1978 volume included $1,887,952 in media, $618,581 in materials and services and $4,249,843 in capitalized fees.

Accounts gained: Harris Hospital, Westgate Fabrics, Pamex Foods, Steamatic, Victor Equipment Co., Cushman & Wakefield, Pick Hotels. Lost: Tarrant Health Protection Plan, St. Joseph Hospital, Rangeaire, Taco Plaza, Justin Industries, Citizens Bank of Temple and Ridmar Mall. Billings breakdown: Newspapers 15%, magazines 12%, supplements 2%, radio 10%, tv 51%, outdoor 3%, business papers 5%, transit 1%, Yellow Pages 1%. Employes: 33.

Womack/Claypoole/Griffin Advertising, Dallas, reported net income of $141,250 and gross income of $752,166 on 1979 billings of $5,015,587. Its 1978 net income was $59,851, with gross income of $592,265 on billings of $4,308,450. The agency's 1979 volume included $2,710,036 in media and $2,305,551 in capitalized fees. Its 1978 volume included $2,158,444 in media and $2,150,006 in capitalized fees.

Accounts gained: AIM Corp., Airis Drinking Water, Anchor Industries, Automark, Citizen's Savings & Loan, Direct Couriers, Heliflight Systems, Holiday Travel Trailers, ICO, Kaepa Inc., Offshore Logistics, Refrigeration Engineering, Reynolds Modules Systems, Tracor Inc., Villa Oldsmobile. Accounts lost: Cardinal Cos., Midland National Bank, Mitsubishi Aircraft. Billings breakdown: Newspapers 12.1%, radio 6.8%, tv 19.7%, outdoor 7.9%, business papers 33.2%, farm publications 16.6%, point of sale 3.7%. Offices: 4. Employes: 19.

Woodard Askey Eggers & Schaffer, Greenfield, Mass., reported gross income of $400,000 in 1979 on billings of $2,667,600. Volume in 1979 included $800,000 in media and $1,867,600 in capitalized fees. Its 1978 results were not furnished. Accounts gained: Chemical Fabrics Corp., Greenwood Energy Corp. Billings breakdown: Newspapers 5%, magazines 10%, radio 5%, tv 5%, business papers 75%. Employes: 14 in two offices.

Wray/Ward Advertising, Charlotte, N.C., had gross income of $626,239 in 1979 on billings of $4,117,507. In 1978, gross income was $421,606 on billings of $2,967,389. Volume in 1979 included $2,006,551 in media, $696,082 in materials and services and $1,414,874 in capitalized fees. Its 1978 volume included $1,326,361 in media, $422,873 in materials and services and $1,218,155 in capitalized fees.

Accounts gained: Berkeley Co., Brick Assn. of North Carolina, Tubetex Corp. Lost: First Union Mortgage Corp. Billings breakdown: Newspapers 24%, magazines 17%, radio 6%, tv 24%, outdoor 4%, business papers 25%. Employes: 16.

Wyble Advertising, Millville, N.J. reported gross income of $563,017 on 1979 billings of $4,039,836. Its 1978 gross was $393,749 on billings of $3,501,487. The agency's 1979 volume included $1,145,464 in media, $585,248 in materials and services and $2,309,124 in capitalized fees. Its 1978 volume included $1,086,150 in media, $339,749 in materials and services and $2,075,588 in capitalized fees.

Accounts gained: Hughes Aviation Services, International Learning Systems, MBB Helicopter Corp., Seidelmann Yachts. Lost: Wheaton Village. Billings breakdown: Newspapers 3%, outdoor 2%, business papers 60%, p.o.p. 5%, direct mail 10%, other 20%. Employes: 16.

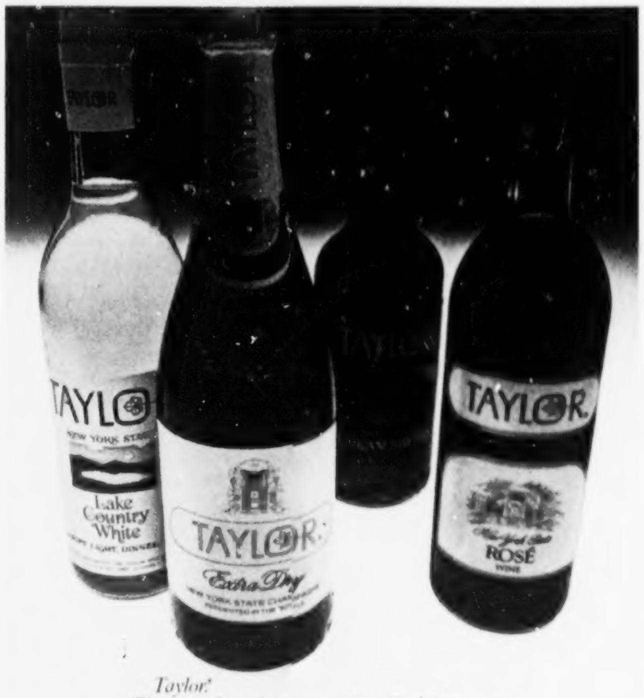
Yellow Pages Marketing Services, Milwaukee, had gross income of $910,165 in 1979 on billings of $6,067,000. In 1978 the agency had gross income of $623,850 on billings of $4,159,000. Its 1979 volume included $239,000 in non-U.S. billings. Its 1978 volume included $131,000 non-U.S. Billings breakdown: 100% Yellow Pages. Employes: 22.

Z/E/A Marketing Communications, New York, had gross income of $479,000 in 1979 on billings of $3,164,000. In 1978, gross income was $475,000 on billings of $3,073,850. Volume in 1979 included $1,850,000 in media, $180,000 in materials and services and $1,134,000 in capitalized fees. Its 1978 volume included $1,850,000 in media, $190,000 in materials and services and $1,033,850 in capitalized fees.

Accounts gained: Briarcliff Racquet Club, Corn Products (special projects), Rex-Noreco. Lost: ABC-owned fm stations, Greater New York Power & Sailboat Show, New York International Plant & Flower Show. Billings breakdown: Newspapers 15%, magazines 20%, radio 45%, tv 5%, business papers 10%, direct mail 5%. Employes: 90.

Zam & Kirshner, Great Neck, N.Y., had gross income of $181,400 in 1979 on billings of $1,209,402. In 1978, gross income was $160,100 on billings of $1,067,757. Volume in 1979 included $693,221 in media, $322,832 in materials and services and $193,349 in capitalized fees. Its 1978 volume included $557,544 in media, $265,998 in materials and services and $244,215 in capitalized fees.

Accounts gained: Interfina Corp., Laribee Wire, DeFrancisci Machinery, American Gas & Chemicals, Math Associates, ADT Inc., Aquarium Imports, Perma-Alloys, Semitronics Corp. Lost: Singer Products, Globe Book Co. Billings breakdown: Newspapers 5%, magazines 9%, radio 3%, business papers 65%, direct mail 7%, other 11%. Employes: 8.



Taylor!
The most famous name in New York State wines.

THE WINE SPECTRUM

Kenyon & Eckhardt Advertising, New York, is agency for Taylor Wines.

Zubi Advertising Services, Miami, had estimated gross income of $180,000 on billings of $1,200,000 in 1979. In 1978, estimated gross income was $127,000 on billings of $846,740. Volume in 1979 included $900,000 in media, $200,000 in materials and services and $100,000 in capitalized fees. Its 1978 volume included $650,000 in media, $50,000 in materials and services and $146,740 in capitalized fees.

Accounts gained: Buchanan's scotch, CBS Records International, Braniff Tour Brochures, Lineas Aereas Paraguayas. Billings breakdown: Newspapers 15%, magazines 5%, radio 30%, tv 25%, outdoor 5%, business papers 5%, transit advertising 1%, p.o.p. 2%, direct mail 2%, brochures 10%. Employes: 6.

Zung International, McLean, Va., reported gross income of $157,000 on billings of $1,172,850 in 1979. Its 1978 gross income was $176,000 on billings of $1,350,050. Its 1979 billings included $806,000 in media and $366,850 in capitalized fees. Its 1978 billings included $1,250,000 in media and $100,050 in capitalized fees.

Accounts gained: PRC Realty Systems, Panorama Real Estate, Warner-Tyler International, Delta Systems, VGL Properties. Lost: Seidel Chevrolet, Colonial Title. Billings breakdown: Newspapers 50%, magazines 5%, radio 5%, business papers 10%, direct mail 5%, collateral 25%. Employes: 8 in two offices.

Zylke & Affiliates, Glenview, Ill., had gross income of $958,400 on billings of $6,293,000 in 1979. In 1978 the agency had gross income of $844,500 on billings of $5,515,560. Its 1979 volume included $2,514,000 in media, $871,000 in materials and services and $2,908,000 in capitalized fees. Its 1978 volume included $2,268,000 in media, $793,000 in materials and services and $2,454,560 in capitalized fees. Included are the results of a subsidiary, John M. Ripley & Associates.

Accounts gained: General Kinematics, Technical Publishing Co., Economy Engineering, Diversey Corp. (pr only), Gould Inc. powdered metal parts, replacement parts, foundry products and metals divisions. Lost: Gould Inc. hose and couplings division, K.E.W. Industries, Echo Inc. Billings breakdown: Newspapers 1%, magazines 2%, radio 3%, business papers 59%, farm publications 2%, direct mail 4%, other 29%. Employes 21.

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RECEIVED

Advertising Age

50 YEARS 1930-1980

$1 a Copy; $30 a Year · The International Newspaper of Marketing • In Two Sections. Section 1. · March 24, 1980

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Heinz slow growth behind juggling tactic?

By NANCY GIGES

NEW YORK—A report from a committee directed to investigate improper income management practices at H.J. Heinz Co. may serve to highlight the troubles the Heinz U.S.A. division has had over the years in its efforts to become a more aggressive food marketer.

Although the report, due next month, is not expected to name the some half-dozen vendors that "banked" Heinz money as part of an income-juggling practice, ADVERTISING AGE has learned that as far back as 1975, executives at Ketchum, MacLeod & Grove, a Heinz agency, were at times expected to come up with some quick advertising or pr programs to account for money that had been sent over by Heinz.

Court records relating to the Heinz/-Campbell Soup antitrust litigation also show that Leo Burnett Co., the other major Heinz U.S.A. agency, was asked for records that would show its financial arrangements with Heinz.

▪ The reported income-juggling practices through advertising agencies and marketing consultants were arranged to assure Heinz U.S.A. managers that they would get their results-related bonuses even in lean times. When they met their goals in one specific period, the operating managers would pre-pay expenses to get a head start on the next bonus period.

Another improper accounting practice for the same bonus-related reasons involved false dating of invoices in order to make sales appear to have been completed in a subsequent period.

Burnett and Ketchum officials said they had no comment on the subject. Agencies that work for the division or other Heinz subsidiaries that were asked if they were involved, Doyle Dane Bernbach and Grey Advertising also had no comment. An exec at Tracy-Locke, which handles new products, said he was not aware of the practice. No one at Warwick, Welsh & Miller (Heinz beans) was available for comment.

Sources note that from an agency standpoint, there is nothing illegal about taking money in advance, although one executive questioned whether there may be certain tax consequences from reporting income in a period before it is earned.

For its part, Heinz has notified the Internal Revenue Service that there may have been such tax consequences, and the Securities & Exchange Commission is investigating whether disclosure laws may have been violated.

When Heinz learned of the prac-

(Continued on Page 88)

New brew of Olympia ready for national roll

By JOHN REVETT

LOS ANGELES—Olympia is out to grab a share of the superpremium "growing end" of the beer business nationally, while sending a "rampaging armadillo" after a bigger share of the Texas market with Lone Star beer.

The Washington state-based brewer will announce its new superpremium brew and introduce new agency stars this week as it meets with Olympia distributors for the first time in three years at a conference here, to be followed by press previews in New York March 28.

Beer industry sources believe the company is going with the name Medallion for the superpremium. The label may prominently display the Olympia name as well, sources say. Several other names also have been researched and tested by the brewer, including Steuben, Maxx and Charter's.

While Olympia kept the name under tight wraps last week, even from some of its biggest distributors, it was learned that Chiat/Day, Los Angeles, is handling the superpremium and has created a drive that Olympia executives are eager to unveil to distributors.

▪ Sources also said a new Texas push for Lone Star is expected to strengthen Olympia ties with another Los Angeles agency, Keye/-Donna/Pearlstein, which picked up Lone Star early this year (AA, Jan. 20).

KDP had been on special creative assignment with Chiat/Day and Scali, McCabe, Sloves, New York, which is handling Olympia's new Grenzquell import, while Dancer Fitzgerald Sample continues with Olympia regular and Olympia Gold light.

The first campaign from KDP for Lone Star regular was described by sources as "pretty wild." In it a giant armadillo goes on a spree, breaking into houses and bars in search of Lone Star beer. The commercials will break soon.

The push by Olympia into the superpremium field is expected to

(Continued on Page 88)

Mmm!
What a tan!

Mmm! What a Tan!, 3M Co.'s new line of suntan lotions and oils, will be introduced nationally this spring with a $2,000,000-plus tv and radio campaign. Dancer Fitzgerald Sample, New York, is the agency. (*See story, Page 86*).

Stores eye credit detours to reach eager consumers

An Advertising Age roundup

Credit card companies, retailers and others who offer consumer credit are struggling through the new government restrictions, to reach a new accommodation with the still-eager American consumer.

Although President Carter tightened the screws on credit in an effort to cool down inflation, there are indications that Americans will continue to use credit to buy things now that might cost more later.

"In the past few years the people have learned to manage," said Chicago-based consumer researcher Leo Shapiro. "The activities of the government are just one more damn thing to be managed."

He said just-completed research indicates 95% of consumers expect their incomes to stay the same or increase this year, while 80% expect that money to buy less. "The consumer knows the time to buy is now," Mr. Shapiro maintained.

▪ But those who supply the credit are trying to decide how to deal with the government's restrictions, which penalize hikes in credit above a March 14 base point.

Credit card companies predicted last week the adjustments will be short-lived, and that the search for customers will continue.

Retailers are taking fresh looks at their credit programs, though some noted that the high cost of money has already led to some trimming back of credit programs.

The Woolworth and Woolco divisions of F. W. Woolworth, as an example, had already discontinued its "Flip" program that encouraged cash customers and bank cardholders to try "instant credit."

At Sears, Roebuck & Co., where 57% of merchandise sales last year were on credit, a spokesman said the No. 1 retailer might reinstitute closed-end accounts (using extended payment plans), which would be excluded from the new government restrictions. Sears

(Continued on Page 84)

A matter of taste

Heublein will lodge ad protest

By JOHN J. O'CONNOR

NEW YORK—Heublein Inc.'s spirits group plans to lodge a protest with the U.S. Bureau of Alcohol, Tobacco & Firearms over a Schenley ad that promotes Cocktails for Two as the only prepared cocktail having "taste."

As the market leader in prepared cocktails with its Club and Heublein brands, the Hartford, Conn.-based Heublein unit was stung by the Shaller Rubin Associates-created ad that ran March 14 in 40 to 50 major dailies.

"Every organized market research project we've conducted indicates that Schenley's Cocktails for Two don't have a taste edge on our products," a Heublein spokesman said. "We think the claims being made in Schenley's ad are essentially puffery and unsupportable from our standpoint."

The Schenley ad, headlined, "Introducing the missing ingredient in ready-made cocktails. Taste!," also didn't sit well with Henry J. Gerfen, president of Mathieu, Gerfen & Bresner, the agency for Glenmore Distilleries' Old Mr. Boston cocktails.

Mr. Gerfen called the Schenley copy—"Let's face it. Over the years the taste of ready-made cocktails didn't make it."—an example of "ash-canning" the competition.

BATF has strict regulations against disparagement of a competitor's product. Should it side with Heublein, the bureau could ask Schenley to halt such ads. Schenley would face possible heavy penalties if the ads continued to run.

The Schenley "introducing" ad has a confusing side to it as well. It could leave the reader with the impression that a reformulation of the product has brought about the claimed taste breakthrough. However, the products are no different than they were when they went on the market three years ago, a

(Continued on Page 84)

last minute news

Leonard, other stars add punch to 7UP lineup

DALLAS—Seven-Up Co. told its bottlers meeting here that boxing champ Sugar Ray Leonard will join the list of "America's turning 7UP" stars in a spot premiering March 31 on ABC-TV during one of his bouts. Basketball's Ann Meyer, tennis' Tracy Austin and baseball's Dave Parker, Mike Schmidt and Bruce Sutter also will join the campaign. For Diet 7UP, Margaux Hemingway will team with Tom Smothers, and the Linda Carter-Don Rickles spot has been revised to reflect new packaging. N W Ayer ABH, New York, handles. The company told the group new products were in the works, but did not go further.

Paddington talking to WRG, other shops

NEW YORK—Liggett Group's Paddington Importers reportedly has been talking to Wells, Rich, Greene; Benton & Bowles; Backer & Spielvogel and Lord, Geller, Federico, Einstein concerning J&B scotch and other brands currently billing an estimated $6,000,000 combined at E.T. Howard Co. Howard also is in the race. WRG acknowledged talks

(Continued on Page 8)

NEWSPAPER

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Summer of pilots set

Agencies view fall tv fare

By BOB MARICH and COLBY COATES

LOS ANGELES—Police/detective shows with strong central characters and movies transformed [illegible] tv series are the trends for [illegible] spotted by agency execu[illegible]n two days of meetings w[illegible]etwork brass here.

Agency executives who made the trek for a preview of the fall network tv season were impressed by "a young, aggressive" NBC, somewhat troubled by ABC's presentation and discovered CBS series development was heavy with divorce-themed sitcoms.

The networks seem to be snapping up development projects from each other, with Vietnam war-themed comedies, cowboy and animal shows, and ripoffs of "Dallas" currently in fashion, agency execs said.

▪ Both CBS and NBC won kudos from the agency execs for the quantity and quality of their upcoming made-for-tv movies and miniseries. "They had very impressive lists," said one buyer, describing the 50 or so projects mentioned as "a long way from the back lot garbage we've seen lately."

The execs admitted to some surprise when the networks failed to talk much about next fall's theatrical movie packages, but they claimed to be even more dismayed by ABC's presentation that dwelled almost exclusively on series projects, with nary a mention of movies or miniseries.

Said one buyer, "Of the three I would have thought that ABC's presentation would be the strongest." Instead, "they were subdued, almost laid back." He continued, "What I can't decide is whether they [ABC] are not talking because they want to make more

(Continued on Page 83)

Ex-jocks, humor a Natural: A-B

By JOHN J. O'CONNOR

NEW YORK—Cloning struck the beer advertising scene over the weekend as Anheuser-Busch and several retired sports stars embarked on the new Natural Light campaign (AA, March 10), which mirrors the style and humor of the much-acclaimed Lite commercials by Miller.

With plenty of gusto—to borrow a word from the folks at Schlitz—the ex-jocks, including the three defectors from the Miller's Lite team, told reporters at the St. Moritz Hotel how they switched to Natural Light "from the other light beer" on the strength of having submitted to a taste test (for which they were paid).

▪ After he and other Natural Light team members had told of their conversions, defector Nick Buoniconti, former Miami Dolphins football star, said "he was not doing it just for the buck." Looking fit after peeling off 30 lbs., he insisted he had become a spokesman for the product "because it tastes better."

How much is Anheuser-Busch paying him? "The same amount Miller was," said the man who hasn't been used in Lite spots for about two years. According to beer industry sources, the going rate for an appearance in a Lite commercial is between $5,000 and $7,000.

One exec scoffed at the thought that Mr. Buoniconti, baseball great Mickey Mantle and former heavyweight champion Joe Frazier would defect for that kind of pay. "I have it on good authority," he said, "that Anheuser-Busch of-

(Continued on Page 83)

Natural Light regulars Norm Crosby and Ray J. Johnson are joined by former ballplayers Walt Frazier and

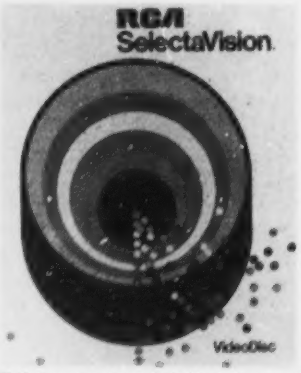
Mickey Mantle in new commercials similar to the humorous spots done for Miller's Lite.

RCA: Our disc system will be 'the one'

CHICAGO—RCA Consumer Electronics, perhaps sending an early warning signal to Magnavox, Zenith and anyone else thinking about entering the videodisc business, announced it would pull out all the stops in its SelectaVision videodisc player introduction next year.

While refusing to reveal a figure, Jack Sauter, vp-general manager of the Indianapolis-based RCA consumer division, said at a press conference here last week that the first year ad plans call for "the largest, most comprehensive introduction effort RCA has ever undertaken." The company spent about $7,000,000 to introduce its SelectaVision videocassette recorder in 1977-78, according to Leading National Advertisers.

The company also made official what most in the industry expected when it named Leo Burnett Co. agency for the videodisc player. The agency also handles RCA's color tv and vcr businesses. Mr. Sauter said RCA did not interview any other agencies. "We did not have the time to bring up another agency," he said. "We have a very, very complex distribution system and Burnett knows this system very well."



Rainbow-colored balls fall out of concentric circles in logo design.

▪ While Burnett is developing the hardware campaign and initial software advertising, another agency may be named later this year to handle the software account.

Mr. Sauter expressed confidence that RCA's videodisc system, which Zenith recently adopted (AA, March 10), will be "the one" surviving system in the consumer market.

Although Magnavox Consumer Electronics, Fort Wayne, Ind., was first out in the market with its noncompatible Magnavision system, the RCA exec predicted Magnavox would not have the marketing muscle to compete with SelectaVision. "Remember, we've got very capable and powerful backing," Mr. Sauter said. #

Giant says scanner spots coupon woes

By STANLEY E. COHEN

WASHINGTON—With double couponing flaring up in Washington and elsewhere, Giant Food, a leading grocery chain here, went to the Grocery Manufacturers of America last week as the first step in an effort to persuade food marketers to cut their prices instead of escalating their promotional wars.

Giant officials stressed that it was only a coincidence that their move came during a week when newspaper food sections bulged with competitive ads from Giant, Safeway, A&P and Grand Union picturing their offers of double face values for coupons as another effort on their part to help fight inflation.

Earlier this month, Giant was first to announce price freezes on house brand foods and generic drugs, but others met the competition within days. A&P started the double couponing here.

Giant's decision to take a stand for price cutting instead of coupons began emerging several months ago, officials said.

It was backed by cost data that was accumulating from the checkout scanning system in all Giant stores. "This data showed clearly that couponing is costly to administer, that it raises serious problems about discipline with our help, and it is discriminatory in the sense that it works better for the rich than the poor," an executive explained.

▪ Giant's case has been dramatized in a 20-minute film produced by the chain. It includes interviews with Esther Peterson, President Carter's adviser on consumer affairs (and former Giant vp for consumer affairs), as well as with Giant customers by Odonna Matthews, who is in charge of Giant's consumer program. The film was completed early last week. "George Koch, president of Grocery Manufacturers of America, invited us to show it to his people; about a dozen people saw the film," a Giant executive said.

(Continued on Page 88)

highlights

Monday, March 24, 1980

Experience with other franchise operations helps Ogilvy & Mather get $3,000,000 Warner Amex Satellite account. *See Page 4.*

Researchers glimpse into the future at ARF conference. *See Page 6.*

New York magazine will come out with its first combined issue with *Cue* on April 28, available at newsstands April 21. *See Page 6.*

Ad hoc agency/cable committee invites researchers to bid for cable measurement methodology test. *See Page 12.*

Four A's Caribbean meeting advised attendees to "care and feed" creatives, make better presentations and seek out new opportunities for advertising. *See Page 14.*

Mary Kay Cosmetics restores its advertising program but still regards its sales people as the driving force behind its growth. *See Page 36.*

Advertising expenditures by non-Communist countries in 1977 increased $11 billion over '76 spending, with the U.S. leading with 54% of the world total. *See Page 39.*

Spalding's Tracy Austin lends some marketing clout to Spalding's tennis products. *See Page 46.*

Most rates are up for 1980 tv baseball, as ABC begins a new pact with fewer Monday nighters and NBC negotiates with an auto replacement for Chrysler. *See Page 48.*

Frank Delano explains the difference between image power and identity and how much image power is gained and lost. *See Page 51.*

Hooper White introduces an innovation in tv commercial production that involves computer graphics, the memory of film and how the two combine for a breakthrough in the production of commercials. *See Page 51.*

Gene Mahany presents a number of sales promotions unleashed during the first quarter of 1980 by manufacturers who anticipate a money-tight consumer economy. *See Page 58.*

Levi's puts new emphasis on marketing specific brands, leaving its generic advertising behind. *See Page 59.*

Media Buying Services, the Toronto ad agency that had all the cards and chips while the Conservatives held power in Canada, has been kicked out of the poker game by the incoming Liberals. *See Page 60.*

British housewives have begun to show a preference for fresh-baked bread, apparently in protest against factory-produced loaves. *See Page 61.*

Shiseido and Kanebo, ranking first and second respectively in the Japanese cosmetics market, will soon clash in Europe. *See Page 62.*

Top national, regional and local public service advertising campaigns can compete for the American Advertising Federation's new "Good Sam" awards. *See Page 79.*

Ford Parts and Service hopes new Motorcraft oil will sell more than lubricant—it's aiming to increase brand awareness as well. *See Page 80.*

What are they advertising in China and how? The answers will be presented at AD AGE Week in Chicago this August. *See Page 80.*

An Air Time co-founder, Fred Weiner, has left to form his own tv syndication company. *See Page 86.*

Section 2

For many people, vacations are a must. Yet the travel and tourism industry is in the throes of a tough period. This week's Section 2—Travel/Tourism—explores how marketers are facing up to the situation, beginning opposite Page 46.

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Detroit tops spot tv gains with 22.7%

By MAURINE CHRISTOPHER

NEW YORK—Detroit, Tampa and Baltimore paced the spot tv price increases in the last SQAD report, but all the top 20 markets except Washington and San Francisco showed double-digit gains over year-ago levels.

The hikes ranged from 22.7% in Detroit and 19%-plus in Baltimore and Tampa to 9.7% in San Francisco and 5.4% in Washington.

These cost per thousand household rating point estimates are based on buying by a sample of 14 major ad agencies for data received by March 14. This is a special midmonth computer update to the monthly report published at the beginning of each month.

A letter from Marvin Richfield, president of Spot Quotations & Data, explained to subscribers that they were receiving this update at no extra charge in order to get the results of "the current heavy buying activity" into their hands as soon as possible.

Many buys were made for March starts in the first 10 days of the month, which caused more than the usual price pressure and preemption notices, Mr. Richfield pointed out.

▪ Mr. Richfield attributed the double-digit hikes to fairly obvious reasons. "First, the need to sell products at the retail level," he said. "Second, spring is the second strongest spot tv demand period of the year. Third, the networks are virtually sold out, with no rumors of major clients asking for relief. Fourth, each month from March on, a number of states have presidential primaries regulated by the Federal Communications Commission, which calls for the 'lowest unit rate' being made available to candidates for 45 days before the primary election."

The researcher cautioned that the monthly price data for the spot transactions are highly perishable. He noted that March presidential primaries affected price levels in Illinois, Florida, Massachusetts and South Carolina and that politicians' dollars will be a factor in many other states in April in varying degrees.

Late news—the second most valuable spot time in most markets—looked particularly healthy in this report. Mr. Richfield forecasts even more pressure on it and the late fringe period following it, particularly if ABC-TV's upcoming 11:30 p.m. (EST) newscast starts a network trend.

In New York, cpp quotations for late news 30s ranged from $225 for March to $230 for May. In Los Angeles, the comparable figures were $156 and $161, with Chicago next at $134 and $138. Fourth was Boston at $126 and $129. The news estimates and all other breakouts in this buying guide, except prime time and daytime, include schedules on independents as well as affiliates. #

Mid-March 'street' prices for spot tv on net affiliates

Average cost per household rating point for 30-second spot

Nielsen market rank	Prime time	'80 vs. '79
1. New York	$345	(+12.3%)
2. Los Angeles	272	(+11.8%)
3. Chicago	199	(+11.6%)
4. Philadelphia	147	(+10.3%)
5. San Francisco	162	(+ 9.7%)
6. Boston	155	(+11.9%)
7. Detroit	121	(+22.7%)
8. Cleveland	76	(+13.1%)
9. Washington	98	(+ 5.4%)
10. Dallas	116	(+17.3%)
11. Pittsburgh	79	(+15.4%)
12. Houston	109	(+13.5%)
13. Minneapolis	77	(+15.0%)
14. St. Louis	56	(+12.0%)
15. Miami	89	(+11.6%)
16. Atlanta	84	(+17.7%)
17. Seattle	80	(+15.2%)
18. Tampa	75	(+19.5%)
19. Baltimore	79	(+19.4%)
20. Indianapolis	59	(+17.7%)

Market combinations at a glance

Ranked by market size	Prime time March cpp	cpm
1-10	$1,691	$6.76
11-20	787	8.26
21-30	511	7.55
31-40	330	6.12
41-50	258	5.63

Source: Spot Quotations & Data, 950 Third Ave., New York 10022. Average cpps for a 30-second spot were determined from ad agency conventional buys on affiliates as of March 14. Excluded are spots bought on a 52-week basis or calling for 150-plus gross rating points weekly. These averages are a yardstick and not a listing of the market's lowest prices. The 10% highest and lowest prices are excluded in the averages. Ratings used are an Arbitron/Nielsen average. These guides can be applied to 60s—200%—and 10s—50%. Percentage gain over mid-March, 1979, is shown in parentheses.

'Harper's' goes Spanish

The premiere edition of *Harper's Bazaar en Espanol*, the Spanish-language edition of the Hearst fashion monthly, will be published in Latin America in October, 1980. The magazine will start with a circulation of 200,000 and a $2.50 cover price. A b&w page will be $6,350, and $9,520 for four-color.

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Free world ad total topped $70 billion in 1977

New York—Total advertising expenditures throughout the non-Communist world exceeded $70 billion in 1977, according to a study recently released by the International Advertising Assn. and Starch INRA Hooper (AA, March 17). This figure represents an $11 billion increase over expenditures in 1976.

Maintaining its uncontested place as world leader in ad expenditures, the U.S. spent more than $38 billion—54% of the world total—on media advertising during 1977.

- Japan ranked second, spending almost $6.25 billion. West Germany came in third, spending more than $2.75 billion. The United Kingdom, France and Canada each spent more than $2,000,000 on advertising. Brazil, the Netherlands, Sweden and Australia each spent upwards of $1 billion.

While the total combined expenditures of the above 10 countries represented 87% of the worldwide total, 21 other countries spent more than $100,000,000 in advertising.

With the exception of Latin America, where television is used heavily, print ranked as the dominant media.

Per capita expenditures in 1977 averaged $28.07, up from $24.23 in 1976. While the U.S. reported per capita expenditures of $175.83, up from $156.69 the year before, six other countries, most of them European, showed expenditures of more than $100.

The lowest per capita expenditures were in the less developed countries of Africa and Asia, where Ethiopia came in last at 4¢ per capita expenditure.

The U.S. spent more than 2% of its gross national product on media advertising, and 20 other countries spent in excess of 1%. Ethiopia again was at the low end, spending 0.04% of its GNP on advertising.

The study, which covers ad expenditures for 86 countries, is the first to be conducted on an annual basis; previously it was handled biennially.

The information reported was supplied by IAA members, local IAA chapters and other professional groups in each country. In some cases, particularly in the less developed countries, where industry sources are not available, the data is based on estimates by "knowledgeable advertising practitioners."

For the first time, the study provides market information for 55 countries, such as number of newspapers, number of magazines, number of tv sets, number of radios and number of cinemas.

Copies of the report are available from Starch INRA Hooper, Department IAA, 566 E. Boston Post Rd., Mamaroneck, N.Y. 10543. Cost is $45 per copy for IAA members and $60 for nonmembers, plus $1 per copy for the U.S. and Canada and $3 for other countries for postage and handling. #

1977 ad expenditures in 50 countries

Source: International Advertising Assn. and Starch INRA Hooper

	Total Measured Media Advertising Expenditures (a) (In Millions of U.S. Dollars)		Print Expenditures		Television Expenditures		Radio Expenditures	
	1976	1977	1976	1977	1976	1977	1976	1977
Argentina	$ 367.5	$ 382.2	$ 172.3	$ 181.6	$ 140.8	$ 120.9	$ 33.2	$ 51.3
Australia	1,116.0	1,186.4	534.3	594.1	334.7	339.6	104.7	110.7
Austria	251.9	306.9	155.9	187.8	58.6	72.2	22.1	29.2
Belgium	219.6	295.4	159.4	216.4	7.9(b)	22.0(b)	0.6(c)	1.0(c)
Brazil	1,206.5	1,610.9	384.9	483.8	506.9	697.1	246.1	337.6
Canada	1,737.3(d)	1,699.8(d)	931.2	935.5	368.9	353.5	268.7	252.8
Colombia	77.5	167.8(g)	19.6	36.4(g)	35.0	91.0(g)	17.8	29.0(g)
Cyprus	2.4	3.2	0.8	1.0	1.0	1.4	0.3	0.5
Denmark	315.9	444.6	303.4	430.1	(e)	(e)	(e)	(e)
Dominican Republic	29.4(f)	41.1	9.5	12.3	15.5	18.8	3.8	6.3
Egypt	45.7	36.7	34.0	20.1	4.4	8.9	1.1	1.1
Finland	271.7	380.7	218.9	320.2	42.5	44.1	(e)	(e)
France	1,574.1	1,720.0	968.5	972.0	230.0	279.5	146.6	184.9
Greece	61.6	71.9	27.7	34.8	28.7	31.3	3.1	4.5
India	121.4	143.8	74.2	88.6	1.2	2.2	7.3	9.2
Indonesia	50.9	63.3	28.5	35.5	6.4	7.9	3.9	4.6
Ireland	49.7	62.6	25.3	33.4	15.4	19.7	4.5	5.9
Israel	55.1	81.3	44.3	62.1	(e)	(e)	5.2	8.0
Italy	581.0	648.7	342.0	409.6	100.0	112.1	48.0	57.2
Japan	3,714.7(d)(f)	4,779.0(d)(f)	1,782.4	2,255.5	1,697.7	2,218.2	234.6	305.3
Kenya	9.3	10.7	5.2	6.1	0.2	0.2	1.7	2.0
Lebanon	23.2	13.6	11.9	6.3	5.8	4.9	(e)	2.2
Malaysia	42.1(f)	45.6(f)	28.5	30.9	7.3	7.8	2.2	2.4
Malta	2.4	2.1	1.1	1.1	1.0	0.8	0.3	0.1
Mexico	451.8(f)	298.3(f)	57.7	37.3	298.0	202.0	72.1	46.6
Nepal	0.5	0.5	0.4	0.4	(e)	(e)	*	0.1
Netherlands	817.8	1,031.0	696.6	859.8	71.8	74.1	7.9	9.9
New Zealand	121.2	176.8	86.5	107.6	15.6	45.1	14.5	21.8
Nigeria	38.9	42.3	18.6	20.9	4.5	4.4	8.6	10.1
Norway	240.5	376.3	227.1	364.1	(e)	(e)	(e)	(e)
Pakistan	13.5	16.9	3.0	4.8	6.0	7.0	1.7	1.8
Philippines	59.0	81.4	26.2	34.5	16.5	22.4	14.6	16.5
Puerto Rico	96.3(d)(f)	130.6(d)(f)	35.9	38.9	42.7	62.7	17.7	29.0
Singapore	50.3	53.7	40.0	40.0	6.4	9.6	0.8	1.4
South Africa	274.6	307.1	204.1	233.6	(e)	6.9	41.6	42.0
South Korea	175.3	189.0	77.9	76.3	54.7	75.0	36.1	32.1
Spain	521.0	551.3	275.6	283.5	137.4	157.5	45.3	53.4
Sri Lanka	4.2	5.1(f)	3.1	3.9	(e)	(e)	0.6	0.9
Surinam	1.5(f)	1.9(f)	0.6	0.7	0.3	0.4	0.6	0.8
Sweden	392.4	532.8	365.7	494.6	(e)	(e)	(e)	(e)
Switzerland	523.2	550.4	455.7	468.9	41.2	49.0	(e)	(e)
Syria	10.0	17.3	4.0	6.0	3.5	6.0	0.2	0.4
Taiwan	94.9	118.4	35.1	45.4	42.0	52.4	8.8	10.3
Thailand	79.9	99.2(g)	14.7	25.5(g)	40.4	42.0(g)	9.2	12.5(g)
Trinidad & Tobago	10.9	12.7	4.0	4.6	4.1	5.0	2.4	2.6
Turkey	209.0	107.0	77.0	41.0	92.0	36.0	16.0	5.0
United Kingdom	2,051.3	2,568.9	1,379.4	1,709.6	544.3	702.2	37.2	45.9
United States	22,254.0(d)	25,269.0(d)	12,820.0	14,605.0	6,721.0	7,612.0	2,330.0	2,634.0
Venezuela	240.1	280.2	93.1	108.7	79.6	92.7	41.7	48.8
West Germany	2,482.4	3,148.9	1,930.2	2,485.1	335.0	386.7	80.4	109.0

*Less than $0.05 million.

(a) Reported advertising expenditures in print, "outdoor and transportation," cinema, radio and television, where these media are available for advertising.
(b) Television not available for advertising in Belgium. Expenditure for Tele-Luxembourg.
(c) Radio not available for advertising in Belgium. Expenditure for Radio-Luxembourg.
(d) Expenditure for cinema not reported.
(e) Medium not available for advertising.
(f) Expenditure for "outdoor and transportation" not reported.
(g) 1978 data.

'Cosmo' sets 'Living' debut

New York—The premiere issue of *Cosmopolitan Living*, a 204-page spring/summer edition that sells for $1.95 on newsstands, has made its debut.

Publisher Louis E. Porterfield noted that the Hearst Special Publication magazine, geared to help 7,720,000 *Cosmopolitan* readers "with specific areas" of their lives, represents "one of the most successful advertising launches in magazine history." The issue carries approximately 115 ad pages, including an eight-page Maybelline makeup guide. Mr. Porterfield said the spin-off will "fill the needs of many, many '*Cosmopolitan* girls' who consider entertaining and decorating a priority in their lives." #

Rush joins Dow Jones to direct live broadcasts

Robert B. Rush, formerly vp-market development, NBC Radio Network, has joined Dow Jones & Co., New York, as director of broadcast services. Mr. Rush will direct the conversion to live broadcasts of the "*Wall Street Journal* Business Report" to 50 top radio market stations later this year.

The live newscast will originate from Dow Jones' New York studio and be transmitted via an Associated Press communications satellite to subscriber stations. The report, started in 1976 as a teleprinter service, now goes to 276 stations. Six of the 17 daily live broadcasts will carry a national commerical and leave room for local sponsors. The remaining 11 shows are intended for local sponsorship alone.

Air Time sets pageant

Air Time International has cleared seven tv stations for the broadcast of the 29th Miss World contest, to be hosted by George Burns. The stations are: WPIX-TV, New York; KHJ-TV, Los Angeles; WGN-TV, Chicago; WTAF-TV, Philadelphia; KRON-TV, San Francisco; KWGN-TV, Denver; XETV, San Diego, and KTCM-TV, Helena, Mont.

The theme of the contest is "Beauty with a Purpose." Proceeds will go to children's charities around the world.

BEST AVAILABLE COPY

Advertising pages in March consumer publications

Current and March '79 figures for U.S., Canadian and foreign publications reporting to Advertising Age

Women's

	Pages			
	Mar. 1980	Mar. 1979	Jan.-Mar. 1980	Jan.-Mar. 1979
†§Bride's Magazine	204.1	159.7	598.9	494.2
§Cosmopolitan	203.9	202.0	513.7	458.6
Essence	72.0	70.0	190.0	172.0
§Family Circle	107.3	117.4	348.5	359.6
▲Family Health	26.5	26.5	76.0	72.7
§Good Housekeeping	159.4	150.9	431.8	407.5
Ladies' Home Journal	107.8	121.8	282.6	298.6
Lady's Circle	9.7	13.9	27.9	32.2
McCall's	120.4	111.4	272.7	293.9
○McCall's Working Mother	63.0	—	116.3	—
†Modern Bride	178.7	163.9	499.7	506.9
Ms.	46.7	39.7	128.5	106.7
○New Woman	35.0	45.0	62.8	78.2
§Parents Magazine	58.6	49.6	168.7	145.1
Playgirl	36.7	38.7	145.2	108.5
Redbook	114.1	140.2	318.1	343.4
Self	48.0	34.3	128.5	103.3
Seventeen	96.9	112.6	262.3	266.8
Soap Opera Digest	6.0	5.5	40.8	21.0
*Talk	17.0	11.3	51.1	45.4
'Teen Magazine	41.9	45.2	109.0	110.7
§True Story	56.8	63.1	154.5	153.8
§Woman's Day	119.8	119.3	329.7	320.1
The Workbasket	28.1	27.0	99.1	83.4
Working Woman	52.2	30.9	110.8	74.6
Total Group	2,010.6	1,899.9	5,467.2	5,057.2

General

	Pages			
	Mar. 1980	Mar. 1979	Jan.-Mar. 1980	Jan.-Mar. 1979
▲A.D. Publications	15.1	11.3	37.8	37.2
After Dark	27.0	29.1	93.0	90.0
Air Progress	22.7	23.6	66.9	64.2
American Forests	16.4	18.9	47.3	49.8
§American Legion	27.7	30.3	92.5	98.1
○Americana	28.9	38.1	55.1	71.4
Apartment Life	32.9	57.0	123.6	150.5
§▲Architectural Digest	152.6	130.5	267.4	225.8
§The Atlantic	34.3	32.5	78.5	76.2
○Audubon Magazine	35.5	34.4	64.9	69.2
Blueboy	29.8	26.3	85.7	74.9
§Bon Appetit	76.6	59.2	185.3	142.2
Book Digest	22.4	25.0	91.1	137.8
Christian Herald	36.8	47.8	117.0	133.8
Christian Life	29.8	37.4	81.5	89.8
*Christianity Today	60.8	67.4	192.7	184.1
Complete Men's Group	26.0	24.0	74.3	73.0
Country Journal	48.8	46.0	144.9	137.6
Creative Computing	87.1	60.0	241.5	152.4
▲Cuisine Magazine	49.0	29.1	87.5	64.6
Ebony	88.7	88.5	241.1	240.8
Elks Magazine	25.4	26.4	77.9	86.5
§Esquire	47.2	30.0	107.3	74.5
50 Plus	37.0	25.2	97.2	69.9
Flying	56.0	58.7	161.1	140.2
§Gentlemen's Quarterly	122.7	94.9	211.9	169.1
Golf Digest	63.9	74.5	214.3	227.1
§Golf Magazine	143.8	76.4	299.8	245.4
Gourmet	67.3	58.3	161.1	139.9
§Harper's Magazine	36.6	46.7	86.4	103.3
○Hi-Fi/Stereo Buyer's Guide	18.8	26.2	45.2	48.7
*High Fidelity	59.2	73.3	177.4	204.4
Income Opportunities	47.7	46.1	141.7	142.4
Kiwanis Magazine	14.3	14.0	45.3	44.5
Let's Live	99.3	84.3	295.0	265.9
Life	65.8	58.0	163.5	131.8
Lion Magazine	5.0	16.0	15.0	58.2
Modern Photography	125.0	117.8	247.6	236.6
§Money	74.4	78.2	200.9	180.9
Moneysworth	15.4	20.7	62.4	70.8
Moody Monthly	59.2	69.5	156.7	180.0
○Moose Magazine	31.0	31.0	62.0	62.0
○Mother Earth News	63.2	42.2	121.0	87.2
○Museum	24.6	—	24.6	—
National Geographic	25.9	34.4	88.2	87.3
National Jewish Monthly	35.1	32.1	85.9	81.1
National Lampoon	—	—	75.7	67.8
▲Natural History	38.4	40.8	123.9	135.9
Omni	53.8	27.3	140.8	73.7
§Oui Magazine	25.0	16.1	65.0	45.4
§Penthouse Magazine	69.3	65.5	200.8	186.5
Petersen's Photographic	37.1	56.3	121.6	156.5
Playbill	42.7	43.5	127.7	130.7
§Playboy	100.9	87.7	300.0	302.5
Popular Photography	144.6	152.3	413.9	464.3
Prevention	97.3	109.7	257.1	333.5
Prime Time	17.3	—	51.7	—
Psychology Today	51.7	56.3	151.2	142.9
▲Quest '80	—	—	74.0	45.3
§Reader's Digest	105.9	100.2	262.4	298.6
Rotarian	14.2	15.3	99.3	65.7
††Saturday Evening Post	38.9	39.8	100.4	94.2
Scientific American	97.9	72.6	253.2	191.7
Signature	52.4	42.3	129.7	116.0
Smithsonian	77.9	68.8	234.3	196.3
Stereo Review	74.8	70.0	226.0	223.2
Success Unlimited	18.2	37.7	72.2	112.2
Tennis Magazine	44.8	55.7	142.8	159.2
Town & Country	101.0	70.0	231.0	199.1
Travel/Holiday	54.0	55.2	146.1	139.7
Travel & Leisure	115.9	97.8	251.2	228.4
VFW Magazine	32.3	31.6	99.7	94.5
Weight Watchers	23.4	24.6	56.6	59.4
World Tennis	42.6	40.7	137.8	102.3
Writer's Digest	22.6	17.5	56.9	52.7
Yankee Magazine	88.0	97.8	278.8	303.9
Total Group	3,995.6	3,744.4	10,700.8	10,223.2

Fashion & service

	Pages			
	Mar. 1980	Mar. 1979	Jan.-Mar. 1980	Jan.-Mar. 1979
Glamour	167.8	181.5	390.2	392.3
Harper's Bazaar	109.9	76.5	206.1	172.9
Mademoiselle	138.5	148.8	287.3	295.2
††L'Officiel/USA	51.8	51.5	100.3	108.5
Vogue	245.1	191.2	517.1	455.9
Total Group	713.1	649.5	1,501.0	1,424.8

Arts & antiques

	Pages			
	Mar. 1980	Mar. 1979	Jan.-Mar. 1980	Jan.-Mar. 1979
American Artist	51.2	45.5	156.2	155.6
Antiques	153.1	143.3	457.4	394.2
Antiques World	50.5	56.0	145.0	155.7
○Art & Antiques	60.9	45.0	117.1	88.9
▲Artnews	122.0	122.0	331.0	300.8
Total Group	437.7	411.8	1,206.7	1,095.2

Home

	Pages			
	Mar. 1980	Mar. 1979	Jan.-Mar. 1980	Jan.-Mar. 1979
§Better Homes & Gardens	150.2	158.2	362.2	381.7
○Colonial Homes	66.3	40.2	114.0	72.6
▲Decorating Showcase	26.4	19.3	73.8	40.6
▲Family Handyman	60.9	55.5	188.4	174.9
Flower & Garden	31.7	34.5	100.4	104.6
The Hometown Magazines:				
Dallas-Fort Worth Home/Garden	52.7	32.2	136.0	82.0
Houston Home/Garden	97.2	103.9	285.5	297.7
Horticulture	22.7	36.7	95.7	114.1
House Beautiful	93.2	98.2	250.7	236.5
House & Garden	119.8	114.1	296.2	286.1
†Homeowners How-To	25.2	26.4	55.3	40.9
Hudson Home Magazine	56.8	63.0	135.8	137.1
Indianapolis at Home	54.7	62.6	161.5	193.1
Living:				
○Dallas	109.4	124.3	228.9	235.8
○Houston	95.2	114.5	192.7	227.5
○Denver	95.4	80.3	187.6	163.3
‡Austin	—	—	46.1	47.3
‡San Antonio	46.3	37.0	46.3	37.0
○Phoenix	—	—	42.5	24.8
○Tampa	—	—	33.8	—
▲1001 Decorating Ideas	32.6	43.7	66.8	77.5
A. ○Orange County Home/Garden	17.0	—	17.0	—
Organic Gardening	90.4	86.7	303.6	288.5
○Plants Alive	29.5	24.4	54.1	74.1
San Diego Home/Garden	53.0	—	134.8	—
Southern Living	123.8	183.6	318.7	396.5
§Sunset Magazine	133.7	137.6	324.0	366.7
▲Texas Homes	67.0	57.9	255.0	203.9
○Workbench	63.9	65.2	130.7	127.6
Total Group	1,815.0	1,800.0	4,638.1	4,432.4

In-flight

	Pages			
	Mar. 1980	Mar. 1979	Jan.-Mar. 1980	Jan.-Mar. 1979
#Aboard Group	—	—	384.0	348.0
Air California	59.3	54.0	163.0	168.4
Aloft/National Airlines	57.5	—	166.0	57.3
American Way	80.4	73.0	188.1	152.5
Braniff's Flying Colors	36.0	34.0	105.0	84.0
Clipper	35.8	34.3	106.8	93.1
Delta Sky	44.7	60.0	130.7	141.0
East/West Network:				
○Air New England Flying Your Way	—	—	34.2	—
Eastern Review	82.6	98.5	231.9	255.0
Hughes Airwest Sundancer	80.3	87.3	226.3	240.3
Continental Extra	68.2	74.0	196.9	194.3
Ozark Flightime	72.6	73.1	177.6	179.0
PSA Magazine	125.5	127.4	316.0	328.0
Texas International/The Texas Flyer	60.3	59.0	177.9	150.2
United Mainliner	110.3	115.5	277.4	269.6
○Pace	24.3	24.7	43.5	41.9
Scene	28.8	—	77.2	—
Southwest Airlines	57.2	49.8	176.2	137.2
○Spirit of Aloha	27.0	16.1	54.5	32.2
USAir	33.2	—	92.4	—
Webb Publications:				
○Frontier Magazine	44.5	53.0	77.5	79.0
Passages	35.1	49.4	77.8	84.1
TWA Ambassador	55.9	65.6	141.0	133.4
Total Group	1,219.5	1,148.7	3,621.9	3,168.5

Metropolitan

	Pages			
	Mar. 1980	Mar. 1979	Jan.-Mar. 1980	Jan.-Mar. 1979
○Aloha	22.0	5.0	39.5	13.0
Atlanta	96.4	74.0	220.0	194.7
Baltimore	83.0	74.2	217.4	222.2
Bay Life	57.0	—	171.0	—
◇Bay Views	26.2	31.8	99.7	102.3
Birmingham	27.6	27.3	67.8	86.0
Boston	119.6	92.3	285.2	247.4
Broward Life	45.0	55.8	141.3	156.1
Brown's Guide to Georgia	48.6	—	92.4	—
Central Florida Scene	21.3	—	39.8	32.0
○Charlotte	44.7	41.6	44.7	40.6
Chicago	143.3	132.1	370.5	405.5
▲Chicago's North Shore	46.0	42.5	99.1	76.1
Cincinnati	61.3	45.3	189.3	144.8
Cleveland	112.6	83.7	212.4	211.5
Columbus Monthly	79.0	86.4	215.8	212.8
Commonwealth	12.0	14.0	45.0	45.0
Connecticut	50.3	61.6	193.8	219.6
D/Magazine, Dallas/-Fort Worth	85.6	99.5	260.4	267.0
Delaware Today	39.5	33.2	107.9	88.6
Denver Monthly	22.3	25.8	71.5	64.5
Monthly Detroit	38.8	42.9	109.4	96.0
Exclusively Yours Wisconsin	56.2	61.3	178.3	196.1
Gold Coast of Florida/-Indian River Life	136.3	126.0	404.3	368.8
Grand Rapids	29.9	25.5	89.1	60.4
Honolulu	75.7	71.3	203.5	196.7
Houston City	28.7	35.5	100.1	87.0
Indianapolis	26.0	26.0	114.3	83.8
Kansas City	28.5	27.6	84.4	81.6
Lansing	42.2	31.0	89.6	62.0
Los Angeles	182.0	191.0	516.8	537.5
Madison	30.5	18.6	70.5	37.6
Mesa	43.2	32.4	227.2	176.4
Miami	58.6	51.3	158.1	146.0
Mpls./St. Paul	75.6	45.1	198.4	117.0
Monterey Life	35.6	—	120.2	—
Nashville!	69.0	69.0	157.9	183.0
New Jersey Monthly	62.3	53.8	199.4	168.2
New Mexico	24.1	16.5	56.8	44.1
New Orleans	45.0	49.3	136.6	144.4
Ohio	20.2	39.5	79.5	123.4
Omaha	24.7	20.8	75.7	57.0
Oregon	19.5	17.8	52.7	65.1
Palm Beach Life	80.7	54.2	224.2	172.4
Palm Springs Life	152.2	135.0	494.5	434.0
Philadelphia	137.8	141.5	347.9	378.4
Phoenix	103.0	83.4	331.8	270.8
Pittsburgh	41.5	49.1	124.4	141.5
Pittsburgher	35.7	21.4	116.9	79.8
○Roanoker	45.3	49.0	88.8	97.0
SA, The Magazine of San Antonio	37.7	25.0	118.2	64.2
Sacramento	21.5	41.5	59.6	109.6
St. Louis	78.5	92.0	231.5	267.0
San Diego	132.0	140.8	401.4	418.1
San Francisco	42.5	56.0	148.8	142.7
San Francisco Focus	32.5	24.3	81.9	66.9
††Sarasota Town & Country	80.0	78.0	256.0	201.8
▼Shenandoah Valley	37.0	—	75.0	—
Spokane	28.0	29.2	91.6	99.4
Texas Monthly	113.0	91.3	274.6	257.4
○Triad	—	—	17.0	28.0
Tucson	36.0	44.0	112.0	150.0
Twin Cities	26.5	15.3	69.6	41.9
Washington Dossier	45.0	46.0	125.0	125.0
The Washingtonian	118.0	123.0	313.0	339.0
Westchester	40.9	37.5	125.7	116.0
Westchester Illustrated	48.4	31.4	129.1	99.0
Wichitan	51.5	51.8	125.7	142.9
Total Group	3,961.1	3,539.0	11,091.5	10,104.6

Movie-romance-radio-tv

	Pages			
	Mar. 1980	Mar. 1979	Jan.-Mar. 1980	Jan.-Mar. 1979
○Complete Women's Group	—	—	23.0	26.0
Ideal Women's Group:				
Daytime Stars	29.9	29.6	59.1	58.2
Intimate Story	32.0	30.1	84.8	86.6
Movie Life	—	29.6	29.2	58.5
○Movie Stars	—	—	28.6	28.6
Personal Romances	32.0	30.1	84.5	86.4
TV Star Parade	—	29.6	29.2	58.2
KMR Women's Group:				
Real Romances	17.8	15.7	28.0	40.9
Real Story	17.8	15.7	28.0	40.9
○Teen Bag	9.5	11.1	19.5	29.9
Macfadden's Women's Group:				
Modern Romances	29.4	41.1	90.8	104.4
Photoplay	31.4	44.2	67.1	89.6
Secrets	29.4	41.1	90.8	103.5
True Confessions	30.1	42.9	92.1	103.3
True Experience	29.4	41.1	90.8	103.4
True Love	29.4	41.1	90.8	103.4
True Romance	29.4	41.1	90.8	103.4
Sterling Women's Group:				
Daytime TV	32.8	33.5	92.4	95.0
Modern Love	—	33.5	31.6	92.1
Modern Screen	32.8	33.5	95.9	94.5
○Movie Mirror	32.8	33.5	63.6	63.5
Photo Screen	—	—	32.3	31.0
Real Confessions	32.8	33.5	93.4	92.1
TV Movie Screen	32.8	33.5	63.6	64.5
TV Picture Life	—	—	32.3	31.0
Total Group	511.5	685.1	1,532.2	1,788.9

Youth

	Pages			
	Mar. 1980	Mar. 1979	Jan.-Mar. 1980	Jan.-Mar. 1979
Boys' Life	24.0	24.4	65.5	61.0
Campus Life	59.0	53.4	123.3	114.7
††Scholastic Magazines	31.0	38.0	98.6	111.8
Total Group	114.0	115.8	287.4	287.5

Mechanics & science

	Pages			
	Mar. 1980	Mar. 1979	Jan.-Mar. 1980	Jan.-Mar. 1979
○Elementary Electronics	24.1	35.4	48.5	70.2
§Mechanix Illustrated	91.6	106.7	248.3	282.6
Popular Electronics	61.2	51.0	188.3	167.0
Popular Mechanics	127.3	131.2	328.1	345.7
§Popular Science	94.6	111.1	262.0	282.1
Total Group	398.8	435.4	1,075.2	1,147.6

Boating & yachting

	Pages			
	Mar. 1980	Mar. 1979	Jan.-Mar. 1980	Jan.-Mar. 1979
Boating	125.7	127.0	378.6	395.8
Chesapeake Bay	29.1	26.8	96.1	86.8
Cruising World	123.3	102.0	339.7	292.0
Motorboat	57.3	83.5	171.5	252.8
Motor Boating & Sailing	124.1	133.4	439.9	452.9
§Sail	145.0	166.7	432.3	447.2
§Sea	120.4	96.9	335.0	304.0
Trailer Boats	32.6	26.3	89.0	82.1
Yachting	171.3	198.4	550.8	640.6
Total Group	928.8	961.0	2,832.9	2,954.2

§Sectional linage included but prorated to circulation of regional editions. *Sectional linage included but NOT prorated to circulation of regional editions. †Published 6 times a year. ○Published every other month. ▲Published 10 times a year. ††Published 9 times a year. ‡Published 3 times a year. #Published quarterly. ☆Published twice a month. ‡‡Published 7 times a year. ◇Published 11 times a year. ▼Published 8 times a year. **Published weekly. ▶Published every two weeks. A. Began publishing Nov. '79. B. Preprinted inserts included.

(Continued on Page 70)

Retailers expanding their private label programs

(Continued from Page 3)

To promote the Red River name, Neiman's sponsors Saturday chili cookouts at shopping malls and has gone so far as to buy a Longhorn prize steer whose name was, coincidentally, Red River. He, too, tours the malls.

The retailer also puts its regular Neiman-Marcus brand on items as stores have traditionally done. For instance, the store last fall conducted a promotion for hand-knitted sweaters, many of which carried the Neiman-Marcus label and most of which were imports. Additionally, some European resources, as well as domestic knitter Joan Vaas, were represented.

These types of programs, identified exclusively with Neiman's, Mr. Miller believes, will become even more important as the store continues to expand nationwide at the projected rate of two new units a year between now and 1983. They also will improve its profit margins.

Mr. Miller continued, "We'll soon be opening in White Plains, N.Y. Every label there is already sold in Westchester County so we have to give customers a good reason to come into our stores." The new store will replace CHH's Bergdorf Goodman unit, which failed to draw shoppers.

▪ That can best be done by merchandising the N-M image, though not to the exclusion of all other labels. "Bill Blass, Galanos and others are still important to us. Top flight designers will always be important to us," he asserted.

Retail profit margins, like others in these inflationary times, are getting narrower and narrower, Mr. Miller finds. He blames much of this on the fact that certain specialty stores will cut prices on designer names to attract customers, thereby forcing department stores to do the same or fail to make sales.

At the same time, he said, retailers have given over much of the control of their stores in the last 10 years to the manufacturers who increasingly demand more space and other advantages. Private label goes far toward offsetting much of this.

Norman Chesler, vp-marketing, I. Magnin, San Francisco, agrees, though he observes that the trend toward private label is reminiscent of the mid-1950s when store labels were what made that store special. The Saks Fifth Avenue name was said to be better known then than any designer name.

But as variety blossomed in the 1960s, attraction to private label lessened.

▪ Mr. Chesler agrees that attraction is being rekindled partly because of the department stores' difficulty competing with discounters on designer and brand name goods.

Unlike department stores, discounters offer little service, have no fixturing and sell on a cash-and-carry basis. "Obviously, we can't sell at the same price they can but sometimes we have to," he said.

However, there are several drawbacks to private label. One, Mr. Chesler said, is that it costs more to advertise and promote than manufacturer names where there are built-in costs for catalogs and co-op ads. Also, stores will sometimes create their own monsters by advertising their brands off price to create store traffic, thus negating the price advantage of private label.

Other disadvantages are the high costs of buying trips because so much private label merchandise is imported from Europe and the Far East. On top of that, imported merchandise is paid for prior to delivery, while domestic goods usually are on the store floor and selling before the bills are paid.

But even factoring in these drawbacks, there's still a better return on investment with imports, maintains Jim MackIntosh, director, import operations, J. L. Hudson, Detroit, where 95% of all imports are for private label merchandise.

Hudson's views private label as a valuable tool for the 1980s in light of shrinking profit margins. But the retailer has yet to commit itself to a program similar to Neiman's, preferring at this time to remain in private label on an item basis, as is Magnin's. But a Hudson's exec noted the store is considering scaling up to the Neiman's approach.

At Bloomingdale's, private label is being given treatment similar to Neiman's. The Bloomies name has been showing up on all sorts of merchandise—even toilet tissue—for the last five to six years.

In effect, we have our own designer name and product I.D. allied to our store," according to Lester Gribetz, exec vp-general merchandise manager. The store's intentions are to expand this program in the 1980s.

Both Bloomingdale's and Neiman-Marcus brought out their own fragrances last fall. Bloomingdale's entry was under the Bloomies label while Neiman's was under the name Volage. Both brands will be extended this year with the Bloomies name showing up on soaps and treatments.

▪ Mr. Gribetz said other areas that his store will plumb more fully are apparel and home furnishings. For example, the store will run a China show this September. Included will be a jacquard print with the name Bloomies on pillows and scarves.

"The store's name on a product makes us an arbiter of taste on one hand but it also tells the customer we stand behind what we're selling," said Mr. Gribetz. #

Individual brand promotion the safe way to go

OAKLAND—Safeway Stores is taking another turn—this one toward an upscale image with ad focus on individual Safeway brand products—in its continuing effort to put more sparkle in the Safeway "S" logo chainwide (AA, March 17).

The first sign of the latest shift by the nation's largest supermarket chain came last spring with the introduction of a new line of premium-price Great Escapes frozen dinners in most of Safeway's regional divisions covering 29 states. Great Escapes entrees are backed by tv and radio via Safeway's corporate agency, Botsford Ketchum, named to that job as marketing consolidation began replacing regional efforts.

It now appears that "corporate agency" is taking on a new meaning at Safeway as its brand-by-brand marketing starts to build up.

Now being added to the Great Escapes drive is a campaign for Safeway pantyhose that's expected to be used in all seven Safeway divisions. Commercials from Botsford display a fashion flair seldom associated with supermarket advertising—they feature a shapely young woman who introduces herself as a fashion model.

"You see, this is my living," she says with a flash of a Safeway pantyhosed leg. "With these legs and Safeway pantyhose, it's not a bad living at all."

▪ Safeway spokeswoman Felicia Del Campo said the chain is still officially leaving decisions on use of the commercials up to division heads, but indicated that it's expected that all of the divisions will be using the Botsford spots.

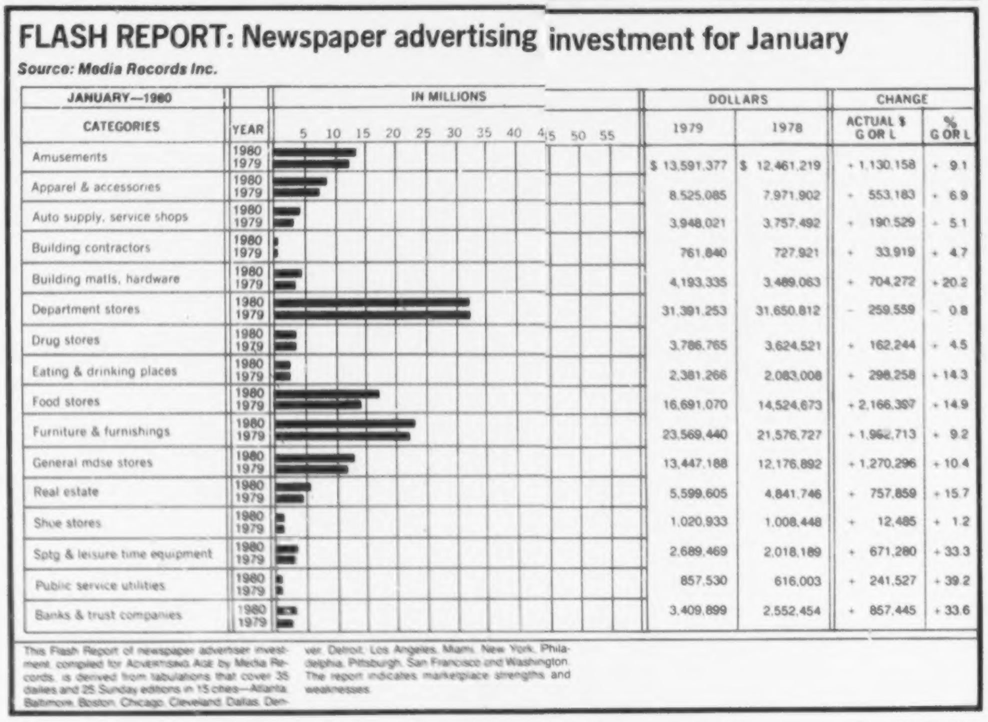
More of the same is planned for individual Safeway products. "We'll continue to highlight single Safeway products with high quality advertising," Ms. Del Campo said. Exactly what products will get the treatment next was not divulged.

It's not just a fashion image that Safeway is aiming for with this nontraditional brand-by-brand approach instead of the "greater savings" market basket advertising used by most supermarkets when they take to the airwaves. The chain also has backed its PDO (Photos Developed Overnight) service with commercials via Ralph Kent Cooke Advertising, Los Angeles, in western divisions. And the introduction of the Safeway Scotch Buy line of discount items was introduced with a chainwide campaign from Cooke.

▪ Sources in the supermarket business familiar with Safeway's tactics say that the main benefit of the more standardized approach—as seen chainwide in use of the "Everything you want in a store and a little bit more" slogan (which, like the new Safeway "S" logo, is required for all divisions)—is that the nation's mobile population is made to think of Safeway as a kind of "home" supermarket wherever they are.

Safeway has had some trouble with division marketing people over use of the chainwide ad approach, however, and regional division executives occasionally veto ads. Local execs in Southern California decided against using Botsford's Great Escapes commercials, which reportedly were viewed as "having very good production quality" but not enough direct "punch," according to one regional source.

But Safeway regional execs contacted said they expect the new pantyhose commercial will be used enthusiastically by the regions. #



FLASH REPORT: Newspaper advertising investment for January

Source: Media Records Inc.

CATEGORIES	YEAR	DOLLARS 1979	DOLLARS 1978	CHANGE ACTUAL $ G OR L	CHANGE % G OR L
Amusements	1980 1979	$ 13,591,377	$ 12,461,219	+ 1,130,158	+ 9.1
Apparel & accessories	1980 1979	8,525,085	7,971,902	+ 553,183	+ 6.9
Auto supply, service shops	1980 1979	3,948,021	3,757,492	+ 190,529	+ 5.1
Building contractors	1980 1979	761,840	727,921	+ 33,919	+ 4.7
Building matls, hardware	1980 1979	4,193,335	3,489,063	+ 704,272	+ 20.2
Department stores	1980 1979	31,391,253	31,650,812	− 259,559	− 0.8
Drug stores	1980 1979	3,786,765	3,624,521	+ 162,244	+ 4.5
Eating & drinking places	1980 1979	2,381,266	2,083,008	+ 298,258	+ 14.3
Food stores	1980 1979	16,691,070	14,524,673	+ 2,166,397	+ 14.9
Furniture & furnishings	1980 1979	23,569,440	21,576,727	+ 1,992,713	+ 9.2
General mdse stores	1980 1979	13,447,188	12,176,892	+ 1,270,296	+ 10.4
Real estate	1980 1979	5,599,605	4,841,746	+ 757,859	+ 15.7
Shoe stores	1980 1979	1,020,933	1,008,448	+ 12,485	+ 1.2
Sptg & leisure time equipment	1980 1979	2,689,469	2,018,189	+ 671,280	+ 33.3
Public service utilities	1980 1979	857,530	616,003	+ 241,527	+ 39.2
Banks & trust companies	1980 1979	3,409,899	2,552,454	+ 857,445	+ 33.6

This Flash Report of newspaper advertiser investment, compiled for ADVERTISING AGE by Media Records, is derived from tabulations that cover 35 dailies and 25 Sunday editions in 15 cities—Atlanta, Baltimore, Boston, Chicago, Cleveland, Dallas, Denver, Detroit, Los Angeles, Miami, New York, Philadelphia, Pittsburgh, San Francisco and Washington. The report indicates marketplace strengths and weaknesses.

Jan. newspaper spending rises 14%

NEW YORK—Advertising expenditures in daily newspapers went up 14% in January to $1.1 billion compared with the same month a year ago, according to the Newspaper Advertising Bureau.

For the month, national advertising gained 13.8% to $361,000,000, and retail gained 13% to $548,000,000. The bureau's figures are based on estimates of newspaper advertising spending from measurements by Media Records in its index cities, plus other data.

According to the January Flash Report prepared for ADVERTISING AGE by Media Records, public service utilities showed a hefty 39.2% increase in dollar spending during January, 1980, compared with January, 1979. Not far behind were banks and trust companies with 33.6% and sporting and leisure time equipment with 33.3% gains for the same period.

▪ Of the 16 categories monitored for AA by Media Records, only one, department stores, was down for January ad volume in the 15 cities whose newspapers are measured (see chart). The category dropped 0.8%.

Despite its percentage loss, department stores continued as newspapers' leading dollar category. It was followed in the top five dollar rankings by furniture and furnishings, food stores, amusements and general merchandise stores.

Percentage gains of 15 or better also were registered by building materials and hardware (20.2%) and real estate (15.7%). #

AAF to give awards for public service ads

WASHINGTON—The American Advertising Federation plans a national awards competition for public service advertising.

AAF Good Sam awards, for Good Samaritan, are to be presented to winning entries at the local, regional and national level, AAF said. The contest is to feature three general categories—fund raising, volunteer recruitment and public education and information.

To qualify, entries into the competition must have been distributed to the media between Jan. 1, 1979, and the entry deadline of next June 15.

AAF will host award ceremonies next September in Washington. First place winners will receive signed and numbered serigraphs (silk screen prints) created especially for the competition by designer and artist Vittorio Fiorucci. Merit winners will receive a certificate designed by Mr Fiorucci incorporating the serigraph design.

▪ AAF president Howard Bell said his association's intent is "to encourage more advertising and media professionals to contribute their time and skills to this advertising in the public interest.

"We believe that one effective way to achieve this goal is to offer national recognition for outstanding work in the field," Mr. Bell said. "In the end, everyone benefits: The public service cause, the advertising and media professionals and the advertising industry itself." #

RIAA forms video unit

Recording Industry Assn. of America, New York, has formed an RIAA/Video division for members involved in the videocassette and videodisc fields. RIAA president Stanley Gortikov and Stephen Traiman, executive director, will hold similar posts with the new unit. The division's duties will include certifying gold and platinum videorecord awards as RIAA does with audio recordings. ITA Inc. earlier said it will present awards to vcrs and discs selling $1,000,000 at retail (AA, March 3).

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Advertising Age

50 YEARS 1930-1980

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During April:
10,000 free trips from United.
Play United's "Take-off" game on every flight.
Fly the friendly skies of United.

What is expected to be another round of airline promotional warfare was kicked off by United with this Take-off game.

United sets off promotion war

Competitors ready games

NEW YORK—The competitive draft from United Airlines' latest promotion may drag the rest of a reluctant domestic industry into a new merchandising age of sweepstakes, giveaways and other promotional tools borrowed from the local burger shop.

While both American Airlines and Trans World Airlines sought to block United's Take-off game, a sweepstakes that will award at least 10,000 free round trips to passengers and nonpassengers alike, both carriers have created contests of their own for possible use.

Neither line filed proposals with the Civil Aeronautics Board last week, but Florida officials were notified (because of lottery laws) by American that a sweepstakes promotion was to start April 10.

"American does not believe in giveaway programs that don't make economic sense, but we can't allow our market share to erode either," a spokesman for the airline said. American had filed a letter of protest with the Civil Aeronautics Board in which it characterized the United program as discriminatory and the ads as deceptive. But CAB approved United's promotion, although it later asked to see United's spots in what it called a routine check.

An exec at a leading printer of game coupons reported that a number of other airlines had at least explored the possibility of ordering their own scratch-off tick-

(Continued on Page 76)

Slump forced United move

ELK GROVE VILLAGE, ILL.—United Airlines, faced with sagging sales, is taking a calculated risk in heating up the promotional battles with its new sweepstakes promotion. At stake is the "friendly skies" image that helped propel it to No. 1 among U.S. airlines.

Frederick Heckel, United vp-advertising, indicated that United's promotional flurry is a short-term move and that the "fly the friendly skies" theme will soon figure more prominently in United's advertising plans.

"We're not going to give up 'the friendly skies' for discounts and promotions," said Mr. Heckel. "United built its image on the phrase, and once the industry calms down, we'll return to it."

Other United officials at its headquarters here emphasize the airline's recent move to long-haul route structures and its entry into the Florida market as a key to its long-range positioning.

They expect the promotion and discount wars will cease by the end of the year.

Some industry observers believe United has created many of its own problems. Its controversial new travel agent compensation plan schedule to start in June,

(Continued on Page 76)

These articles were written by associate editors Josh Levine in New York and Richard Kreisman in Chicago.

PM entry heats ultra low-tar fray

By SAM HARPER

NEW YORK—As R. J. Reynolds Tobacco's Now and American Brands' American Tobacco Co.'s Carlton square off for yet another marketing battle in the ultra low-tar segments, Philip Morris U.S.A. is planning to wrest the "lowest" in tar claim from Carlton with Cambridge, a new smoke that has less than 1mg tar. It is being announced this week here, and is expected to be in full distribution in May.

PM could conceivably spend as much as $50,000,000 on the new brand, or about as much as it invested in the 1976 introduction of its highly successful Merit brand. However, with Carlton posting a 50% gain in unit sales last year, PM's investment in the burgeoning segment could well be worth it.

Cambridge will be available in 80mm soft pack, 85mm box and 100mm lengths, with tar levels of

(Continued on Page 74)

Bactine advises mothers and others to "Squirt the hurt" in a network tv campaign breaking April 7 on ABC and CBS. Tatham-Laird & Kudner, Chicago, is agency for the Miles Laboratories product.

FTC opens industry dialog

WASHINGTON—As Congress looked for ways to break the deadlock over the future of the Federal Trade Commission, FTC's top staff last week held the first of a series of meetings designed to improve its working relationships with ad industry associations.

American Advertising Federation president Howard Bell and exec vp Jonah Gitlitz were at FTC Wednesday for a "brown bag" luncheon with top staffers representing FTC's bureau of consumer protection. Mr. Bell would confirm only that the agenda included a frank discussion of the steps FTC could take to avoid the polarized relationship that has contributed to the current confrontations between business and the commission.

• Meanwhile, the congressional leadership mobilized to keep the FTC deadlock from escalating to a crisis that could have forced commission employes to go without pay.

They rammed through in a single day an emergency transfer of $9,800,000 to keep FTC in operating funds through the end of April, despite a bid by House conservatives to scuttle the bill.

Rep. Silvio O. Conte (R., Mass.), ranking Republican on the House appropriations committee and a supporter of the funding plan, warned House members they were voting to "kill the FTC" or keep it "alive." The measure cleared 216 to 201. President Carter signed it, warning he would veto any bill that "crippled" FTC.

That same day, negotiators from the Senate and House had their first public working session to reconcile conflicting versions of vital legislation that extends FTC's life. They quickly agreed to a series of important, but noncontroversial, changes in FTC operating procedures, but quit for the day without taking up the tough issues that lie behind the deadlock: The one-house veto strongly supported by House members but opposed by the Senate and the Senate's demand that FTC be barred from writing rules against "unfair" advertising.

Placing limits on FTC's ability to attack ads that are "unfair" rather than false or deceptive has become a top priority for ad industry groups.

The FTC meetings with ad groups have been organized by Albert Kramer, chief of the bureau of consumer protection, with AAF as the first invited guest. The Assn. of National Advertisers and American Assn. of Advertising Agencies have been invited to separate meetings in April.

Mr. Bell said the ground rules prevent him from reporting what went on, but that much of the conversation concerned what FTC could do to prevent unnecessary confrontation situations. A "lot of constructive ideas" were discussed, Mr. Bell said, and the meeting "was very helpful."

He also said he believes the commission is making an attempt to improve its communications with the industry, indicating a trend toward being more cooperative in

(Continued on Page 76)

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CONGRESSIONAL INFO SERVICE
7101 WISCONSIN AVE
WASHINGTON DC 20014

last minute news

NH&S gets Polaroid creative assignments

CAMBRIDGE, MASS.—Polaroid Corp. has awarded a creative assignment to Needham, Harper & Steers, Chicago, after speaking to a number of agencies. Assignment involves its Sonar instant cameras and "supplemental creative" to the Jim Garner/Mariette Hartley spots for the One-Step instant camera by DDB. Polaroid vp-advertising Theordore N. Voss stressed that NH&S was picked because of "the talents of Keith Reinhard," exec vp-creative services director. The company also expects to name an agency for its medical cameras and film; several shops have been contacted.

Rasor named to handle Jeep for Compton

NEW YORK—Richard Rasor, who resigned as exec vp-general manager of J. Walter Thompson's Detroit office in October, 1978, has been named exec vp, Compton Advertising, responsible for Jeep and other business. To staff Jeep, Compton also added William Williams as vp-account supervisor from a similar post at JWT on Ford cars and trucks, and Lyle Greenfield as associate creative director, from William Esty.

Schlitz moving Tribute Light into test

MILWAUKEE—Jos. Schlitz Brewing Co. next week will begin test marketing a new light brew, Tribute Light, in Providence, Beaumont, Tex., Raleigh, and Tucson, Ariz. "Pay yourself a Tribute" is the theme of a heavy broadcast and print campaign running April 8 through June 29. B&B, New York, handles.

GF narrows fifth agency search to Bates, FCB

WHITE PLAINS, N.Y.—General Foods reportedly has narrowed the list of contenders for its fifth major agency to Ted Bates & Co. and Foote, Cone & Belding. The new shop will start with an estimated $10,000,000 in billings.

(Continued on Page 8)

Eller to head Charter unit

By **BERNICE KANNER**

NEW YORK—After years of rumblings that Charter Co. would unload its economically lackluster publishing subsidiary, the Jacksonville, Fla., conglomerate took a surprising step last week. It struck a partnership deal with communications dynamo Karl Eller to form a new company with the avowed aim of becoming a broad-based media giant.

The 52-year-old Mr. Eller, a well-respected, energized and capitalized maverick, will be chairman-chief exec of Charter Media Co., which comes into being April 1.

This new and for-now quasi-private company, headquartered in Phoenix, will include such Charter magazines as *Ladies' Home Journal* and *Redbook*, its subscription fulfillment Data Services and its six radio stations, as well as KIOI (fm), a San Francisco station recently purchased by Mr. Eller for about $12,000,000.

The Federal Communications Commission must approve the transfer of broadcast properties; once approved, these will be phased into Charter Media. Charter's stations include WOKY and WMIL (fm) in Milwaukee; WMJX (fm), Miami; KCBQ, San Diego; KSLQ (fm), St. Louis, and WDRQ (fm), Detroit.

■ Mr. Eller, who orchestrated the sale of his Combined Communications Corp. to Gannett Co. for $360,000,000-plus last June, will own 50% of the outstanding stock of the new company. Charter will hold the other 50% along with preferred stock, some of which would be convertible.

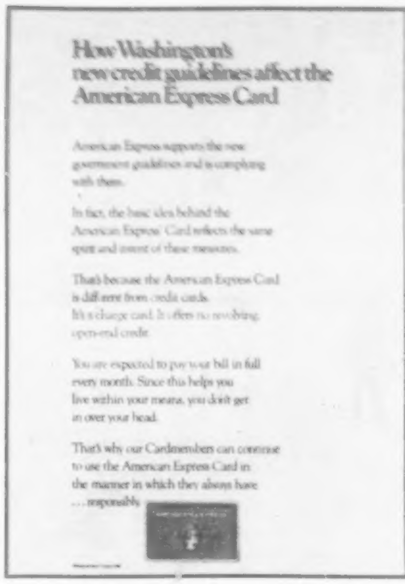
Charter's Dayton Press, an unprofitable printing plant, and its profitable Direct Marketing operation remain part of the energy and insurance syndicate, not Charter Media.

Fred C. Danneman continues as president of Chartcom, the communications subsidiary of Charter and the parent of Charter Publishing, and Thomas Kenney stays as exec vp of the publishing unit.

Mr. Kenney was promoted from senior vp-general manager earlier this month following the resignation of president Peter Bonanni over "differences in priorities in terms of achieving company growth" (AA, March 17). Additional appointments within CMC are expected in April.

Although *Sport* is counted in

(Continued on Page 74)



How Washington's new credit guidelines affect the American Express Card

American Express supports the new government guidelines and is complying with them.

In fact, the basic idea behind the American Express Card reflects the same spirit and intent of these measures.

That's because the American Express Card is different from credit cards. It's a charge card. It offers no revolving, open-end credit.

You are expected to pay your bill in full every month. Since this helps you live within your means, you don't get in over your head.

That's why our Cardmembers can continue to use the American Express Card in the manner in which they always have ...responsibly.

Taking credit

American Express is running newspaper ads in 21 markets to voice support for recent government moves to curb credit growth—moves which don't affect the American Express Card at all, the company says, since its card extends no revolving credit privileges. The agency is Ogilvy & Mather.

Group W pullout threat stuns Ted Turner

By **MAURINE CHRISTOPHER**

NEW YORK—"Bad news travels fast," said Ted Turner when asked if he were in a financial bind on his new Cable News Network now that Group W has threatened to pull out of the deal. That arrangement would have brought him $20,000,000 to help finance his 24-hour-a-day program service.

"Not at the moment," he said, though obviously he feels like a besieged fighter surrounded by enemies "who hope we don't succeed, but the Flag is still flying in Atlanta." (He spoke of Francis Scott Key watching the battle in Baltimore and writing the "Star Spangled Banner.")

Mr. Turner's latest headache stems from Group W's warning that the deal to buy WRET-TV, Charlotte, will not be completed if there is not a "valid and regular license" by September. Early in March the Federal Communications Commission put the station on a short-term license of 18 months and ordered continued monitoring of its compliance with minority-hiring regulations.

Still, Mr. Turner was optimistic that the roadblock to the sale—which hit hard just as he was breathing more easily after forcing RCA Americom to put CNN on Satcom I—could be cleared away in time for a June 1 CNN kickoff as planned.

Mr. Turner's lawyers have told him that the FCC has already approved the transfer document shifting WRET-TV to Group W and he believes his "minor problems" with the license would not carry over to the new owners. The transfer order had not been published as of presstime and Turner execs hadn't seen it yet.

However, if there still are problems with the license that would affect Group W, Mr. Turner said he would go back to the FCC "and ask them to give us a hand." An FCC attorney told ADVERTISING AGE that reconsiderations of short-term renewals are possible, but tough to pull off.

In any event, Mr. Turner said there are other alternatives for money if the Westinghouse sale falls through. Another large broadcast group that lost out to Group W in the bidding for WRET-TV when he put the station on the market has already called in to say it wants to buy it if Group W doesn't.

In addition, Mr. Turner noted that "a lot of people have approached me to invest with us." Besides WRET-TV and CNN, his various properties include WTBS, Atlanta, the baseball Braves and part of the basketball Hawks. #

Brown brings show biz style to Wisconsin primary

By **JACQUES NEHER**

CHICAGO—With both President Carter and newly invigorated Sen. Edward Kennedy opting to lay off Wisconsin and instead make Pennsylvania their next major battleground on April 22, California Gov. Edmund Brown Jr. has "gone Hollywood" in a major Wisconsin effort for the Democratic presidential nomination that most view as his last stand.

Gov. Brown, tapping one of the best-known resources of his own state, enlisted Oscar-nominee Francis Ford Coppola and his brother August to produce four tv spots, most of which have run for the past two weeks in Wisconsin markets. By the April 1 primary election, the Brown campaign will have spent about $150,000 for broadcast media.

In contrast, the Carter and Kennedy camps planned only four-day media campaigns and were expected to spend less than $45,000 each in the state.

The Brown spots, while receiving reviews ranging from "strange" to "quite interesting," presented a sharp departure from the relatively straight issues and image political advertising offered so far this year by the other presidential candidates.

■ One spot, dealing with inflation, shows a dollar bill being squeezed through a pair of washing machine rollers, with the resulting bill only a tiny version of the original. Another commercial, which promotes the reindustrialization of the country, features a slowly turning wedge of apple pie. As it turns, shots of an imported car, wristwatch, shoe and television are flashed in almost subliminal fashion. When the wedge's back crust faces the camera, it reveals a sticker: "Not made in the U.S.A."

Straightforward in contrast, a

(Continued on Page 74)

highlights

Monday, March 31, 1980

A proposed April 1 mass transit strike has New York agencies scrambling for alternate ways of getting their employes to work. *See Page 4.*

U.S. Pioneer Electronics will take its videodisc player into four test cities in June and go national next year. *See Page 6.*

Mexico has joined the list of foreign countries starting to mine the market for gold coins with heavy advertising support. *See Page 6.*

All American Burger heads national with its hamburger outlets and adds a bit of spice to its fast-food markets by picking up a Mississippi-based Mexican restaurant chain. *See Page 10.*

With media advisers on call, FTC lawyers try their hand at media strategizing in bargaining with advertisers for experimental ad campaigns. See *Page 36.*

True Temper Corp. is ready to profit in a troubled economic period. *See Page 37.*

Ron Burkhardt follows the rise and fall of the creative mind in the 1960s and '70s and asks if the creative mind will return in the 1980s. *See Page 45.*

William D. Tyler takes a look at the consumer movement and its move on presweets, and presents his 10 ads for March. *See Page 45.*

Dick Wasserman answers a query about the validity of average ad salaries. *See Page 48.*

A billion-dollar-a-year market has sprung up around the relatively new technology of bilingual broadcasting in Japan. *See Page 54.*

With respect to the assignment of governmental ad business, patronage is out in Quebec province. The system that's replaced it is orderly and apparently well-received by local shops. *See Page 55.*

London correspondent Michael Thompson-Noel observes that Prince Charles is one of the few things the U.K. research industry has going for it. *See Page 58.*

Academic American Encyclopedia is the name of a new 21-volume encyclopedia set that will be tested in six midwestern markets next fall by Arete Inc., Princeton, N.J. *See Page 59.*

Heublein Inc. adds new products to keep up with rapidly changing American demographics in the '80s. *See Page 62.*

Three advertisers—Bristol-Myers, AT&T and Seiko Time Corp.—join a project to caption tv spots for hearing impaired viewers. *See Page 64.*

More than a dozen toy marketers are set with advertising and promotion plans aimed at broadening sales beyond the yule season. *See Page 71.*

Guild Wineries & Distilleries launches a campaign to boost its Cresta Blanca wine to the leading position it held in the 1950s. *See Page 75.*

One car dealer thinks Fram Corp.'s latest ads for auto filters aren't what Mr. Goodwrench would have wanted. *See Page 75.*

Southwest Airlines, the Dallas-based airline that introduced "love" to air travelers, has come up with its own plan of compensating travel agents for selling its tickets. *See Page 76.*

The "Today Show" gets a new weatherman as ratings battle intensifies. *See Page 78.*

With two units in Munich, Wendy's struggles for prime spots in the U.K. *See Page 78.*

Section 2

Washington and Baltimore, cities only a few miles apart but vastly different, are explored in Section 2. Included are articles on the cities' rebirth that also is ushering in new images for both. There's a review of the agency, media, broadcast and life style scene in Washington and Baltimore. The section begins opposite Page 40.

REGULAR FEATURES

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FTC mulls food ad rule exemptions

WASHINGTON—The Federal Trade Commission has been asked by its top consumer protection official to consider exempting advertisers from portions of a major new food ad rule if they agree to run consumer education messages.

FTC consumer protection bureau director Al Kramer included the suggestion in the final staff recommendation to the commission urging it to enact the food ad rule.

■ Known as Phase I of FTC's food program, the proposals concentrate on energy and weight-control claims, fat and cholesterol claims, and foods that are billed as "natural, organic or health foods."

Phase I is all that's left of what started out in 1974 as an ambitious plan to rationalize marketplace confusion over food claims. Phase II, which would have set standards for foods claiming to be "nutritious" and Phase III, which was aimed at getting more nutrition information into ads, are about to be terminated (AA, March 3) by an FTC that is under pressure to find remedies that rely less on direct government regulation.

(Continued on Page 74)

Higher prices driving consumers from liquor

By JOHN C. MAXWELL JR.

It would appear that the liquor industry saw little growth in consumption for 1979.

In fact, with inventory reductions after the big buildup in 1978 in anticipation of price increases, as well as the drawdown due to high interest rates, we feel that industry sales actually were down by a couple of percentage points.

▪ Part of the problem relating to consumption, along with the current economic stagflation, is the fact that the industry has raised prices substantially over the last two or three years—about 20% or so over this period. This appears to be bringing about resistance by consumers, who may be switching to products such as domestic wine for gift-giving.

As far as sales volume of individual brands is concerned, there was some movement, particularly in the second tier of the top ten. Heublein's Popov moved substantially from the No. 13 position in 1978 to the No. 7 position in 1979 with a gain of 24%, the biggest percentage jump in the industry.

Smirnoff and Bacardi are neck and neck in the No. 1 position, and Bacardi again grew the most, using absolute volume rather than percentages.

Some of the other big gainers within the industry included Seagram's gin, which went from 15th position to 12th, and Brown-Forman's Jack Daniel's, which moved from 19th to 16th.

▪ In the company area, Seagram's enormous advertising budget, the largest in the industry, did not prevent the company's major brands from receding in volume, with the exception of Seagram's gin. Brown goods, particularly blends, have been going down for years; and advertising and promotion will not turn the tide. We believe this points up the old saying, "You can't push against a string."

It is interesting to note that some premium products such as Seagram's Chivas Regal and Liggett Group's Wild Turkey showed no growth in 1979. We believe this is reflective to a degree of the argument that a slowdown in the eating-out market would have adverse ramifications for consumption of premium products.

As we pointed out previously, about 30% of the liquor industry's volume is consumed outside the home. Further, premium products are used preponderantly when the buyer is on an expense account or trying to impress somebody. We feel that as long as the eating-out market's downtrend continues, this certainly will have an adverse impact on growth of premium labels.

Heublein's products were up pretty much across the board, and it continues to be one of the more successful houses in the industry.

Over-all, the industry was a mixed bag in 1979. Brown goods, led by domestic whisky, continued to decline with the exception of such premiums as Jack Daniel's. The same sort of scenario applies to the scotches, with premiums such as Johnnie Walker continuing to move ahead while medium price scotches were off by several percentage points. Canadians were also down slightly, with imported gin about the only major category to show gains.

As in the past, the specialty areas such as cordials, liqueurs, brandies, etc., showed good gains. One of the real success stories has been Schenley's Cocktails for Two. Our tables show that this product, introduced about 28 months ago, hit 900,000 cases in 1979. #

Mr. Maxwell is with Lehman Brothers Kuhn Loeb Research.

The liquor industry

Domestic volume comparisons*

Rank 1977	Rank 1978	Brand	Company	Sales Volume* 1978 (000 omitted)	Sales Volume* 1979(E) (000 omitted)	Change
1	1	Smirnoff	Heublein	6,210	6,300	+ 1.4%
2	2	Bacardi	Bacardi	5,601	6,281	+12.1
3	3	7 Crown	Seagram	5,580	5,350	− 4.1
4	4	Canadian Club	Walker (GWL)	3,855	3,800	− 1.4
5	5	Jim Beam	James Beam (AB)	3,350	3,400	+ 1.5
6	6	V.O.	Seagram	3,100	3,080	− 0.6
13	7	Popov	Heublein	2,250	2,790	+24.0
7	8	Windsor Supreme	National	2,730	2,785	+ 2.0
8	9	J&B Rare	Paddington (LG)	2,700	2,750	+ 1.9
10	10	Gordon's Gin	Gordon/Renfield	2,500	2,560	+ 2.4
9	11	Cutty Sark	Buckingham	2,550	2,470	+ 6.1
15	12	Seagram's Gin	Seagram	2,115	2,400	+13.5
11	13	Dewar's	Schenley (RA)	2,300	2,350	+ 2.2
14	14	Canadian Mist	Brown-Forman	2,174	2,305	+ 6.0
12	15	Gilbey's Gin	National	2,255	2,145	− 4.9
19	16	Jack Daniel's	Brown-Forman	1,716	1,982	+15.5
16	17	Johnnie Walker Red	Somerset (NS)	1,850	1,900	+ 2.7
17	18	Ancient Age	Schenley (RA)	1,800	1,725	− 4.2
20	19	Gordon's Vodka	Gordon/Renfield	1,610	1,650	+ 2.5
18	20	Early Times	Brown-Forman	1,718	1,628	− 5.2
22	21	Black Velvet	Heublein	1,530	1,555	+ 1.6
23	22	Gilbey's Vodka	National	1,490	1,535	+ 3.0
25	23	Ten High	Walker (GWL)	1,465	1,525	+ 4.1
24	23	Christian Brothers	Fromm & Sichel	1,475	1,525	+ 3.4
26	24	Beefeater	Kobrand	1,445	1,500	+ 3.8
21	25	Kessler	Calvert (S)	1,555	1,475	−5.1
29	26	Kahlua	Walker (GWL)	1,200	1,350	+12.5
27	27	Fleischmann's Gin	Fleischmann (SB)	1,340	1,340	———
29	28	Kamchatka	National	1,200	1,320	+10.0
28	28	Calvert Extra	Calvert (S)	1,330	1,225	− 7.9
29	30	Imperial	Walker (GWL)	1,200	1,150	− 4.2
32	31	Southern Comfort	Brown-Forman	1,013	1,100	+ 8.6
31	32	Old Grand-Dad	National	1,050	1,080	+ 2.9
—	33	Old Crow	National	970	1,020	+ 5.2
30	34	Wolfschmidt	Seagram	1,060	1,015	− 4.2

*Of brands selling more than 1,000,000 three-gallon cases

(S) Seagram
(GWL) Gooderham & Worts Ltd.
(LG) Liggett Group
(NS) Norton Simon
(SB) Standard Brands
(AB) American Brands
(RA) Rapid-American
(E) Estimated

More advertisers hear call for captioned spots

FALLS CHURCH, VA.—Tv Advertisers are beginning to follow the lead of ABC and NBC and include on-screen captions for hearing-impaired viewers.

The list of advertisers in the captioning project grew by three last week with the announcement that Bristol-Myers, AT&T and Seiko Time Corp. will begin captioning some or all of their tv spots in April. Sears, Roebuck & Co. was already signed up for the project.

Sears, AT&T and B-M are among the nation's biggest users of tv advertising. Announcements of more advertiser signups are expected, according to the National Captioning Institute, the nonprofit organization that already captions a minimum of five hours per week of prime time programing on ABC and NBC, plus public tv programs.

Separately, the institute said IBM is the first corporate tv sponsor to pay to have a "special" captioned. The show is "IBM Presents Baryshnikov on Broadway" (to appear April 24 on ABC). But the institute said IBM had not ordered captions for its spots that will appear in the show.

The on-screen captions can only be seen on tv sets equipped with special decoding devices. Sears, the only supplier of the decoders, began delivering units earlier this month. Initial sales figures aren't expected to be available until mid-April. About 14,000,000 Americans are hearing-impaired, according to the institute.

The institute charges $165 per spot for captioning services. Captions normally carry no more than 145 words per minute of air time. Ad copy is edited to fit by the institute staff, subject to approval by the advertiser and agency.

B-M and Seiko will caption all their tv commercials, an institute official said. AT&T will caption its "informational" commercials. #

Lamborghini tries KIF

KIF, a women's fragrance by Parfums Lamborghini, New York, will be launched in the U.S. this May. Price points range from $30 to $240. Agency is Waterman & Trainello, New York.

MAXIM'S
de PARIS

Luncheon Specialties
From our Garden
of Fresh Herbs

Pate with Marjoram
Mousse of Pike with Chervil
Stuffed Sea Bass with Fennel
Prix fixe luncheons $10.00
Parking available
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1300 Astor Street
943-1136

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The Headliner
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Want to spotlight an ad report? Call attention to that new menu? Announce that seasonal promotion? Display printed materials for trade shows or conference rooms? Now you can, easily, with The Headliner.™

INTEGRAL DESIGN, INC.
Call or write for FREE Sample and IDEA Brochure.
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LET FOOTBALL'S HOTTEST PROPERTY
REPRESENT YOUR PRODUCT

Vince Ferragamo,
L.A. Rams Quarterback

Available For:
Personal Appearances
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Modeling
Sales Meetings

also available:
Fred Dryer
Earl Monroe
Lou Piniella
Mike Bossy

Contact:
David Fishof Productions
250 West 57th Street
New York, N.Y. 10019
(212) 757-1605
Write or phone for free brochure.

JWT gets Swedish shop

J. Walter Thompson Co. AB, the giant agency's Swedish company, has acquired Stein Schjaerven AB, a 5-year-old agency in Stockholm that bills about $1,000,000, and will merge it into JWT's Stockholm office this spring. JWT's Hakan Verner-Carlsson will be chairman and Matts Bjerne of Stein Schjaervon, general manager.

Marketing shop to open

William D. Hull, formerly vp-research director, and Theresa Gacek, formerly vp-associate research director, at J. Walter Thompson Co., Chicago, will open Strategic Marketing Inc. on April 1. Specializing in custom consumer research, the new company will be at 208 W. Willow, Chicago, 60614.

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Advertising Age
50 YEARS 1930-1980

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FTC drops nutrition issue in industry's lap

By RICHARD L. GORDON

WASHINGTON—The Federal Trade Commission is giving the food industry 90 days to come up with plans for a voluntary alternative to more food ad regulation.

The commission is calling for industry offers in a notice to be published this week at the same time it offers to dump the most controversial portions of its proposed food ad rules.

▪ Initial reaction from Grocery Manufacturers of America president George Koch was positive. FTC's call for voluntary proposals will have the immediate effect of stimulating consideration of the industry's role in nutrition education, he said.

The offer to scrap Phases II and III of the proposed food ad rules, which had been strongly opposed by the industry, shows the commission "is recognizing reality," the GMA president said.

Chairman Michael Pertschuk began signaling a change in food ad tactics at FTC more than a year ago (AA, March 12, '79), when he urged food advertisers to consider bigger voluntary efforts to get diet and nutrition information to the public.

He told ADVERTISING AGE last week that industry failure to agree on a plan acceptable to FTC would probably force the commission to look at fresh regulatory approaches, or recommend that Congress take legislative action.

The chairman said a possible solution would be industry commitment to a major mass media nutrition education campaign, a permanent program that would emphasize the importance of a balanced diet.

While stepping back from food ad rule proposals FTC first published six years ago, Mr. Pertschuk tried to keep the pressure on the industry by warning that public concern about nutrition and health "won't go away."

"It's quite possible that some people, looking at FTC's political problems, will think that FTC isn't alive and can be ignored," he said. "That would be a mistake."

▪ The commission showed no inclination to pull back from Phase I of its food ad proposals. Its top staffers sent final recommendations to the five FTC members last month and strongly urged the rule be enacted (AA, March 31).

Phase I sets disclosure standards for food that claim they provide "energy," make diet

(Continued on Page 73)

"Some people, looking at political problems, will think FTC can be ignored. That would be a mistake."

New York express

New York's streets are more popular with bicyclists as the transit strike creates massive problems, but Frankie Cadwell, president of Cadwell Davis Savage, a daily bike rider for the past ten years, just keeps doing her thing to get to and from her office.

American, TWA join United

Games airlines play

By JOSH LEVINE

NEW YORK—The age of the flying casino has dawned.

American Airlines and Trans World Airlines have stopped spectating as United Airlines passengers and others scratched off United Take-off game coupons in the hope of winning one of 10,000 free trips.

Both airlines announced last week that similar game promotions will be available on their flights and by mailed request starting April 10 (AA, March 31).

United confirmed it is "seriously considering" extending its sweepstakes offer to May 9 in order to match American and TWA. The offer is currently scheduled to end April 30.

"The Great American Game," the more ambitious of the two promotional responses to United, offers 10 month-long passes for unlimited travel on American, 10,000 free round trips, 10,000 certificates that upgrade an economy class passenger to first class, and 29,900 bonus certificates worth a free drink or a free movie headset.

TWA's "Win the World on TWA" game parallels United's promotion with a slight twist—winners of a free round trip are eligible for a drawing that will award one trip for two once a year for the rest of the winner's life.

Neither airline expressed great enthusiasm for the programs that will consume most of their advertising budgets for the next month; both joined reluctantly, rather than leave the promotional glory to United.

United passed out its first game tickets to passengers last Tuesday. As of late last week, Marden-Kane, United's fulfillment shop, had received more than 250,000 mail requests. Earlier, United predicted the number of mailed-in entries would reach 500,000 during the entire promotion.

"Reservations are stronger than they've been all year," said John Zeeman, United's vp-passenger marketing. "There's no way to pinpoint the reason, but we think it is because of the Take-off game."

Leo Burnett Co., Chicago, is the United agency.

The same magnetic effect pulled a reluctant American into a half-fare coupon promotion launched by United last summer. TWA held out, but countered with a "kids fly

(Continued on Page 74)

P&G, B-M roll hair care items

By NANCY GIGES

NEW YORK—Procter & Gamble Co. and Bristol-Myers are both rolling national with two major new hair care products.

P&G is making its expected expansion of Pert shampoo (AA, Feb. 4), and B-M is bypassing test markets to introduce Clairol Small Miracle hair conditioner. B-M is promising $16,000,000 in advertising and promotion support, with $8,500,000 going into tv and couponing. P&G is expected to invest more than $15,000,000 in advertising to back its entry.

Pert, which tested in Tennessee and Wisconsin for about a year, is a creamy pearlescent liquid in a bright green bottle. It is aimed at frequent shampooers, with ad copy stressing its gentleness. The theme line in current commercials: "Bouncin and behavin'." Said to have conditioning properties, Pert will hit the market about the same time as Helene Curtis Industries' new Suave conditioning formula shampoo (AA, March 24). Tv support breaks in June for Suave, out of James Jordan Inc.

Introductory 60-second tv spots for Pert (by Compton Advertising) break May 26 and are set to reach 90% of the target audience six times a month. During the first year, 125,000,000 coupons will be distributed and 1½-oz. samples will be mailed in July.

▪ During the past decade, P&G has made several unsuccessful attempts to introduce a cosmetic shampoo entry. Pert is the only brand that has performed well enough to expand out of test. The Cincinnati marketer is telling the trade Pert has been shifting between the No. 1 and No. 2 positions (with P&G's own Head & Shoulders) in test markets.

Clairol Small Miracle, available in regular and extra body formulas, comes in three different sizes. Tv support set to break June 2 is scheduled during late night and prime time. It is intended to reach 85% of its target audience five times a week, according to trade

(Continued on Page 74)

Real estate ads
3

PAPER
AA MAR81
DC2001 4CONGLIHAGNR 021159200 13
R HAGERMAN SECY TO SR VP
CONGRESSIONAL INFO SERVICE
7101 WISCONSIN AVE
WASHINGTON DC 20014

last minute news

BBDO reported getting share of Timex

MIDDLEBURY, CONN.—Timex Corp. plans to add BBDO as a second agency for an estimated $5,000,000 portion of its $13,000,000 men's and ladies' watches account at Grey Advertising, according to a source. BBDO and Timex could not be reached for comment because the offices of both were closed last Friday.

Keller Crescent to open branch in Dallas

DALLAS—Keller Crescent, based in Evansville, Ind., is opening a new office in Dallas within the next few months. The shop will be a full-service branch, according to sources, and located in Las Colinas, near DFW airport, also home of Bozell & Jacobs/Southwest.

'Hometown' campaign keeps Pizza Hut at FCB

WICHITA—Pizza Hut will retain its current agency, Foote, Cone & Belding, Chicago, on the strength of a campaign that attempts to reposition the chain as a local pizzeria rather than a franchised chain. Theme line of a drive to break in early May is: "Your hometown Pizza Hut." National launch of new Pan Pizza will be a part of the drive. Several of the seven New York shops that pitched the $14,000,000 national account expressed surprise at the decision, citing indications from the chain of widespread dissatisfaction with FCB.

(Continued on Page 8)

Nets shuffle in last lap of prime time race

By COLBY COATES

NEW YORK—Stunting and shuffling and juggling their way to what may be the closest ending to a prime time tv race since CBS nipped NBC by one-tenth of a ratings point in 1964-65, the three networks are doing double strategic duty as they also make the crucial decisions on next fall's prime time schedules.

Over the next three weeks the networks will determine how to fill a minimum of 16½ prime time hours. Should the Nielsens continue to go awry for some second and third season entries, as many as 21½ prime time hours might demand relief from current occupants.

Nevertheless—and as much as the networks and buyers deplore it—there is a race to be run and 14 days left to scrap it out. At this point, ABC and CBS are in a dead heat, each with a 19.5 rating and 31.3 share.

Ratings aside, the CBS view is that because of what the network has done this year in wounding ABC's four-year monopoly on the top spot, that network already is a winner. However, all three networks have ordered up enough specials, movies and series changes to make the next two weeks reminiscent of two sweeps weeks.

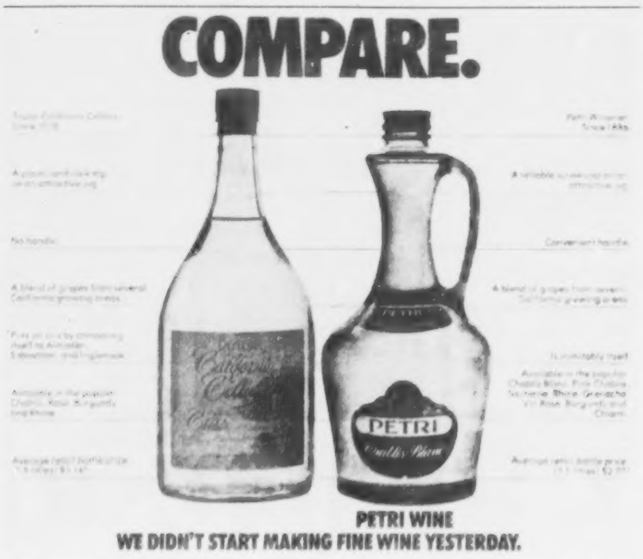
- In general, agency execs think ABC will pull it out on the strength of its April 14 Academy Awards telecast, which starts at 9 p.m. (EST) this year for an extra hour's worth of ratings. Whichever way it goes, the April 22 Nielsen ratings will tell the tale.

Looking to next September, ABC probably will replace four hours at the outset, with at least one additional hour needing surgery before December, sources said.

ABC's more immediate problems are very familiar—the opening 8 a.m.-to-9 p.m. hour on Friday and Saturday plus the two-hour Sunday wasteland that starts at 7 p.m. Recent attempts to plug some of those gaps—"When the Whistle Blows," "Galactica 1980" and "Tenspeed & Brown Shoe"—have been written off by some buyers, though ABC may still nurture a shred of hope for "Tenspeed," if it finds another time period.

"Laverne & Shirley" and "Mork & Mindy" represent major question marks, sources say, with "Angie" and "The Associates" seen as weak sisters. One buyer thinks "Mork" is "really wearing thin" and that it will be shifted to an 8:30

(Continued on Page 74)


COMPARE.
PETRI
PETRI WINE
WE DIDN'T START MAKING FINE WINE YESTERDAY.

Petri wine has been around since 1886, notes ad copy in a dig at Taylor.

Big St. Pauli Girl drive due

C&W gets the Blue Nun habit

By JOHN J. O'CONNOR

NEW YORK—Blue Nun has left Jerry Della Femina after 11 years, and St. Pauli Girl wants to be a "10" in the eyes of *Playboy* readers.

While the foregoing reads like an item in a gossip column, it reflects, however briefly, two noteworthy developments in the alcoholic beverage market during the last week.

Citing Cunningham & Walsh's "creative product," Schieffelin & Co. culminated a review by tapping the agency to handle Blue Nun imported white wine, a $2,500,000 account that was revered by Della Femina, Travisano & Partners.

Meanwhile, Carlton Sales Co., a unit of Foremost-McKesson Wine & Spirits Group, has given up its wines and spirits to sister units to devote all its efforts to St. Pauli Girl imported German beer. Its determination to make the beer a major factor in the imported market will be evident via a five-page single gatefold ad in the July issue of *Playboy*. The ad was described by Henderson Advertising, Greenville, S.C., as the "largest inside single gatefold in the magazine's history."

To lose Blue Nun, a brand as closely identified with the agency as Mr. Della Femina himself, has to be upsetting to the shop.

From a 60,000-case brand in 1969, Blue Nun over the next 10 years became the nation's No.1 selling imported white wine principally because of Della Femina's award-winning, humorous radio commercials featuring the team of Jerry Stiller and Anne Meara. Those spots, replaced in 1978 by tv commercials without the comedy team, succeeded in getting across the message that Blue Nun was the right wine with any meal.

Several months ago, the agency and Schieffelin began to clash over advertising and pricing strategy for Blue Nun, which was unseated as the leading imported white wine last year by Banfi Products' Riunite. According to *Impact*, a wine and spirits newsletter, its forthcoming rankings will show Riunite white with sales last year exceeding 1,500,000 cases, compared with 1,225,000 for Blue Nun.

Mr. Della Femina said he was

(Continued on Page 76)

McCann gets Coke's 'sympathy' on Petri wine ad

SAN FRANCISCO—McCann-Erickson here has broken a new campaign for client United Vintners' Petri Wineries that directly compares its brand with Taylor California Cellars wine.

The newspaper ad, which ran in Los Angeles and is set for other markets, calls Taylor a wine that "puts on airs by comparing itself to Almaden, Sebastiani and Inglenook" (AA, March 31).

Taylor, of course, is a product of Coca-Cola Co.'s Wine Spectrum and the wine that broke from tradition to first use comparative advertising. McCann is Coca-Cola Co.'s major agency (New York and Atlanta offices).

Has the campaign raised any eyebrows at the giant cola company?

Atlanta-based Albert E. Killeen, Coca-Cola vice-chairman, corporate marketing director, and president of the Wine Spectrum, issued the following statement:

"Being a man of compassion, McCann-Erickson has my full and complete sympathy for having been given the impossible assignment by their client, Heublein, owners of both the Petri and Inglenook brands, to somehow, some way, find a basis of favorable comparison between Petri, their low-priced jug wine, with the Wine Spectrum's Taylor California Cellars, a premium brand.

"McCann's difficulty was further compounded because Heublein apparently has not been able to favorably compare Inglenook Navalle, their premium jug wine, supposedly a far superior wine than Petri, with Taylor California Cellars.

"However, McCann is to be congratulated on solving this dilemma by pointing out to Los Angeles consumers that the Petri wine jug does have a handle in the event that a consumer would ever be disposed to remove it from the shelf and does have a screw cap closure in the event a consumer would ever wish to open it and drink therefrom."

- Charles Hamm, McCann vice-chairman in New York and the key contact with Coca-Cola, observed that such client situations occur sometime and indicated it's all part of doing business.

Dan Rosenthal, Petri account exec in McCann's office here, said that he hadn't heard any complaints. #

highlights

Monday, April 7, 1980

Pr battle lines are drawn as the labor-backed Big Business Day group readies nationwide anti-corporation rallies for April 17. *See Page 4.*

"PM Magazine," "M*A*S*H" and "Good Times" look attractive in Katz Tv analysis of Nielsen February syndication report. *See Page 6.*

City & Regional Magazine Assn. may consider folding into the Magazine Publishers Assn. as a result of economic and personnel changes. *See Page 10.*

Panorama cuts its rates and rate base. *See Page 12.*

A $70 billion-a-year business gets its own trade organization with the birth of the Private Label Manufacturers Assn. *See Page 12.*

Farmers who can't afford to buy cows now can lease them. *See Page 30.*

Spain will have its first private tv station within two years, predicted the head of Spain's leading private radio network. *See Page 30.*

Though they lost money, concerts and music specials play a key role in the affiliate battle. *See Page 35.*

Colgate continues uses of children to tout Curad bandages in a new tv campaign. *See Page 35.*

Model agencies are supplying more and more beauties for tv networks' ventures. *See Page 38.*

Camera marketers, turning to specific market sections, displayed their wares at the Photographic Marketing Assn. show. *See Page 40.*

General Tire still spotlights vintage cars in its tire campaign. *See Page 43.*

Ben Colarossi debates Ted Turner's claim that print media is becoming obsolete. *See Page 47.*

Gene Gramm presents more ideas for interested backers, including chewing gum that changes flavor after five minutes. *See Page 50.*

William A. Robinson reviews the 12 basic promotional techniques, examining each of their strengths and weaknesses. *See Page 53.*

Japan's total ad spending topped two trillion yen for the first time last year, according to Dentsu Corp. data. *See Page 53.*

Bank of America and Citibank soon will be offering the British public a full range of loans and other services. *See Page 58.*

ABC plans to use more three-hour made-for-tv movies Sundays and probably will schedule more comedy and suspense tv movies as well. *See Page 62.*

A car liked by few but bought by many, Pinto ends a decade of production this summer. *See Page 64.*

CW Communications enters a venture in China, publishes an extra issue at home. *See Page 64.*

Several significant product moves were made in the frozen food field last month. *See Page 71.*

Wells, Rich, Greene has a new corporate group. *See Page 75.*

A former alcoholic who claimed Smirnoff vodka "ruined" his life has filed a class action suit against the brand and parent Heublein Inc., charging the lack of a health warning label was to blame. *See Page 75.*

Sambo's Restaurants, struggling with financial troubles, dropped its 11-year agency Larson/Bateman and named Bozell & Jacobs, New York, to its account. *See Page 77.*

Retailers and manufacturers discuss the ups and downs of silver. *See Page 78.*

Section 2

Who are the people who comprise U.S. ethnic groups? What are their buying patterns and buying power? What problems do these groups encounter to gain attention in the marketing world? Section 2/Minority Marketing looks at the situation and what is or isn't being done, beginning opposite Page 42.

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Strike hits N.Y. stores; ads cut

NEW YORK—The transit strike hasn't crippled retail business here, but it is forcing changes in store hours and advertising and causing some sales slippage.

During the pre-Easter selling period last week, many stores dispensed with late evening hours and closed early to accommodate employes. Early closings also reflected lighter store traffic.

- And as consumer traffic fell off, stores either canceled or delayed local advertising.

Robert Gottlieb, senior vp-director marketing at Gimbel's, put "some ads on hold, mainly nonpromotional things not keyed for Easter, such as regular price jeans or slacks ads." However, he added that he had not planned much advertising for early in the week anyway. He felt late week business should be helped by the return of the Long Island Railroad, which was on strike until April 2.

(Continued on Page 76)

Minority marketing looking to the 1980s

(Continued from Page S-19)

has found that advertisers of products have largely overlooked the publication and the audience it reaches.

Said Preston J. Edwards, publisher, "We've had a very difficult time being recognized as a good product medium. We've proved we're a good recruitment magazine, but not product."

Mr. Edwards attributed the problem to an advertising community that "doesn't address itself to specific markets of blacks, lumping them instead into the general market. Sure, young black people are part of the general market, but there are segments within that market too."

While recruitment ads have helped keep the magazine alive (total circulation is 254,818 nationwide), Mr. Edwards wants more product advertising.

Ford Motor Co., Chevrolet, Panasonic, Atlantic and Johnson Cosmetics Co. have advertised in the publication and Mr. Edwards hopes other product advertisers will come on board.

Like the *Black Collegian*, a Chicago-based publication, *Dollars & Sense*, targets a particular segment in the black market—the black professional and the black businessman.

Now in its sixth year, the magazine, published every other month, claims a circulation of 110,000, mostly in the Chicago area with nominal circulation nationwide.

Its audience, according to national sales manager Yvette P. Jackson, is primarily executives or administrators with a median income of $25,000.

Published by National Publication Sales Agency Inc., the magazine has a good advertising mix—most of which comes out of Chicago. However, like other minority targeted publications, a broader advertising mix is sought but not always easy to find.

The Sheridan Broadcasting Network is reaching out to capture the black audience. Linking 84 radio stations, it is the largest, completely black-owned news network operation in the U.S.

Formerly known as the Mutual Black Network, the ownership was changed last August with the purchase by the Sheridan Broadcasting Corp.

All employes involved in the collection and dissemination of the news are black. There is a staff to cover the White House and Capitol Hill. There are two daily sports programs and the network plans to send a staff to Moscow to cover the summer Olympic Games.

"We have been receiving acceptance as a media vehicle," said Skip Finley, exec vp and general manager of the network. "However, we don't like to be told we're not going to get an opportunity to pitch.

"One problem we have is that when advertisers buy network radio, they don't necessarily buy the black network. Because of the small [12%] size of the black population compared to the over-all population, this presents marketing implications in the measurement and consumption of products. Some folks feel they don't need to advertise to the 12%."

- Another problem they confront is that advertisers rank markets by black population and, of the top 100 black markets, there are about 15 or 16 with no black station.

"That's a large difference between us and ABC, CBS or NBC," said Mr. Finley. "If you were to compare our affiliates on a map to where other network affiliates are, you'll see ours are very, very heavy in the Southeast and very limited towards the Midwest or mountain states in the Northwest."

Advertisers include the U.S. Army, Johnson Products, AT&T, Kodak, Chevrolet, ABC-TV, Maxwell House coffee, Campbell soup, McDonald's, Pillsbury and Burger King, which is one of the largest.

"The advertisers' resistance has deteriorated somewhat with the help from the Four A's," says Mr. Finley. "And our selling has become more marketing oriented and more professional. Now we're in a better position. The measurement of radio audiences, specifically blacks, has improved. As the years passed, more blacks, like myself, got experience in the industry and we can address more issues in a more professional manner.

"I think the future is bright for us," he says. "If you take a look at the total black consumers you find that a majority now has an income of $10,000, which is not a high figure in itself, but it speaks for some economic growth, as opposed to 15 years ago. That's why there is going to be a lot of growth for this segment of the black market." #

SKIP FINLEY

Minority readership poll

Ebony, *Jet* and *Essence* continue to be the most widely read magazines among black women.

These magazines have substantially higher readership than the next group of magazines read by black women, *Better Homes & Gardens*, *Good Housekeeping*, *Women's Day* and *Family Circle*.

People is read by 15% of the black women of America.

These findings are based on the cumulative results of a series of national studies as part of the Lee Slurzberg Research (LSR) National Black Omnibus Poll in 1979.

The company conducts a national probability sample of black men and women on behalf of participating clients who sponsor the ongoing poll. The poll has been conducted by LSR since 1971.

Among black men, the pattern of readership is somewhat different after the two major national black publications—*Jet* and *Ebony*.

Sports Illustrated is the third most popular magazine among black men as it has been for the past three years in the LSR National Black Omnibus Poll.

After that, *Black Sports*, *People* and *Black Stars* are the next most widely read magazines among black men. #

Magazine readership among black women

	Read last 2 months		Read regularly	
	1979	1978	1979	1978
Total black women (base)	3,014	2,025	3,014	2,025
Ebony	47%	47%	31%	29%
Jet	37	41	25	26
Essence	22	27	13	15
Better Homes & Gardens	18	20	9	9
Good Housekeeping	17	21	10	11
Women's Day	16	15	11	9
Family Circle	15	15	9	8
People	12	14	5	6
Ladies Home Journal	11	13	6	7
McCall's	11	10	6	5
Black Stars	9	12	5	5
Vogue	7	9	4	4
American Home	5	8	2	3
Black Enterprise	5	4	2	2
Encore	5	6	2	2
Sports Illustrated	4	4	2	1
Mademoiselle	3	6	2	3
Miss Black America	3	4	1	2

Source: LSR national black omnibus poll

Magazine readership among black men

	Read last 2 months		Read regularly	
	1979	1978	1979	1978
Total black men (base)	3,000	1,965	3,000	1,965
Jet	40%	40%	25%	25%
Ebony	38	40	22	23
Sports Illustrated	23	25	14	14
Black Sports	15	15	9	7
People	10	10	4	4
Black Stars	9	11	5	5
Black Enterprise	7	10	4	5
Better Homes & Gardens	6	7	3	2
Black Business Digest	3	5	2	2
Encore	3	5	2	2

Source: LSR national black omnibus poll

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Aftertaste

Pizza Hut review ends in bitterness; exec exits

WICHITA—Don McCullough, Pizza Hut senior vp-marketing, has resigned as a result of the company's decision to retain Foote, Cone & Belding, Chicago, as agency for its $14,000,000 national account.

But Mr. McCullough's resignation is only a part of the fallout from one of the most controversial agency reviews in years. The aftershock of Pizza Hut's decision has left its marketing execs tight-lipped, franchisees confused and the six New York agencies that pitched the account fuming.

The first shock hit Pizza Hut April 5, the day after the decision was made, when Mr. McCullough resigned. He told ADVERTISING AGE late last week that the agency decision was "only one of a variety of disagreements over the past year."

The second bombshell was the report that two other Pizza Hut execs—Al DiMarco, vp-advertising, and Jim Palmer, advertising manager—asked to be relieved of advertising duties, requesting transfers to other PepsiCo subsidiaries. A Pizza Hut spokesman responded that both men were still at the company and had "no plans to leave as far as I know."

So far, Graham Butler, Pizza Hut group vp, has not named Mr. McCullough's replacement, but Bud Gates, former senior director-corporate marketing, has been promoted to vp-marketing.

- While Pizza Hut was attempting to put its corporate house in order last week, the six agencies that poured a reported $500,000 (combined) into their presentations expressed bitterness and shock over the company's decision to retain FCB. "We've been had," said one agency exec.

"From the very beginning, Pizza Hut execs made it clear Foote, Cone was out," the exec continued. "When we saw how they felt, we went all out. But they didn't play by the ground rules."

Another exec insisted that Pizza Hut told its franchisees the week of Feb. 18 that FCB was out. "The franchisees cheered, we were told by Pizza Hut execs," he added.

The confusion apparently started when FCB presented its campaign April 3 to the Pizza Hut agency selection committee, composed of Messrs. McCullough, DiMarco, Palmer, Butler and two representatives of the International Pizza Hut Franchise Assn. (IPHFA).

Mr. Butler headed the committee, but only Messrs. Butler, McCullough, Jim Winter (IPHFA director) and Bud Fulkerson (IPHFA marketing directors were permitted to vote.

(Continued on Page 92)

last minute news

Bonanni named CBS Publications group publisher

NEW YORK—Peter Bonanni, who resigned as president of Charter Publishing Co. last month (AA, March 17), has been named vp-group publisher, women's group, CBS Publications, and publisher of *Woman's Day*. Earlier a one-time vp-associate publisher at *WD*, Mr. Bonanni, 47, succeeds George Allen, 65, who moves to the new post of senior vp-magazines, responsible for CBS' men's, women's, special interest and acquisition and development groups.

Sellinger expected to appear in Schlitz spots

MILWAUKEE—Jos. Schlitz Brewing Co. is readying a new campaign for its troubled flagship brand, and it reportedly will include taste test invitations and feature president (and newly named ceo) Frank Sellinger. Ads are due to break in three or four weeks, via JWT, Chicago.

Alternate Olympics tv fare proposed

NEW YORK—20th Century-Fox Sports is suggesting as alternative fare, if the Moscow Olympics are not shown in the U.S., "a king and queen of gymnastics" tv series with the U.S. Gymnastics Federation, an amateur boxing competition with Olympians from eight nations and other events. Meanwhile, another enterprising tv packager is awaiting word from the Carter administration and the three tv nets on proposed pooled coverage

(Continued on Page 8)

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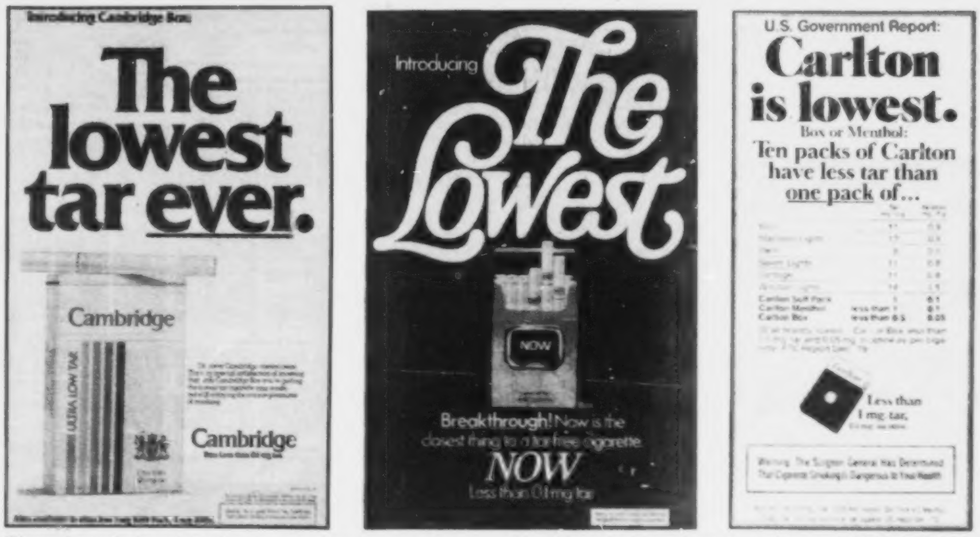


Cigaret marketers take the low road as the competition for the ultra low-tar segment grows fierce. These brands may generate expenditures of $150,000,000 during the next 12 months.

Three stake lowest claim as massive battle begins

By SAM HARPER

NEW YORK—"Carlton is lowest." "Introducing the lowest. Now." "Introducing Cambridge Box: The lowest tar ever."

In a succession of rapid-fire new product launches, coupled with intensive advertising, American Tobacco Co. (Carlton), R.J. Reynolds Tobacco (Now) and Philip Morris U.S.A. (Cambridge) have begun to wage one of the cigaret market's biggest battles ever over an ad claim.

Before the dust settles somewhat, the three cigaret makers over the next 12 months will have spent perhaps as much as $150,000,000 combined in advertising and promotion support for the three brands.

There is a strong possibility all three brands will move to zero tar at some point in the coming months, and there also is the likelihood American Tobacco will once again resort to the lawsuit as a weapon to preserve Carlton's hold on the "lowest" claim.

- With their newest line extensions, American Tobacco and Reynolds will be spending at levels far in excess of their combined $50,000,000 outlay last year. PM's new Cambridge very easily may be the most expensive cigaret brand introduction in history. The Cambridge advertising and promotion outlay could average out to more than $1,000,000 a week over the next year, a source speculated.

Cambridge is staking its claim to the lowest with an 80mm cigaret at less than 1mg. The two other Cambridge styles are an 85mm at 1mg and 100mm at 4mg tar. Although PM is known to have a Cambridge menthol in two styles, it apparently elected to hold them back for now.

American expects to hold onto its "lowest" claim with a new 0.06mg tar extension of Carlton. Now announced distribution of a product that is less than 0.1mg tar last week. Both carry "lowest" advertising theme lines in accompanying campaigns, and both followed the news of PM's Cambridge launch (AA, March 31).

Though RJR's marketing moves of late are aimed at halting the eye-popping growth rate of Carlton,

(Continued on Page 92)

Xerox goes retail

Plans chain of 'supermarkets' for automated offices

DALLAS—Xerox Corp., resetting its sights to encompass low end users for the first time, has gone after the market with a vengeance, moving into the small business equipment market with new retail stores and unveiling new products.

It opened the first store here last week and another six are planned before September.

- "This is not a factory outlet the way IBM, National Equipment Corp. and Data General's are," said Sanford Garrett, analyst with Paine Webber, New York. "It is much larger in scope. It is the first full-fledged honest-to-God retailer for all the needs of an automated office.

"It is a way of getting into bed with a whole new class of users," he added.

Xerox broke page ads in Dallas papers and plans tv, radio and heavy direct mail support. The company declined to say how much is being spent on the campaign. Needham, Harper & Steers, New York, is handling the advertising. Kobs & Brady, Chicago, is doing the direct mail.

Brother Dominic (Jack Eagle), who is strongly identified with Xerox copiers, appears in the introductory newspaper pages pushing a shopping cart filled with items from the store, including a Xerox typewriter. The character is more prominently featured in small-space ads with headlines such as "In the beginning there shall be bargains." Brother Dominic also was on hand to help Xerox executives with their store's grand opening.

"If this flies, their advertising nationwide will pick up very sharply," Mr. Garrett said. "The advertising aspect is very important."

Xerox opened its first "office supermarket" with the debut of the Xerox 550 copier. With a price tag of $1,195, the company claims it is the cheapest bond copier out.

Other new products which seem to put Xerox primarily against IBM include the Xerox 510 small business computer, selling from $12,500 to $13,800 and said to be comparable to the IBM 5120, and a new Xerox self-correcting electric typewriter (made by Remington), selling for $990 and said to be comparable to the IBM Selectric. (The widely advertised Xerox 800 series electronic word processors selling from $4,500 to $12,200 also are available at the store.)

(Continued on Page 90)

Kodak shooting at 35mm model?

By LOUIS A. FANELLI

NEW YORK—The intensely competitive, Japanese dominated 35mm camera market soon may become a battlefield, as rumors persist that Eastman Kodak Co., the U.S. photographic giant, may once again enter that market.

Talk of Kodak's entry into the growing market has heightened with the filing by Kodak of a technical disclosure outlining plans for a 35mm film cartridge.

Since it is unlikely that a 35mm cartridge would be adaptable to cameras currently being produced, there has been some speculation that Kodak would introduce a camera as well. Further speculation indicates that Kodak plans to introduce a major product at the time of its 100th anniversary celebration later this year.

The company first marketed a line of 35mm cameras in 1934. The last cameras of that type were taken off the market in 1969.

When a Kodak spokesman was asked whether a 35mm camera was coming, he would only say that "the company has not announced any 35mm cameras."

A Wall Street analyst indicated that if the company were to market the camera it would most likely sell for about $100, thereby attracting a significant portion of the amateur market while undercutting the Japanese makes.

"The Japanese are always trying to bring the price of 35mm cameras down," another analyst said. "It is becoming a consumer item, which is a very significant breakthrough."

While sales of 35mm cameras have risen from 1,900,000 in 1978 to an estimated 2,300,000 last year, both 110 pocket and instant cameras—Kodak's mainstay—have declined in sales.

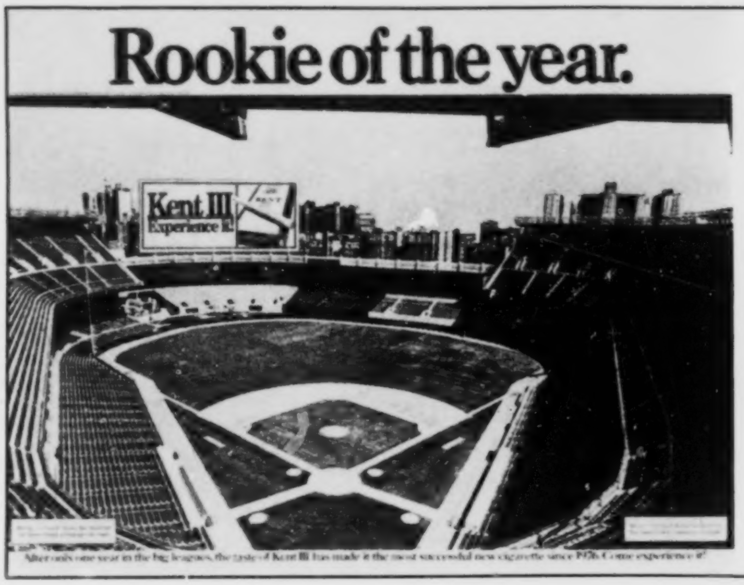
According to the 1979-80 *Wolfman Report*, instant cameras fell from a high of 8,200,000 in 1978 to an estimated 7,000,000 in 1979. At the same time, 110 camera sales fell from 9,100,000 in 1978 to 8,000,000 last year.

Industry sources said that the lower prices, coupled with the advancements in 35mm photography, have made picture-taking a relatively simple task, thereby adding to its appeal.

In addition, the unprecedented increases in advertising, plus the use of celebrities endorsing the products, have given 35mm cameras enormous exposure.

One analyst noted that when people now walk into a camera store they don't ask for the camera by name, but rather ask for the camera used by a specific celebrity endorser.

(Continued on Page 92)



Sign of spring

Opening day of the Major League Baseball season is marked by a newspaper ad for Lorillard's Kent III cigaret brand running in 26 big league cities nationwide. The outdoor board is superimposed on a photo of Yankee Stadium that has been retouched to represent a generic stadium. Ad calls Kent III the most successful new cigaret since 1976. Foote, Cone & Belding, New York, is the agency.

Recession? Some smoke, no fire

By BERNICE KANNER

NEW YORK—There are some preliminary signs of an economic slowdown, but few if any media are hurting—yet.

What are those signs? First, some slippage of ad pages in upcoming issues of consumer and business magazines—the women's service and newsweeklies are two categories expected to come in shy of last year's page counts. Second, a shifting of dollars from marginal to lead brands, and third, a movement on the part of advertisers to keep their media plans flexible coupled with an over-all heightened wariness.

- "So far, agencies, regardless of size, haven't been complaining of budget cuts," said Harry Paster, senior vp, American Assn. of Advertising Agencies. "But at the same time we hear of clients not wanting to make long-term commitments, saying they want to be able to get out of things. Everybody's kind of jittery."

Those jitters have translated into a "spotty" second quarter so far for the business press, according to Charles Mill, president of American Business Press. Although "industrial budgets are being looked at sharply, the general business books have not been hit yet," said Mr. Mill, who pointed to softening in some areas such as housing and medical publications. (The latter, he feels, has more to do with the government's blockage of new drug introductions than any recession.)

McGraw-Hill Publications president Paul McPherson confirmed "selective softening" in the housing and construction field but was encouraged by the giant business publisher's performance so far.

"We're seeing a reluctance on the part of advertisers to send in complete contracts and more rush insertion orders," he said. The end result is page tallies comparable to last year's. Mr. McPherson is holding fast to an earlier forecast of 10% to 15% revenue growth for the year—"at least for now," he added.

- *Newsweek* publisher Chuck Kennedy had "budgeted and planned for a relatively modest decline" this year and got through the first quarter with no signs of cutbacks. Now he sees no "serious" erosion in bookings and expects to end the year "ahead in revenues if not in pages."

Rival *Time* reported that its half-year count is just about even with last year, minus the unique 64-page Gulf + Western annual report insert that ran in February, 1979. The newsweekly ran ahead of last year in the first quarter.

Elsewhere within the Time Inc.

(Continued on Page 90)

Nets' upfront tally looks good

By COLBY COATES

NEW YORK—Network tv, only a fall prime time schedule away from kicking off its annual upfront selling season, remains calmly confident about its profitable fate, even though fact and fiction suggest recessionary times are at hand.

Last year's bull market won't develop so swiftly, network execs say, but a thoughtful, more strategic-oriented marketplace will produce the same results—upfront prime time sales in the neighborhood of $1.6 billion.

Although this year's upfront total only equals 1979 business (and is actually a decline in real dollars), it is logical if more dollars will be withheld for scatter buys, as execs insist. The revenue outlook is solid, barring advertiser decisions to trim back, but profitability remains an enduring concern as programing costs soar.

- Artful upfront deals rather than the panicky buys of last year will be the norm, network and agency execs agree.

For example, Ford, in recent negotiations with CBS over the size of its National Football League package, decided to give up its exclusivity rather than add some minutes as CBS requested. Instead, Ford will spread some money into baseball while CBS splits nine minutes among three automotives. "Five or six domestic and foreign automotives are talking to us," said CBS-TV Network vp-sales Paul Isacsson, who said, "CBS still comes out just fine."

In fact, fine and dandy is as good a way as any to describe how the network sales teams think they will do in the coming months. Many positive indicators already are in place.

The short-term scatter market, though a tad slower to develop, is still yielding cpm's that are substantially higher than last year's upfront business.

- Moreover, as third quarter options have fallen due in the last few weeks, network execs have seen renewal rates that have left them "amazed, pleased and thrilled," and "hard pressed to single out any one cutback of consequence." One street report speculated that all but $1,000,000 of $30,000,000 in CBS options was picked up by advertisers.

In the weeks prior to the release of the fall schedules, network execs traditionally man the phones and pound the pavement, assem-

(Continued on Page 90)

highlights

Monday, April 14, 1980

Pabst Brewing Co. this fall will introduce another light beer, most likely in the uncluttered superpremium category, while a new tv campaign for Pabst Blue Ribbon is on tap for late May. *See Page 4.*

American Home Products is running commercials for Semicid contraceptive on noncode stations despite rejection by NAB code board. *See Page 6.*

Satisfied that veterinary groups now support honest advertising by vets, the Federal Trade Commission said it is scrapping plans to intervene. *See Page 10.*

Nimslo Technology is getting ready to market its new 3-D camera, probably through Ogilvy & Mather. *See Page 10.*

Tv networks could profit handsomely by eliminating their chain of program development "bureaucracies," members of a producers group declare. *See Page 12.*

Johns-Manville Corp. will break a midsummer campaign explaining that asbestos fiber is not a problem when handled properly. *See Page 14.*

JWT Entertainment will handle some of the media buys when "The Empire Strikes Back" on May 21. *See Page 20.*

The April issue of *American Demographics* magazine forecasts some key figures from the 1980 census. *See Page 36.*

Mike Eruzione and Herb Brooks are looking to advertisers for gold. *See Page 51.*

Thomas Olson explores the effect inflation has had on the insurance industry and its clients and how the industry is responding to the inflation challenge. *See Page 58.*

Harry Wayne McMahan asks, "Can television commercials be taught?" and presents some of the contenders that barely lost out in his "100 Best Tv Commercials of 1979." *See Page 62.*

India is reviving its promotion drive to attract foreign tourists to the country. *See Page 64.*

Canada's new Liberal government, elected in February, has put on hold all nonessential federal advertising. *See Page 68.*

Newsweek confirmed plans for a new single-topic magazine. *See Page 78.*

A survey of 104 women readers of *Ebony* magazine reports that they are using 42% more coupons than last year. *See Page 79.*

Arbitron TV's Norm Hecht strikes out on his own. *See Page 85.*

The Federal Trade Commission has begun the process that could lead to softening sales and ad restrictions on Encyclopaedia Britannica. *See Page 88.*

A work that the legendary David Ogilvy considers "required reading" for anyone joining Ogilvy & Mather is reissued by the author's son. *See Page 88.*

The transit strike continues to wreak hardship on New York business. *See Page 91.*

Most Broadway shows suffered attendance losses because of the New York transit strike, which may lead to Broadway print advertising cutbacks if the strike continues. *See Page 91.*

Section 2

For the second year in a row, total gross income and billings generated by agencies outside the U.S. topped domestic gross income and billings. This week's Section 2 lists profiles of 753 agencies from 67 countries that helped increase international gross income 19% to $3.27 billion and billings 18% to $20.8 billion. Also in the report: A ranking of the world's top 50 agencies and agency groups. Section 2 begins opposite Page 48.

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Reynolds is magazine pacesetter

NEW YORK—R. J. Reynolds Industries, the biggest magazine advertiser for 10 of last year's 12 months, continued to set the pace in the first month of 1980, a month when magazine ad expenditures rose 14% and ad pages climbed 3%.

Though healthy, these increases reflect a slight softening following the high demand of late fall and three years of 20% increases or better industrywide.

A new runner-up emerged in Philip Morris. In December, the cigaret marketer held fourth place. Now, with a 28% spending hike, it bounded to second spot, displacing Seagram Co. Ltd., which slipped to third place, and General Motors Corp., which dropped to fourth. Procter & Gamble advanced from ninth to fifth place with a 5% budget boost, and CBS held sixth place with a 6% increase. Newcomer B.A.T. Industries increased its magazine allowance 42% and wound up in seventh place, and Time Inc. upped its magazine dollars 99% to take eighth place.

General Foods, which had ranked fifth in December, took ninth place with a 22% increase in its magazine spending and Loews Corp. fell two spots with no additional magazine spending.

Ford Motor Co., which held sixth place a month earlier, and American Brands, which ranked 10th, missed the January top 10.

With a 52% increase in spending, cigarets and tobacco surged to the lead position of the product categories supporting magazines, displacing beers, wines and liquor, which slipped to fourth place. Publishing and media, which ranked eighth a month earlier, zoomed to become the second largest category.

Data in the accompanying chart was compiled by the Leading National Advertisers for the Publishers Information Bureau and ADVERTISING AGE. #

Magazine Advertising Data
January, 1980

Ad expenditures:	Ad pages:
Jan. '80—$172,664,270	Jan. '80—7,433.71
Jan. '79—$151,291,123	Jan. '79—7,232.41
Increase: +14%	Increase: +3%

Top Ten Advertisers	1980	1979	% Change
R. J. Reynolds Industries	$11,504,833	$ 5,402,140	+113%
Philip Morris Inc.	5,436,034	4,254,654	+ 28
Seagram Co. Ltd	5,369,770	4,727,646	+ 14
General Motors Corp.	5,357,621	3,868,842	+ 38
Procter & Gamble Co.	3,474,250	3,297,297	+ 5
CBS Inc.	3,295,733	3,103,724	+ 6
B.A.T. Industries Ltd.	3,132,612	2,208,156	+ 42
Time Inc.	3,103,719	1,556,222	+ 99
General Foods Corp.	2,905,719	2,388,113	+ 22
Loews Corp.	2,555,413	2,552,312	0

Top Product Categories	1980	1979	% Change
Cigarets & tobacco	$23,578,254	$15,494,820	+ 52%
Publishing & media	14,550,010	13,475,543	+ 8
Automotive	14,259,798	12,451,110	+ 15
Beer, wine & liquor	12,033,298	10,578,686	+ 14
Toiletries & cosmetics	10,248,425	8,778,096	+ 17
Food & food products	10,018,812	9,298,870	+ 8
Business & consumer services	9,969,079	9,302,745	+ 7
Travel, motels & resorts	8,461,457	7,534,125	+ 12
Home electronics equipment	7,562,869	6,013,045	+ 26
Retail & direct-by-mail	7,330,976	6,751,148	+ 9

SOURCE: PIB/LNA Magazine Analysis Services covers 102 consumer magazines constituting about 90% of consumer magazine ad dollars. It is compiled and published for Publishers Information Bureau by Leading National Advertisers Inc.

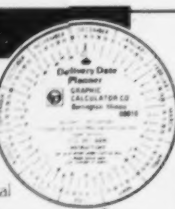
Where the horse world goes to market!

Among leading horse publications . . . the largest total paid circulation, the lowest reader duplication, the "anchor" book for over 43 years . . . where you'll reach the key decision makers, trend setters, hard-core horsemen.

Call direct or write for reader demographics and complete media package. Also, see section 25, SRDS.

THE WESTERN HORSEMAN

P. O. Box 7980 • 3850 N. Nevada Ave
Colorado Springs, CO 80933 Ph. 303-633-5524



FREE! Graphic Delivery Date Planner

Call for yours now. No obligation!

GRAPHIC CALCULATOR COMPANY

Designing and manufacturing special slide rules, printed calculators and feature demonstrators for 40 years!

232 James Street, Barrington, Illinois 60010

Call Cape Gulbransen or Barbara Kokoron at

312/381-4480

National Advertisers...more for your Broadcast Dollar!

Every week our programs deliver more than 50 million target audience impressions for our national sponsors on over 1000 of the nation's finest radio stations.

Westwood One builds specific programs to showcase your message and deliver your audience with broadcasting's most efficient CPM's.

In the past four years, Westwood One has produced and distributed 11 radio programs and features like..."Dr. Demento", "The Great American Radio Show", "Off The Record", "Star Trak", and "Spaces and Places".

Westwood One has pioneered and perfected radio syndication for national sponsors. Our national clients include–ANHEUSER-BUSCH, INTERNATIONAL HARVESTER, JBL SPEAKERS, SCHLITZ, UNITED VINTNERS, WARNER-LAMBERT and many major U.S. record labels. Through agencies like—TED BATES, LEO BURNETT, GREY ADVERTISING, McCANN-ERIKSON, NEEDHAM HARPER & STEERS, and TATHAM LAIRD & KUDNER.

To put Westwood One to work for you, call either Joel Berman, National Advertising Director, in New York (212) 751-1305 or our President Norman Pattiz at our Los Angeles Headquarters (213) 204-5000.

WESTWOOD ONE

9540 Washington Boulevard
Culver City, CA 90230

"The Nation's Number One Producer of Nationally Sponsored Radio Programs"

In Ad Age

50 years ago this week

APRIL 12, 1930

National advertising for used cars was launched by Buick Motor Co. last week with a full page in the *Literary Digest* asking, "Who ever thinks of asking, 'Did you buy your Buick new?'," and urging purchase from Buick dealers. Some 75% of cars Buick dealers take in trade are Buicks, the company says.

* * *

Reporting that 46% of Coca-Cola advertising goes into outdoor, Turner Jones, vp and ad director, urged development of a method of chocking outdoor circulation. "We are as much in the dark about outdoor advertising circulation," he said, "as we are about radio; that is a vast and beautiful mystery today."

* * *

General Foods has begun a test in Springfield, Mass., of frozen foods under the Birds Eye label. Included are 16 varieties of fresh meats, three seafoods, two vegetables and three fruits.

* * *

Following a study of prices men expect to pay, Marshall Field & Co., Chicago, has put the following standard scale in effect in its basement store: Overcoats and suits, $35; ties, $1; hosiery, 55 cents; shoes, $6.50; pajamas, $2.50; sweaters, $5; underwear, $2; handkerchiefs, 25 cents.

* * *

Tony Gutierrez, Passaic, N.J., cigar manufacturer, has perfected a method of printing on Cellophane. Special machines which do the printing will be leased out.

* * *

Z. L. Potter Co., Syracuse agency, has announced that it will appoint local representatives to get its clients' retailers to run local tie-in copy. The reps will get 5% commission on all local space.

* * *

Col. William Cooper Procter, president of P&G, in an interview with Sturges Dorrance, head of the New York Agency of Dorrance, Sullivan & Co.:

"To advertising must go major credit for the plan which makes it possible for the company to guarantee a minimum of 48 weeks' work per year" for more than 10,000 P&G employes, regardless of seasonal or cyclical depressions.

* * *

Reid, Murdoch & Co., producer of Monarch food products, has outfitted a specially designed all-metal three-motor Ford monoplane to show its complete line of 325 products to the trade and public. Dealers and school teachers get special invitations to visit the plane; newspaper ads invite the public at specified times.

APRIL 11, 1955

Coty Inc. has filed a suit in federal court in New York against Revlon, Wm. H. Weintraub ad agency and CBS, alleging misuse of an advertising theme, trademark and copy claims. The suit, which Coty calls "the first of its kind," accuses Revlon of using tv advertising which duplicates Coty lipstick claims for products which do not merit such claims.

* * *

The Rev. Charles Howard Graf, pastor of St. John's In the Village Church in New York, who quit the board of directors of American Church Union because of a "barely legal" puzzle contest the union is sponsoring, wrote AD AGE: "Of every $5 of 'contributions' through the contest, $4 will go for expenses. A pretty price to pay for sweet charity."

The national puzzle contest, operated by Keith S. Sutton, has been placing its advertising through S. Duane Lyon Inc.

* * *

The Federal Trade Commission has rebuffed a hearing examiner who ruled that the terms "milder," "soothing and relaxing" and "no unpleasant aftertaste" in Chesterfield cigaret advertising are "permissible puffery." The FTC, in reviewing its hearing examiner's ruling, said that it does not agree that these are "laudatory, harmless or mere puffing terms," and ordered further hearings.

* * *

James Thomas Chirurg, head of a Boston agency, published its annual report for 1954 this week, and told AD AGE he does not see why all involved, including clients and employes of the privately owned company, "shouldn't know the facts and figures about our agency." The Chirurg agency has been publishing an annual report since 1945. Needham, Louis & Brorby, Chicago, is the only other privately owned advertising agency to follow this procedure.

* * *

Top five Nielsen-rated radio shows for two weeks ending Feb. 26, 1955: "Amos 'n' Andy" (Brown & Williamson); "Jack Benny" (Lucky Strike, CBS); "You Bet Your Life" (DeSoto-Plymouth Dealers, NBC); "Lux Radio Theater" (Lever Bros., NBC); "Our Miss Brooks" (Toni, CBS).

APRIL 3, 1970

The Interpublic Group of Companies, which includes McCann-Erikson, Erwin, Wasey & Co. and Marschalk Co. among other agencies, will announce next week that it will go public, offering about 27% of its stock. It billed $727,260,000 in 1969, with profits of $4,778,000. The offering price is not yet known.

In Chicago, Victor Drumm, sales vp of Cahners Publishing Co., Boston business paper publisher that hit $70,000,000 in sales last year, announced "there is a pretty good chance" that the company will go public.

* * *

Armstrong Cork Co., declaring that "pablum programing" is driving millions—especially those from higher income homes—away from tv sets, has canceled all tv advertising and will concentrate its advertising in magazines.

* * *

A campaign to introduce L'eggs, a new line of one-size super-stretch stockings, has been launched by Hanes hosiery. The company has abandoned traditional hosiery marketing and is packaging the stockings in plastic eggs about three times the size of hen eggs, housed in a free-standing floor display.

* * *

The value and future of independent buying services in the broadcast field was the subject of a spirited debate before the Broadcast Advertising Club of Chicago. Sam Vitt, president, Vitt Media International, sees the services as the wave of the future; Thomas J. Glynn, vp and director of media at J. Walter Thompson Co., Chicago, sees them as doomed because "the professionals just aren't there."

Advertising Age / Section 2

APRIL 14, 1980

INTERNATIONAL

A MONTHLY SECTION

World's top 50 ad agencies in 1979

Figures shown here in millions are based on total equity interest in foreign shops. AA must stress that this table represents only estimates due to reporting procedures of a few agencies that varied slightly from those requested.

Rank	Agency	Gross Income	Billings
1	Dentsu	$352.8	$2,437
2	J. Walter Thompson	253.9	1,693
3	McCann-Erickson	252.3	1,687
4	Young & Rubicam	247.6	1,921
5	Ogilvy & Mather	206.2	1,393
6	Ted Bates	181.0	1,177
7	SSC&B	153.2	1,021.6
8	BBDO	144.8	985.5
9	Leo Burnett	141.1	950.7
10	Foote, Cone & Belding	137.6	918.1
11	*D'Arcy-MacManus & Masius	128.0	853.6
12	Hakuhodo	127.4	896.3
13	Grey Advertising	106.3	710.0
14	Doyle Dane Bernbach	104.0	701.0
15	†Benton & Bowles	95.4	640.4
16	Campbell-Ewald	84.2	561.9
17	Compton	77.7	524.6
18	Eurocom	77.2	519.7
19	Dancer Fitzgerald Sample	$68.4	$469.9
20	Naito Issui Sha	65.0	370.3
21	N W Ayer	63.9	428.4
22	Daiko Advertising	62.5	491.8
23	Wells, Rich, Greene	56.6	377.6
24	Marsteller	54.3	362.5
25	Needham, Harper & Steers	50.4	336.2
26	Kenyon & Eckhardt	49.2	328.3
27	Norman, Craig & Kummel	48.0	323.1
28	William Esty Co.	45.6	304.0
29	Bozell & Jacobs Intl.	45.2	304.0
30	Intermarco-Farner	43.5	291.6
31	Dai-Ichi Kikaku	38.4	272.6
32	KM&G Intl.	37.7	245.1
33	Tokyu	34.4	239.9
34	Yomiko	30.7	172.9
35	Cunningham & Walsh	$29.3	$225.2
36	Publicis Conseil	29.2	201.2
37	Ross Roy	26.9	179.0
38	Asahi Kokoku Sha	26.0	165.4
39	Campbell-Mithun	23.8	158.4
40	MPM/Casabranca	23.1	86.7
41	Wunderman, Ricotta & Kline	22.7	151.2
42	TBWA	22.6	150.8
43	Dai-Ichi	22.2	158.1
44	Alcantara Machado Periscinoto	20.8	83.1
45	Asahi Tsushin	20.8	143.9
46	††Groupe Roux Seguela Cayzac & Goudard	18.9	97.3
47	William Wilkens & Co	18.6	93.7
48	Nationwide Ad Service	18.2	69.8
49	Orikomi	18.1	134.6
50	GGK	17.8	118.4

*D'Arcy-MacManus & Masius figures exclude de Garmo, which was merged into the D'Arcy New York office in January.

†Figures include 20% ownership in Gestion et Recherche Publicitaire, a French agency group comprising B&B Publicite, Feldman, Calleux and Concurrence.

††Groupe RSCG includes the main Paris agency, RSCG, plus Chevassus & Vadon, Dire, Immediat and four smaller units.

Foreign ad shops earn stripes during 1979

By CRAIG ENDICOTT

CHICAGO

Despite the global slowdown in economic activity toward the end of 1979 and the strengthening of the dollar, the international advertising market proved its 1978 spurt against U.S. domestic advertising activity was no fluke by again surpassing gross income and billings generated within the U. S. in 1979.

But just barely. Foreign agencies, many of which are subsidiaries or affiliates of U.S. parents, tallied gross income of $3.27 billion on billings of $20.8 billion in ADVERTISING AGE's 22nd annual survey of foreign agency gross income and billing. This compared favorably to total U.S. domestic gross income of $2.92 billion on billings of $20.3 billion.*

The overseas shops on a year-to-year basis did extremely well in 1979, improving 19% in gross income over $2.55 billion in 1978 and 18% in billings over the $17.67 billion reported in 1978.†

Overseas shops, which got a big lift in 1978 from a favorable dollar exchange rate, saw the tables somewhat reverse last year, though strong currencies like the German Mark (it appreciated 8.5% in 1979 compared to 22% in 1978) and the Swiss Franc (up 7% compared to a 39% increased in 1978) kept the smiles beaming in the corporation offices of parent agencies in the U.S.

- The Japanese yen, however, slipped by 4% in 1979 compared to a whopping 40% appreciation against the dollar in 1978. For the largest Japanese agency, Dentsu Inc., which also ranked No. 1 in the world in 1979, this decline in the yen from 204 to 212.4 per dollar meant a yen growth of 14% in gross income translated into a dollar growth of 9.8%.

On the brighter side was Brazil, where despite a 35% depreciation of the cruzeiro against the dollar (this does not take into the account the cruzeiro's plunge at year end from 23.7 to 38.8 to the dollar following a devaluation), agencies stayed well ahead of the downward currency spiral by keeping up with inflation—which marked about 80% by year end. The 31 agencies reporting in both 1978 and 1979 from Brazil, for example, measured a total increase in gross income of 64% in dollar terms! Now that should make anyone proud, but it also illustrates how fickle the dollar as a common denominator can be when figuring in highly inflated currencies.

- On a more auspicious note, one country that reported in 1978 was a no-show in 1979: Iran, a glaring example of the dangers of agency investment abroad. Both McCann-Erickson and BBDO International, with strong offices in Teheran, have closed down until things cool off. Nicaragua is another example of how insurrection can

(Continued on Page S-8)

Kickers, the French shoe for kids, is now being distributed to four company-owned stores in London and at a test site in Florida. So why not create advertising that can travel, too. That's just what Createurs Associés did, piecing together footage from a U.S. skateboard park and hand gliders to show French tv commercial watchers just how much you can kick Kickers around.

---

*The U.S. figures just represent domestic business. Foreign income of U.S.-based ad agencies alone accounts for about $1.20 billion gross income and about $8.27 billion in billings, giving U.S.-based agencies grand totals of $4.10 billion and $2.8 billion, respectively (based on the reporting of 679 agencies in the ADVERTISING AGE's March 19, 1980 special U.S. agency profile issue.

†AA applied the 1979 exchange rates also to 1978 local currency figures in the various countries in order to factor out the fluctuation of the local currencies against the dollar. This procedure gives a more accurate assessment of an agency's growth in each market.

International Agency Profiles

grande classe
AU BON MARCHÉ

Children, always popular subjects for advertisers, stepped out even more boldly in 1979, proclaimed the "Year of the Child" by the United Nations. The French seem to have a special gift at capturing the free spirit of children as exhibited in ad photos at left by award-winning photographer Sarah Moon for Cacharel via Paris agency Ideodis, and the Au Bon Marche back-to-school poster that typifies the enfant terrible nature that often surfaces in ads produced by Roux Seguela Cayzac & Goudard, the No. 2 French agency and probably the most controversial—as the title of the book written last year by agency partner Jacques Seguela shows: "Don't tell my Mother I'm in Advertising; She Thinks I'm a Pianist in a Whorehouse."

A comprehensive view of the agency business is presented in the following section, in which ADVERTISING AGE has prepared profiles of international agencies, including their gross income and billings in 1979 and 1978, accounts won and lost, media mix, total employes. The agency profiles are arranged alphabetically, by country. A table listing the average annual rate of exchange per country used in converting local currency to dollars is found below.

ARGENTINA

The same 1979 rate of .000852 dollars to the Argentine peso was also applied to local currency reported for 1978 income and billings in this issue. This procedure factors out a 43% depreciation of the peso against the U.S. dollar based on peso's 1978 exchange rate of .0015.

Casares Grey & Asociados, Buenos Aires, reports gross income of $4,349,000 on billings of $28,994,000 for 1979, compared with gross income of $1,399,000 on billings of $9,325,000 for 1978. (In local currency, gross income was Ps 5.104 billion on billings of Ps 34.030 billion in 1979, compared with gross income of Ps 1.642 billion on billings of Ps 10.948 billion in 1978.) Media breakdown: Newspapers 8%; magazines 4%; radio 12%; tv 72%; outdoor 3%; cinema 1%. Employes: 121. Accounts gained: Inda Hnos/Sol Jet (Alpargatas). Account lost: Audinac.

Cicero Publicidad, Buenos Aires, reports gross income of $1,618,800 on billings of $8,094,000 for 1979, compared with gross income of $511,200 on billings of $2,556,000 for 1978. (In local currency, gross income was Ps 1.9 billion on billings of Ps 9.5 billion in 1979, compared with gross income of Ps 600,000,000 on billings of Ps 3 billion in 1978.) Media breakdown: Newspapers 45%; magazines 14%; radio 4%; tv 26%; outdoor 2%; business press 3%; transit advertising 1%; point of sale 4%; cinema 1%. Employes: 47. Accounts gained: Fine wines—2 Estribos, Sea Village, Manantiales—Inmobitalia Overseas.

Gomez Ferran Inter-Americana, Buenos Aires, part of Kenyon & Eckhardt Intl., reports gross income of $1,820,000 on billings of $10,070,000 for 1979, compared with gross income of $660,000 on billings of $3,300,000 for 1978. (In local currency, gross income was Ps 2.136 billion on billings of Ps 11.819 billion in 1979, compared with gross income of Ps 40,000,000 on billings of Ps 220,000,000 in 1978.)

Gowland/McCann-Erickson, Buenos Aires, reports gross income of $707,160 on billings of $23,039,173 for 1979, compared with billings of $7,984,944 for 1978. (In local currency, gross income was Ps 830,000,000 on billings of Ps 27.041 billion in 1979, compared with billings of Ps 9,372 billion in 1978.) No gross income was reported for 1978. Accounts gained: American Home Products (Kolynos toothpaste, Van Ess deodorant), Dow Chemical—Indokuim, L'Oreal. New assignments: BAT—new product.

Johnson/Benton y Bowles, Buenos Aires, reports gross income of $1,634,230 on billings of $5,657,280 for 1979, compared with gross income of $439,547 on billings of $1,453,388 for 1978. (In local currency, gross income was Ps 1.918 billion on billings of Ps 6.640 billion in 1979, compared with gross income of Ps 515,900,000 on billings of Ps 1.705 billion in 1978.) Media breakdown: Newspapers 28%; magazines 23%; radio 15%; tv 18%; cinema 1%; graphic production 15%. Employes: 38. Accounts gained: BASF audio cassettes, tapes and chemicals, Ostrimet metallurgical constructions, Banque Nationale de Paris, Banco do Brasil. Account lost: Mercedes-Benz trucks.

Lintas Limitada, Buenos Aires, reports gross income of $3,973,000 on billings of $26,595,000 for 1979, compared with gross income of $1,785,000 on billings of $11,976,000 for 1978. (In local currency, gross income was Ps 4.664 billion on billings of Ps 31.215 billion in 1979, compared with gross income of Ps 2.095 billion on billings of Ps 14.056 billion in 1978.) Media breakdown: Newspapers 4%; magazines 11%; radio 12%; tv 70%; outdoor 1%; cinema 2%. Employes: 69. Accounts gained: Salvo refrigerators and washing machines.

Walter Martinez, Buenos Aires, reports gross income of $326,316 on billings of $2,952,180 for 1979, compared with gross income of $272,640 on billings of $1,533,600 for 1978. (In local currency, gross income was Ps 383,000,000 on billings of Ps 3.465 billion in 1979, compared with gross income of Ps 320,000,000 on billings of Ps 1.8 billion in 1978.) Media breakdown: Newspapers 30%; magazines 15%; radio 25%; tv 30%. Employes: 22.

Ortiz, Scopesi & Cia., Buenos Aires, part of the Ogilvy & Mather network, reports gross income of $6,134,400 on billings of $26,213,487 for 1979, compared with gross income of $1,661,400 on billings of $7,085,767 for 1978. (In local currency, gross income was Ps 7.2 billion on billings of Ps 30.757 billion in 1979, compared with gross income of Ps 1.95 billion on billings of Ps 8.317 billion in 1978.) Media breakdown: Newspapers 16%; magazines 9%; radio 12%; tv 47%; outdoor 3%; point of sale 3%; cinema 10%. Employes: 100. Accounts gained: Bodegas y Vinedos Arizu, Lever y Asociados S.A.C.I.F., Morgan Guaranty Trust Co., Productos Roche S.A.Q.I. Account lost: Sol Jet.

Solanas, Buenos Aires, reports gross income of $1,300,152 on billings of $18,573,600 for 1979, compared with gross income of $566,205 on billings of $7,077,564

(Continued on Page S-10)

Foreign exchange rates in issue

ADVERTISING AGE editors used the exchange rates in these tables to determine dollar equivalents for both 1979 and 1978. This provides a more accurate assessment of an agency's year-to-year income and billings growth than applying different exchange rates to each year, since the AA procedure factors out a local currency's fluctuations against the dollar.

Foreign currency movement against the dollar did cool considerably in 1979 compared to 1978: the Deutschemark, for example, appreciated at an 8.5% clip in 1979 compared to 22% in 1978; the Swiss Franc was up only 7% (39% in 1978), while the Japanese Yen depreciated 4% (40% advance in 1978).

The exchange rates listed here actually are average annual rates of exchange determined by totaling the exchange rates per country at the end of each month and dividing by the number of months. In this issue, average annual exchange rates for 1979 and 1978 are given in the paragraph lead-ins to the agency profiles for most countries to illustrate the rise and fall of the dollar in each currency.

Local currency figures, however, are supplied in each profile.

Country	Currency	Rate
Argentina	peso	.000852
Australia	dollar	1.1300
Austria	schilling	.0774
Bahamas	dollar	1.0175
Belgium	franc	.034311
Bolivia	peso	.0505
Brazil	cruzeiro	.0422
Canada	dollar	.8604
Chile	peso	.0278
China (Taiwan)	dollar	.02785
Colombia	peso	.0253
Denmark	kroner	.1935
Ecuador	sucre	.0417
Finland	markka	.2596
France	franc	.2372
Germany	mark	.5481
Great Britain	pound	2.1343
Greece	drachma	.0289
Hong Kong	dollar	.2027
India	rupee	.1275
Israel	pound	.0447
Italy	lire	.001238
Jamaica	dollar	.5743
Japan	yen	.004708
Lebanon	pound	.3163
Malaysia	dollar	.4634
Mexico	peso	.0445
Netherlands	guilder	.5015
New Zealand	dollar	1.0414
Norway	kroner	.2003
Pakistan	rupee	.1055
Panama	balboa	1.000
Paraguay	guarani	.008
Peru	sol	.0066
Philippines	peso	.142
Portugal	escudo	.021803
Saudi Arabia	ryal	.3014
Singapore	dollar	.4667
South Africa	rand	1.1915
South Korea	won	.0021
Spain	peseta	.015309
Sweden	kroner	.236
Switzerland	franc	.608
Turkey	lira	.042
Uruguay	peso	.1392
Venezuela	bolivar	.234

Agency resumés from 67 nations

Figures shown in this table of agencies ranked by gross income and in tables on the International Section 2 cover represent the best information available to Advertising Age and are constructed either from answers to questionnaires (sometimes revised on the basis of other information) or on the best data available. All material on this and following pages is copyrighted, 1980 Crain Communication Inc. Quotation or reproduction in whole or in part without written permission is expressly prohibited. A blank space indicates no gross income was reported by the agency or estimated by AA. Also figures listed under 1978 are based on the same exchange rates used to determine the dollar equivalent of an agency's gross income for 1979. More complete data, including total billings, media breakdown, accounts gained and lost and local currency equivalents for 1979 are provided in the ensuing profiles.

Page	Agency	1979	1978
3	**Argentina**		
	J. Walter Thompson Argentina	$ 6,503,872	$ 1,902,718
	Ortiz, Scopesi & Cia.	6,134,400	1,661,400
	Casares Grey & Asociados	4,349,000	1,399,000
	Lintas Limitada	3,973,000	1,785,000
	Gomez Ferran Inter-Americana	1,820,000	660,000
	Johnson/Benton y Bowles	1,634,230	439,547
	Solanas	1,300,152	566,205
	Gowland/McCann-Erickson	707,160	——
	Walter Martinez	326,316	272,640
	Young & Rubicam de Argentina	140,000	——
	Yuste Publicidad	——	——
10	**Australia**		
	George Patterson	19,200,000	15,800,000
	Clemenger Australia	15,163,000	12,636,000
	Fortune Group of Companies	13,404,600	8,941,700
	McCann-Erickson Advertising	10,296,000	9,174,000
	Leo Burnett	9,313,000	7,727,000
	D'Arcy-MacManus & Masius	9,156,000	7,153,000
	USP Needham Australia Group	9,040,000	7,458,000
	Ogilvy & Mather	7,789,000	6,417,000
	J. Walter Thompson	7,334,000	6,388,000
	Monahan Dayman Adams (Holdings)	7,175,000	4,068,000
	Lintas	4,957,000	4,573,000
	Young & Rubicam	4,862,000	4,118,000
	Berry Currie Advertising	3,367,400	2,637,000
	Foote, Cone & Belding	3,171,500	2,806,700
	Hertz Walpole Campbell-Ewald	2,482,000	2,918,000
	Coudrey Dailey	2,391,358	2,138,962
	Schofield Sherbon Baker	2,175,000	1,582,000
	M.C.R.-Compton	2,158,600	2,045,800
	Murray Evans Advertising	2,062,169	2,015,826
	Grey Advertising	1,836,000	1,904,000
	Doyle Dane Bernbach	1,281,420	1,914,220
	Quinlan Malanot Stott	1,186,500	1,073,500
	Compton Advertising	1,097,000	1,806,000
	Scali, McCabe, Sloves	770,901	493,287
	N.T.G. Advertising	673,111	563,670
	IMAA/Connell, Longwill & Dean	506,746	460,678
	Kenyon & Eckhardt	364,260	280,715
	Hawkins Advertising	285,639	302,213
	Rose Boon Lorrigan	245,327	236,709
	Knowles Bristow	——	——
12	**Austria**		
	Lintas Werbeagentur	2,458,000	2,372,000
	McCann-Erickson	1,994,000	1,564,000
	J. Walter Thompson	1,744,054	1,742,661
	GGK Wien Werbeagentur	1,509,000	1,254,000
	Werbeagentur Wirz	1,478,300	1,369,200
	D'Arcy-MacManus & Masius	1,323,000	1,052,000
	Ogilvy & Mather Wien	1,262,000	1,223,000
	Ernst Haupt-Stummer Werbeagentur	1,040,000	797,000
	Young & Rubicam Gesellschaft	1,006,000	1,076,00
	Dorland Werbeagentur	$967,500	$843,600
	Werbetechnisches Studio	940,410	812,700
	Demner & Merlicek	936,540	708,210
	Die Sieber Werbungsgesellschaft	812,700	843,660
	Die Werbe Wien	766,260	835,920
	Intermarco-Farner Werbeagentur	724,387	756,000
	Gramm & Grey	668,736	631,584
	MMS-Werbeagentur	548,000	1,470,600
	Campbell-Ewald Werbeagentur	428,000	478,000
	IMAA/Werbeagentur Erwin Muehlboeck	399,384	371,520
	Inter-Marketing Team	78,948	50,310
	Weinberger Werbehaus	——	——
14	**Bahrain**		
	Fortune Promoseven	——	——
14	**Barbados**		
	Corbin Compton Ltd.	207,227	173,676
14	**Belgium**		
	McCann-Erickson	7,177,000	5,582,000
	Lintas (Belgium)	5,318,000	4,748,000
	Benton & Bowles	5,260,734	4,838,640
	HHD Ogilvy & Mather	4,834,481	3,869,138
	Young & Rubicam	3,634,000	3,568,000
	J. Walter Thompson Co.	3,490,904	3,000,154
	Troost Campbell-Ewald	3,229,000	2,924,000
	Dechy Univas	3,073,408	2,460,270
	D'Arcy-MacManus & Masius	3,058,000	2,707,000
	Marsteller Int'l.	2,630,430	2,175,692
	Intermarco-Farner	1,993,000	1,736,000
	Grey Belgium	1,959,000	943,000
	Impact-FCB	1,874,366	1,509,026
	Doyle Dane Bernbach	1,775,972	1,368,529
	Ted Bates	1,678,000	1,476,000
	BBDO	1,565,439	1,640,848
	Norman, Craig & Kummel	1,248,700	1,222,329
	LVH	1,190,873	753,345
	Publiart	926,397	823,464
	TBWA	900,000	627,548
	Euro-Advertising	850,000	768,000
	Partner	839,110	738,389
	Gelder Griswold	717,099	——
	Markcom	692,396	566,132
	Leo Burnett	674,000	538,000
	Moussault ABH Int'l.	655,340	590,150
	VDB/Compton	629,391	455,500
	Trema-Agab	612,455	631,086
	Columbia Advertising	398,518	331,293
	LS&A	353,918	373,132
	Bellux	——	——
16	**Bermuda**		
	Advertising Associates-Compton	435,470	355,530
16	**Brazil**		
	MPM/Casabranca Propaganda	23,119,000	13,358,000
	Alcantara Machado, Periscinto Comunicacoes	20,800,000	14,109,000
	Salles/Inter-Americana de Publicidade	14,812,000	7,600,000
	McCann-Erickson Publicidade	12,378,000	8,169,000
	Standard Ogilvy & Mather Publicidade	$11,044,000	$5,670,000
	J. Walter Thompson Publicidade	10,805,000	7,300,000
	Norton Publicidade	10,550,000	6,456,000
	DPZ-Duailibi, Petit, Zaragoza Propaganda	10,144,880	6,161,200
	Denison Propaganda	10,085,800	6,541,000
	SSC&B: Lintas	7,569,000	5,739,000
	Castelo Branco e Associados Propaganda	5,570,400	2,285,300
	SGB Publicidade E. Promocoes	4,885,000	3,391,000
	Proeme S.A. Publicidade	4,014,000	2,010,000
	GFM/Propeg	3,380,000	1,600,000
	Lage, Stabel & Guerreiro	3,321,140	1,557,180
	Unidade Inter-Americana de Publicidade	2,907,500	1,333,500
	Caio Domingues & Associados Publicidade	2,616,400	2,210,600
	Leo Burnett Co.	1,810,000	1,515,000
	Young & Rubicam do Brasil	1,759,000	1,059,000
	Tempo/FCB Publicidade	866,000	715,000
	GGK	700,000	430,000
18	**Britain**		
	J. Walter Thompson Group	33,180,000	30,316,000
	Saatchi & Saatchi Co.	29,773,000	23,690,000
	McCann Group	26,879,000	24,278,000
	Charles Barker ABH Int'l.	23,236,750	14,700,000
	D'Arcy-MacManus & Masius	22,837,000	19,821,000
	Collett Dickenson Pearce & Partners	16,257,000	15,271,000
	Young & Rubicam Holdings	16,242,000	14,874,000
	Ogilvy Benson & Mather	15,864,000	15,662,000
	Geers Gross	11,952,080	8,631,700
	Wells, Rich, Greene	11,311,790	10,884,930
	Wasey Campbell-Ewald	10,995,000	9,683,000
	Lintas	10,841,000	10,785,000
	Ted Bates	10,041,882	9,448,083
	Leo Burnett	9,969,000	8,339,000
	Foote, Cone & Belding	9,946,000	8,872,000
	Allen, Brady & Marsh	9,862,000	5,913,000
	IMAA/Rex Steward & Associates	9,860,400	7,982,000
	Benton & Bowles	8,324,000	7,513,000
	Doyle Dane Bernbach	6,462,000	5,922,000
	Davidson Pearce Berry & Spottiswoode	6,382,000	6,941,000
	Boase Massimi Pollitt Univas	6,083,000	4,638,000
	KMP Partnership	5,122,000	3,344,000
	Michael Bungey DFS Ltd.	5,100,000	1,700,000
	Marsteller	4,868,648	2,600,000
	McCormick Intermarco-Farner	4,695,000	3,490,000
	Grey Advertising	4,588,700	4,268,000
	David Williams & Ketchum	3,792,000	3,531,000
	Everetts	3,662,500	3,133,000
	Norman, Craig & Kummel	3,489,600	3,160,900
	TBWA	3,455,000	2,593,000
	Gordon Proctor & Partners	3,265,000	2,881,305
	Medcalf, Wrightson, Lovelock, Kenyon & Eckhardt	2,165,602	2,950,040
	Euro-Advertising	1,940,000	1,590,000
	BBDO	1,905,755	2,157,713
	Mathers & Bensons Advertising	1,864,900	1,148,500
	Abbott Mead Vickers/SMS Ltd.	1,781,125	1,171,319
	BNRR Needham	1,760,000	1,184,500
	Contract Advertising	1,113,795	712,722

Britain (Cont.)

Page Agency	1979	1978
Ogilvy Benson & Mather (Scotland)	$851,684	$603,057
Foster Turner & Benson	697,869	634,816
Ogilvy & Mather Direct Response	615,474	—
LS&A Advertising	122,342	135,315
Brunning Group Ltd.	—	—
Nicklin Advertising	—	—
Noble Jacobs & Partners	—	—

20 Canada

Agency	1979	1978
Foster Advertising Ltd.	11,552,000	8,335,000
J. Walter Thompson	9,380,000	8,194,000
F.H. Hayhurst Co.	9,292,000	8,991,000
Vickers & Benson	8,204,000	7,440,000
McConnell Advertising	7,915,000	7,229,000
Ronalds-Reynolds	7,898,000	7,109,000
Ogilvy & Mather	7,216,000	6,052,000
McCann-Erickson of Canada	6,993,000	6,322,000
The BCP Group	4,742,000	4,268,000
Young & Rubicam	4,508,000	3,870,000
Leo Burnett	3,983,000	3,376,000
Spitzer, Mills & Bates	3,638,000	3,612,000
Grey Advertising	2,970,000	2,784,000
Russell T. Kelley Inc.	2,623,000	2,159,000
Norman, Craig & Kummel	1,871,400	1,720,000
Needham, Harper & Steers	1,498,500	1,637,000
Kert Advertising	1,196,000	1,032,000
Foote, Cone & Belding Ltd.	1,745,000	1,354,000
Doyle Dane Bernbach	1,238,000	1,204,000
Allard/LeSiege	1,075,000	757,000
RVHA Advertising	930,000	—
D'Arcy-MacManus & Masius	904,000	804,000
Enterprise Advertising Associates	875,887	674,553
Pierre Tremblay Publicite	860,000	430,000
Benton & Bowles	714,811	712,032
SSC&B-Quadrant	660,000	270,000
Scali, McCabe, Sloves Canada	616,955	56,000
Heggie, Norman, Craig & Kummel	607,500	593,700
Bradley-Vale Advertising	256,000	212,000
Roberts Ketchum Int'l.	195,000	300,000

22 Chile

Agency	1979	1978
J. Walter Thompson Chilena	2,248,404	1,197,685
Northcote Merino Silva/ SSC&B Lintas Int'l.	1,654,100	924,100
C.C.C.-McCann-Erickson	1,207,437	812,838
Promoplan	1,100,531	687,429
Publicidad Fabres, De Heeckeren, Casares & Grey	1,110,000	668,000
Publicitaria Epoca	764,500	448,073
Publiart	656,600	344,337
Matte & Mendez	605,265	427,263
Sertec (Inter-Americana)	513,897	329,403
Veritas	503,799	267,380
Publicidad y Mercado Ltda. (CECOM)	424,564	134,228
Unitros Chile	174,000	—

26 Colombia

Agency	1979	1978
Leo Burnett Colombiana	1,907,000	1,419,000
McCann-Erickson Corp.	1,456,000	1,061,000
Puma Publicidad & Marketing	1,295,360	1,225,411
Atenas/BBDO	1,267,770	601,114
Centrum Publicitario Ltda.	759,000	556,000
Arosemena Servicios Creativos	325,000	300,000

27 Costa Rica

Agency	1979	1978
McCann-Erickson Centroamericana	531,000	345,457
APCU de Costa Rica	167,671	137,207

27 Curacao

Agency	1979	1978
R.J. Dovale Advertising	$233,393	$229,149

27 Cyprus

Agency	1979	1978
Impact/BBDO	1,512,000	840,000

20 Denmark

Agency	1979	1978
Ted Bates	4,473,000	4,135,000
A-reklame	3,200,000	2,900,000
Ogilvy & Mather Reklamebureau	2,287,300	2,026,700
Lintas Reklamebureau	2,025,000	1,929,000
Young & Rubicam	1,875,000	1,773,000
D'Arcy-MacManus & Masius	1,717,000	2,214,000
Lund & Lommer A/S	1,696,000	2,390,000
Foote, Cone & Belding	1,486,000	1,917,000
Bergenholz & Arnesen	1,349,000	1,217,000
Lyre & Valbo Reklamebureau	1,320,000	1,316,000
Lockey, Norman, Craig & Kummel	1,201,600	1,227,700
Jersild/BBDO	1,168,000	832,000
Leo Burnett	1,160,000	897,000
McCann-Erickson A/S	1,135,000	947,000
Dea Partners	1,114,000	1,006,000
Weber & Sorensen Reklamebureau	1,100,048	1,077,700
Norgard Mikkelsen Reklamebureau	1,100,000	1,100,000
Intermarco-Farner A/S	1,026,000	861,000
J. Walter Thompson Co.	978,000	790,000
Ipsen & Parmo A/S.	700,000	—
KK Viking	444,470	—
Benton & Bowles A/S	313,470	307,665
Ervaco A/S	310,000	255,000
Boegh & Sorensen	143,000	159,000
Dyppel Marketing/ Advertising	—	—
J&J Industriel Reklame/Marketing	—	—
Scan-ad Reklamebureau	—	—

28 Dominican Republic

Agency	1979	1978
Young & Rubicam Damaris	729,000	580,000

28 Dubai

Agency	1979	1978
Lintas Middle East	571,000	2,702

28 Ecuador

Agency	1979	1978
Organizaciones Norlop	1,299,666	1,091,115
McCann-Erickson (Ecuador) Publicidad	864,024	670,995

28 El Salvador

Agency	1979	1978
McCann-Erickson Centroamericana	318,352	326,432
APCU de El Salvador	227,250	177,760

28 Finland

Agency	1979	1978
Oy Liikemainonta-McCann AB	3,219,000	2,877,000
Oy Mainos Taucher Reklam	3,219,000	2,732,000
Mainosyhtyma Oy	3,068,000	2,380,000
Oy SEK	2,603,700	2,297,400
Turkama & Kumppanit Oy Mainostoimisto	2,510,700	1,918,200
Lintas Oy.	2,380,000	1,797,000
Markkinointi Viherjuuri Oy	2,185,000	1,919,000
Finnad Advertising Agency	2,085,000	1,903,000
MK-mainos Oy	1,715,000	1,060,000
Oy AC-mainos	1,346,400	1,126,300
Topitorma Marketing	1,070,000	838,000
Ogilvy & Mather Oy	1,016,000	759,653
Oy Valotorni	990,775	796,132
Reklamainos	956,507	826,238
Oy Ervaco	881,317	839,630
Mainostoimisto LSM Oy	877,000	1,004,000
Oy Interplan	$873,000	$719,000
Suomen Ilmoituskeskus Oy	826,151	656,814
Kauppamainos Oy	545,160	415,360
D'Arcy-MacManus & Masius	388,000	369,000
Ajan Mainos Oy	237,455	225,705
Oy Goodwill	234,000	234,000

29 France

Agency	1979	1978
Publicis Counseil	29,215,000	22,818,000
RSC&G	14,599,660	12,453,000
Young & Rubicam France	12,772,000	10,638,000
Havas-Conseil	11,279,000	9,286,000
Lintas: Paris	9,910,000	7,864,000
Intermarco-Conseil	9,385,000	8,024,000
Belier	8,895,000	6,902,500
ECOM-Univas	8,764,500	6,190,900
McCann-Erickson	7,938,000	7,042,000
Synergie, Kenyon & Eckhardt	7,590,000	7,733,000
Dupuy-Compton	7,116,000	6,333,000
Ted Bates France	6,665,300	5,930,000
Feldman Calleux Associes	6,457,000	5,318,000
TBWA France	6,375,000	5,745,000
Norman, Craig & Kummel	6,149,200	5,554,000
Impact-FCB	6,134,500	5,551,100
Homsy-Delafosse et Associes	5,160,000	4,270,000
Grey France	5,109,000	4,658,000
Crehalet-Foliot-Robert & Partners	4,981,000	3,465,000
Ogilvy & Mather	4,918,105	3,898,300
J. Walter Thompson	4,577,900	3,842,640
Publi-Service Societe Nouvelle	4,164,000	4,596,000
CLM/BBDO	4,037,000	3,125,000
Faits et Communication	3,913,800	3,202,000
Performance Conseil	3,874,000	2,887,700
Doyle Dane Bernbach	3,463,000	3,700,000
Euor-Advertising, Lyon	3,033,400	2,702,730
EDIP	2,504,300	2,314,500
MAO Akjaly Stollerman	2,490,600	2,366,000
Euro-Advertising, Paris	2,399,000	2,125,000
D'Arcy-MacManus & Masius	2,317,000	1,772,000
Leo Burnett	2,276,000	1,339,000
Maime Arnodin Fayolle Int'l. Associes	2,101,500	1,573,800
Benton & Bowles Publicite	1,566,000	1,239,000
R&D Ketchum	1,529,000	1,423,200
O.P.F.	1,311,700	1,209,700
Marsteller Int'l.	1,259,345	814,999
Presence	1,070,000	810,000
GGK Paris	1,067,000	302,000
Exact Conseil	794,620	759,040
Createurs Associes	—	—

31 Ghana

Agency	1979	1978
Lintas Ghana	164,000	147,000

31 Greece

Agency	1979	1978
Lintas Hellas	979,000	731,000
Grant Advertising & Associates (Middle East)	930,000	782,000
Minos S.A.	872,200	650,250
Gnomi Advertising	823,650	769,029
Spot-Thompson	821,251	466,185
D.D. Dimou Publicity	777,410	621,350
Alector	776,793	708,050
Interad Advertising & Marketing	774,520	573,029
Adel-Hellenic	766,000	763,000
Olympic Advertising	723,900	569,900
Euro-Advertising	621,350	369,920
J.N. Leoussis Advertising	520,000	498,750
Lamda Alpha Advertising	509,334	447,583
AC&R Bates Hellas	467,787	293,855
McCann-Erickson (Hellas)	447,000	430,000
D'Arcy-MacManus & Masius	434,000	332,000
Producta	419,050	268,770
Victory	361,250	286,110
FCB Middle East	322,215	—
Sigma	307,785	261,776
K&K Univas	305,000	365,520
Epsilon-Epsilon	154,000	116,000
Geo Advertising & Marketing	108,606	95,294

Page	Agency	1979	1978
32	**Guatemala**		
	Publicidad McCann-Erickson Centroamericana	$776,000	$495,000
	APCU Thompson Asociados	640,000	540,000
	Publimerca	274,000	280,000
32	**Honduras**		
	APCU de Honduras	180,080	160,960
	McCann-Erickson Centroamericana	160,960	125,750
32	**Hong Kong**		
	Leo Burnett	1,879,000	1,480,000
	Ling-McCann-Erickson	1,683,000	1,541,000
	Far East Advertising Group	1,465,000	1,256,000
	Thompson, Wong, Kiernan, Kenyon & Eckhardt	1,425,281	1,224,700
	Young & Rubicam	1,350,000	983,000
	Ogilvy & Mather	1,309,105	1,024,888
	Ted Bates	1,075,000	973,000
	Wong & Lam Advertising	973,746	343,004
	Doyle Dane Bernbach	729,720	398,335
	JR/FCB Advertising	567,646	423,199
	APB/D'Arcy-MacManus & Masius	550,000	470,000
	J. Walter Thompson Co.	547,290	384,522
	Modern Advertising	522,561	359,347
	Tse, Needham Advertising Int'l.	477,817	334,018
	Clemenger Wong & Waters	422,419	364,799
	People & Grey	290,000	55,000
	SSC&B: Lintas	222,000	64,000
	3A Publicity 'n Promotions	153,444	180,403
	Berry Currie Advertising	89,000	67,000
	Chase/Compton Advertising	—	—
33	**India**		
	Hindustan Thompson Associates	2,613,000	2,427,000
	Lintas India	1,586,000	1,459,000
	Clarion Advertising Services	1,275,000	1,690,000
	Ogilvy Benson & Mather	1,101,000	1,003,000
	Ulka Advertising	1,051,000	879,000
	Advertising & Sales Promotion	885,360	789,700
	Everest Advertising	772,522	662,490
	Chaitra Advertising	688,500	619,650
	Grant Advertising	676,525	569,591
	Sista's Private	643,000	522,000
	Shilpi Advertising	576,000	617,000
	Jaisons Advertising	334,600	290,011
	Newfields Advertising	315,563	286,875
34	**Ireland**		
	Wilson Hartnell Advertising & Marketing	1,520,371	1,240,320
	Doherty Advertising	906,780	646,680
	O'Keeffes	902,931	670,342
	Bell Advertising	843,948	603,840
	Aubrey Fogarty Associates	550,800	428,400
34	**Israel**		
	Bing-Linial Advertising	894,000	402,300
	IMAA/Aylon-Aylat-Ralston	—	—
	May-Tal Associated Advertising Services Ltd.	—	—
34	**Italy**		
	McCann-Erickson Italiana	7,073,000	6,035,000
	J. Walter Thompson Italia	6,681,011	5,509,700
	Young & Rubicam	6,576,000	4,521,000
	Armando Testa	4,568,000	3,652,000
	SSC&B (Italy)	4,277,000	2,981,000
	Publinter wpt	4,100,000	2,104,600
	Foote, Cone & Belding	3,470,041	2,705,309
	ATA Univas	3,253,464	2,894,444
	TBWA	$3,050,000	$1,739,400
	Milano & Grey	2,984,000	1,733,000
	Italia/BBDO	2,872,160	1,671,300
	Norman, Craig & Kummel	2,389,300	2,035,653
	MAC	2,005,560	1,831,627
	D'Arcy-MacManus & Masius	1,932,000	1,313,000
	Compton Italia	1,680,000	1,491,000
	Troost Campbell-Ewald	1,577,000	1,206,000
	B Communications	1,360,704	984,210
	Ted Bates & Co.	1,163,302	838,501
	Benton & Bowles	1,153,786	903,937
	Doyle Dane Bernbach	1,109,248	1,009,580
	Euro-Advertising	1,063,600	764,615
	Ogilvy & Mather	1,019,480	879,055
	Int. H.A. Special	965,000	794,000
	Leo Burnett	896,000	878,000
	S&T ABH International	817,000	1,015,160
	GGK Milano	743,000	464,000
	Intermarco-Farner Italia	645,000	701,000
	Pubbli Dan Wirz	620,000	532,340
	CPV, Kenyon & Eckhardt Italiana	—	—
	Dorland Italiana	—	—
	Leader Pubblicita' E Marketing	—	—
35	**Jamaica**		
	Dunlop Corbin Compton Associates	415,814	352,914
	Lindo, Norman, Craig & Kummel	356,600	330,223
	McCann-Erickson	281,000	239,000
35	**Japan**		
	Dentsu Inc.	352,790,000	308,810,000
	Hakuhodo Inc.	127,417,000	109,676,000
	Naito Issui Sha Co.	64,970,400	48,963,200
	Daiko Advertising	55,365,000	48,491,000
	Dai-Ichi Kikaku Co.	38,430,170	31,294,170
	Tokyu Advertising	34,426,572	30,680,633
	Yomiko Advertising	30,712,125	24,825,519
	McCann-Erickson Hakuhodo	26,730,000	23,022,000
	Asahi Kokoku-sha	26,014,000	22,517,000
	Dai-Ichi Advertising	22,244,000	20,458,000
	Asahi Tsushin	20,799,944	18,306,587
	Orikomi Advertising	18,061,300	15,291,584
	Chuo Senko Advertising	15,453,539	14,048,672
	Man-Nen-Sha Inc.	14,152,332	14,851,848
	Kyodo Advertising	11,962,117	11,301,059
	Nihon Keizaisha	11,026,136	10,484,716
	Osaka Yomiuri Advertising	10,656,558	9,435,868
	Meitsu Advertising	9,793,000	9,298,000
	J. Walter Thompson Co. Japan	9,647,351	9,041,224
	Sanko-sha Advertising	9,000,000	7,800,000
	Standard Advertising	7,563,236	6,604,119
	Mainichi Advertising	6,216,311	5,338,665
	Jima Dentsu Advertising	5,808,251	4,968,555
	Grey-Daiko Advertising	5,071,000	3,875,000
	Nambokusha Advertising	4,708,000	4,359,608
	Young & Rubicam K.K.	3,086,000	2,758,000
	Toei Advertising	3,059,965	3,029,197
	Ketchum Osawa Int'l.	1,550,848	1,466,800
	Asia Advertising Agency	1,413,000	1,215,000
	International Ad Co.	321,079	215,979
	Shinwa International	264,660	289,754
	Dai-Ichi Tsushin-sha Co.	—	—
	Senkosha Advertising	—	—
37	**Kenya**		
	Ogilvy & Mather (EA)	939,025	811,202
	McCann-Erickson	934,000	670,289
37	**Kuwait**		
	Arab Advertising Agency	2,745,000	2,117,000
37	**Lebanon**		
	Intermarket S.A.L.	4,034,000	2,700,000
37	**Malaysia**		
	Ogilvy & Mather	1,779,000	1,781,000
	Leo Burnett	1,669,000	1,419,000
	PTM Thompson Advertising	$1,183,635	$1,004,019
	Lintas Ltd.	1,054,999	964,329
	Ted Bates	1,020,000	713,636
	Grant, Kenyon & Eckhardt	548,000	544,000
	McCann-Erickson	538,000	442,000
	Union Advertising	222,822	206,979
37	**Malta**		
	BPC International	874,304	784,128
37	**Mexico**		
	Noble & Asociados	5,610,872	5,124,665
	McCann-Erickson	4,558,000	2,844,000
	Publicidad Ferrer	4,312,095	2,449,725
	Panamericana Ogilvy & Mather	2,565,915	1,823,655
	J. Walter Thompson de Mexico	2,470,000	1,965,000
	Young & Rubicam	2,448,000	1,876,000
	Publicidad D'Arcy	2,177,000	2,004,000
	Arellano, Norman, Craig & Kummel Publicidad	2,136,000	1,521,900
	Leo Burnett	1,940,000	1,620,000
	Doyle Dane Bernbach de Mexico	1,722,551	1,028,484
	Teran Publicidad	1,191,531	912,350
	Dieste, Merino/BBDO	982,617	554,036
	Maqueda Gibert Publicidad	922,000	492,000
	Iconic	834,375	445,000
	Orvananos: SSC&B Lintas	565,000	454,000
	Arouesty & Asociados	534,000	445,000
	Foote, Cone & Belding de Mexico	524,555	373,181
	Alcazar Montenegro y Asociados	460,575	403,310
	Crump Yrigoyen Publicidad	300,375	66,750
	Publicidad Profesional Blecher	166,875	146,850
	Campbell-Ewald	162,000	—
	Wasserman y Ortega	—	—
38	**Morocco**		
	Havas Maroc	551,700	562,400
38	**Netherlands**		
	FHV/BBDO	9,252,800	7,995,800
	Prad	7,886,000	7,046,000
	Lintas Nederland	6,743,000	5,984,000
	McCann-Erickson Nederland	6,160,000	5,174,000
	J. Walter Thompson Co.	5,694,500	5,618,000
	Young & Rubicam Koster Holdings BV	5,098,000	4,383,000
	Intermarco-Farner BV	4,664,000	4,243,000
	Ogilvy & Mather	4,346,000	3,228,000
	Nationale Publiciteits Onderneming	4,150,000	3,686,000
	Moussault ABH Int'l.	3,834,000	3,611,000
	Recla-Janssens Advertising	3,761,000	3,610,000
	D'Arcy-MacManus & Masius	3,654,000	1,806,000
	Hansnel Reclamemakers	3,517,521	2,837,487
	Campbell-Ewald Nederland	3,230,000	2,554,000
	HVR Reclame-Adviesbureau	3,159,450	2,607,800
	ARA Advertising & Marketing	3,159,000	1,906,000
	VDB/Compton	3,059,150	2,907,000
	Noordervliet & Winninghoff BV.	3,039,000	2,000,985
	Jessurun/Bauduin-FCB BV	2,987,400	2,383,100
	KVH/CDP International BV	2,986,900	2,933,700
	De Bussy Reclame	2,440,000	2,196,000
	R&B/Benton & Bowles	1,928,700	1,662,000
	Smit's Bates BV	1,554,863	1,369,000
	Cordon-Grey	1,550,000	1,472,000
	Allick BV Marketing & Advertising	1,221,877	1,141,036
	Breewer-Bates BV	1,151,761	1,092,939
	Wiggert De Vries Franssen/DDB	977,925	738,860

Netherlands

Page Agency	1979	1978
Leo Burnett Co.	$808,418	$1,032,000
Euro-Advertising	645,000	214,600
Dancer Fitzgerald Sample Gillissen Kaldewaay	501,500	——
Norman, Craig & Kummel	424,800	463,900

39 New Zealand

Page Agency	1979	1978
Colenso Communications	3,218,795	2,667,005
J. Inglis Wright	2,603,119	2,334,636
Dobbs-Wiggins McCann-Erickson	2,204,000	1,927,000
Ogilvy & Mather	1,701,407	1,350,434
D'Arcy-MacManus & Masius	1,538,000	971,000
SSC&B: Lintas New Zealand	934,136	757,098
Gray/Scott/Inch & Associates	830,211	707,274
Leo Burnett Co.	716,000	424,000
Mackay King Advertising	621,146	500,152
IMAA/Wood & Mitchell Advertising	582,539	514,677
USP Needham	520,700	321,125
Ward & Grey	179,000	118,000
Dormer Beck Campaign	——	——

40 Nicaragua

Page Agency	1979	1978
APCU de Nicaragua	7,375	27,500
Publicidad McCann-Erickson Centroamericana	62,125	106,500

40 Nigeria

Page Agency	1979	1978
Lintas	3,759,000	3,516,876

40 Norway

Page Agency	1979	1978
AB Bates	9,669,000	8,569,000
A/S Myres/Lintas	2,684,700	2,538,200
Ervaco Oslo A/S	2,653,000	2,312,000
Benton & Bowles/HO	2,615,700	2,807,400
Lund & Lommer A/S	2,203,000	2,123,000
Ogilvy & Mather	2,085,300	1,610,200
Holter, Young & Rubicam	2,046,000	2,212,000
NCK Norge A/S	1,127,500	1,073,600
Gumaelius A/S	1,031,000	986,000
McCann-Erickson	958,000	854,000
Ervaco Bergen A/S	866,300	624,000
D'Arcy-MacManus & Masius	857,200	634,000
Dramsrud & Werner	761,140	741,100
Jensen-Grey	618,000	648,000
Intermarco-Farner	351,000	341,000

41 Pakistan

Page Agency	1979	1978
R: Lintas Ltd.	353,000	348,000
Paragon Advertising	220,830	228,059
Prestige Advertising	176,101	171,275
IMAA/D.J. Keymer	——	——
Orient Advertisers	——	——

41 Panama

Page Agency	1979	1978
McCann-Erickson de Panama	702,000	612,000
Campagnani, Aleman & Quelquejeu	634,422	527,556

41 Paraguay

Page Agency	1979	1978
J. Walter Thompson Paraguay	115,084	110,562
McCann-Erickson Corp. Publicidad	133,000	63,600

41 Peru

Page Agency	1979	1978
J. Walter Thompson Peruana	942,000	523,700
McCann-Erickson Corp. Publicidad	523,674	445,651
Compania Nacional de Publicidad	486,000	232,000
IMAA/Publicitas	164,195	96,758

Philippines

Page Agency	1979	1978
Advertising & Marketing Associates	$1,236,000	$1,167,000
Ace-Compton Advertising	1,223,993	1,294,060
McCann-Erickson	1,035,000	909,000
CA: Lintas Manila	236,000	117,000

41 Portugal

Page Agency	1979	1978
Lintas—Agencia Internacional de Publicidade	1,042,500	676,900
McCann-Erickson-Hora Publicidade	959,332	788,000
Norman, Craig & Kummel —Ciesa Publicidade	887,400	477,486
Intermarco-Espiral	824,000	589,000
Insignia-Agencia Internacional de Publicidade	330,969	292,160
Team	——	——

42 Puerto Rico

Page Agency	1979	1978
Young & Rubicam Puerto Rico	3,501,000	2,955,000
Badillo Compton	2,775,000	2,469,130
Ulises Cadilla & Assoc.	964,229	520,778
Leo Burnett	918,000	856,000
Norman, Craig & Kummel	874,000	885,000
McCann-Erickson	630,000	612,000
Kenyon & Eckhardt of Puerto Rico	——	——

42 Singapore

Page Agency	1979	1978
Compton Advertising	2,100,150	1,493,440
Ogilvy & Mather	1,609,728	1,181,746
Grant Kenyon & Eckhardt	1,026,700	1,102,300
Leo Burnett	916,000	909,000
SSB&B: Lintas S.E. Asia	705,000	533,000
Ted Bates	326,690	280,020
McCann-Erickson	293,554	323,890
Tom Tan Associates	175,663	223,399
J. Walter Thompson	126,900	——
Meridian Advertising	125,241	——
Young & Rubicam	73,000	——

42 South Africa

Page Agency	1979	1978
J. Walter Thompson Co.	4,846,170	4,582,763
Van Zijl & Schultz, Lund & Tredoux	4,743,000	4,349,000
Grey, Phillips Bunton Mundel & Blake	4,411,000	3,255,000
Lindsay Smithers-FCB Holdings	4,111,000	3,323,000
McCann-Erickson South Africa	4,119,000	3,304,000
Lintas	3,994,000	3,401,000
Bates Wells Rostron	3,526,000	2,563,000
D'Arcy-MacManus & Masius	3,368,000	2,249,552
IMA (Pty) Ltd.	2,775,008	1,888,686
De Villiers & Co.	1,963,440	1,799,804
BBDO/South Africa	1,733,215	1,402,089
Goodgoll-Said, Campbell-Ewald	1,367,000	240,000
Kenyon & Eckhardt	1,334,480	——
IMAA/R. Harwood Advertising	294,360	221,638
Partnership in Advertising & Marketing	101,593	89,827

43 South Korea

Page Agency	1979	1978
Korea First Advertising Co.	8,330,204	6,832,088
Oricom	3,630,391	2,470,377
Hee Sung Co.	1,706,964	1,064,683
World Marketing	189,956	——

43 Spain

Page Agency	1979	1978
J. Walter Thompson Co.	4,535,900	3,778,000
Unitros	3,600,000	2,296,000
Danis/Benton & Bowles	3,292,500	2,916,100
McCann-Erickson	2,973,000	2,420,000
Lintas SA	2,738,000	1,949,000
Young & Rubicam Espana	2,584,000	2,358,000
Tiempo/BBDO	$2,340,000	$1,486,000
Norman, Craig & Kummel Espanola de Publicidad	2,060,000	1,459,700
VP, Servicios Plenos de Publicidad	1,841,300	1,304,800
Delvico/DFS	1,821,000	1,171,000
Publinsa Kenyon & Eckhardt	1,630,400	2,143,200
Leo Burnett	1,542,000	690,000
Foote, Cone & Belding	1,470,000	958,000
Ted Bates Espana	1,372,000	900,000
Los Tiroleses	1,370,000	1,250,000
Compton Espanola	841.995	168,399
Univas Iberica	711,868	528,160
Intermarco-Farner Iberica	614,000	524,000
TBWA	525,000	382,500
Grey Espana	505,197	——
Cid S.A. Publicidad	——	——
Consejeros de Publicidad	——	——
MMLB Group (MMLB y Ricardo Perez, Madrid and RCP, Barcelona)	——	——

44 Sweden

Page Agency	1979	1978
Ted Bates	6,986,000	5,829,000
Ogilvy & Mather	6,652,132	7,071,268
Annonsbyran Svea	6,544,280	5,961,832
Nordstrom-Grey	4,917,000	3,669,000
Young & Rubicam	4,771,000	4,037,000
AB Ervaco	4,470,000	4,345,000
AB Lintas Annonsbyra	2,816,000	2,618,000
HLR/BBDO	2,714,000	2,030,000
DFS Pihlstrom	2,263,000	2,169,548
Blomquistbyraerna	2,242,000	——
Svenska Intermarco-Farner	2,111,000	1,974,000
D'Arcy-MacManus & Masius	1,969,000	1,685,000
Operativ Reklam	1,888,000	1,416,000
McCann-Erickson	1,879,000	1,460,000
Perception Information	1,793,600	1,559,252
Norman, Craig & Kummel	1,421,000	1,918,680
FCB & Partners	1,209,000	949,000
J. Walter Thompson Co.	1,027,000	881,000
Springfeldt Annonsbyra	779,000	1,262,600
Dahlbaeck & Berglund	753,076	715,080
AB Gothus Annonsbyra	486,160	464.448
Sedeil Reklam	270,555	277,415
IMAA/AB Olof Isacsons Annonsbyra	——	——
Inter-Media AB	——	——

Switzerland

Page Agency	1979	1978
Gisler & Gisler	4,608,032	4,044,416
Dr. Rudolf Farner Werbeagentur	4,378,000	4,122,000
Advico AG, Werbeagentur BSR	4,021,096	3,629,045
GGK Basel Werbeagentur	3,964,000	3,420,000
Adolf Wirz Advertising	3,850,000	3,696,000
McCann-Erickson Europe	3,250,000	3,030,000
Lintas AG	2,926,000	2,970,000
CSWH Univas	2,024,000	1,794,200
Kloeti Werbeagentur	2,023,424	1,824,000
TBWA	1,875,000	1,459,200
Young & Rubicam	1,710,000	1,807,000
D'Arcy-MacManus & Masius	1,674,000	1,556,000
J. Walter Thompson Co.	1,534,000	1,412,000
Bureau d'Etudes Publicitaires	1,405,000	1,332,000
Edelta SA	1,337,600	927,489
ZSM Zutter Sommer Marketing BSR	1,288,960	1,133,920
Doyle Dane Bernbach	1,177,088	915,648
Norman, Craig & Kummel	1,081,600	1,246,400
Euro Advertising EA Werbung	779,620	705,882
Fuhrer & Partner	729,600	608,000
Rogivue ABH Int'l.	437,760	413,440
IMAA/Baenziger & Wachter	364,800	364,800
T.C. Mettier	346,560	273,600
Pubaco	340,480	243,200
Fedier's Werbeagentur BSR	246,818	236,086
BTR, Kenyon & Eckhardt	——	——

Taiwan

Page Agency	1979	1978
Eastern Advertising Co.	739,919	646,454
International Advertising Agency	493,140	428,834
Cambridge Advertising Co	491,248	327,306

Page	Agency	1979	1978
46	**Thailand**		
	SSC&B: Lintas Thailand	$1,930,000	$1,587,000
	Ogilvy & Mather	1,246,000	950,000
	McCann-Erickson	883,000	690,000
	Chuo Senko Advertising	853,000	529,000
	Ted Bates	615,000	615,000
	Kenyon & Eckhardt	309,000	251,000
	Reach Co.	55,000	40,000
	Leo Burnett	20,000	12,000
46	**Trinidad**		
	McCann-Erickson (Barbados and Trinidad)	721,000	577,000
	Norman, Craig & Kummel	463,800	434,010
	Corbin-Compton	385,348	246,788
47	**Turkey**		
	Reklam Moran	879,750	690,000
	Manajans	722,400	422,113
	Fulmar Reklam Sanayii	252,000	252,000
47	**Uruguay**		
	Grey, Casares, Vernazza & Associates	437,000	161,000
	McCann-Erickson Corp.	207,000	138,000
	J. Walter Thompson Uruguaya	134,091	130,875
47	**Venezuela**		
	Corporacion Publicitaria Nacional "Corpa"	4,310,280	2,739,380
	J. Walter Thompson de Venezuela	$3,847,780	$3,267,342
	Leo Burnett Venezuela	2,101,000	2,212,000
	Grey Advertising de Venezuela	1,625,000	1,281,000
	Sertec, Kenyon & Eckhardt	932,256	585,501
	ABC/McCann Publicidad	——	——
47	**West Germany**		
	McCann-Erickson Group	35,399,587	31,371,051
	Lintas	31,349,675	27,961,300
	Team/BBDO	27,926,000	24,719,000
	J. Walter Thompson	23,652,000	21,804,000
	Gramm & Grey	19,183,500	17,676,000
	wilkens wpt William Wilkens Werbeagentur	18,564,000	17,943,600
	Young & Rubicam	16,580,000	16,115,000
	Heumann, Ogilvy & Mather	14,250,600	12,880,300
	Doyle Dane Bernbach	13,179,064	12,504,900
	D'Arcy-MacManus & Masius	11,955,100	10,352,500
	Foote, Cone & Belding	11,759,400	11,397,800
	Intermarco-Farner Werbeagentur	11,690,900	10,847,900
	Benton & Bowles und Partner	10,945,500	10,770,100
	Slesina-Bates Werbegesellschaft	9,876,700	10,036,807
	Troost Campbell-Ewald	9,570,000	8,766,000
	GGK Duesseldorf Werbeagentur	9,948,015	9,125,800
	MWI/Norman, Craig & Kummel	8,934,030	10,515,039
	R.W. Eggert Werbeagentur	7,344,500	6,083,900
	Luerzer, Conrad	7,043,085	5,360,400
	Compton	6,610,000	5,113,700
	Dr. Hegemann ABH Int'l.	$6,189,400	$10,865,500
	Guenter Blaese Advertising	5,937,500	5,514,900
	Westag Werbeagentur Prigge, Hawel	5,733,000	4,499,900
	Heye, Needham & Partner	5,719,972	3,562,600
	Spiess & Ermisch Werbeagentur	4,878,090	4,439,610
	Baums, Mang, und Zimmermann Werbeagentur	4,384,000	3,622,900
	DFS&R Dorland Werbeagentur Dancer Fitzgerald Sample	4,275,180	4,001,130
	TBWA	4,199,000	3,581,614
	CoPartner Werbeagentur	4,138,700	3,540,700
	Leo Burnett	3,802,170	3,756,800
	Die Werbe Euro-Advertising	3,718,300	2,999,347
	Serviceplan Marketing and Werbeagentur	3,535,245	3,305,043
	MPW Univas	3,014,550	2,411,640
	Erdmann & Partner Werbeagentur	2,695,008	2,481,797
	Werbeagentur Achim Aschke	2,685,600	2,639,100
	IMAA/Die Gilde Werbeagentur	2,634,700	2,584,808
	Durana Ketchum	2,630,880	2,055,375
	Hermann Geiling Werbeagentur	2,557,900	2,647,900
	Marsteller International	2,037,700	1,692,800
	Charles Barker	1,594,111	1,402,100
	Wirz Werbeberatung	449,442	438,480
	Hildmann Simon Rempen & Schmitz Werbeagentur	——	——
48	**Zambia**		
	McCann-Erickson	273,000	221,200

Foreign ad agencies earn their stripes in '79

(Continued from Page S1)

rule agency billings; the two agencies reporting 1979 financial yearend results from that Central American nation showed an aggregate loss in gross income of 93% from 1978 performances.

- But such political and economic winds have done little to dampen U.S. agency involvement abroad. Foreign operations of the top 10 U.S. agencies ranked by world gross income in 1979 claimed 50.4% for their world total gross income.

J. Walter Thompson, the U.S. leader, increased its foreign contribution to 54% of its total world gross income in 1979 compared to 52% in 1978; McCann-Erickson, No. 2 on the U.S. charts, upped its foreign ante 1% in 1979 to 73% of its total world gross income; SSC&B Inc., No. 6 on the U.S. world chart, now gains 78% of its gross income from abroad, primarily from its London stronghold; and D'Arcy-MacManus & Masius, No. 10 on the list, attributes 55% of its gross income to foreign shops today.

- The one real threat these agencies seem to face abroad, especially in the Third World, where much of the global growth will probably be in the next decade, is being legislated out of a country. Advertising in much of the Third World is considered by government authorities as part of the vital communications sector. Foreign influence in that sector is frowned upon. Already, India has limited ownership among outside agencies to 40% of a domestic shop, while a number of South American countries hold the line of foreign involvement at 20%.

JWT, whose network outside the U.S. generated gross income of $135,700,000 in 1979 against $118,200,000 in domestic gross income, came in No. 2 in the world with total gross income of $253,900,000. JWT's gross income and billings should get a healthy boost when it consolidates Euro Advertising, just purchased this year, into its totals in 1980.

The U.S. continued to dominate the world top 50 chart, notching 30 places, down from 32 a year ago, followed by Japan with 11 (down 1), France 4 (up one), Brazil 2, and one each in West Germany and Switzerland. Newcomers to the chart this year include the Groupe RSCG in France, whose Paris shop, Roux Seguela Cayzac & Goudard is No. 2 behind long entrenched Publicis, and two fast-growing agencies from Sao Paulo, Brazil, MPM/Casabranca and Alcantara Machado Periscinoto.

Outside the U.S., Japan, with Dentsu loading the dice, is heads above its challengers for the title of best advertising performance charted by gross income. Japan ran up a combined total gross income of $948,703,894 for the 33 agencies reporting in the issue, and some 37% of that came from Dentsu. It attributes Japan's overall advertising performance in 1979 (total ad spending topped the $9.41 billion mark) to aggressive management policies on the part of advertisers and media to cope with Japan's strongly domestic market-oriented sales drives by marketers, which were guided by the government's jawboning policy aimed at easing Japan's increasing frictions with Western trade partners.

As stated, the No. 1 agency in the world in 1979 (ranked by gross income) is Dentsu Inc. of Japan with total gross income of $352,790,000 on total billings of $2.437 billion. Dentsu has clung to its top spot since its supplanted JWT in 1973.

West Germany, led by H. K. McCann's $35,399,587 in gross income among 42 agencies reporting, came in second with an aggregate gross income of $382,574,689.

Britain, No. 3, paced by JWT's $33,180,000 among 45 agencies reporting, came in at $355,039,679 gross income; France, No. 4, again was paced by Publicis's $29,215,000 among 41 agencies reporting total gross income of $343,267,700.

Brazil, which had surged to the 5th slot in 1978 from No. 7 the previous year, dropped anchor to keep the status quo with total gross income of $162,930,468 from 21 agencies, some $23,100,000 of that coming from leader, MPM/Casabranca, replacing former leader, Alcantara Machado Periscinoto ($20,800,000).

- Australia kept a hold on No. 6 with gross income of $143,744,921 for 30 agencies, though in U.S. dollar terms was not helped at all by the A-dollar's 2% decline. George Patterson Pty. Ltd., a Bates agency, again outraced the field with $19,200,000 gross income.

Canada, No. 8 a year ago, climbed a notch to No. 7 as 30 agencies reported total gross income of $105,498,053, with Foster Advertising of Toronto remaining in the driver's seat with $11,552,000 of the total.

The Netherlands slipped a notch to No. 8 with a tally of $103,586,756 from 31 agencies paced again by FHV/BBDO with $9,252,800. Italy retained the No. 9 spot with $70,044,736 in gross income, $7,073,000 of that coming from market leader McCann-Erickson Italiana, which had to stave off challenges from JWT and Young & Rubicam. Sweden closed out the top 10 list with total gross income of $69,961,803 registered by 24 agencies, the leader of which was Ted Bates ($6,986,000). Bates narrowly won out over O&M affiliate, AB Svenska Telegrambyran STB, last year's piper.

Big world agency groups (000,000)

Group	'79 Gross Income	Billings
Interpublic Group	386.5	2,945.8
Ogilvy & Mather	273.2	1,565.5
D'Arcy-MacManus & Masius	128.0	853.6
Univas Network	94.4	595.5
N W Ayer ABH Intl.	88.6	591.0
Group Publicis-Intermarco-Farner	72.7	492.8
DFS International	68.4	469.9
wpt Group[3]	22.7	120.3
Euro-Advertising	19.8	136.7
Intercon International	6.9	57.7
Worldwide Advertising & Marketing	—	412.5

NOTE

While this compilation of 754 agencies around the world is not a comprehensive list, in most cases the top strata with the bulk of the billings in each market are represented, and their year-to-year performance is a strong statement on the performance of advertising in that local market.

AA estimated billings and gross income in a number of cases either because forms were incomplete, reporting practices in the local markets discourage participation, or fear that financial results made public might be used against an agency by local government officials.

AA also was forced to occasionally estimate a parent shop's ownership in another agency in order to comply with the methodology used to compose the Top 50 chart. That method is to permit a parent shop to include in its gross income and billings *only* the percentage of its ownership in their foreign agencies.

ARGENTINA

(Continued from Page S-3)

Palette es su estilo.

"Palette is your style" says this Ortiz, Scopesi y Cia ad for bedspreads made by Alpargatas, one of Argentina's biggest producers of textiles and footwear.

for 1978. (In local currency, gross income was Ps 1.526 billion on billings of Ps 21.8 billion in 1979, compared with gross income of Ps 664,560,000 on billings of Ps 8.307 billion in 1978.) Media breakdown: Newspapers 15%; magazines 10%; radio 15%; tv 50%; outdoor 3%; business press 2%; cinema 5%. Employes: 100. Accounts gained: Alba House paints, Monsanto Argentina - agriculture division, Perle table wine, Fiat dealers - automobile sales plans, Circula de Inversores, Plan Multifiat (automobile savings and loan plan). Account lost: Rodas wine.

J. Walter Thompson Argentina, Buenos Aires, reports gross income of $6,503,872 on billings of $43,359,147 for 1979, compared with gross income of $1,902,718 on billings of $12,684,786 for 1978. (In local currency, gross income was Ps 7.634 billion on billings of Ps 50.891 billion in 1979, compared with gross income of Ps 2.233 billion on billings of Ps 14.888 in 1978.) Media breakdown: Newspapers 20%; magazines 12%; radio 23%; tv 38%; outdoor 2%; cinema 5%. Employes: 119. Accounts gained: Chase Bank, Pepsi-Cola, Parke Davis.

Young & Rubicam de Argentina, Buenos Aires, reports gross income of $140,000 on billings of $934,000 for 1979. (In local currency, gross income was Ps 164,510,000 on billings of Ps 1.096 billion in 1979.) Y&R does not publish billings figures. The figure for 1979 is an AA estimate. Media breakdown: Magazines 10%; tv 90%. Employes: 15. Accounts gained: Johnson & Johnson.

Yuste Publicidad, Buenos Aires, only reports billings of $20,000,000 for 1979, compared with billings of $7,700,000 for 1978. (In local currency, billings were Ps 23.5 billion in 1979, compared with billings of Ps 9 billion in 1978.) Media breakdown: Newspapers 25.89%; magazines 9.49%; radio 18.6%; tv 38.55%; outdoor 2.77%; cinema 4.7%. Employes: 115. Accounts gained: Arizu (partly), Echesortu y Casas, Finank Cia. Financiera, International Harvester Payline group, L'Equipe, Nougues Azucarera, Fab Tecnor, Textiles Tala, Stani (partly), Terza Hnos - liquor importer. Account lost: Autoplan, Safrar.

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The same 1979 rate of 1.13 U.S. dollars to the A dollar was also applied to local currency reported for 1978 income and billings in this issue. This procedure factors out a 2% depreciation of the A dollar against the U.S. dollar based on A$'s 1978 exchange rate of 1.15.

Leo Burnett, Sydney, reports gross income of $9,313,000 on billings of $69,121,000 for 1979, compared with gross income of $7,727,000 on billings of $51,538,000 for 1978. (In local currency, gross income was A$8,242,000 on billings of A$54,974,000 in 1979, compared with gross income of A$6,838,000 on billings of A$45,609,000 in 1978.) Employes: 257.

Clemenger Australia, Melbourne, part of BBDO International, reports gross income of $15,162,925 on billings of $87,140,830 for 1979, compared with gross income of $12,636,189 on billings of $79,282,475 for 1978. (In local currency, gross income was A$13,418,518 on billings of A$77,115,779 in 1979, compared with gross income of A$11,182,469 on billings of A$70,161,483 in 1978.) Media breakdown: Newspapers 42%; magazines 5%; radio 13%; tv 36%; business press 1%. Employes: 392. Accounts gained: Gillette, Bata, Omega, Rheem, Pizza Hut, ICI, Canada Dry, Nivea. Accounts lost: Kentucky Fried Chicken, Wedgwood.

Compton Advertising Australia, Sydney, reports gross income of $1,097,000 on billings of $6,443,000 for 1979, compared with gross income of $1,806,000 on billings of $9,230,000 for 1978. (In local currency, gross income was A$971,000 on billings of A$5,701,000 in 1979, compared with gross income of A$1,598,000 on billings of A$8,168,000 in 1978.) Media breakdown: Newspapers 20%; magazines 11%; radio 9%; tv 34%; production 26%. Employes: 23. Accounts gained: Australian Govt. Advertising Service—Health Dept., Pentagon Pacific (Fiji), Tanoa Hotel (Fiji), Seafarer Cruises (Fiji). Accounts lost: British Airways, Hitachi Sales Australia, ICI Australia, Mercury Marine.

Berry Currie Advertising, Sydney, part of Kenyon & Eckhardt International, reports gross income of $3,367,400 on billings of $20,482,000 for 1979, compared with gross income of $2,637,000 on billings of $14,563,000 for 1978. (In local currency, gross income was A$2,980,000 on billings of A$18,126,000 in 1979, compared with gross income of A$2,334,000 on billings of A$12,888,000 in 1978.) Media breakdown: Newspapers 66%; radio 4%; tv 30%. Employes: 96. Accounts gained: Mark IV air conditioning for cars, Venetian blind manufacturers federation of Australia, Groshu Robin, Heinz, RACV, Merck Sharp & Dohme—veterinary products, State Electricity Commission of Victoria, Oribin. Accounts lost: Jennings Homes (NSW and Queensland), Georg Jensen, Texas Instruments.

Coudrey Dailey, Sydney, reports gross income of $2,391,358 on billings of $25,887,695 for 1979, compared with gross income of $2,138,962 on billings of $18,705,028 for 1978. (In local currency, gross income was A$2,116,246 on billings of A$22,909,465 in 1979, compared with gross income of A$1,892,887 on billings of A$16,553,122 in 1978.) Media breakdown: Newspapers 28%; magazines 7%; supplements 1%; radio 20%; tv 38%; outdoor 1%; business press 1%; transit advertising 1%; point of sale 1%; cinema 1%; farm press 1%. Employes: 61. Accounts gained: Volvo Australia, Scuderia Veloce motors, Guinness (Australia), *Penthouse* magazine. Accounts lost: IBM Australia, Sharp Australia.

D'Arcy-MacManus & Masius, Melbourne, reports gross income of $9,156,000 on billings of $63,595,000 for 1979, compared with gross income of $7,153,000 on billings of $47,991,000 for 1978. (In local currency, gross income was A$8,102,000 on billings of A$56,279,000 in 1979, compared with gross income of A$6,330,000 on billings of A$42,470,000 in 1978.) Media breakdown: Newspapers 26%; magazines 2%; radio 8%; tv 63%; outdoor 1%. Employes: 231. Accounts gained: A.H.I.—Roofing Australia, Australian Dairy Corp.—cheese, Backshall Ford, Barclays Banking Group, Bristol Myers, Budget Rent-A-Car, Byrne Ford—Queensland, Campbell Soups—frozen products, Consolidated Real Estate, Dale Slacks, Dirty Dicks Holdings, Dunk Island, Four Square Stores—Queensland, Glenway Corp., Great Keppel Island, Irene Whyte, Jennings Industries—Queensland, John Sackville and Sons, Lipton Tea—new projects, Mt. Isa Mines—safety campaign, Nestlé Australia—Findus frozen foods, SGIO Building Society, Southern Pacific Hotels Corp., Skipper Motors, Titan Ford, Tooth Victoria, Universal Telecasters Queensland—news division, Wander Australia—Ovaltine, West Australian Liberal Party. Accounts lost: Australian Bacon, International Correspondence Schools, B. S. Stillwell Ford (Adelaide).

Doyle Dane Bernbach, Sydney, reports gross income of $1,281,420 on billings of $8,226,400 for 1979, compared with gross income of $1,914,220 on billings of $11,257,060 for 1978. (In local currency, gross income was A$1,134,000 on billings of A$7,280,000 in 1979, compared with gross income of A$1,694,000 on billings of A$9,962,000 in 1978.) Employes: 40. Accounts gained: IBM Australia, Time Life Record Div. Accounts lost: Henry Jones, Old Sydney Town, Summit Restaurants, Hoyts Theatres.

Murray Evans Advertising, Sydney, reports gross income of $2,062,169 on billings of $13,723,397 for 1979, compared with gross income of $2,015,826 on billings of $13,438,908 for 1978. (In local currency, gross income was A$1,824,928 on billings of A$12,144,600 in 1979, compared with gross income of A$1,783,917 on billings of A$11,892,839 in 1978.) Media breakdown: Newspapers 28%; magazines 13%; radio 8%; tv 48%; outdoor 1%; business press 1%; farm press 1%. Employes: 57. Accounts gained: Thorn Kenwood, Terace Television, *Land* newspaper, Norco Co-op., Ampex, Keith Harris & Co., Redihire. Accounts lost: Angus & Coote, Ateco Suzuki, Lifesavers—Quick-eze.

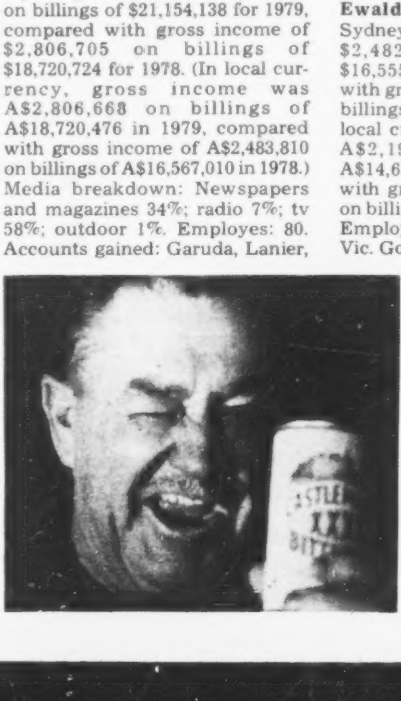
Foote, Cone & Belding, Sydney, reports gross income of $3,171,535 on billings of $21,154,138 for 1979, compared with gross income of $2,806,705 on billings of $18,720,724 for 1978. (In local currency, gross income was A$2,806,668 on billings of A$18,720,476 in 1979, compared with gross income of A$2,483,810 on billings of A$16,567,010 in 1978.) Media breakdown: Newspapers and magazines 34%; radio 7%; tv 58%; outdoor 1%. Employes: 80. Accounts gained: Garuda, Lanier, Enderslea Productions, ACG Paradine, British Airways, Yates Seeds, Wirribee, Sunoroid, Dun & Bradsteet, BASF. Accounts lost: Ajax Chemicals, Pizza Hut, R&G Restaurant enterprises, Victorian Ministry of Tourism, Boral gas.

Fortune Group of Companies, Sydney, affiliated with DFS International, reports gross income of $13,404,625 on billings of $73,450,000 for 1979, compared with gross income of $8,941,747 on billings of $48,989,918 for 1978. (In local currency, gross income was A$11,862,500 on billings of A$65,000,000 in 1979, compared with gross income of A$7,913,050 on billings of A$43,353,910 in 1978.) Media breakdown: Newspapers 37.14%; magazines 5%; radio 12.88%; tv 38.03%; business press 1.5%; point of sale 4%; cinema 1.45%. Employes: 345. Accounts gained: Australian Film Commission, Anchor Foods, Pentagon Pacific, Princetown Toyota, Smooth Sailing, Thomas Cook, Western Underwriters, Gande Price wines & spirits (Hong Kong), ITT (Singapore), Otard cognac (Singapore and Malaysia), Lancome (Singapore), UTA (Singapore). Accounts lost: Arrowfield Wines, Express Freights.

Grey Advertising, Sydney, reports gross income of $1,836,000 on billings of $11,300,000 for 1979, compared with gross income of $1,904,000 on billings of $11,707,000 for 1978. (In local currency, gross income was A$1,625,000 on billings of A$10,000,000 in 1979, compared with gross income of A$1,685,000 on billings of A$10,360,000 in 1978.) Media breakdown: Newspapers 39%; radio 5%; tv 56%. Employes: 47. Accounts gained: Provincial Traders, Sharp Corp. Accounts lost: Fiat, Canada Dry.

Hawkins Advertising, Sydney, reports gross income of $285,639 on billings of $1,585,204 for 1979, compared with gross income of $302,213 on billings of $2,059,751 for 1978. (In local currency, gross income was A$252,778 on billings of A$1,402,835 in 1979, compared with gross income of A$267,445 on billings of A$1,520,576 in 1978.) Media breakdown: Newspapers 62%; radio 13%; tv 19%; outdoor 1%; service fees 5%. Employes: 15. Accounts gained: Australian Pharmaceutical Industries, Liquorland Marketing, Ciba-Geigy consumer products, Drug Houses of Australia, Simmons bedding, Movitex & Movigraph, Stott Datagraphics. Accounts lost: Henry Simon, Mole Engineering.

Hertz Walpole Campbell-Ewald Advertising (Australia), Sydney, reports gross income of $2,482,000 on billings of $16,555,000 for 1979, compared with gross income of $2,918,000 on billings of $19,461,000 for 1978. (In local currency, gross income was A$2,196,000 on billings of A$14,647,000 in 1979, compared with gross income of A$2,582,000 on billings of A$17,222,000 in 1978.) Employes: 50. Accounts gained: Vic. Govt. Travel, Heuga Australia P/L carpet tiles, Hartley Computers, Coca-Cola Export-HiC, Monier Colourtile-roof tiles, Sydney Turf Club-promotion, Purnell Bros.-shoes, Aus. Natives Assn.-image campaign, *Family Circle* publ.-magazines, White Wings Ltd. cake mixes and puddings, Franklin caravans, Smirnoff vodka. Accounts terminated: Mitre 10 retail hardware, Allied Grocery cake mixes/flours, Lyvetta Mills underwear, United Perm Bldg. Soc.



"Make it a Fourex, Mate!"

This rugged fisherman is typical of the real Queenslanders who people a 60-second tv spot produced by McCann-Erickson Advertising, Brisbane, for new 1979 client Castlemaine Perkin's Fourex beer.

IMAA/Connell, Longwill & Dean, Melbourne, reports gross income of $506,746 on billings of $3,107,500 for 1979, compared with gross income of $460,678 on billings of $2,825,000 for 1978. (In local currency, gross income was A$448,448 on billings of A$2,750,000 in 1979, compared with gross income of A$407,680 on billings of A$2,500,000 in 1978.) Media breakdown: Newspapers 33%; magazines 10%; radio 15%; tv 35%; outdoor 2%; business press 2%; and point of sale 3%. Employes: 15.

Kenyon & Eckhardt (Australia), Melbourne, reports gross income of $364,260 on billings of $2,516,817 for 1979, compared with gross income of $280,715 on billings of $1,810,088 for 1978. (In local currency, gross income was A$322,354 on billings of A$2,227,271 in 1979, compared with gross income of A$248,420 on billings of A$1,601,848 in 1978.) Media breakdown: Newspapers 38%; magazines 26%; radio 2%; tv 9%; business press 5%; farm press 11%; point of sale 9%. Employes: 10. Accounts gained: Elder Smith wine and spirits, Hesston farm machinery, A.E. Hoad, London Mews, Perkins engines, Victorian Producers Co-op, Victorian Volvo dealers, Zetor tractors. Accounts lost: Kubota tractors, Lely (Australia), John Shearer Ltd., LMS Australia.

Knowles Bristow, Brisbane, member of GIAA, only reports billings of $2,344,580 for 1979, compared with billings of $2,064,885 for 1978. (In local currency, billings were A$2,074,850 in 1979, compared with billings of A$1,827,332 in 1978.) Media breakdown: Newspapers 40%; magazines 3%; supplements 3%; radio 12%; tv 33%; outdoor 1%; business press 2%; farm press 1%; point of sale 5%. Employes: 22. Accounts gained: Courts (Old), Curtain Wonderland Distributors, Motorama Toyota.

Lintas (Australia), Sydney, reports gross income of $4,957,000 on billings of $32,954,000 for 1979, compared with gross income of $4,573,000 on billings of $30,252,000 for 1978. (In local currency, gross income was A$4,387,000 on billings of A$29,163,000 in 1979, compared with gross income of A$4,047,000 on billings of A$26,772,000 in 1978.) Media breakdown: Newspapers 3%; magazines 14%; radio 5%; tv 78%. Employes: 106. Accounts gained: Rexona development brands, Norska Range (Rexona), Amscol ice cream, NSW State Government (child safety), Canadian Pacific Airlines, Predictor-home pregnancy test, Pecks paste, Cover Girl cosmetics. Accounts lost: Rowntree Hoadley (other than Master Contract), Garuda, Michelin.

McCann-Erickson Advertising (Australia), Sydney, reports gross income of $10,296,000 on billings of $68,675,000 on 1979, compared with gross income of $9,174,000 on billings of $61,199,000 for 1978. (In local currency, gross income was A$9,112,000 on billings of A$60,777,000 in 1979, compared with gross income of A$8,119,000

AUSTRALIA

on billings of A$54,154,000 in 1978.) Employes: 265. Accounts gained: Castlemaine Perkins beer, Levi Strauss, Mark Foy's fashion store, New Limited, Quaker pet foods and puff pastry, United Permanent Building Society. New assignments: Gilbey's gin and Dubonnet, Johnson & Johnson disposable diapers, Marrickville (ETA peanut butter), Nestle Crunch. Agency account lost: Citicorp.

M.C.R.-Compton, Melbourne, reports gross income of $2,158,620 on billings of $10,281,113 for 1979, compared with gross income of $2,045,850 on billings of $9,446,230 for 1978. (In local currency, gross income was A$1,910,284 on billings of A$9,098,329 in 1979, compared with gross income of A$1,810,487 on billings of A$8,359,496 in 1978.) Media breakdown: Radio 2.04%; tv 78.45%; outdoor 0.9%; print 18.61%. Employes: 28.

Monahan Dayman Adams (Holdings), Melbourne, reports gross income of $7,175,000 on billings of $43,053,000 for 1979, compared with gross income of $4,068,000 on billings of $21,696,118 for 1978. (In local currency, gross income was A$6,350,000 on billings of A$38,100,000 in 1979, compared with gross income of A$3,600,020 on billings of A$19,200,105 in 1978.) Media breakdown: Newspapers and magazines 26%; radio 11%; tv 40%; outdoor, cinema and production 23%. Employes: 153. Accounts gained: HMV, Cinzano, New Zealand newspapers, TV New Zealand, Akai, Christian Dior, Charles Jordan, Roche. Accounts lost: Austarama Television (ATV 0), Malleys.

USP Needham Australia Group, Sydney/Melbourne, reports gross income of $9,040,000 on billings of $59,099,000 for 1979, compared with gross income of $7,458,000 on billings of $50,880,623 for 1978. (In local currency, gross income was A$8,000,000 on billings of A$52,300,000 in 1979, compared with gross income of A$6,600,000 on billings of A$45,027,100 in 1978.) Media breakdown: Newspapers and magazines and supplements 25%; radio 5%; tv 58%; cinema 2%; nonmedia 10%. Employes: 209. Accounts gained: Seagrams, Sun Electric, Melbourne Transit Authority, Cadbury Schweppes (drink division). Account lost: Budget Rent A Car.

N.T.G. Advertising, Melbourne, reports gross income of $673,111 on billings of $4,108,990 for 1979, compared with gross income of $563,670 on billings of $4,013,531 for 1978. (In local currency, gross income was A$595,673 on billings of A$3,636,274 in 1979, compared with gross income of A$498,823 on billings of A$3,551,797 in 1978.) Media breakdown: Newspapers 30%; magazines 12%; radio 2%; tv 32%; business press 2%. Employes: 16. Accounts gained: A.W. Allen (Soothers), Byrneside Laboratories (Biocol), Neton Products (Wondersoap). Account lost: Stegbar Windowalls.

Ogilvy & Mather (Australia), Melbourne, reports gross income of $7,789,135 on billings of $51,953,532 for 1979, compared with gross income of $6,417,329 on billings of $42,770,500 for 1978. (In local currency, gross income was A$6,893,040 on billings of A$45,976,577 in 1979, compared with gross income of A$5,679,053 on billings of A$37,850,000 in 1978.) Media breakdown: Newspapers 22%; magazines 8%; supplements 1%; radio 8%; tv 55%; outdoor 1%; business press 3%; farm press 1%; point of sale 1%. Employes: 225. Accounts gained: Australian Apple & Pear Corp., Toyworld. World Trade Centre, Hooker Centenary, Bovis Homes, Makita power tools, Scott Bonnar, Allied grocery products, Pasta Foods, West Coast foods, *Sunday Independent*, Jacqueline Eve, Legal & General Insurance, R.E.S.I. Building Society, Wayne Hill Holden, Blunts Homes, Sussan's, TWA, Buckley & Nunn, Portmans, Bega Co-op Society, Alex Harvey Industries, Ausminco, Hooker Rex, W.A. Chrysler Dealers, Seventh Day Adventist Church, Pieroth, Chem-mart, Oberoi, Bond Corp., Catering Packs of Australia/Consolidated Rutile. Accounts lost: Clive Peeters, Mistral, Parmelia, Errol Stewarts, Bristol-Myers, Bata, Simpson Pope, Dunlopillo, Jacqueline Eve, Edwards Business Machines, Wayne Hill Holden, Fowler Robur, Cadbury Schweppes.

George Patterson, Sydney, reports gross income in excess of $19,200,000 on billings in excess of $130,000,000 for 1979, compared with gross income in excess of $15,800,000 on billings in excess of $113,000,000 for 1978. (In local currency, gross income was in excess of A$17,000,000 on billings in excess of A$115,000,000 in 1979, compared with gross income in excess of A$14,000,000 on billings in excess of A$100,000,000 in 1978.) Employes: 430. Accounts gained: Ward Corp., Fox-Columbia Pictures, Hoyts Theaters, Kentucky Fried Chicken, Nelson & Co., Computer Sciences of Australia, Andronicus Coffee, Australian Soccer Pools, Thomas Cook, Hertz Rent-a-Car, Telecom Australia, Boral Insulwool, Golden Casket art union. Account lost: Cadbury.

Quinlan Malanot Stott, Sydney, reports gross income of $1,186,500 on billings of $7,345,000 for 1979, compared with gross income of $1,073,500 on billings of $6,644,400 for 1978. (In local currency, gross income was A$1,050,000 on billings of A$6,500,000 in 1979, compared with gross income of A$950,000 on billings of A$5,880,000 in 1978.) Media breakdown: Newspapers 15%; magazines 39%; radio 5%; tv 25%; outdoor 2%; business press 10%; transit adv. 1%; farm press 3%. Employes: 32. Accounts gained: Cue Design, National & General Insurance, Scotts Detergents, Brambles Indust. Accounts lost: Kaiser Stuhl wines, ETA foods.

Rose Boon Lorrigan, Perth, in association with Compton, reports gross income of $245,327 on billings of $1,515,458 for 1979, compared with gross income of $236,709 on billings of $1,425,292 for 1978. (In local currency, gross income was A$217,104 on billings of A$1,341,113 in 1979, compared with gross income of A$209,477 on billings of A$1,261,321 in 1978.) Media breakdown: Newspapers 62%; radio 13%; tv 24%; cinema 1%. Employes: 21. Accounts gained: Peters Group of Cos.—corporate, Peters Ice Cream & Foods Div., Donald J. Chipper, Rosendorff Jewelers, Bedford furniture, Discreet Limousines, Detroit Engine & Turbine Co. Accounts Lost: Domestic Appliances, West Australian Trotting Assn., Metro Motors, Trifid Cellars, House of Ceramics, Bedford Furniture, Radio 6PR (Western Broadcasters), Ray Sorrell Motors.

Scali, McCabe, Sloves (Australia), Melbourne, reports gross income of $770,901 on billings of $5,141,910 for 1979, compared with gross income of $493,287 on billings of $3,290,223 for 1978. (In local currency, gross income was A$682,213 on billings of A$4,550,361 in 1979, compared with gross income of A$436,537 on billings of A$2,911,702 in 1978.) Media breakdown: Radio 1%; tv 50%; press 49%. Employes: 22. Accounts gained: Hertz, D&J Fowler, Steggles, Bayer,C.E. Crane, Photimport. Accounts lost: Tooths, Cyclax, Upala.

Schofield Sherbon Baker, Sydney, reports gross income of $2,175,250 on billings of $12,430,000 for 1979, compared with gross income of $1,582,000 on billings of $9,040,000 for 1978. (In local currency, gross income was A$1,925,000 on billings of A$11,000,000 in 1979, compared with gross income of A$1,400,000 on billings of A$8,000,000 in 1978.) Media breakdown: Newspapers 18%; magazines 6%; supplements 1%; radio 14%; tv 48%; outdoor 2%; business press 2%; transit advertising 2%; point of sale 2%; cinema 4%; farm press 1%. Employes: 40. Accounts gained: Fabergé Australia, Economics Laboratory, Associated Midland Group. Account lost: Rheem Australia.

J. Walter Thompson, (Australia), Sydney, reports gross income of $7,334,000 on billings of $46,202,000 for 1979, compared with gross income of $6,388,000 on billings of $40,244,000 for 1978. (In local currency, gross income was A$6,490,000 on billings of A$40,887.000 in 1979, compared with gross income of A$5,653,000 on billings of A$35,614,000 in 1978.) Media breakdown: Newspapers 12.8%; magazines 14.2%; radio 11.7%; tv 56.1%; outdoor 1.8%; business press 3.2%; cinema 0.2%. Employes: 182. Accounts gained: Rowntree Hoadley, Dunlop Slazenger, Bridgestone tires, Bowater-Scott. Accounts lost: Gillette, Sunoroid, Air Niugini.

Young & Rubicam, Sydney, reports gross income of $4,862,000 on billings of $32,429,000 for 1979, compared with gross income of $4,118,000 on billings of $27,467,000 for 1978. (In local currency, gross income was A$4,302,000 on billings of A$28,699,665 in 1979, compared with gross income of A$3,644,000 on billings of A$24,308,295 in 1978.) Y&R does not publish billings figures. All figures are AA estimates. Media breakdown: Newspapers 24%; magazines 8%; radio 9%; tv 48%; outdoor 1%; business press 10%. Employes: 127. Accounts gained: Australian bacon, Bradmill, CBS Record Club, Dupont Grolier, Malley's Norgine, Seagrams, Simpson Pope, Syntex, 3DB Broadcasting. Accounts lost: Avis, Heine Bros., Hoversport, Smith Kline & French, Yves Rocher.

AUSTRIA

The same 1979 rate of .0774 dollars to the Austrian schilling was also applied to local currency reported for 1978 income and billings in this issue. This procedure factors out a 9% appreciation of the schilling against the dollar based on schilling s 1978 exchange rate of .071

Campbell-Ewald Werbeagentur, Vienna, reports gross income of $428,000 on billings of $2,855,000 for 1979, compared with gross income of $478,000 on billings of $3,189,000 for 1978. (In local currency, gross income was Sch5,535,000 on billings of Sch36,919,000 in 1979, compared with gross income of Sch6,178,000 on billings of Sch41,207,000 in 1978.) Employes: 12. Account gained: Herzmansky department stores. New assignment: Dr. Schieffer health products.

D'Arcy-MacManus & Masius, Vienna, reports gross income of $1,323,000 on billings of $8,282,000 for 1979, compared with gross income of $1,052,000 on billings of $6,501,000 for 1978. (In local currency, gross income was Sch 17,086,000 on billings of Sch 107,000,000 in 1979, compared with gross income of Sch 13,587,000 on billings of Sch 84,000,000 in 1978.) Media breakdown: Newspapers 21%; magazines 5%; radio 9%; tv 62%; outdoor 3%. Employes: 20.

Demner & Merlicek, Vienna, reports gross income of $936,540 on billings of $6,347,000 for 1979, compared with gross income of $708,210 on billings of $4,798,800 for 1978. (In local currency, gross income was Sch 12,100,000 on billings of Sch 82,000,000 in 1979, compared with gross income of Sch 9,150,000 on billings of Sch 62,000,000 in 1978.) Media breakdown: Newspapers 43%; magazines 27%; supplements 1%; radio 4%; tv 16%; outdoor 8%; cinema 1%. Employes: 13. Accounts gained: *Kurier* newspaper, ORF (Austrian Broadcasting Authority).

Dorland Werbeagentur, Vienna, reports gross income of $967,500 on billings of $6,447,420 for 1979, compared with gross income of $843,660 on billings of $4,756,230 for 1978. (In local currency, gross income was Sch 12,500,000 on billings of Sch 83,300,000 in 1979, compared with gross income of Sch 10,900,000 on billings of Sch 61,450,000 in 1978.) Media breakdown: Newspapers 42%; magazines 19%; supplements 1%; radio 7%; tv 19%; outdoor 11%; business press 1%. Employes: 10. Accounts gained: Johnson's Baby Care, Hewlett-Packard—job recruitment.

GGK Wien Webeagentur, Vienna, reports gross income of $1,509,000 on billings of $10,062,000 for 1979, compared with gross income of $1,254,000 on billings of $8,359,000 for 1978. (In local currency, gross income was Sch 19,500,000 on billings of Sch 130,000,000 in 1979, compared with gross income of Sch 16,200,000 on billings of Sch 108,000,000 in 1978.) Media breakdown: Newspapers 14%; magazines 6%; radio 9%; tv 35%; outdoor 30%; point of sale 6%. Employes: 23. Accounts gained: Wuestenrot, Bausparkasse, Moebelgemeinschaft, Fotogemeinschaft.

Gramm & Grey, Vienna, reports gross income of $668,736 on billings of $5,572,800 for 1979, compared with gross income of $631,584 on billings of $5,263,200 for 1978. (In local currency, gross income was Sch 8,640,000 on billings of Sch 72,000,000 in 1979, compared with gross income of Sch 8,160,000 on billings of Sch 68,000,000 in 1978.) Media breakdown: Newspapers 18%; magazines 4%; radio 8%; tv 54%; outdoor 9%; business press 1%; point of sale 6%. Employes: 16. Accounts gained: Kuoni Tour Operators, Gaskoks Coal Promotion Board. Account lost: Roemerquelle.

Ernst Haupt-Stummer Werbeagentur, Vienna, reports gross income of $1,040,000 on billings of $9,710,000 for 1979, compared with gross income of $797,000 on billings of $7,800,000 for 1978. (In local currency, gross income was Sch 13,500,000 on billings of Sch 125,500,000 in 1979, compared with gross income of Sch 10,300,000 on billings of Sch 100,800,000 in 1978.) Media breakdown: Newspapers 30%; magazines 15%; supplements 10%; radio 5%; tv 15%; outdoor 5%; business press 5%; point of sale 10%; others 5%. Employes: 24. Accounts gained: Tempo paper handkerchiefs, Moltex diapers, Semperit AG tires—corporate, Bionorm weight loss pills, Hoelzel printing press, Montana travel agency & airline, Palmers underwear, Ponau stationery, Synthesa colors, Bundeslaender insurance. Account lost: Kirstein Blockmalz—candy.

IMAA/Werbeagentur Erwin Muehlboeck, Linz, reports gross income of $399,384 on billings of $2,662,560 for 1979, compared with gross income of $371,520 on billings of $2,476,800 for 1978. (In local currency, gross income was Sch 5,160,000 on billings of Sch 34,400,000 in 1979, compared with gross income of Sch 4,800,000 on billings of Sch 32,000,000 in 1978.) Media breakdown: Newspapers 25%; magazines 4%; radio 34%; outdoor 27%; business press 2%; point of sale 8%. Employes: 8. Accounts gained: Tourist Board of Linz, Husqvarna. Account lost: Epple Buxbaum.

Intermarco-Farner Werbeagentur, Vienna, reports gross income of $724,387 on billings of $6,146,000 for 1979, compared with gross income of $756,000 on billings of $6,208,000 for 1978. (In local currency, gross income was Sch 9,359,000 on billings of Sch 79,405,000 in 1979, compared with gross income of Sch 9,765,000 on billings of Sch 80,211,000 in 1978.) Media breakdown: Newspapers 22%; magazines 8%; radio 14.5%; tv 52%; outdoor 2%; business press 1.5%. Employes: 25. Accounts gained: Bauer conveying equipment, Blaschke sweets, Eggochemia pharmaceuticals/cosmetics, Hauser geriatric products, Renault automobiles, Dr. Richter's tea, Sopree foam bath, Vespa scooters, Wersi electronic organs. Accounts lost: Austria Email, Bad Ischler special salts, Doro coffee, Schwartzhaupt/Medicator geriatric product, Tunisian Travel.

IMT Inter-Marketing Team, Vienna, reports gross income of $78,948 on billings of $1,792,584 for 1979, compared with gross income of $50,310 on billings of $1,470,600 for 1978. (In local currency, gross income was Sch 1,020,000 on billings of Sch 23,160,000 in 1979, compared with gross income of Sch 650,000 on billings of Sch 19,000,000 in 1978.) Media breakdown: Newspapers 45%; magazines 13%; radio 5%; tv 10%; business press 20%; point of sale 2%; direct mail 5%. Employes: 6. Accounts gained: Sparfonds (mutual funds), Savings Banks of Lower Austria, Government of Lower Austria.

Lintas Werbeagentur, Vienna, reports gross income of $2,458,000 on billings of $17,079,000 for 1979, compared with gross income of $2,372,000 on billings of $16,415,000 for 1978. (In local currency, gross income was Sch 31,763,000 on billings of Sch 220,665,000 in 1979, compared with gross income of Sch 30,649,000 on billings of Sch 212,080,000 in 1978.) Media breakdown: Newspapers 19%; radio 12%; tv 62%; other 7%. Employes: 41. Accounts gained: Niederoesterr. Versicherung, Austrian Post Office, Deinhard champagne, ATW-Hobby-Extra cigarets, Carrefour supermarket, Ministry of Finance—Energy-Saving-Tax advantages. Semperdur prefabricated windows, Benco bread spread.

McCann-Erickson, Vienna, reports gross income of $1,994,000 on billings of $13,300,000 for 1979, compared with gross income of $1,564,000 on billings of $10,433,000 for 1978. (In local currency, gross income was Sch 25,758,000 on billings of Sch 171,806,000 in 1979, compared with gross income of Sch 20,209,000 on billings of Sch 134,794,000 in 1978.) Em-

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ployes: 36. Accounts gained: Austrian Travel Bureau, Miele household appliances. New assignments: Coca-Cola (Mezzo Mix lemonade), Unilever (Eskimo-Iglo frozen pastry). Assignment lost: Bautreuhand.

MMS-Werbeagentur, Linz, reports gross income of $548,000 on billings of $10,449,000 for 1979, compared with gross income of $1,470,600 on billings of $9,829,800 for 1978. (In local currency, gross income was Sch 20,000,000 on billings of Sch 135,000,000 in 1979, compared with gross income of Sch 19,000,000 on billings of Sch 127,000,000 in 1978.) Media breakdown: Newspapers 25%; magazines 5%; radio 10%; tv 30%; outdoor 10%; business press 2%; farm press 1%; point of sale 16.5%; cinema 0.5%. Accounts gained: Primo, Lee Cooper, OKA, Molto. Account lost: Hobby extra.

Ogilvy & Mather Wien, Vienna, reports gross income of $1,262,000 on billings of $8,413,000 for 1979, compared with gross income of $1,223,000 on billings of $8,158,000 for 1978. (In local currency, gross income was Sch 16,300,000 on billings of Sch 108,700,000 in 1979, compared with gross income of Sch 15,800,000 on billings of Sch 105,400,000 in 1978.) Media breakdown: Newspapers 17%; magazines 8%; radio 12%; tv 58%; outdoor 5%. Employes: 31. Accounts gained: Gillette, Korean Airlines, Rollei, TWA. Accounts lost: AKG, British Airways.

Die Sieber Werbungsgesellschaft, Vienna, reports gross income of $812,700 on billings of $10,450,000 for 1979, compared with gross income of $843,660 on billings of $10,680,000 for 1978. (In local currency, gross income was Sch 10,500,000 on billings of Sch 135,000,000 in 1979, compared with gross income of Sch 10,900,000 on billings of Sch 138,000,000 in 1978.) Media breakdown: Newspapers 30%; magazines 4%; radio 15%; tv 25%; outdoor 14%; business press 5%; transit advertising 5%; cinema 2%. Employes: 22. Accounts gained: Oesterreichische Brau Aktiengesellschaft (institutional), Brau AG, Zipfer Brewery, Wolverine, John Deere Industrial, Kaindle hardware.

J. Walter Thompson, Vienna, reports gross income of $1,744,054 on billings of $11,627,000 for 1979, compared with gross income of $1,742,661 on billings of $11,618,000 for 1978. (In local currency, gross income was Sch 22,533,000 on billings of Sch 150,217,000 in 1979, compared with gross income of Sch 22,515,000 on billings of Sch 150,102,000 in 1978.) Media breakdown: Newspapers 19.2%; magazines 2.2%; radio 8.4%; tv 67.4%; outdoor 1%; business press 1.3%; transit advertising 0.5%. Employes: 43. Accounts gained: Denner, Solo, Moltex Combinette, Tourism Vorarlberg/Congress Center Bregenz, Almliesl. Accounts lost: Gillette, CBS.

Weinberger Werbehaus, Vienna, only reports billings of $6,888,600 for 1979, compared with billings of $6,656,400 for 1978. (In local currency, billings were Sch 89,000,000 in 1979, compared with billings of Sch 86,000,000 in 1978.) Employes: 20. Accounts gained: Rank Xerox, Ringhoffer-Alfa Romeo, Koenig/Schueco doors, windows, Gross-Liberto, *NON* newspaper, Kaufpark Alt-Erlaa supermarket. Accounts lost: Zentralmolkerei, Berghofer hardware, Novoferm doors, windows.

Die Werbe Wien, Vienna, reports gross income of $766,260 on billings of $6,199,740 for 1979, compared with gross income of $835,920 on billings of $6,447,420 for 1978. (In local currency, gross income was Sch 9.900.000 on billings of Sch 80,100,000 in 1979, compared with gross income of Sch 10,800,000 on billings of Sch 83,300,000 in 1978.) Media breakdown: Newspapers 31%; magazines 9%; radio 13%; tv 42%; outdoor advertising 5%. Employes: 21.

Werbetechnisches Studio, Vienna, part of DDB International, reports gross income of $940,410 on billings of $6,269,000 for 1979, compared with gross income of $812,700 on billings of $5,418,000 for 1978. (In local currency, gross income was Sch 12,150,000 on billings of Sch 81,000,000 in 1979, compared with gross income of Sch 10,500,000 on billings of Sch 70,000,000 in 1978.)

Werbeagentur Wirz, Vienna, reports gross income of $1,478,340 on billings of $11,687,400 for 1979, compared with gross income of $1,369,206 on billings of $10,178,100 for 1978. (In local currency, gross income was Sch 19,100,000 on billings of Sch 151,000,000 in 1979, compared with gross income of Sch 17,690,000 on billings of Sch 131,500,000 in 1978.) Media breakdown: Newspapers 25%; magazines 10%; supplements 2%; radio 11%; tv 27%; outdoor 3%; business press 3%; transit advertising 1%; point of sale 9%; cinema 1%; sales promotion 5%; direct mail 3%. Employes: 15. Accounts gained: Semperit AG tires, Longines watches, Orient quartz watches, British Airways, Schwarzhaupt/Medicator, Traderlag Trading Verlag—publishing house, Bergin electrical tools. Account lost: TWA.

Young & Rubicam Gesellschaft, Vienna, reports gross income of $1,006,000 on billings of $6,710,000 for 1979, compared with gross income of $1,076,000 on billings of $7,177,000 for 1978. (In local currency, gross income was Sch 13,000,000 on billings of Sch 86,693,200 in 1979, compared with gross income of Sch 13,900,000 on billings of Sch 92,726,840 in 1978.) Y&R does not publish billings. Figures are AA estimates. Media breakdown: Newspapers 23%; radio 4%; tv 66%; outdoor 4%. Employes: 20. Accounts gained: Estee Lauder, Kaindl, Bunzl & Biach, Roesler, CBS, K-Tel Record, Pepsi-Cola.

BAHRAIN

The same 1979 rate of 2.61 dollars to the dinar was also applied to local currency reported for 1978 income and billings in this issue. This procedure factors out a 4% appreciation against the U.S. dollar based on the dinar's 1978 exchange rate of 2.5.

Fortune Promoseven, Bahrain, only reports billing of $9,400,000 for 1979, compared to billings of $7,500,000 for 1978. (In local currency, billings were BDinar3,600,200 in 1979, compared with billings of BDinar2,872,500 in 1978.) Media breakdown: Newspapers 20%; magazines 30%; radio 10%; tv 30%; outdoor 5%; cinema 5%. Employes: 75. Accounts gained: Ceylon tea, Shailank, Ramada Hotels, Philippine Airlines, Ajinomoto, Fuji watches. Account lost: Gulf Air.

BARBADOS

An exchange rate of .500 U.S. dollars to the B$ was used to determine both 1978 and 1979 gross income and billings.

Corbin Compton (Barbados) Ltd., Bridgetown, reports gross income of $207,227 on billings of $1,441,673 for 1979, compared with gross income of $173,676 on billings of $1,109,046 for 1978. (In local currency, gross income was B$414,454 on billings of B$2,883,346 in 1979, compared with gross income of B$347,352 on billings of B$2,403,579 in 1978.) Media breakdown: Newspapers 35%; magazines 5.8%; supplements 3.1%; radio 30.1%; tv 24.5%; outdoor .1%; transit advertising .6%; point of sale .4%; cinema .4%. Employes: 17. Accounts gained: Barbados Mills Ltd., Tropical Beverages Ltd., Trident Insurance Ltd.

BELGIUM

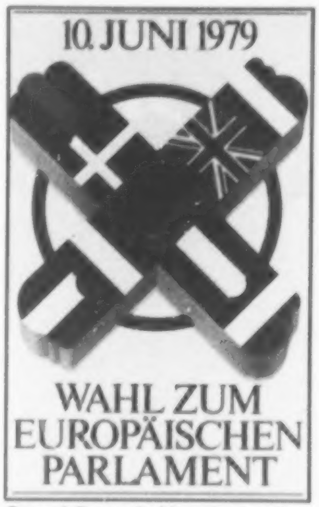
The same 1979 rate of .034311 dollars to the Belgian franc was also applied to local currency reported for 1978 income and billings in this issue. This procedure factors out a 7% appreciation of the B franc against the dollar based on B franc's 1978 exchange rate of .032.

Ted Bates, Brussels, reports gross income of $1,678,000 on billings of $11,405,000 for 1979, compared with gross income of $1,476,000 on billings of $9,827,000 for 1978. (In local currency, gross income was BF48,901,000 on billings of BF332,395,000 in 1979, compared with gross income of BF43,026,000 on billings of BF286,980,000 in 1978. Media breakdown: Newspapers 23%, magazines 35%; tv 23%; outdoor 7%; business press 4%; other 8%. Employes: 37. Accounts gained: Bonduelle, Data General, Shulton-Old Spice, Royal Canadian Mint.

BBDO, Brussels, reports gross income of $1,565,439 on billings of $10,441,454 for 1979, compared with gross income of $1,640,848 on billings of $10,944,455 for 1978. (In local currency, gross income was BF45,625,000 on billings of BF304,318,000 in 1979, compared with gross income of BF47,822,795 on billings of BF318,978,043 in 1978.) Media breakdown: Newspapers 13.7%; magazines 32.7%; radio 0.5%; tv 5.5%; outdoor 14%; business press 3%; point of sale 26%; cinema 2.4%; free distributed press 2.2%. Employes: 34. Accounts gained: Cirio tomato sauces, Airwick deodorant, Gamma do-it-yourself stores, Peli furniture polish, Saupiquet, R. J. Reynolds tobacco. Accounts lost: IPPA savings bank, Audi cars.

Bellux, Brussels, only reports billings of $4,666,296 for 1979, compared with billings of $4,529,052 for 1978. (In local currency, billings were BF136,000,000 in 1979, compared with billings of BF132,000,000 in 1978.) Media breakdown: Newspapers, magazines, business press and farm press 62%; radio, cinema and tv 9%; outdoor 6.5%; production, edition, point of sale 20%; pr 2.5%. Employes: 18. Accounts gained: Usines Peters LaCroix-wall paper, Vredestein tires, Inter-Credit-loans. Accounts lost: Pernod-Pastis 51 aperitif, Pere Dodu poultry.

Benton & Bowles, Brussels, reports gross income of $5,260,734 on billings of $35,089,098 for 1979, compared with gross income of $4,838,640 on billings of $32,373,729 for 1978. (In local currency, gross income was BF153,325,000 on billings of BF1.023 billion in 1979, compared with gross income of BF141,023,000 on billings of BF940,623,400 in 1978.) Media breakdown: Newspapers 12%; magazines 41%; tv 24%; outdoor 14%; business press 2%; cinema 1%; free distributed papers 6%. Employes: 98. Accounts gained: Hagemeyer, Carnation, Beka, Confort Center, Vieux Temps. Accounts lost: Chat Noir, Boost, Gen. Biscuits, R.C.M.



One of Europe's biggest ad outlays ($12,500,000) during 1979 was the EEC's own pan-European promotion urging citizens of its member countries to vote June 10 in the first direct election ever held for the European Parliament.

Leo Burnett, Brussels, reports gross income of $674,000 on billings of $4,495,000 for 1979, compared with gross income of $538,000 on billings of $3,590,000 for 1978. (In local currency, gross income was BF19,640,000 on billings of BF131,000,000 in 1979, compared with gross income of BF15,688,000 on billings of BF104,639,000 for 1978.) Employes: 7. Accounts gained: Haacht Brewery-Primus Pils, Midas car silencers, Sterling Winthrop-Shamporal cleaner, and Liso cleaner (carpet cleaner). Account lost: Trio-Kenwood hi-fi.

Columbia Advertising, Brussels, reports gross income of $398,518 on billings of $2,658,120 for 1979, compared with gross income of $331,293 on billings of $2,209,730 for 1978. (In local currency, gross income was BF11,614,904 on billings of BF77,471,410 in 1979, compared with gross income of BF9,655,620 on billings of BF64,402,985 in 1978.) Media breakdown: Newspapers 50%; magazines 32%; outdoor 14%; business press 2%; farm press 2%. Employes: 7.

D'Arcy-MacManus & Masius, Brussels, reports gross income of $3,058,000 on billings of $20,396,000 for 1979, compared with gross income of $2,707,000 on billings of $18,054,000 for 1978. (In local currency, gross income was BF89,121,000 on billings of BF594,437,000 in 1979, compared with gross income of BF78,887,000 on billings of BF526,176,000 in 1978.) Media breakdown: Newspapers 20%; magazines 40%; tv 28%; outdoor 7%; point of sale 4%; cinema 1%. Employes: 56. Accounts gained: Vandemoortele (Blanc de Boeuf-Roda), Gosset-St. Michel cigarets, Chat Noir coffee, Credicash-personal loans, Trio Kenwood hi-fi, Yoplait dairy. Account lost: Toyota cars.

Dechy, Univas, Brussels, reports gross income of $3,073,408 on billings of $20,499,622 for 1979, compared with gross income of $2,460,270 on billings of $16,409,991 for 1978. (In local currency, gross income was BF89,575,000 on billings of BF597,465,000 in 1979, compared with gross income of BF71,705,000 on billings of BF478,272,000 in 1978.) Media breakdown: Newspapers 24%; magazines 45%; supplements 8%; tv 8%; outdoor 13%; business press 1%; cinema 1%. Employes: 58. Accounts gained: British Airways, Nashua, Maggi (Nestle). Account lost: Littlewoods.

Doyle Dane Bernbach, Brussels, reports gross income of $1,775,972 on billings of $11,845,495 for 1979, compared with gross income of $1,368,529 on billings of $9,128,086 for 1978. (In local currency, gross income was BF51,760,998 on billings of BF345,239,000 in 1979, compared with gross income of BF39,886,000 on billings of BF266,039,620 in 1978.) Media breakdown: Newspapers 25%; magazines 40%; tv 20%; outdoor 15%. Employes: 28. Accounts gained: Audi cars, ITT Benelux (tv, radio, radiocassettes, hi-fi), Knorr Mix, Nova Benelux, Teisseire fruit syrups.

Euro-Advertising, Brussels, reports gross income of $850,000 on billings of $4,700,000 for 1979, compared with gross income of $768,000 on billings of $3,840,000 for 1978. (In local currency, gross income was BF24,773,000 on billings of BF 136,928,000 in 1979, compared with gross income of BF22,383,000 on billings of BF111,917,000 in 1978.)

GelderGriswold, Brussels, reports gross income of $717,099 on billings of $4,099,133 for 1979. (In local currency, gross income was BF20,900,000 on billings of BF132,700,000 in 1979.) Media breakdown: Newspapers 30%; magazines 25%; radio 3%; tv 8%; outdoor 16%; business press 2%; point of sale 4%; cinema 5%; promotions, pr, consultance 7%. Employes: 16. Accounts gained: Bell & Howell, UFO jeans, Braniff Airlines, Honda power equipment. Account lost: Eram shoes.

Grey Belgium, Brussels, reports gross income of $1,959,000 on billings of $13,072,000 for 1979, compared with gross income of $943,000 on billings of $6,279,000 for 1978. (In local currency, gross income was BF 57,100,000 on billings of BF 381,000,000 in 1979, compared with gross income of BF 27,500,000 on billings of BF 183,000,000 in 1978.) Name of the agency was changed from Dorland & Grey to Grey Belgium. Media breakdown: Newspapers 27%; magazines 26%; tv 19%; outdoor 5%; business press 4%; point of sale 11%; cinema 1%. Employes: 40. Accounts gained: Citroen automobiles, Corning Benelux-new product, Gillette-new assignment, Olympic Tombola-Belgian Interfederal Olympic Committee. Accounts lost: General Biscuits Belgie, Du Perc stockings.

HHD Ogilvy & Mather, Brussels, reports gross income of $4,834,481 on billings of $20,860,200 for 1979, compared with gross income of $3,869,138 on billings of $19,629,800 for 1978. (In local currency, gross income was BF140,901,784 on billings of BF607,975,810 in 1979, compared with gross income of BF112,766,693 on billings of BF572,115,421 in 1978.) Employes: 82. Accounts gained: Smiths Food snacks and chips, *L'Express*, Bayer Owens Corning insulation, Artois brewery (new product), GB chain stores (special assignment), Scott hi-fi, International Factors, UEEB electrical utilities, Terraillon scales. Accounts lost: British Airways, Uniroyal tires, Pioneer hi-fi, Cantaert underwear, Sphinx bathroom products, Mariner outboard motors.

Impact-FCB, Brussels, reports gross income of $1,874,366 on billings of $12,502,022 for 1979, compared with gross income of $1,509,026 on billings of $10,065,205 for 1978. (In local currency, gross income was BF 54,628,725 on billings of BF 364,373,595 in 1979, compared with gross income of BF 43,980,831 on billings of BF 293,352,142 in 1978.) Media breakdown: Newspapers

BELGIUM

16%; magazines 68%; radio 4%; tv 3%; outdoor 8%; cinema 1%. Employes: 34. Accounts gained include Westland/Utrecht Projecta, Portas.

Intermarco-Farner, Brussels, reports gross income of $1,993,000 on billings of $13,296,000 for 1979, compared with gross income of $1,736,000 on billings of $11,580,000 for 1978. (In local currency, gross income was BF 58,100,000 on billings of BF 387,500,000 in 1979, compared with gross income of BF 50,600,000 on billings of BF 337,500,000 in 1978.) Media breakdown: Newspapers 21%; magazines 46%; tv 7%; outdoor 18%; point of sale 6%; cinema 2%. Employes: 42. Accounts gained: Belga cigarets, Eurocard credit card, Frima frozen food, Grundig radio-tv-hi-fi, Polyfilla do-it-yourself aids. Account resigned by the agency: Bergasol sun products.

Lintas (Belgium), Brussels, reports gross income of $5,318,000 on billings of $35,887,000 for 1979, compared with gross income of $4,748,000 on billings of $32,302,000 for 1978. (In local currency, gross income was BF 155,000,000 on billings of BF 1.046 billion in 1979, compared with gross income of BF 138,400,000 on billings of BF 941,452,000 in 1978.) Media breakdown: Newspapers 22%; magazines 45%; tv 19%; outdoor 14%. Employes: 79. Accounts gained: Lipton, Nairn, Numinter, Marantz, British Meat, Molnlycke Anatomic, Rowntree Chococrips, Vinolia Harmony. Accounts lost: BAT, Artois.

LS&A, Brussels, part of Kenyon & Eckhardt Intl., reports gross income of $353,918 for 1979, compared with gross income of $373,132 on billings of $2,488,792 for 1978. (In local currency, gross income was BF 10,315,000 in 1979, compared with gross income of BF 10,875,000 on billings of BF 72,536,250 in 1978.) Billings figures in dollars and Belgian francs for 1979 were not available.

LVH, Brussels, reports gross income of $1,190,873 on billings of $7,106,188 for 1979, compared with gross income of $753,345 on billings of $5,047,409 for 1978. (In local currency, gross income was BF 34,708,197 on billings of BF 207,111,085 in 1979, compared with gross income of BF 21,956,361 on billings of BF 147,107,619 in 1978.) Media breakdown: Newspapers 31%; magazines 36%; tv 6%; outdoor 12%; door to door 14%. Employes: 22. Accounts gained: BASF audio-visual, AKZO food division, Intec (Zwitsal baby care), Kortman and Schulte (Dobbelman detergent), Curver plastic household articles. Account lost: Atlas Copco.

Markcom, Brussels, reports gross income of $692,396 on billings of $3,497,000 for 1979, compared with gross income of $566,132 on billings of $2,779,191 for 1978. (In local currency, gross income was BF 20,180,000 on billings of BF 101,910,000 in 1979, compared with gross income of BF 16,500,000 on billings of BF 81,000,000 in 1978.) Media breakdown: Newspapers 8%; magazines 14%; tv 6%; outdoor 3%; business press 23%; point of sale 5%; print/literature 34%; direct mail/promotions 7%. Employes: 15. Accounts gained: European Economic Community, Fisher & Porter, ISOVER/Glaceries de Saint-Roch, Dunn & Hargitt Commodities. Account lost: Data General.

Marsteller International, Brussels, only reports gross income of $2,630,430 in 1979, compared with gross income of $2,175,692. Employes: 48.

McCann-Erickson, Brussels, reports gross income of $7,177,000 on billings of $47,871,000 for 1979, compared with gross income of $5,582,000 on billings of $37,229,000 for 1978. (In local currency, gross income was BF209,186,000 on billings of BF1.3[illegible] billion in 1979, compared with gross income of BF 162,676,000 on billings of BF 1.085 billion in 1978.) Employes: 142. Accounts gained: Cast container services, Meli amusement park, Miele household appliances, Spanish Tourist Board, Philips lighting/video. New assignments: Artois Breweries-Stella Artois, Martini & Rossi-Rose. Accounts lost: Sony hi-fi, Zanussi household appliances-both accounts resigned.

Moussault ABH International, Antwerp, reports gross income of $655,340 on billings of $4,374,700 for 1979, compared with gross income of $590,150 on billings of $3,935,400 for 1978. (In local currency, gross income was BF 19,100,000 on billings of BF 127,500,000 in 1979, compared with gross income of BF 17,200,000 on billings of BF 114,700,000 in 1978.) Media breakdown: Newspapers 39%; magazines 30%; tv 9%; outdoor 14%; point of sale 8%. Employes: 13. Accounts gained: Hotel-plan tour operator, Uniroyal tires, Agfa-Gevaert (photocopier Gevafax). Account lost: Stimorol chewing gum.

Norman, Craig & Kummel, Brussels, reports gross income of $1,248,700 on billings of $8,327,280 for 1979, compared with gross income of $1,222,329 on billings of $8,148,863 for 1978. (In local currency, gross income was BF 36,393,000 on billings of BF 242,700,000 in 1979, compared with gross income of BF 35,625,000 on billings of BF 237,500,000 in 1978.) Media breakdown: Newspapers 17%; magazines 45%; tv 12%; outdoor 13%; point of sale 9%. Employes: 20. Accounts gained: Becopa centennial campaign, C.E.E. dairy products campaign, C.G.E.R.-National Savings Bank, International Chemical Co.-Magnesie Bismuree (stomach pain-reliever), Melt depilatory, InterRent car rental, Much A.G.-Much Natural bran tablets, Spalt aspirin, P.B.S. paper binding systems, Peleman Saerens stationery, Schwarzkopf-Castalia bath foam, Taft fixateur-hair styling, Toning-hair toning, Vogue perfume-deodorant, Viba industrial tools. Account lost: J. G. Durand.

Partner, Brussels, reports gross income of $839,110 on billings of $5,596,845 for 1979, compared with gross income of $738,389 on billings of $4,925,056 for 1978. (In local currency, gross income was BF 24,456,000 on billings of BF 163,121,000 in 1979, compared with gross income of BF 21,520,480 on billings of BF 143,541,600 in 1978.) Media breakdown: Newspapers 42%; magazines 16%; tv 3%; outdoor 5%; technique 34%. Employes: 17.

Publiart, Brussels, reports gross income of $926,397 on billings of $6,175,980 for 1979, compared with gross income of $823,464 on billings of $5,661,315 for 1978. (In local currency, gross income was BF 27,000,000 on billings of BF 180,000,000 in 1979, compared with gross income of BF 24,000,000 on billings of BF 165,000,000 in 1978.) Media breakdown: Newspapers 14%; magazines 19%; supplements 1%; radio 4%; tv 12%; outdoor 8%; business press 1%; point of sale 10%; cinema 1%; other 30%. Employes: 20. Accounts gained: Babycham, Stock Promotions Coca-Cola, Citroen, Iglo. Account lost: Zouki.

TBWA, Brussels, reports gross income of $900,000 on billings of $6,000,000 for 1979, compared with gross income of $627,548 on billings of $4,185,770 for 1978. (In local currency, gross income was BF 26,239,000 on billings of BF 174,926,800 in 1979, compared with gross income of BF 18,230,000 on billings of BF 121,995,000 in 1978.) Media breakdown: Newspapers 25%; magazines 58%; tv 5%; outdoor 8%; business press 3%; cinema 1%. Employes: 20. Accounts gained: Acec Silver, Belgian Government Energy Saving Commission, Proxyl, Cadbury-Schweppes, Singapore Airlines.

J. Walter Thompson Co., Brussels, reports gross income of $3,490,904 on billings of $26,246,336 for 1979, compared with gross income of $3,000,154 on billings of $21,108,847 for 1978. (In local currency, gross income was BF 101,743,000 on billings of BF 764,954,000 in 1979, compared with gross income of BF 87,440,000 on billings of BF 615,226,000 in 1978.) Media breakdown: Newspapers 28.4% magazines 36.7%; tv 13.8%; outdoor 19.6%; cinema 1.5%. Employes: 58. Accounts gained: Alivar-Bertolini wines, Randstad-temporary staff, Jobe's International Spike, Smith Kline R.I.T., Clarck gum, Cevron Eau. Accounts lost: Gillette, Polyfilla.

Trema-Agab, Brussels, reports gross income of $612,455 on billings of $4,083,033 for 1979, compared with gross income of $631,086 on billings of $4,209,376 for 1978. (In local currency, gross income was BF 17,850,000 on billings of BF 119,000,000 in 1979, compared with gross income of BF 18,393,000 on billings of BF 122,683,000 in 1978.) Media breakdown: Newspapers 16%; magazines 36%; tv 1.5%; outdoor 9%; business press 9%; transit advertising 1%; point of sale 9%; folders and posters 18.5%. Employes: 17. Accounts gained: Promotion for Belgian butter, Protiaden pharmaceutical product. Account lost: Year of the Village 1978 (one-year campaign).

Troost Campbell-Ewald (Belgium), Brussels, reports gross income of $3,229,000 on billings of $21,537,000 for 1979, compared with gross income of $2,924,000 on billings of $19,503,000 for 1978. (In local currency, gross income was BF 94,113,000 on billings of BF 627,734,000 in 1979, compared with gross income of BF 85,218,000 on billings of BF 568,404,000 in 1978.) Employes: 52. Accounts gained: Philips hi-fi and audio, Zwan Frank (div. of Unilever), St. Roch Nederland, Theramed (Henkel), Zwan pates, Chassart (Martini), Cognac LaGrange (Martini), Electrolux, Board of Coffee, Philips razors, Sussholz Diamonds. Account lost: Alto, Laurens.

VDB/Compton, Brussels, reports gross income of $629,391 on billings of $4,195,938 for 1979, compared with gross income of $455,500 on billings of $3,036,665 for 1973. (In local currency, gross income was BF 18,343,700 on billings of BF 122,291,335 in 1979, compared with gross income of BF 13,275,620 on billings of BF 88,504,137 in 1978.) Media breakdown: Newspapers 20%; magazines 30%; tv 5%; outdoor 25%; business press 10%; farm press 3%; point of sale 7%. Employes: 12. Accounts gained: Williams & Humbert-Dry Sack sherry, DuPont de Nemours (car finishes, Bayer aspirin, Aspirin C, sweeteners, pet car products, and veterinary products).

Young & Rubicam, Brussels, reports gross income of $3,634,000 on billings of $24,239,000 for 1979, compared with gross income of $3,568,000 on billings of $23,799,000 for 1978. (In local currency, gross income was BF 105,927,000 on billings of BF 706,450,500 in 1979, compared with gross income of BF 104,015,000 on billings of BF 693,626,610 in 1978.) Y&R does not publish billings. Figures given in dollars and francs are AA estimates. Gross income figures include income from Cato Johnson Associates, Brussels. Media breakdown: Press 78%; radio and tv 14%; outdoor 2%; posters 6%. Employes: 68. Accounts gained: Esefit, *Geo*, *Reader's Digest*, Roularta, Herman Miller, Rank Xerox, Union Carbide, Phenix, Citizen, Fyffe Spiers, Adidas, Gervais Danone. Accounts lost: Sartha, Audio Club, Suchard.

BERMUDA

An exchange rate of 1 U.S. dollar to the B$ was used to determine both 1978 and 1979 gross income and billings.

Advertising Associates-Compton, Hamilton, reports gross income of $435,470 on billings of $2,992,204 for 1979, compared with gross income of $355,530 on billings of $2,425,803 for 1978. Media breakdown: Newspapers 44%; magazines 5%; supplements 2%; radio 20%; tv 21%; tourist 8%. Employes: 19. Accounts gained: H & E Smith, Department of Community Affairs, Crown & Anchor restaurant, Sears. Accounts lost: Forth Thieves, Bermuda Forwarders.

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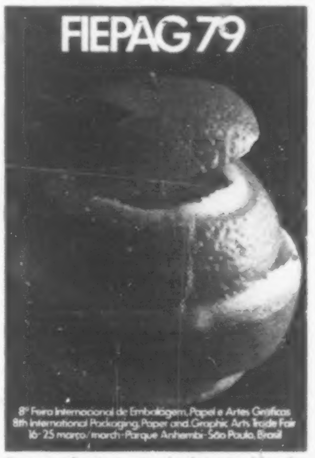
The same 1979 rate of .0422 dollars to the Brazil cruzeiro was also applied to local currency reported for 1978 income and billings in this issue. This procedure factors out a 26% depreciation of the cruzeiro against the dollar based on cruzeiro's 1978 exchange rate of .057

Alcantara Machado, Periscinoto Comunicacoes, Sao Paulo, reports gross income of $20,762,400 on billings of $83,134,000 for 1979, compared with gross income of $14,109,316 on billings of $54,227,000 for 1978. (In local currency gross income was Cr$492,000,000 on billings of Cr$1.97 billion in 1979, compared with gross income of Cr$334,344,000 on billings of Cr$1.285 billion in 1978.) Media breakdown: Newspapers 10%; magazines 11%; radio 5%; rv 72%; outdoor 1%; cinema 1%. Employes: 443. Accounts gained: Olvebra S.A. Inc. e Com. de Oleos Vegetais, Braun do Brasil Produtos Electronicos Ltda.

Leo Burnett Co., Sao Paulo, reports gross income of $1,810,000 on billings of $12,075,000 for 1979, compared with gross income of $1,515,000 on billings of $10,105,000 for 1978. (In local currency, gross income was Cr$42,900,000 on billings of Cr$286,143,000 in 1979, compared with gross income of Cr$35,902,000 on billings of Cr$239,466,000 in 1978.) Employes: 76.


FIEPAG 79
8ª Feira Internacional de Embalagem, Papel e Artes Graficas
8th International Packaging, Paper and Graphic Arts Trade Fair
16-25 março/march-Parque Anhembi-São Paulo, Brasil

A succulent orange is the graphic element for posters touting the Packaging, Paper and Graphics Arts Trade Fair in Sao Paulo. Agency: Alcantara Machado, Periscinoto.

Caio Domingues & Associados Publicidade, Rio de Janeiro, reports gross income of $2,616,400 on billings of $13,926,000 for 1979, compared with gross income of $2,210,647 on billings of $11,450,253 for 1978. (In local currency, gross income was Cr$62,000,000 on billings of Cr$330,000,000 in 1979, compared with gross income of Cr$52,385,000 on billings of Cr$271,333,000 in 1978.) Media breakdown: Newspapers 24%; magazines 16%; radio 6%; tv 46%; outdoor 1%; business press 3%; point of sale 3%; cinema 1%. Employes: 101. Accounts gained: Castrol lube oils, Merck Laboratories (proprietary prods.) Touring Club do Brasil, Amsterdam Sauer—jewelers, Beta watches, Erickson—telecommunication.

Castelo Branco e Associados Propaganda, Sao Paulo, reports gross income of $5,570,400 on billings of $26,164,000 for 1979, compared with gross income of $2,285,341 on billings of $12,744,400 for 1978. (In local currency, gross income was Cr$132,000,000 on billings of Cr$620,000,000 in 1979 compared with gross income of Cr$54,155,000 on billings of Cr$302,000,000 in 1978.) Media breakdown: Newspapers 15%; magazines 14%; radio 2%; tv 67%; outdoor 2%. Employes: 135. Accounts gained: Agfa, Bayer—veterinary, Hevea, Tapetes Bandeirantes, Oticas Brasil, Bolsa de Valores do Rio de Janeiro—stock market, Casa da Moeda—mint. Accounts lost: Gerber, Imobiliaria Queiroz, Calcados Clark.

Denison Propaganda, Sao Paulo, reports gross income of $10,085,800 on billings of $41,989,000 for 1979, compared with gross income of $6,541,000 on billings of $26,164,000 for 1978. (In local currency, gross income was Cr$240,400, 000 on billings of Cr$993,461,000 in 1979, compared with gross income of Cr$146,000,000 on billings of Cr$590,990,000 in 1978.) Employes: 300.

DPZ-Duailibi, Petit, Zaragoza Propaganda, Sao Paulo, reports gross income of $10,144,880 on billings of $41,924,054 for 1979, compared with gross income of $6,161,200 on billings of $24,939,778 for 1978. (In local currency, gross income was Cr$240,000,000 on billings of Cr$993,461,000 in 1979, compared with gross income of Cr$146,000,000 on billings of Cr$590,990,000 in 1978.) Media breakdown: Newspapers 10%; magazines 17%; radio 10%; tv 60%; outdoor 1%; cinema 2%. Employes: 276. Accounts gained: Bombril steel pads, Club Mediterranee Brasil, Dow Chemicals, Johnson & Johnson new products, Telesp (telephone system of the state of Sao Paulo), Coca-Cola (Guarane Tai).

GFM/Propeg, Salvador, reports gross income of $3,380,000 on billings of $15,000,000 for 1979, compared with gross income of $1,600,000 on billings of $7,100,000 for 1978. (In local currency, gross income was Cr$72,000,000 on billings of Cr$354,000,000 in 1979, compared with gross income of Cr$39,700,000 on billings of Cr$177,000,000 in 1978.) Billings for GFM/Propeg are AA estimates.

GGK, Sao Paulo, reports gross income of $700,000 on billings of $4,684,000 for 1979, compared with

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gross income of $430,000 on billings of $2,870,000 for 1978. (In local currency, gross income was Cr$16,600,000 on billings of Cr$111,000,000 in 1979, compared with gross income of Cr$10,200,000 on billings of Cr$68,000,000 in 1978.) Media breakdown: Newspapers 15%; magazines 30%; outdoor 10%; business press 25%; point of sale 20%; Employes: 16. Accounts gained: Ancobras ceramics, Merck cosmetics, MSR jewelry. Accounts the agency lost: Fenicia, Milano, Veplan.

Lage, Stabel & Guerreiro, Sao Paulo, reports gross income of $3,321,140 on billings of $14,812,200 for 1979, compared with gross income of $1,557,180 on billings of $7,427,200 for 1978. (In local currency, gross income was Cr$78,700,000 on billings of Cr$35,000,000 in 1979, compared with gross income of Cr$36,900,000 on billings of Cr$176,000,000 in 1978.) Media breakdown: Newspapers 8%; magazines 31%; radio 3%; tv 52%; outdoor 6%. Employes: 62. Accounts gained: Mobil, Atlas Copco, Alpargatas, Fenicia Financeira, Casas Pernambucanas. Account which the agency lost in 1979: Sony.

McCann-Erickson Publicidade, Rio de Janeiro, reports gross income of $12,378,000 on billings of $82,561,000 for 1979, compared with gross income of $8,169,000 on billings of $54,490,000 for 1978. (In local currency, gross income was Cr$293,310,000 on billings of Cr$1.956 billion in 1979, compared with gross income of Cr$193,587,000 on billings of Cr$1.291 billion in 1978.) Employes: 405. Accounts gained: Fundicao Brasil white goods, Hermes Sweeteners (Assugrin), Isabella spaghetti, *O Estado de Sao Paulo*, Philip Morris (special project), Pozza furniture. New assignments: Martini-Asti Spumante, Nestle (new product), Unilever (new products).

MPM/Casabranca Propaganda, Sao Paulo,reports gross income of $23,119,285 on billings of $86,746,320 for 1979, compared with gross income of $13,358,452 on billings of $53,298,600 for 1978. (In local currency, gross income was Cr$547,850,000 on billings of Cr$2.056 billings in 1979, compared with gross income of Cr$316,551,000 on billings of Cr$1.263 billion in 1978.) Media breakdown: Newspapers 27%; magazines 10%; radio 10%; tv 51%; outdoor 1%; cinema 1%. Employes: 600. Accounts gained: CICA (Pure Cica), Promax-Bardahl, INCEPA, IAP, SESC, CPRM, CBPO, Light, Casas Sendas. Accounts lost: Leite Paulista, Vulcan.

Norton Publicidade, part of Univas, Sao Paulo, reports gross income of $10,550,000 on billings of $33,760,000 for 1979, compared with gross income of $6,456,600 on billings of $23,210,000 for 1978. (In local currency, gross income was Cr$250,000,000 on billings of Cr$800,000,000 in 1979, compared with gross income of Cr$153,000,000 on billings of Cr$550,000,000 in 1978.) Media breakdown: Newspapers 17%; magazines 11%; radio 6%; tv 54%; outdoor 2%; production 10%. Employes: 320. Accounts gained: Telerj—Sao Lourenco mineral water (Perrier group), L'Oreal. Account lost: BASF agrochemical division.

Proeme S.A. Publicidade, Sao Paulo, part of Campbell-Ewald International, reports gross income of $4,012,000 on billings of $26,760,000 for 1979, compared with gross income of $2,010,000 on billings of $13,405,000 for 1978. (In local currency, gross income was Cr$95,076,000 on billings of Cr$634,157,000 in 1979, compared with gross income of Cr$47,625,000 on billings of Cr$317,659,000 in 1978.) Employes: 122. Accounts gained: Industrias Philips do Brasil-Philips Group Corporate Advertising, Intarco-Philips Group, electronic projects, Ibrape-Philips Group, electronic components, Telewatt Brasil-Philips Group, electronic components, Constanta-Philips Groups, electrical components, Abril S.A.—books, magazines, Arapua S.A.-books, magazines, Tupi TV Network-national TV network. New assignments: Philips do Brazil-(home lighting division, professional, industrial, medical products/services divisions, sales promotion division), Beiersdorf (Nivea body lotion, Nivea Gel Douche, Limara deodorant perfume, "4711" fragrance range) Heublein do Brasil (Rosso & Nero aperitif, Espumoni fizzling wine, four development projects) Purina Alimentos (Kanina dog meal; Papita dog meal) Cica Rose mayonnaise sauce, DuPont do Brasil Polidura paints, Perfumarias Phebo Desejo toiletry products range. Accounts terminated: Haspa Habitacao-savings bank, Textil Tabacow-rugs and carpets, Cargill-edible oil.

Salles/Inter-Americana de Publicidade, Sao Paulo, reports gross income of $14,812,000 on billings of $98,800,000 for 1979, compared with gross income of $7,600,000 on billings of $50,660,000 for 1978. (In local currency, gross income was Cr$351,000,000 on billings of Cr$2.341 billion in 1979, compared with gross income of Cr$180,082,000 on billings of Cr$1.201 billion in 1978.) Media breakdown: Newspapers 26%; magazines 10%; radio 10%; tv 52%; outdoor 2%. Employes: 433. Accounts gained: Paoletti canned goods, Munck hydraulic equipment, Labo computers, Polygram records, TransBrasil airline, Colortel tv rental. Accounts lost: Helena Rubinstein, Pedro Domecq, Honeywell Bull.

SGB Publicidade E. Promocoes, Rio de Janeiro, reports gross income of $4,885,000 on billings of $21,120,000 for 1979, compared with gross income of $3,391,000 on billings of $13,991,000 for 1978. (In local currency, gross income was Cr$115,778,000 on billings of Cr$500,553,000 in 1979, compared with gross income of Cr$80,361,000 on billings of Cr$331,532,000 in 1978.) Media breakdown: Newspapers 48%; magazines 7%; radio 6%; tv 38%; outdoor 1%. Employes: 146. Accounts gained: Codimec, Banco Sabra, Unito K. Remington, Helebras Helicopteros. Accounts lost: Cervejarias Reunidas Skol Cacacu, Merck, Sharp & Dohme, Safron Teigin.

SSC&B:Lintas, Sao Paulo, reports gross income of $7,569,000 on billings of $31,583,000 for 1979, compared with gross income of $5,739,000 on billings of $23,896,000 for 1978. (In local currency, gross income was Cr$179,363,000 on billings of Cr$748,421,000 in 1979, compared with gross income of Cr$135,998,000 on billings of Cr$566,262,000 in 1978.) Media breakdown: Newspapers 4%; magazines 14%; radio 5%; tv 76%; cinema 1%. Employes: 184. Accounts gained: Bacardi, Microlite, Celanese, ICI, Hiborn. Accounts lost: Arapua, Embrax, Seagrams.

Standard Ogilvy & Mather Publicidade, Sao Paulo, reports gross income of $11,044,000 on billings of $39,293,000 for 1979, compared with gross income of $5,670,000 on billings of

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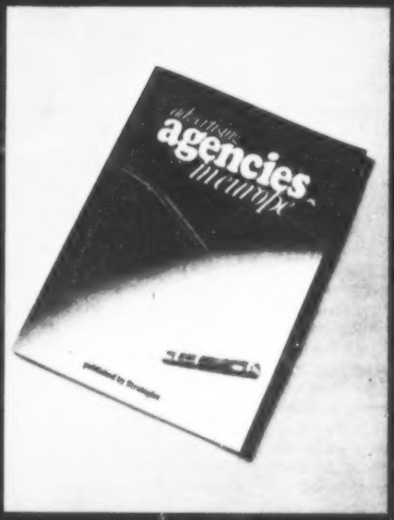

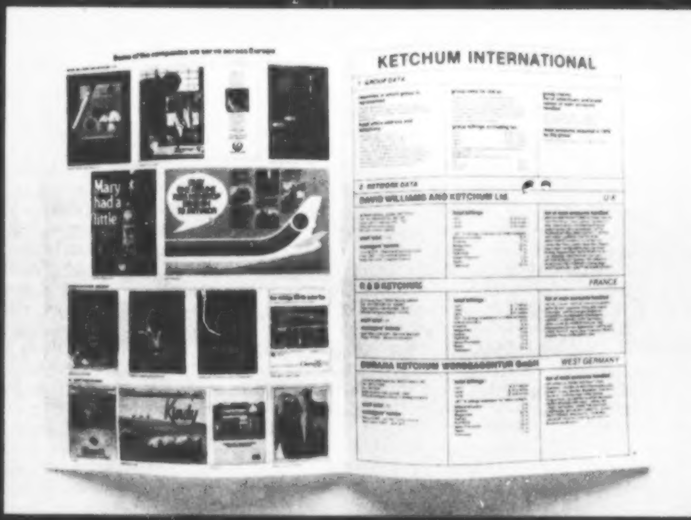

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BRAZIL

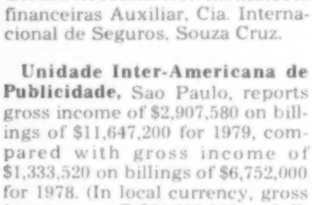
$20,899,000 for 1978. (In local currency, gross income was Cr$261,711,000 on billings of Cr$931,106,000 in 1979, compared with gross income of Cr$134,381,000 on billings of Cr$495,235,000 in 1978.) Media breakdown: Newspapers 16%; magazines 15%; radio 10%; tv 58%; outdoor 1%. Employes: 337. Accounts gained: Philips, Coop. Vinicola Giribaldi, Moveis Cimo, Cervejaria Alterosa, Metalurgica Douat. Accounts lost: Warner-Lambert, CIA, Uniao de Seguros Glasslite Brinquedos.

Tempo/FCB Publicidade, Sao Paulo, reports gross income of $866,125 on billings of $5,777,054 for 1979, compared with gross income of $715,314 on billings of $4,771,141 for 1978. (In local currency, gross income was Cr$20,524,281 on billings of Cr$136,896,954 in 1979, compared with gross income of Cr$16,950,557 on billings of Cr$113,060,215 in 1978.) Media breakdown: Newspapers 12%; magazines 20%; radio 8%; tv 58%; outdoor 1%; cinema 1%. Employes: 40. Accounts gained: Agroceres, Eli Lilly, Kitano, Laboratorios Anakol, Rhodia, Herta. Account lost: Bombril.

J. Walter Thompson Publicidade, Sao Paulo, reports gross income of $10,805,858 on billings of $72,075,077 for 1979, compared with gross income of $7,299,756 on billings of $48,689,347 for 1978. (In local currency, gross income was Cr$256,063,000 on billings of Cr$1.708 billion in 1979, compared with gross income of Cr$172,980,000 on billings of Cr$1.154 billion in 1978.) Media breakdown: Newspapers 4%; magazines 14%; radio 7%; tv 74%; outdoor 0.5%; cinema 0.5%. Employes: 301. Accounts gained: Sao Paulo: National do Brasil (part), Schick razors, Cargill Agricola. Rio de Janeiro: Tecnovenda Imoveis, Promega Empreendimentos Imobiliarios, Lojas Brasileiras, Consultan-Consultoria Administracao e Vendas de Imoveis, Industria e Comercio Quimetal. New assignments: 20 new product assignments from existing clients (Kodak, Adams, Heublein, Sao Paulo Alpargatas, Ford, Monsanto, Effem, Elida Gibbs). Accounts lost: Instituicoes financeiras Auxiliar, Cia. Internacional de Seguros, Souza Cruz.

Unidade Inter-Americana de Publicidade, Sao Paulo, reports gross income of $2,907,580 on billings of $11,647,200 for 1979, compared with gross income of $1,333,520 on billings of $6,752,000 for 1978. (In local currency, gross income was Cr$68,900,000 on billings of Cr$276,000,000 in 1979, compared with gross income of Cr$31,600,021 on billings of Cr$60,000,000 in 1978.) Media breakdown: Newspapers 63%; radio 6%; tv 24%; outdoor 1%. Employes: 90. Accounts gained: Elanco, Elizabeth Arden, Hartmann & Braun, Tozan, Faber Castel, Myrurgia, Ricoh, Sony.

Young & Rubicam do Brasil, Sao Paulo, reports gross income of $1,759,000 on billings of $11,732,000 for 1979, compared with gross income of $1,059,000 on billings of $7,064,000 for 1978. (In local currency, gross income was Cr$41,673,000 on billings of Cr$278,010,000 in 1979, compared with gross income of Cr$25,094,000 on billings of Cr$167,393,000 in 1978.) Y&R does not publish billings figures. Billings are AA estimates. Media breakdown: Newspapers 3%; magazines 15%; tv 80%; outdoor 2%. Employes: 53. Accounts gained: Visconti, Agis, Klabin. Accounts lost: Celanese, Chrysler Corp.



"Have a nice weekend," proclaims this Brazilian ad for Johnson & Johnson's o.b. tampons. Agency: Duailibi, Petit, Zaragoza, Sao Paulo.

BRITAIN

The same 1979 rate of 2.1343 dollars to the British pound was also applied to local currency reported for 1978 income and billings in this issue. This procedure factors out an 8% appreciation of the pound against the dollar based on the pound 1978 exchange rate of 1.970.

Abbott Mead Vickers/SMS Ltd., London, reports gross income of $1,781,125 on billings of $11,880,100 for 1979, compared with gross income of $1,171,319 on billings of $7,812,697 for 1978. (In local currency, gross income was £834,524 on billings of £5,566,275 in 1979, compared with gross income of £548,807 on billings of £3,660,543 in 1978.) Media breakdown: Newspapers and magazines 49%; radio and tv 12%; point of sale 16%; other 23%. Employes: 41. Accounts gained: Greens UK, Seagrams UK, Sainsbury retail, Sperry. Accounts lost: S. Austin (Leyton), Eagle, Time Out, Videomaster.

Allen Brady & Marsh, London, reports gross income of $9,862,000 on billings of $65,745,000 for 1979, compared with gross income of $5,913,000 on billings of $39,423,000 for 1978. (In local currency, gross income was £4,620,347 on billings of £30,801,532 in 1979, compared with gross income of £2,770,240 on billings of £18,469,675 in 1978.) Media breakdown: Press 49%; radio 3%; tv 47%; cinema/outdoor 1%. Accounts gained: British Rail, Wrigley's Spearmint, Domecq sherries, Midland Bank, Provincial Building Society, Taylor Wood, Harp Lager.

Charles Barker ABH International, London, reports gross income of $23,236,750 on billings of $154,324,028 for 1979, compared with gross income of $14,700,000 on billings of $95,000,000 for 1978. (In local currency, gross income was £10,887,293 on billings of £72,307,028 in 1979, compared with gross income of £6,900,000 on billings of £44,500,000 in 1978.) Media breakdown: Newspapers 55%; magazines 11%; supplements 3%; radio 1%; tv 16%; outdoor 3%; business press 7%; transit farm press 2%; point of sale 1%; cinema 1%. Employes: 536. Accounts gained: Manufacturers Hanover Group, Crown paints, Amoco, VG Stores, Outspan Bahamas Tourist Authority, Finish dishwasher detergent, Swedish Government wine and spirits, Sun Life of Canada, Britax, Rolls Royce Ltd. - Granada Group, Dana Corp. Accounts lost: Midland Bank, Diamond Shamrock, Biba, Jacques Borel.

Ted Bates, London, reports gross income of $10,041,882 on billings of $73,309,897 for 1979, compared with gross income of $9,448,083 on billings of $69,522,462 for 1978. (In local currency, gross income was £4,705,000 on billings of £34,348,450 in 1979, compared with gross income of £4,426,783 on billings of £32,573,894 in 1978.) Media breakdown: Newspapers 24%; magazines 13%; supplements 3%; radio 1%; tv 56%; outdoor 2%; cinema 1%. Employes: 241. Accounts gained: Food & Wine from France, Melitta Bentz, White Horse Logans, Dactylo. Accounts lost: H.J. Green, Hertz, National Airlines, Southern Electricity, Warner Lauren.

BBDO Ltd., London, reports gross income of $1,905,755 on billings of $12,705,034 for 1979, compared with gross income of $2,157,713 on billings of $14,384,755 for 1978. (In local currency, gross income was £892,918 on billings of £5,952,787 in 1979, compared with gross income of £1,010,970 on billings of £6,739,800 in 1978.) Media breakdown: Radio 2%; tv 42%; outdoor 8%; press 48%. Employes: 46. Accounts gained: Air Lanka, Invicta Plastics, Mobil oil, R.J. Reynolds. Account lost: Zanussi.

Benton & Bowles, London, reports gross income of $8,324,000 on billings of $55,492,000 for 1979, compared with gross income of $7,513,000 on billings of $50,114,000 for 1978. (In local currency, gross income was £3,900,000 on billings of £26,000,000 in 1979, compared with gross income of £3,520,000 on billings of £23,480,000 in 1978.) Media breakdown: Newspapers 29%; magazines 9%; supplements 1%; radio 1%; tv 54%; outdoor 2%; business press 1%; farm press 2%; cinema 1%. Employes: 246. Accounts gained: Diners Club, Digital, Bosch, Pfizer, Biactol. Accounts lost: Associated Biscuits, Lilia White, ITT, Brentford nylons.

BNRR Needham, London, reports gross income of $1,760,798 on billings of $11,738,650 for 1979, compared with gross income of $1,184,537 on billings of $7,896,910 for 1978. (In local currency, gross income was £825,000 on billings of £5,500,000 in 1979, compared with gross income of £555,000 on billings of £3,700,000 in 1978.) Media breakdown: Newspapers 9%; magazines 10%; radio 5%; tv 60%; outdoor 4%; business press 1%; point of sale 2%; cinema 9%. Employes: 39. Accounts gained: United Biscuits-Jaffa cakes, fruit shortcake, Jamaica ginger cake, Fruit 'n Spice-Cadbury Typhoo catering services, Bass Marketing Ltd. (Worthington Lite), Miss Selfridge Cafe Bar (UK), Austrian Wine Development Board.

Boase Massimi Pollitt Univas, London, reports gross income of $6,083,000 on billings of $40,552,000 for 1979, compared with gross income of $4,638,000 on billings of $32,657,000 for 1978. (In local currency, gross income was £2,850,000 on billings of £19,000,000 in 1979, compared with gross income of £2,173,000 on billings of £15,301,000 in 1978.) Media breakdown: Newspapers 20%; magazines 19%; radio 3%; tv 55%; outdoor 3%. Employes: 144. Accounts gained: Berlitz, Cussons, Eminence, Halfords, Jack Daniels, Marshall Cavendish part works, Reckitt & Colman Household, Wilkinson Sword. Account lost: Renault.

Brunning Group Ltd., London, only reports billings of $54,553,156 for 1979, compared with billings of $43,560,341 for 1978. (In local currency, billings were £25,560,210 in 1979, compared with billings of £20,409,662 in 1978.) The Brunning Group includes one agency in London and seven regional ones. Employes: 416.

Euro-Advertising, London, reports gross income of $1,940,000 on billings of $14,080,000 for 1979, compared with gross income of $1,590,600 on billings of $11,440,000 for 1978. (In local currency, gross income was £908,963 on billings of £6,597,011 in 1979, compared with gross income of £745,256 on billings of £5,360,071 in 1978.) Employes: 51.

Michael Bungey DFS Ltd., London, part of DFS International, reports gross income of $5,100,000 on billings of $25,600,000 for 1979, compared with gross income of $1,700,000 on billings of $8,540,000 for 1978. (In local currency, gross income was £2,400,000 on billings of £12,000,000 in 1979, compared with gross income of £800,000 on billings of £4,000,000 in 1978.) Media breakdown: Newspapers 15%; radio 5%; tv 62%; outdoor 2%; production 11%; research/fees 5%. Employes: 60. Accounts gained: British Leyland Multipart, Mallory, Tudor crisps, Warner Lauren, Scottish & Newcastle Smith and Nephew. Account lost: Polycell.

Leo Burnett, London, reports gross income of $9,969,000 on billings of $66,496,000 for 1979, compared with gross income of $8,339,000 on billings of $55,620,000 for 1978. (In local currency, gross income was £4,671,000 on billings of £31,156,000 in 1979, compared with gross income of £3,907,000 on billings of £26,060,000 in 1978.) Employes: 230. Accounts gained: Midas Silencers, 7-UP, COI (radio buying), Amaretto di Saronno liqueur, Hunts Mixers. Account lost: Pakistan International Airlines.

Collett Dickenson Pearce & Partners, London, reports gross income of $16,257,000 on billings of $108,379,750 for 1979, compared with gross income of $15,271,000 on billings of $101,806,110 for 1978. (In local currency, gross income was £7,616,405 on billings of £50,780,000 in 1979, compared with gross income of £7,154,464 on billings of £47,700,000 in 1978.) Gross income figures for 1979 and 1978 are AA estimates. Employes: 267. Accounts gained: Fiat Strada, Gales Honey, Marshall-Cavendish, Whitbread-Trophy and Kaltenberg lager, Hertz, Vingressor, RHM BeRo flour, McDougalls Quick 'n Easy custard, Trebor Extra Strong mints, Dalgety project, Reckitt & Colman Mansion Choice. Accounts lost: Domecq sherry, *Evening Standard*, *Daily Express*, Ronson shavers, Formica, ICI Vymura, Reckitt & Colman central media buying.

Contract Advertising, London, reports gross income of $1,113,795 on billings of $7,417,874 for 1979, compared with gross income of $712,722 on billings of $4,746,725 for 1978. (In local currency, gross income was £521,855 on billings of £3,475,554 in 1979, compared with gross income of £333,937 on billings of £2,224,020 in 1978.) Media breakdown: Newspapers 40%; magazines and supplements 23%; radio 1%; tv 17%; outdoor 10%; trade & technical 9%. Employes: 27. Accounts gained: Lloyd's List, Municipal Mutual Insurance, Superdrug, Alcan rainwater systems. Accounts lost: Sperry, New Holland.

D'Arcy-MacManus & Masius, London, reports gross income of $22,837,000 on billings of $145,132,000 for 1979, compared with gross income of $19,821,000 on billings of $128,122,000 for 1978. (In local currency, gross income was £10,700,000 on billings of £68,000,000 in 1979, compared with gross income of £9,287,000 on billings of £60,030,000 in 1978.) Media breakdown: Newspapers and magazines 50%; outdoor, cinema and radio 7%; tv 43%. Employes: 558. Accounts gained: Brooke Bond Oxo-Brazilian blend, Richardson-Merrell - Vicks VapoRub, Vicks Medinite, Reckitt & Colman - Harpic Bleachmatic, Harpic Jet, Steradent Deep Clean, Harpic WC Fresh, Harpic WC Blue, Steradent Brush-on, Scuff-Stuff, Shoe care products, James Robertson - Unican, DayLay eggs, Heritage Marketing - Snug Sack, RHM - Chesswood, Weetabix - Bran Fare (launch), Farmhouse Bran, Lyons Tetley - Tetley tea bags, Carnation hot chocolate mix, Detroit Diesel Allison. Accounts lost: Reckitt & Colman - Bonjela, Bathjoys, Dunlopillo, Richardson-Merrell - Ulay night cream, Ever-Ready (resigned), Glaxo, Combe (all brands), United Biscuits all brands (resigned), Mobil Oil - retail products only.

Davidson Pearce Berry and Spottiswoode, London, reports gross income of $6,382,000 on billings of $41,924,000 for 1979, compared with gross income of $6,941,000 on billings of $45,627,000 for 1978. (In local currency, gross income was £2,990,000 on billings of £19,643,000 in 1979, compared with gross income of £3,252,000 on billings of £21,378,000 in 1978.) Media breakdown: Newspapers, magazines, supplements, business press and farm press 41%; radio 3%; tv 55%; outdoor 1%. Employes: 160. Accounts gained: Anglo Continental Clock, Advertising Standards Authority, Multiple Sound Distributors (Warwick Records), *The Observer*, J.W. Thornton, Trans World Airlines, Tube Investments, Chesebrough-Pond's - Rave, Batchelors - Snackpots. Accounts lost: Brooke Bond - Dividend tea and Brazilian blend coffee, V.G.

Doyle Dane Bernbach, London, reports gross income of $6,402,900 on billings of $41,832,280 for 1979, compared with gross income of $5,922,683 on billings of $38,417,400 for 1978. (In local currency, gross income was £3,000,000 on billings of £19,600,000 in 1979, compared with gross income of £2,775,000 on billings of £18,000,000 in 1978.) Employes: 168. Accounts gained: De Beers, ITT, Maxwell, Trebor - new products, Polaroid-Middle East, *Times* Supplements, Formica (Cyanamid), Ladrokes cash betting, Booker McCannell Health Food. Accounts lost: K Shoes, Christian Aid (dormant).

Euro-Advertising, London, reports gross income of $1,940,000 on billings of $14,080,000 for 1979, compared with gross income of $1,590,600 on billings of $11,440,000 for 1978. (In local currency, gross income was £908,963 on billings of £6,597,011 in 1979, compared with gross income of £745,256 on billings of £5,360,071 in 1978.) Employes: 51. Accounts gained: Asbach brandy, BBC publications, C&G building society, Dexion storage, Eumig cameras and projectors, Hasselblad cameras, Haymarket magazines and newspapers, Hilton hotels, Kiddicraft toys, Philippine Airlines, Shell parts and accessories, batteries, Shell shops, Forecourt promotions, Swissair, Tefal kitchen equipment, Thorn-Ericsson telephones, VW-Audi.

Everetts, London, reports gross income of $3,662,500 on billings of $24,500,000 for 1979, compared with gross income of $3,133,000 on billings of $20,900,000 for 1978. (In local currency, gross income was £1,716,000 on billings of £11,500,000 in 1979, compared with gross income of £1,468,000 on billings of £9,800,000 in 1978.) Media breakdown: Newspapers 57%;

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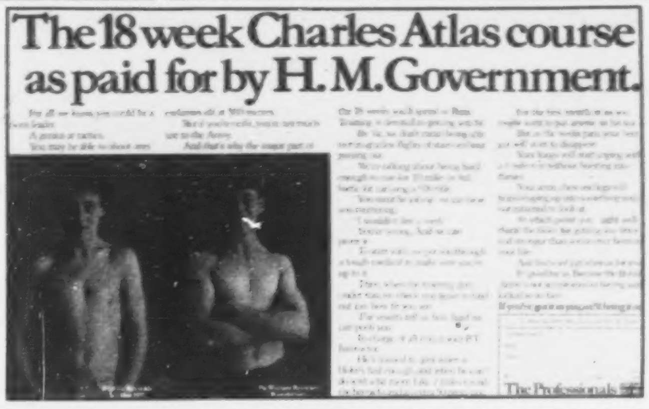
magazines 10%; radio 2%; tv 30%; business press 1%. Employes: 110. Accounts gained: Cuprinol, Hoverlloyd, Bowater, McDougalls Catering, Penguin Books, Fisherman's Friend, House of Clarks, Sportsday, Rugby Portland cement, Pennibeauty Inc. Account lost: Alpine Dreamline Furniture.


The 18 week Charles Atlas course as paid for by H.M.Government.

The Professionals

This K&E campaign challenges 18-23 year olds who are possibly bored with life and in dead-end jobs to shape up, a la Charles Atlas, by joining the British army where they can become fit enough to "run for 10 miles in full battle kit carrying a 9 lb. rifle."

Foote, Cone & Belding, London, reports gross income of $9,946,463 on billings of $66,342,909 for 1979, compared with gross income of $8,872,893 on billings of $59,182,197 for 1978. (In local currency, gross income was £4,660,293 on billings of £31,084,154 in 1979, compared with gross income of £4,157,285 on billings of £27,729,090 in 1978.) Media breakdown: Newspapers 25%; magazines 10%; supplements 2.9%; radio 5%; tv 46%; outdoor 8%; business press 2%; farm press 0.1%; cinema 1%. Employes: 267. Accounts gained: Leyland vehicles, Sterling Heath, Spanish Tourist Board, BAT, General Mills. Account lost: Associated Biscuits.

Foster Turner & Benson, London, reports gross income of $697,869 on billings of $4,313,536 for 1979, compared with gross income of $634,316 on billings of $3,956,038 for 1978. (In local currency, gross income was £326,978 on billings of £2,021,054 in 1979, compared with gross income of £297,435 on billings of £1,853,553 in 1978.) Media breakdown: Newspapers 70%; magazines 15%; business press 15%. Employes: 20. Accounts gained: Lloyds Bank, North West Securities, Prudential Assurance, British Electric Traction, LA Philatelics. Accounts lost: Bovis Contractors, Bremar Holdings.

Geers Gross, London, reports gross income of $11,952,080 on billings of $80,036,250 for 1979, compared with gross income of $8,631,739 on billings of $60,357,374 for 1978. (In local currency, gross income was £5,600,000 on billings of £37,500,000 in 1979, compared with gross income of £4,044,295 on billings of £28,279,705 in 1978.) Media breakdown: Newspapers 27%; magazines 9%; supplements 4%; radio 7%; tv 45%; outdoor 5%. Employes: 220. Accounts gained: St. Bruno's pipe tobacco, Lambert & Butler King size cigarets, Rumbelow's Retail Shops, Lambert & Butler Special Mild, Zanussi appliances.

Gordon Proctor & Partners, London, reports gross income of $3,265,479 on billings of $25,931,745 for 1979, compared with gross income of $2,881,305 on billings of $23,690,730 for 1978. (In local currency, gross income was £1,530,000 on billings of £12,150,000 in 1979, compared with gross income of £1,350,000 on billings of £11,100,000 in 1978.) Media breakdown: Newspapers 50%; magazines 15%; supplements 2%; radio 0.5%; tv 25.5%; outdoor 1%; business press 3%. Employes: 104. Accounts gained: Ms King-size cigarets, Olav Ferry lines, Trusthouse Forte Hotel Group (part), Philips Audio, hi-fi, tape & cassette division. Accounts lost: Gelkirk Metalbestos, Int. Airline Passengers Assn., Bellair cosmetics (resigned).

Grey Advertising, London, reports gross income of $4,588,745 on billings of $33,807,312 for 1979, compared with gross income of $4,268,000 on billings of $30,733,920 for 1978. (In local currency, gross income was £2,150,000 on billings of £15,840,000 in 1979, compared with gross income of £2,000,000 on billings of £14,400,000 in 1978.) Media breakdown: Newspapers 41%; radio 1%; tv 59%. Employes: 107. Accounts gained: Airwick, Carnation Foods, Cyprus Tourist Office, Ellerman's Sunflight Holidays, Birds Mellow Coffee (General Foods), Playtex Tampons. Accounts lost: Airfix toys, Novamura wallcoverings, Heron Motor Group, and Ladybird children's wear.

IMAA/Rex Steward & Associates, London, reports gross income of $9,860,466 on billings of $53,357,500 for 1979, compared with gross income of $7,982,282 on billings of $41,613,850 for 1978. (In local currency, gross income was £4,620,000 on billings of £25,000,000 in 1979, compared with gross income of £3,740,000 on billings of £19,500,000 in 1978.) Media breakdown: Newspapers 53%; magazines 10%; supplements 1%; radio 1%; tv 6%; outdoor 2%; business press 12%; transit advertising 3%; point of sale 11%; cinema 1%. Employes: 402. Accounts gained: Birmingham Area Health Authority - recruitment, British Airways - recruitment, British Home Stores - recruitment, Caverswall china, Hamilton brushes, Heritage theater, Manpower Services Commission (Scotland), Turkish Board of Tourism, Tyreservices (U.K.).

KMP Partnership, London, reports gross income of $5,122,000 on billings of $36,923,000 for 1979, compared with gross income of $3,344,000 on billings of $21,798,000 for 1978. (In local currency, gross income was £2,400,000 on billings of £17,300,000 in 1979, compared with gross income of £1,567,000 on billings of £10,213,000 in 1978.) Media breakdown: All press 23%; tv 54%; outdoor 23%. Employes: 92. Accounts gained: Gonzalez Byass Sherries, DFDS Danish Seaways, Goldenlay eggs, Carlsberg (Carlsen Lite Beer), Radiation/Ascot.

Lintas, London, reports gross income of $10,841,000 on billings of $72,252,000 for 1979, compared with gross income of $10,785,000 on billings of $73,553,000 for 1978. (In local currency, gross income was £5,080,000 on billings of £33,856,000 in 1979, compared with gross income of £5,053,000 on billings of £34,462,000 in 1978.) Media breakdown: Newspapers 27%; radio 3%; tv 67%; outdoor 3%. Employes: 229. Accounts gained: Birds Eye Captain's pies, Elida Gibbs Impulse, Lever Bros Surf Automatic, J&B Intl. Royal Ages whisky, Polycell fillers & adhesives, *Daily Telegraph*, Juvena Exclusives, Wall's Italiano ice cream, Van den Bergh's Flora oil, Nairn floors, Elida Gibbs - new launch.

LS&A Advertising, London, part of Kenyon & Eckhardt Intl., reports gross income of $122,342 on billings of $915,497 for 1979, compared with gross income of $135,315 on billings of $902,549 for 1978. (In local currency, gross income was £57,322 on billings of £428,945 in 1979, compared with gross income of £63,400 on billings of £422,878 in 1978.) Media breakdown: Newspapers 8%; magazines 15%; farm press 20%; radio 10%; outdoor 2%; business press 15%; transit advertising 25%; point

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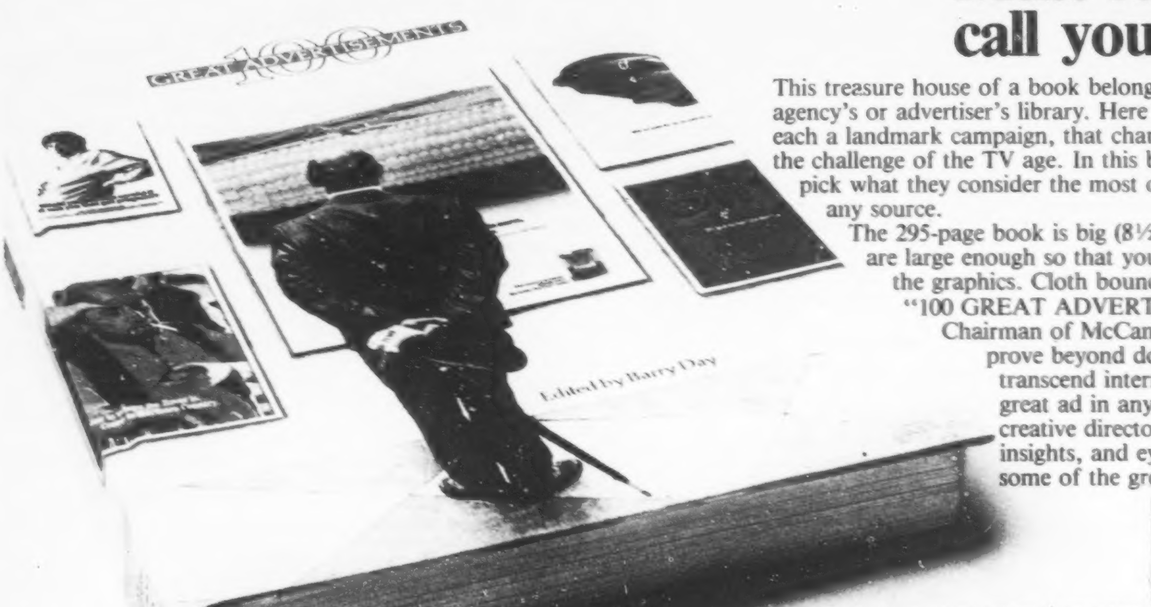

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BRITAIN

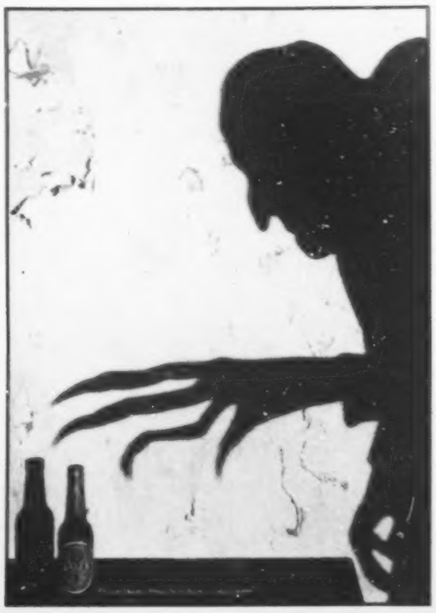
of sale 5%. Employes: 5. Accounts gained: Lebanon Tourist Council, Tradewinds Airways. Account lost: Lincoln Property Services.

Marsteller, London, only reports gross income of $4,868,648 for 1979, compared with gross income of $2,600,000 for 1978. Employes: 169.

Mathers & Benson Advertising, London, reports gross income of $1,864,926 on billings of $11,135,247 for 1979, compared with gross income of $1,148,565 on billings of $7,178,291 for 1978. (In local currency, gross income was £873,788 on billings of £5,217,283 in 1979, compared with gross income of £538,146 on billings of £3,363,300 in 1978.) Media breakdown: Newspapers 83%; magazines 10%; radio 2%; business press 5%. Employes: 20. Accounts gained: North Eastern Gas, British Steel, Marks and Spencers, London Transport, JVC, Volvo, AGA welding, Jotel stoves. Accounts lost: Hardy Furnishers, Currys.

McCann Group, London, reports gross income of $26,879,000 on billings of $179,282,000 for 1979, compared with gross income of $24,278,000 on billings of $161,931,000 for 1978. (In local currency, gross income was £12,594,000 on billings of £84,002,000 in 1979, compared with gross income of £11,375,000 on billings of £75,871,000 in 1978.) Employes: 644. Accounts gained: Anglia Hastings Thanet Building Society, Curry's tv rental, Gillette (razors, blades), I.C.I. (Novamura, Vymura), Tesco Cartiers Foods (supermarkets). Account resigned: Lyons Tetley. Interteam gained the following accounts: Bulmers (cider), Miele (household appliances), Shulton (Old Spice toiletries), TIP (trucking). Universal McCann: A.I.T.C. (Investment Trust Assn.), Bache (stockbrokers), Cambridge Recruitment, Davy (engineering and construction/corporate), Haven Leisure (self-catering holidays), Nashua (office equipment/sales promotion). Accounts lost: Cologne 4711, Krups, Photomarkets.

McCormick Intermarco-Farner, London, part of the Publicis Intermarco-Farner European agency network, reports gross income of $4,695,000 on billings of $31,319,000 for 1979, compared with gross income of $3,490,000 on billings of $22,534,000 for 1978. (In local currency, gross income was £2,200,000 on billings of £14,674,000 in 1979, compared with gross income of £1,635,000 on billings of £10,558,000 in 1978.) Media breakdown: Newspapers 22%; magazines 22%; supplements 6%; radio 3%; tv 42%; outdoor 3%; business press 1%; cinema 1%. Employes: 111. Accounts gained: Canadian Tourism, Tolly Cobbold & Camerons breweries, Gemini magazines, Elida Gibbs new products, Philip Morris, Chesterfield cigarets, Plumrose meat products, Renault cars, Schwarzkopf hair care products, Selective Marketplace mail order fashions, Sona electrical appliances. Accounts lost: Ashe Laboratories, Habitat, Leyland vehicles (resigned).



Pils' bizarre appeal

This haggard hag is part of a trade campaign to back up consumer tv for Pils beer featuring Donald Pleasence in a number of odd and bizarre situations. Agency: Kenyon & Eckhardt.

Medcalf, Wrightson, Lovelock, Kenyon & Eckhardt, London, reports gross income of $2,165,602 on billings of $14,969,980 for 1979, compared with gross income of $2,950,040 on billings of $19,821,521 for 1978. (In local currency, gross income was £1,014,666 on billings of £7,014,000 in 1979, compared with gross income of £1,382,205 on billings of £9,287,130 in 1978.) Media breakdown: Newspapers 22%; magazines 10%; supplements 1%; radio 2%; tv 61%; outdoor 3%; business press 1%. Employes: 57. Accounts gained: Chrysler International, Coty, Smith Food Group, Dryborough beer. Account lost: Ford truck.

Nicklin Advertising, London, only reports billings of $13,500,000 for 1979, compared with billings of $12,600,000 for 1978. (In local currency, billings were £6,300,000 in 1979, compared with billings of £5,900,000 in 1978.) Employes: 43. Accounts gained: Tippex, Beaumont Engineering, Management Agency & Music.

Noble Jacobs & Partners, London, only reports billings of $11,354,476 for 1979, compared with billings of $8,174,369 for 1978. (In local currency, billings were £5,320,000 in 1979, compared with billings of £3,830,000 in 1978.) Media breakdown: Newspapers 35%; magazines 15%; radio 10%; tv 25%; outdoor 2%; business press 5%; transit advertising 5%; point of sale 3%. Employes: 48. Accounts gained: Camping Club of the Mediterranean, Pegasus Holidays, Scandinavian Airlines System.

Norman, Craig & Kummel, London, reports gross income of $3,489,600 on billings of $23,275,000 for 1979, compared with gross income of $3,160,900 on billings of $21,076,000 for 1978. (In local currency, gross income was £1,635,000 on billings of £10,905,000 in 1979, compared with gross income of £1,481,000 on billings of £9,875,000 in 1978.) Media breakdown: Newspapers 49%; magazines 18%; radio 1%; tv 30%; outdoor 1%; cinema 1%. Employes: 89. Accounts gained: Grovewood Kitchens, Slumberland, Vono, International Superstores, F.W. Woolworth Shoppers World, Saccone & Speed Retail, Guinness Retail Holdings, Dutch Potato Marketing Board, G.D. Searle Pharmaceuticals, GKN Autoparts International, Linfood Holdings, The Greater London Council, Sangers Group, Tesco Holdings, New Dimension, E. Fogarty & Co. Accounts lost: Schwarzkopf, Durand, Rumbelows.

le gold mine.
French Golden Delicious. le crunch.

"**Le crunch**" is the Wasey Campbell-Ewald-invented tagline for the French Golden Delicious apple, whose big sales figures in the U.K. were the basis for the "Buy British" campaign of which this ad is a part.

Ogilvy Benson & Mather, London, reports gross income of $15,864,083 on billings of $103,555,258 for 1979, compared with gross income of $15,662,863 on billings of $102,308,801 for 1978. (In local currency, gross income was £7,432,921 on billings of £48,519,542 in 1979, compared with gross income of £7,338,642 on billings of £47,935,530 in 1978.) Media breakdown: Newspapers 37%; radio 2%; tv 56%; outdoor 4%; cinema 1%. Employes: 384. Accounts gained: J.V.C., Stafford Miller, Lyons Tetley, Mathews turkeys, John Barr. Accounts lost: British Airways, *The Observer*, Williams & Glyn's.

Ogilvy Benson & Mather (Scotland), Glasgow, reports gross income of $851,684 on billings of $5,320,586 for 1979, compared with gross income of $603,057 on billings of $3,728,266 for 1978. (In local currency, gross income was £399,046 on billings of £2,492,895 in 1979, compared with gross income of £282,555 on billings of £1,746,833 in 1978.) Media breakdown: Newspapers 51%; radio 4%; tv 41%; outdoor 4%. Employes: 26. Accounts gained: Welcome Inns, P&P coats.

Ogilvy & Mather Direct Response, London, reports gross income of $615,474 on billings of $4,044,827 for 1979. (In local currency, gross income was £288,373 on billings of £1,895,154 in 1979.) Employes: 29. Accounts gained: TWA, Scientific & Technical (mail order), Blue Chip Direct Marketing, *Fortune* magazine, Ford motors. Accounts lost: British Airways, Magic Inch pipe, Make Children Happy.

Saatchi & Saatchi Co., London, reports gross income of $29,773,485 on billings of $170,957,430 for 1979, compared with gross income of $23,690,730 on billings of $141,930,950 for 1978. (In local currency, gross income was £13,950,000 on billings of £80,100,000 in 1979, compared with gross income of £11,100,000 on billings of £66,500,000 in 1978.) Employes: 744. Accounts gained: Dunlop Tires, Procter & Gamble Ariel, IBM Corporate, Schweppes - Slimline Shandy, Russchian Mixer, Campbells condensed soups, ICI Yorkers Menswear, Insurance Assn. Joint Research Council, Nestle new products, Smith & Nephew Hard as Nails, Image, LaBello, BP Oil Corporate, ITT Vitapointe, United Biscuits, Black & Decker Smoke Alarm, Rowntrees Bubbly Chunks, Rowntrees Splicer, Rowntrees Long Matchmakers, British Leyland 'Buy British.' Accounts lost: Telefusion, 7UP, Provincial Building Society, Teledata, Esso Home Heating.

TBWA, London, reports gross income of $3,455,000 on billings of $23,046,000 for 1979, compared with gross income of $2,593,000 on billings of $17,288,000 for 1978. (In local currency, gross income was £1,619,000 on billings of £10,798,000 in 1979, compared with gross imcome of £1,215,000 on billings of £8,100,000 in 1978.) Media breakdown: Newspapers 5%; magazines 41%; radio 2%; tv 50%; outdoor 2%. Employes: 62. Accounts gained: Cadbury Snack, Cadbury development, Cadbury-Schweppes Export, Kawasaki, Singapore Tourist Promotions Board, Tube Investments, New World. Accounts lost: Canadian Government Office of Tourism, Food and Wine from France, Vichy.

J. Walter Thompson Group, London, reports gross income of $33,180,000 on billings of $221,216,000 for 1979, compared with gross income of $30,316,000 on billings of $202,208,000 for 1978. (In local currency, gross income was £15,546,000 on billings of £103,648,000 in 1979, compared with gross income of £14,204,000 on billings of £94,742,000 in 1978.) Media breakdown: Newspapers 41%; radio 3%; tv 48%; outdoor 7%; cinema 1%. Employes: 954. Accounts gained: JWT: Associated Biscuits (Huntley & Palmers, Jacobs new product development), Rowntree Mackintosh (new product development), Golden Wonder (Country Crunch), Brooke Bond (Dividend tea), Yardley (men's ranges and skin care), The Bread Board, Warner-Lambert (Schick II razors), Remy Martin International, Corning. Lansdowne: Trusthouse Forte, Bejan (Trumps), Timberland boots, Accurist watches, *Food* magazine, Elida Gibbs - new product development. Deltakos: May & Baker, ICI, Janssen, Bausch & Lomb (RayPan), Nestle's (project), Pfizer. Lexington: TSS Trust Co., General Foods new product, RSJ Aviation, Burger King. Accounts lost: JWT: Gillette, UKF, Perstorp, BeRo, National Travel, Baxters, deBeers, Swag, Knorr. Lansdowne: Civil Service Stores, Food Brokers, Gerber (product withdrawn).

Wasey Campbell-Ewald, London, reports gross income of $10,995,000 on billings of $73,336,000 for 1979, compared with gross income of $9,683,000 on billings of $64,588,000 for 1978. (In local currency, gross income was £5,152,000 on billings of £34,363,000 in 1979, compared with gross income of £4,537,000 on billings of £30,262,000 in 1978.) Employes: 278. Accounts gained: Life Savers (UK), Bubble Yum, Development product, Kleinworth Benson Merchant Bankers, Vichy (UK)-skincare products. New assignments: Coca-Cola-new products, Nestle-new products, Philips electrical-built-in kitchen appliances, L'Oreal-new hair care products and fragrances, Heublein-Vodka Europe. Accounts terminated: Pfizer-animal feeds, Chestertons-real estate, Tetra Pak-packaging, Thorn gas appliances-cookers, fires and water heaters.

Wells, Rich, Greene, London, reports gross income of $11,311,790 on billings of $75,767,650 for 1979, compared with gross income of $10,884,930 on billings of $72,566,200 for 1978. (In local currency, gross income was £530,000 on billings of £3,550,000 in 1979, compared with gross income of £510,000 on billings of £3,400,000 in 1978.) Employes: 15. Accounts gained: Braniff International, Chaumet. Account lost: Trans World Airlines.

David Williams & Ketchum, London, reports gross income of $3,792,438 on billings of $25,295,083 for 1979, compared with gross income of $3,531,200 on billings of $23,552,600 for 1978. (In local currency, gross income was £1,776,900 on billings of £11,851,700 in 1979, compared with gross income of £1,654,500 on billings of £11,035,300 in 1978.) Employes: 119. Accounts gained: British American Tobacco - additional brands, Ever Ready Co. (Great Britain), Skoda (Great Britain) cars. Accounts lost: Nairn wallcovers, Miele.

Young & Rubicam Holdings, London, reports gross income of $16,242,000 on billings of $108,334,000 for 1979, compared with gross income of $14,874,000 on billings of $99,210,000 for 1978. (In local currency, gross income was £7,610,000 on billings of £50,758,562 in 1979, compared with gross income of £6,969,000 on billings of £46,483,624 in 1978.) Y&R does not publish billings figures. These figures are AA estimates. Gross income includes figures from Grant Advertising and Wunderman International. Media breakdown: Newspapers 25%; magazines 7%; radio 1%; tv 59%; outdoor 7%; cinema 1%. Employes: 389. Accounts gained: Pentel Stationery, Mirror Group Newspapers (*Sunday Mirror*), Clorox International, K Shoemakers, Milk Marketing Board, Buxted poultry, Cadbury Confectionery - Star Bar.

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The same 1979 rate of .8604 U.S. dollars to the Canadian dollar was also applied to local currency reported for 1978 income and billings in this issue. This procedure factors out a 3% depreciation of the C dollar against the U.S. dollar based on C dollar's 1978 exchange rate of .889.

Allard/LeSiege, Montreal, reports gross income of $1,075,000 on billings of $7,157,000 for 1979, compared with gross income of $757,000 on billings of $5,048,000 for 1978. (In local currency, gross income was C$1,250,000 on billings of C$8,318,000 in 1979, compared

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with gross income of C$880,000 on billings of C$5,867,000 in 1978.) Media breakdown: Newspapers 17%; magazines 1%; radio 22%; tv 55%; outdoor 3%; transit advertising 1%; point of sale 1%. Employes: 30.

The BCP Group, Montreal, reports gross income of $4,742,000 on billings of $31,613,000 for 1979, compared with gross income of $4,268,000 on billings of $28,456,000 for 1978. (In local currency, gross income was C$5,511,000 on billings of C$36,742,000 in 1979, compared with gross income of C$4,961,000 on billings of C$33,073,000 in 1978.) Media breakdown: Newspaper 18%; magazines 15%; radio 22%; tv 36%; outdoor 7%; business press 1%; transit advertising 1%. Employes: 160. Accounts gained: Alcan, Lido, Ponderosa, Florsheim shoes, Leon's furniture.

Benton & Bowles, Toronto, reports gross income of $714,811 on billings of $5,017,336 for 1979, compared with gross income of $712,032 on billings of $5,619,000 for 1978. (In local currency, gross income was C$830,790 on billings of C$5,831,400 in 1979, compared with gross income of C$827,550 on billings of C$6,531,000 in 1978.) Media breakdown: Newspapers 6%; magazines 84%; radio 1%; tv 1%; 8%; Employes: 28. Accounts gained: Cadbury Schweppes, Powell Ltd. (Powell Div.), Banco do Brasil, AMF Canada, Henninger Beer, Crum & Forster. Accounts lost: F. Vetere Pizzeria (div. of Foodex), Philips (Magnavox).

Bradley-Vale Advertising, Toronto, reports gross income of $256,000 on billings of $1,710,000 for 1979, compared with gross income of $212,000 on billings of $1,817,000 for 1978. (In local currency, gross income was C$298,000 on billings of C$1,987,000 in 1979, compared with gross income of C$246,000 on billings of C$2,112,000 in 1978.) Media breakdown: Newspapers 3%; magazines 86%; radio 2%; tv 3%; transit advertising 1%; point of sale 1%. Employes: 7.

Leo Burnett, Toronto, reports gross income of $3,983,000 on billings of $26,565,000 for 1979, compared with gross income of $3,376,000 on billings of $22,519,000 for 1978. (In local currency, gross income was C$4,629,000 on billings of C$30,875,000 in 1979, compared with gross income of C$3,924,000 on billings of C$26,173,000 in 1978.) Employes: 117. Accounts gained: VISA, Mitchum-Thayer.

D'Arcy-MacManus & Masius, Toronto, reports gross income of $904,000 on billings of $6,031,000 for 1979, compared with gross income of $804,000 on billings of $5,363,000 for 1978. (In local currency, gross income was C$1,051,000 on billings of C$7,010,000 in 1979, compared with gross income of C$935,000 on billings of C$6,233,000 in 1978.) Media breakdown: Newspapers 14%; magazines 53%; radio 13%; tv 4%; outdoor 2%; point of sale 14%; Employes: 27. Account gained: Barclays Bank. Account lost: Truck Engineering.

Doyle Dane Bernbach-Canada, Toronto, reports gross income of $1,238,000 on billings of $8,554,000 for 1979, compared with gross income of $1,204,000 on billings of $7,989,000 for 1978. (In local currency, gross income was C$1,438,000 on billings of C$9,942,000 in 1979, compared with gross income of C$1,400,000 on billings of C$9,285,000 in 1978.) Media breakdown: Newspapers 9%; magazines 25%; radio 8%; tv 46%; outdoor 3%. Employes: 40. Account gained: O.M. Scott. Accounts lost: First Quebec Corp., Santana, Endress Geo, La Reserve.

Enterprise Advertising Associates, Toronto, a J. Walter Thompson subsidiary, reports gross income of $875,887 on billings of $5,837,000 for 1979, compared with gross income of $674,553 on billings of $4,497,000 for 1978. (In local currency, gross income was C$1,018,000 on billings of C$6,784,000 in 1979, compared with gross income of C$784,000 on billings of C$5,227,000 in 1978.) Media breakdown: Newspapers 5%; magazines 10%; radio 9%; tv 59%; point of sale 2%; production 15%. Employes: 11. Accounts gained: C&C Yachts Ltd., Ontario Blue Cross, Shopsy's Foods Ltd.

Foote, Cone & Belding Ltd., Toronto, reports gross income of $1,745,000 on billings of $11,640,000 for 1979, compared with gross income of $1,354,000 on billings of $9,033,000 for 1978. (In local currency, gross income was C$2,028,000 on billings of C$13,528,000 in 1979, compared with gross income of C$1,574,000 on billings of C$10,499,000 in 1978.) Media breakdown: Newspapers 2.4%; magazines 21.4%; supplements 1.6%; radio 11.4%; tv 52.2%; outdoor .3%; production 10.7%. Employes: 50. Accounts gained: CFTR Radio, CHFI Radio, British Airways, Paesano Restaurants.

Foster Advertising Ltd., Toronto, reports gross income of $11,552,000 on billings of $77,055,000 for 1979, compared with gross income of $8,335,000 on billings of $55,599,000 for 1978. (In local currency, gross income was C$13,427,000 on billings of C$89,558,000 in 1979, compared with gross income of C$9,688,000 on billings of C$64,620,000 in 1978.)

Grey Advertising, Montreal, reports gross income of $2,970,000 on billings of $22,240,000 for 1979, compared with gross income of $2,784,000 on billings of $19,657,000 for 1978. (In local currency, gross income was C$3,452,000 on billings of C$25,849,000 in 1979, compared with gross income of C$3,236,000 on billings of C$22,846,000 in 1978.) Media breakdown: Newspapers 6%; magazines 12%; radio 9%; tv 72%; outdoor 1%. Employes: 116. Accounts gained: Airwick of Canada, Ltd., Chesebrough-Pond's Ltd., Miracle Mart.

F.H. Hayhurst Co., Toronto, only reports gross income of $9,292,000 for 1979, compared with gross income of $8,991,000 for 1978. (In local currency, gross income was C$10,800,000 in 1979, compared with gross income of C$10,450,000 in 1978.) Media breakdown: Newspapers 10.5%; magazines 14%; radio 12.5%; tv 49%; outdoor 8%; business press 3%; transit advertising 3%. Employes: 237. Accounts gained: Algoma Steel Corp., Calendar Magazine, CHUM, Nickerson & Sons, Dept. of Industry, Trade & Commerce, C.B.S. Direct. Accounts lost: Butler Manufacturing Co., the Haughton Group.

Heggie, Norman, Craig & Kummel, Toronto, reports gross income of $607,500 on billings of $4,052,000 for 1979, compared with gross income of $593,700 on billings of $3,957,840 for 1978. (In local currency, gross income was C$706,000 on billings of C$4,709,000 in 1979, compared with gross income of C$690,000 on billings of C$4,600,000 in 1978.) Media breakdown: Newspapers 24%; magazines 25%; outdoor 1%; business press 50%. Employes: 18. Accounts gained: Bayly Engineering, BW Mini Car Canada, Career Canada, City of Peterborough, G.T. Fulford, Rockwell International, Infra Pak Corp., Inn and Tennis Club at Manitou, Robin Hood Multifoods, Tocom Canada, Carl Zeiss Canada. Accounts lost: Curtis Products, Greey Mixing Equipment, Medishield Prods., Standard Aggregates.

Russell T. Kelley Inc., Hamilton, reports gross income of $2,623,000 on billings of $13,541,000 for 1979, compared with gross income of $2,159,000 on billings of $11,956,000 for 1978. (In local currency, gross income was C$3,049,000 on billings of C$15,738,000 in 1979, compared with gross income of C$2,510,000 on billings of C$13,896,000 in 1978.) Media breakdown: Newspapers 20.2%; magazines 5.2%; radio 42.1%; tv 8.7%; outdoor 4.3%; business press 15.6%; Yellow Pages 3.9%. Employes: 90. Accounts gained: Chipman Inc., Municipality of Hamilton-Wentworth, Monroe Auto Equipment Co. of Canada, Alltrans Group of Canada, Associates Commercial Corp.

Kert Advertising, Toronto, reports gross income of $1,196,000 on billings of $9,025,000 for 1979, compared with gross income of $1,032,000 on billings of $7,744,000 for 1978. (In local currency, gross income was C$1,390,000 on billings of C$10,490,000 in 1979, compared with gross income of C$1,200,000 on billings of C$9,000,000 in 1978.) Media breakdown: Newspapers 5%; magazines 7%; radio 19%; tv 49%; outdoor 6%; business press 1%; transit advertising 3%; point of sale 6%. Employes: 33. Accounts gained: Palace Pier, Bestbuy Distributors.

McCann-Erickson of Canada, Toronto, reports gross income of $6,993,000 on billings of $46,639,000 for 1979, compared with gross income of $6,322,000 on billings of $42,169,000 for 1978. (In local currency, gross income was C$8,127,000 on billings of C$54,207,000 in 1979, compared with gross income of C$7,348,000 on billings of C$49,011,000 in 1978.) Accounts gained: Bache Halsey Stuart (stockbrokers), Foodcorp (fast food restaurants), Micom (word processing), Quebec Ministry of Tourism. Accounts terminated: Chargex (resigned), Gilbey.

McConnell Advertising, Toronto, an affiliate of the DFS International group, reports gross income of $7,915,000 on billings of $52,775,000 for 1979, compared with gross income of $7,229,000 on billings of $48,197,000 for 1978. (In local currency, gross income was C$9,410,700 on billings of C$62,378,000 in 1979, compared with gross income of C$8,132,000 on billings of C$54,215,000 in 1978.)

For Advertising on the German Male Market there are Two Big Automobile Magazines.

Heft 1
ACE Lenkrad
NEUE AUTOS VERKEHR POLITIK REISEZIELE RECHT
Spende fürs Leben: Organe auf Abruf
Seite 52
Die neuen Betriebskosten für rund 100 Autos
Seite 37
Schnell, aber sparsam: GLI · GTI · GLE
Seite 16

ACE Lenkrad is One of Them!

ACE Lenkrad . . . offers you reliable values! 501.678 copies sold (IVW 4/79). In 4 short years, 30 per cent increase!

ACE Lenkrad . . . an excellent, economical cost per thousand readers: DM 20,73 per thousand men.

ACE Lenkrad . . . the second largest automobile club in Germany stands behind it. More than half a million members!

ACE Lenkrad . . . . for only DM 56.160,– you are with it for the whole year. One complete page b/w – 6 issues per year!

Why not talk to Hans Fischer? He can fill you in with all the facts. Let ACE LENKRAD drive your advertising along the sunny side of the street!

ACE Lenkrad
Advertising Division
Schmidener Straße 233
D-7000 Stuttgart 50
Tel.: 0711/53 10 94
Telex: 07 254 873

BBD

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Both billings and gross income for 1979 are AA estimates based on a 9.5% growth rate at McConnell during 1979 over prior year figures. Media breakdown: Newspapers 40.2%; radio 10.1%; tv 44.3%; outdoor 4.8%; transit advertising .6%. Employes: 211. Accounts gained: K-Tel International, Loto Canada Inc., Royal Agricultural Winter Fair, Maple Leaf Mills (balance of account), Lightolier. Account lost: Hawker Siddeley.

Needham, Harper & Steers, Toronto, reports gross income of $1,498,500 on billings of $8,641,500 for 1979, compared with gross income of $1,637,000 on billings of $10,527,000 for 1978. (In local currency, gross income was C$1,741,600 on billings of C$10,043,600 in 1979, compared with gross income of C$1,902,600 on billings of C$12,235,000 in 1978.) Media breakdown: Newspapers 13%; magazines 7%; radio 19%; tv 51%; outdoor 1%; business press 9%. Employes: 41. Accounts gained: House of Brougham, Help the Aged. Account lost: McDonald's Restaurants.

Norman, Craig & Kummel Canada, Toronto, reports gross income of $1,871,400 on billings of $12,482,000 for 1979, compared with gross income of $1,720,000 on billings of $11,486,000 for 1978. (In local currency, gross income was C$2,175,000 on billings of C$14,507,000 in 1979, compared with gross income of C$2,000,000 on billings of C$13,350,000 in 1978.) Media breakdown: Newspapers 12%; magazines 16%; radio 16%; tv 50%; outdoor 2%; business press 1%; other (pr, market research, collateral material) 3%. Employes: 46. Accounts gained: Colgate-Palmolive (Apple Valley Shampoo), Royal Bank of Canada, Corby Distilleries, Van Cleef & Arpels, Allan Beverages. Account lost: J.G. Durand.

Ogilvy & Mather Ltd., Toronto, reports gross income of $7,216,000 on billings of $48,131,000 for 1979, compared with gross income of $6,052,000 on billings of $40,359,000 for 1978. (In local currency, gross income was C$8,387,000 on billings of C$55,940,000 in 1979, compared with gross income of C$7,033,000 on billings of C$46,907,000 in 1978.) Media breakdown: Newspapers 8%; magazines 12%; radio 8%; tv 66%; outdoor 6%. Employes: 171. Accounts gained: A.E. LePage Ltd., Toro Co., Beecham Canada Ltd. Accounts lost: Uniroyal Ltd., Mercedes Benz of Canada, British Airways.

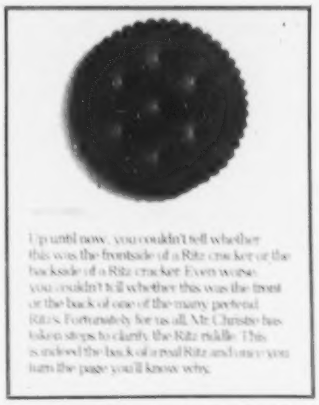
Roberts Ketchum International, Toronto, reports gross income of $195,000 on billings of $1,300,000 for 1979, compared with gross income of $300,000 on billings of $2,100,000 for 1978. Employes: 6. Accounts gained: Wm. Mara (added brand), Barclay's (vodka and gin). Account lost: Rubbermaid of Canada.

Ronalds-Reynolds, Toronto, reports gross income of $7,898,000 on billings of $50,000,000 for 1979, compared with gross income of $7,109,000 on billings of $45,000,000 for 1978. (In local currency, gross income was C$9,179,000 on billings of C$58,112,000 in 1979, compared with gross income of C$8,262,000 on billings of C$52,301,000 in 1978.) Gross income was estimated by ADVERTISING AGE based on the average ratio of gross income to billings of Canadian shops during 1979 of 1:6.33. Ronalds-Reynolds supplied only billings. Media breakdown: Newspapers 25%; magazines 10%; radio 10%; tv 40%; outdoor advertising 5%; business press advertising 5%; collateral 5%. Employes: 184. Accounts gained: Air Canada; Libby, McNeil, Libby.

RVHA Advertising, Toronto, only reports billings of $1,433,000 for 1979. (In local currency, billings were C$1,666,000 in 1979.) Media breakdown: Newspapers 5%; magazines 65%; radio advertising 10%; tv 20%. Employes: 14. Accounts gained: Brouwer Turf Equipment Ltd., Flakt Canada Ltd. Accounts lost: Regal Gifts & Stationery.

Scali, McCabe, Sloves Canada, Toronto, reports gross income of $616,955 on billings of $4,115,090 for 1979, compared with gross income of $56,000 on billings of $374,390 for 1978. (In local currency, gross income was C$717,000 on billings of C$4,782,700 in 1979, compared with gross income of C$65,238 on billings of C$435,000 in 1978.) Media breakdown: Newspapers 11%; magazines 19%; radio 1%; tv 69%. Employes: 22 in 1979 compared to 7 in 1978. Accounts gained: Volvo Canada, Gilbey Canada, Cadbury Schweppes Powell, Nabob, Ralston Purina.

Spitzer, Mills & Bates, Toronto, reports gross income of $3,638,000 on billings of $24,660,000 for 1979, compared with gross income of $3,612,000 on billings of $24,473,000 for 1978. (In local currency, gross income was C$4,228,000 on billings of C$28,662,000 in 1979, compared with gross income of C$4,198,000 on billings of C$28,444,000 in 1978.) Media breakdown: Newspapers and magazines 23%; radio 5%; tv 71%; outdoor 1%. Employes: 133. Account gained: Royal Canadian Mint. Account lost: Kimberly-Clark.



Up until now, you couldn't tell whether this was the frontside of a Ritz cracker or the backside of a Ritz cracker. Even worse, you couldn't tell whether this was the front or the back of one of the many pretend Ritz's. Fortunately for us all, Mr. Christie has taken steps to clarify the Ritz riddle. This is indeed the back of a real Ritz and once you turn the page you'll know why.

"The Ritz Riddle" and "The Ritz Riddle Resolved" headline two back-to-back four color page ads created for the Christie, Brown & Company, Ltd. (Nabisco in the U.S.) product by McCann-Erickson Advertising of Canada, Ltd., Toronto.

J.Walter Thompson, Toronto, reports gross income of $9,380,000 on billings of $62,000,000 for 1979, compared with gross income of $8,194,000 on billings of $54,629,000 for 1978. (In local currency, gross income was C$10,902,000 on billings of C$72,678,000 in 1979, compared with gross income of C$9,524,000 on billings of C$63,493,000 in 1978.) Media breakdown: Newspapers 5%; magazines 10%; radio 9%; tv 59%; point of sale 2%; production 15%. Employes: 278. Accounts gained: Alcan, Anco, Bank of Montreal (corporate & international), Philips Electronics, Currie Lehman Westport Corp., Bombardier Ltd., Nabob Foods, Hygrade Foods. Accounts resigned: Ocean Maid.

Pierre Tremblay Publicite, Quebec City, reports gross income of $860,000 on billings of $4,159,000 for 1979, compared with gross income of $430,000 on billings of $2,483,000 for 1978. (In local currency, gross income was C$1,000,000 on billings of C$4,833,000 in 1979, compared with gross income of C$500,000 on billings of C$2,833,000 in 1978.) Media breakdown: Newspapers 32%; magazines 5%; radio 5%; tv 12%; outdoor 6%; transit advertising 10%; other (unspecified) 30%. Employes: 17. Accounts gained: Ten medium-sized clients averaging $75,000 to $100,000.

Vickers & Benson, Toronto, reports gross income of $8,204,000 on billings of $62,924,000 for 1979, compared with gross income of $7,440,000 on billings of $57,064,000 for 1978. (In local currency, gross income was C$9,535,000 on billings of C$73,133,000 in 1979, compared with gross income of C$8,674,000 on billings of C$66,323,000 in 1978.) Media breakdown: Newspapers 16%; magazines 12%; supplements 2%; radio 10%; tv 58%; outdoor 1%; transit advertising 1%. Employes: 269. Accounts gained: Hudson's Bay (project), Toronto Star, Cadillac-Fairview Industrial, National Museums-Discovery Train, Erin Foods, Travel Europe, Greb Industries, Sheraton Hotels, Boots Drug Stores, McDonald's Restaurants of Canada, Blizzard Soccer Club, Arlington Sports, Coquitlam Centre, LeLundi, Le Vieux Part de Montreal, Hiram Walker & Sons. Accounts lost: Calgary Herald, Edmonton Journal, Ayerst Laboratories, Merit Clothing, CCM, Dept. of Energy, Mines, Resources.

Young & Rubicam, Toronto, reports gross income of $4,508,000 on billings of $30,068,000 for 1979, compared with gross income of $3,870,000 on billings of $25,813,000 for 1978. (In local currency, gross income was C$5,239,000 on billings of C$34,948,000 in 1979, compared with gross income of C$4,498,000 on billings of C$30,002,000.) Y&R does not report billings. Figures are AA estimates. Media breakdown: Newspapers 13%; magazines 7%; radio 5%; tv 72%; outdoor 2%; business press 1%. Employes: 120. Accounts gained: Club Med, Centre D'Image et Son Atlantique, General Foods, Brooke Bond Foods.

CHILE

The same 1979 rate of .0278 dollars to the Chilean peso was also applied to local currency reported for 1978 income and billings in this issue. This procedure factors out a 4% depreciation of the peso against the dollar based on the peso's 1978 exchange rate of .029.

C.C.C.-McCann-Erickson, Santiago, reports gross income of $1,207,437 on billings of $7,300,872 for 1979, compared with gross income of $812,838 on billings of $6,058,004 for 1978. (In local currency, gross income was Ps 43,432,981 on billings of Ps 262,621,288 in 1979, compared with gross income of Ps 29,238,775 on billings of Ps 217,913,815 in 1978.) McCann had no ownership in this agency in 1979. Effective Feb. 5, 1980, McCann returned to 100% ownership. Accounts gained: Cena Snacks, Cervecera del Pacific beer, Philips - small appliances, lighting, audio equipment, Vina Undurraga wine. New assignments: Editora Gabriela Mistral (*Playboy* magazine), Malloa ketchup, Nestle (Dolca coffee, Molico low fat milk and Quik chocolate). Account lost: Samsun tv. Assignments lost: Bayer - Baygon insecticide.

Matte & Mendez, Santiago, reports gross income of $605,265 on billings of $4,037,122 for 1979, compared with gross income of $427,263 on billings of $2,933,245 for 1978. (In local currency, gross income was Ps 21,772,144 on billings of Ps 145,220,203 in 1979, compared with gross income of 15,369,177 on billings of Ps 105,512,411 in 1978.) Media breakdown: Newspapers 35%; magazines 9%; supplements 9%; radio 10%; tv 30.5%; business press .5%; cinema 6%. Employes: 32. Accounts gained: Fisher-Crown electronics, IANSA-Industria Azucarera Nacional.

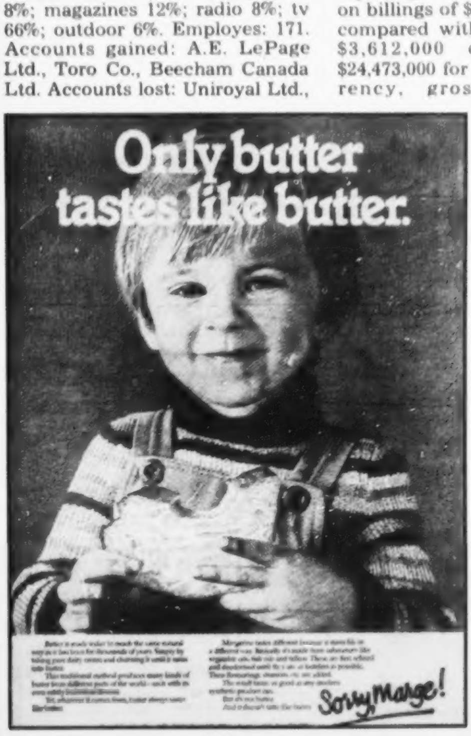
Northcote Merino Silva/-SSC&B: Lintas International, Santiago, reports gross income of $1,654,100 on billings of $11,033,000 for 1979, compared with gross income of $924,100 on billings of $6,163,733 for 1978. (In local currency, gross income was Ps 59,500,000 on billings of Ps 396,865,000 in 1979, compared with gross income of Ps 33,241,000 on billings of Ps 221,717,000 in 1978.) Media breakdown: Newspapers 15%; magazines 7%; radio 11%; tv 59%; outdoor 2%; point of sale 4%; cinema 2%. Employes: 73. Accounts gained: *El Mercurio*, CCU-Escudo beer, Fanaloza, La Chilena Consolidada, Datsun, Schweppes, Gradina margarine, Trim shaving cream, Lipton tea. Account lost: Pepsi-Cola.

Promoplan, Santiago, associated with Ogilvy & Mather International, reports gross income of $1,100,531 on billings of $7,340,542 for 1979, compared with gross income of $687,429 on billings of $4,583,092 for 1978. (In local currency, gross income was Ps 39,587,450 on billings of Ps 264,048,290 in 1979, compared with gross income of Ps 24,727,679 on billings of Ps 164,859,441 in 1978.) Media breakdown: Newspapers 45%; magazines 4%; supplements 2%; radio 9%; tv 33%; transit advertising 2%; point of sale 1%; cinema 4%. Employes: 51.

Publiart, Santiago, reports gross income of $656,600 on billings of $4,380,000 for 1979, compared with gross income of $344,337 on billings of $2,296,767 for 1978. (In local currency, gross income was Ps 23,618,558 on billings of Ps 157,552,980 in 1979, compared with gross income of Ps 12,386,232 on billings of Ps 82,617,529 in 1978.) Media breakdown: Newspapers 28%; magazines 6%; radio 3%; tv 60%; point of sale 2%; cinema 1%. Employes: 25. Accounts gained: Royal Crown Cola, Bayer (Baygon Yasta), Citroen, Ladeco, Dos Alamos, Almacenes Paris, Elizabeth Arden, Standard Brands, Nobis y Banco Osorno. Account lost: Distribuidora DIN.

Publicidad Fabres, De Heeckerer, Casares Y Grey, Santiago, reports gross income of $1,110,000 on billings of $7,400,000 for 1979, compared with gross income of $668,000 on billings of $4,454,000 for 1978. (In local currency, gross income was Ps 39,928,000 on billings of Ps 266,200,000 in 1979, compared with gross income of 24,029,000 on billings of Ps 160,205,000 in 1978.) Media breakdown: Newspapers 24.9%; magazines 10.5%; radio 8.8%; tv 48.2%; outdoor 2.8%; business press .6%; transit advertising .4%; point of sale 1.8%; cinema 2%. Employes: 56 Accounts gained: Procter & Gamble (Camay and Pampers), General Foods (Tang), S.C. Johnson (Favor). Account lost: Firestone.

Publicidad y Mercado Ltda. (CECOM), Santiago, reports gross income of $424,564 on billings of $2,830,433 for 1979, compared with gross income of $134,228 on billings of $894,901 for 1978. (In local currency, gross income was Ps 15,272,117 on billings of Ps 101,814,118 in 1979, compared with gross income of Ps 4,828,359 on *billings of Ps 32,190,673 in 1978.)* Media breakdown: Newspapers 45.51%; magazines 6.83%; radio 5.59%; tv 39.47%; outdoor 1.1%; point of sale .55%; cinema .95%. Employes: 30. Accounts gained: Sheraton hotel, Banco do Brazil, Reifschneider (Braun), Laboratories Duo-Frutera, Sudamericano (SAFCO), Transcontainer Ltda.,


Only butter tastes like butter.
Sorry Marge!

Butter promo churns sour

After 30 years of watching heavy promos for margarine, the Canadian butter industry decided to hit back with a C$9,000,000 annual ad budget, and found it churned up a political controversy. The problem is that the federal government put up half the money needed for the "Only butter tastes like butter" campaign. "If the government can provide us with money without telling us what to do with our advertising dollar, we'll be pleased to accept it," says an unrepentant Alex Bell, president of the Dairy Bureau of Canada, which engineered the campaign. Claude Chevalier, chief exec at the Bureau, said that the campaign slogan originated in Canada and is being used now in Europe as well, because of a meeting of the International Butter Council Mr. Chevalier attended last year. One of the best uses of the slogan is seen in ad at left, which is presently appearing in the U.K.

CHILE

Munchmeyer (Susuki y Propiedades), Tiendas Insolito.

Publicitaria Epoca, Santiago, reports gross income of $764,500 on billings of $5,099,215 for 1979, compared with gross income of $448,073 on billings of $3,051,306 for 1978. (In local currency, gross income was Ps 27,500,000 on billings of Ps 183,425,000 in 1979, compared with gross income of Ps 16,117,718 on billings of Ps 109,759,226 in 1978.) Media breakdown: Newspapers 35%; magazines 8%; supplements 2%; radio 5%; tv 47%; outdoor 3%. Employes: 31. Accounts gained: Laboratorios Mentholatum, Diario *La Tercera de la Hora*, Salle Hansen, Lancome, Direccion de Deportes y Recreacion, Empresa Constructora Francos Ltda.

Sertec (Inter-Americana), Santiago, part of Kenyon & Eckhardt Intl., reports gross income of $513,897 on billings of $3,427,693 for 1979, compared with gross income of $329,403, on billings of $2,197,116 for 1978. (In local currency, gross income was Ps 18,485,505 on billings of Ps 123,298,322 in 1979, compared with gross income of Ps 11,849,015 on billings of Ps 79,032,936 in 1978.) Media breakdown: Newspapers 9%; magazines 4.3%; radio 7.3%; tv 33%; outdoor 1.5%; business press 3.8%; cinema 3.2%; other 38.2%. Employes: 29. Accounts gained: Incalim, Grace y Cia. Seny Creaciones, Chiprodal.

J. Walter Thompson Chilena, Santiago, reports gross income of $2,248,404 on billings of $14,436,954 for 1979, compared with gross income of $1,197,685 on billings of $7,437,741 for 1978. (In local currency, gross income was Ps 80.877.844 on billings of Ps 519,314,900 in 1979, compared with gross income of Ps 43.082.186 on billings of Ps 267,544,640 in 1978.) Media breakdown: Newspapers 9.18%; magazines 6.65%; radio 10.37%; tv 70.54%; outdoor .68%; cinema 2.58%. Employes: 72 Accounts gained: Pepsi-Cola, Bavaria and Escudo beers, Findus, Advance, Viceroy Lights and Lucky Strikes, Denim. Accounts lost: Mentholatum, Lancome.

Unitros Chile, Santiago, part of Univas, reports gross income of $174,000 on billings of $1,159,000 for 1979. (In local currency, gross income was Ps 6,255.000 on billings of Ps 41,700,000 in 1979. Employes: 14. Accounts gained: Beiersdorf, Trademsa.

Veritas, Santiago, reports gross income of $503,799 on billings of $3,360,339 for 1979, compared with gross income of $267,380 on billings of $1,783,509 for 1978. (In local currency, gross income was Ps 18,122,000 on billings of Ps 120,874,000 in 1979, compared with gross income of Ps 9,618,000 on billings of Ps 64,155,000 in 1978.) Media breakdown: Newspapers 40%; magazines 5%; radio 2%; tv 46.5%; point of sale 5%; cinema 1.5%. Employes: 25.

COLOMBIA

The same 1979 rate of .0253 dollars to the Colombia peso was also applied to local currency reported for 1978 income and billings in this issue. This procedure factors out a 13% depreciation of the peso against the dollar based on peso s 1978 exchange rate of .029.

Arosemena Servicios Creativos, Medellin, part of Kenyon & Eckhardt Intl., only reports gross income of $325,000 compared with gross income of $300,000 for 1978. (In local currency, gross income was Ps 13,000,000 in 1979, compared with gross income of Ps 12,000,000 in 1978.) Media breakdown: Magazines 50%; tv 20%; farm press 20%; point of sale 10%. Employes: 10. Accounts gained: Editora Cinco, Procolombia. Account lost: Loceria Colombiana.

Atenas/BBDO, Bogota, reports gross income of $1,267,770 on billings of $5,511,820 for 1979, compared with gross income of $601,114 on billings of $3,752,776 for 1978. (In local currency, gross income was Ps 50,109,500 on billings of Ps 217,858,500 in 1979, compared with gross income of Ps 23,759,433 on billings of Ps 148,331,074 in 1978.) Media breakdown: Newspapers 9%; radio 19%; tv 68%; outdoor 3%; cinema 1%. Employes: 65.

Leo Burnett Colombiana, Bogota, reports gross income of $1,907,000 on billings of $12,722,000 for 1979, compared with gross income of $1,419,000 on billings of $9,468,000 for 1978. (In local currency, gross income was Ps 75,387,000 on billings of Ps 502,831,000 in 1979, compared with gross income of Ps 56,105,000 on billings of Ps 374,220,000 in 1978.) Employes: 116.

Centrum Publicitario Ltda., Cali, reports gross income of $759,000 on billings of $3,921,500 for 1979, compared with gross income of $556,600 on billings of $2,783,000 for 1978. (In local currency, gross income was Ps 30,000,000 on billings of Ps 155,000,000 in 1979, compared with gross income of Ps 22,000,000 on billings of Ps 110,000,000 in 1978.) Media breakdown: Newspapers 10%; magazines 5%; radio 20%; tv 60%; other 5%. Employes: 70. Accounts gained: General Foods, Singer, Coexito. Additional assignments: Alpina, Chesebrough-Ponds, Recamier. Accounts lost: Monark, Standard Brands.

McCann-Erickson Corporation, Bogota, reports gross income of $1,456,000 on billings of $9,712,000 for 1979, compared with gross income of $1,061,000 on billings of $7,075,000 for 1978. (In local currency, gross income was Ps 57,564,000 on billings of Ps 383,952,000 in 1979, compared with gross income of Ps 41,926,000 on billings of Ps 279,646,000 in 1978.). Accounts gained: Casio (cash registers, computers, watches), Editora Cinco (Editorial Abril), Walter Rothlisberger (Hermes Sweetners), Unilever (Cogra/Lever's Astra and Rama margarines). New Assignments: American Home Products (Van Ess line), BASF (Paints), Carreras Rothmans (Dunhill American, Rothman's cigarets), Gillette (Atra/Contour razor), Prebel (L'Oreal's Elseve Balsam, Elseve and Frequence shampoos), Quaker Oats (cake mixes). Accounts lost: Honda (motorcycles), R.T.I. (tv programmer).

Puma Publicidad & Marketing, Bogota, reports gross income of $1,295,360 on billings of $6,642,515 for 1979, compared with gross income of $1,255,411 on billings of $5,535,000 for 1978. (In local currency, gross income was Ps 51,200,000 on billings of Ps 229,020,000 in 1979, compared with gross income of Ps 49,621,000 on billings of Ps 190,850,000 in 1978.) Media breakdown: Newspapers 27%; magazines 8%; radio 15%; tv 35%; outdoor 3.4%; point of sale 11%; cinema 0.6%. Employes: 67. Accounts gained: Centro Comercial Oviedo, Grulla S.A., Hotel Intercontinental, Yamaha, Sam Seguros Service, Hipodroma de Techo, Industrias Spring, Plaza & Janes, Textiles Sabrina.

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WHERE WILL YOUR NEXT IMPORTANT MARKET BE?
?

COSTA RICA

The same 1979 rate of .119 dollars to the colon was also applied to local currency reported for 1978 income and billings in this issue. This procedure factors out a 1.7% appreciation against the U.S. dollar based on the colon's 1978 exchange rate of .117.

APCU de Costa Rica, San Jose, reports gross income of $167,671 on billings of $1,117,886 for 1979, compared with gross income of $137,207 on billings of $916,300 for 1978. (In local currency, gross income was Colon 1,409,000 on billings of Colon 9,394,000 in 1979, compared with gross income of Colon 1,153,000 on billings of Colon 7,700,000 in 1978.) Media breakdown: Newspapers 15%; radio 20%; tv 60%; other 5%. Employes: 9. Accounts gained: Standard Brands, Buffalo Prince Jeans, UNED. Account lost: Whitehall.

McCann-Erickson Centroamericana (Costa Rica), San Jose, reports gross income of $531,000 on billings of $3,542,000 for 1979, compared with gross income of $345,457 on billings of $2,304,197 for 1978. (In local currency, gross income was Colon 4,461,000 on billings of Colon 29,755,000 in 1979, compared with gross income of Colon 2,903,000 on billings of Colon 19,363,000 in 1978.) Employes: 35. Accounts gained: Arrocera los Sauces (rice), Bacardi Rum, Industrias Tosty (snacks), International de Ventas/Border (cheese). New assignments: B.A.T./Republic Tobacco (Belmont, Capri Suave Deluxe, Viceroy, Viceroy Lights). Accounts resigned: Fertica fertilizers, Rosago office furniture, 3M.

CURACAO

An exchange rate of .559 U.S. dollars to the Cfl was used to determine both 1978 and 1979 gross income and billings.

R. J. Dovale Advertising, Willemstad, reports gross income of $233,393 on billings of $1,149,176 for 1979, compared with gross income of $229,149 on billings of $1,044,730 for 1978. (In local currency, gross income was Dfl 417,774 on billings of Dfl 2,773,028 in 1979, compared with gross income of Dfl 410,177 on billings of Dfl 1,870,067 in 1978.) Media breakdown: Newspapers 19%; radio 10%; tv 63%; transit advertising 1%; cinema 1%; production 6%. Employes: 17. Accounts gained: Xerox Antilliana N.V., Bank of America.

CYPRUS

An exchange rate of $2.63 to the Cyprus pound was used to determine both 1978 and 1979 gross income and billings.

Impact/BBDO, Nicosia, reports gross income of $1,512,000 on billings of $9,000,000 for 1979, compared with gross income of $840,000 on billings of $5,000,000 for 1978. (In local currency, gross income was C£3,976,560 on billings of C£23,670,000 in 1979, compared with gross income of C£2,209,200 on billings of C£13,150,000 in 1978.) Media breakdown: Newspapers 35%; magazines 22%; radio 12%; tv 24%; point of sale 2%; cinema 5%. Employes: 80 in 1979 compared to 68 in 1978. Accounts gained: R. J. Reynolds (Winston cigarets).

DENMARK

The same 1979 rate of .1935 dollars to the Denmark kroner was also applied to local currency reported for 1978 income and billings in this issue. This procedure factors out a 3% appreciation of the kroner against the dollar based on kroner's 1978 exchange rate of .188.

A-reklame, Silkeborg, reports only billings of $3,200,000 for 1979, compared with billings of $2,900,000 for 1978. (In local currency, billings were Dkr 16,600,000 in 1979, compared with gross billings of Dkr 15,000,000 in 1978.) Employes: 21.

Ted Bates, Copenhagen, reports gross income of $4,473,000 on billings of $30,349,000 for 1979, compared with gross income of $4,135,000 on billings of $26,831,000 for 1978. (In local currency, gross income was Dkr 23,116,000 on billings of Dkr 156,841,000 in 1979, compared with gross income of Dkr 21,371,000 on billings of Dkr 138,659,000 in 1978.) Media breakdown: Newspapers 48%; magazines 30%; supplements 4%; outdoor 5%; business press 7%; cinema 4%. Employes: 90. Accounts gained: Canon copier, Ferd. Andersen & Co.-Karat coffee, Union of Danish Dailies, Danish Media Committee, Assn. of Gold and Silversmiths. Accounts lost: Baltica Insurance, Daloon A/S, Assen Tobaksfabrik, Robert Bosch A/S.

Benton & Bowles A/S, Copenhagen, reports gross income of $313,470 on billings of $2,349,671 for 1979, compared with gross income of $307,665 on billings of $2,352,068 for 1978. (In local currency, gross income was Dkr 1,620,000 on billings of Dkr 12,143,000 in 1979, compared with gross income of Dkr 1,590,000 on billings of Dkr 10,605,000 in 1978.) Media breakdown: Newspapers 56.2%; magazines 10.2%; trade papers 10.9%; local newspapers 22.7%. Employes: 8. Accounts gained: Boots Co., Ceres, Dagros. Account lost: Junckers Industries.

Bergenholz & Arnesen, Copenhagen, reports gross income of $1,349,856 on billings of $6,204,191 for 1979, compared with gross income of $1,217,309 on billings of $6,145,960 for 1978. (In local currency, gross income was Dkr 6,976,000 on billings of Dkr 32,063,000 in 1979, compared with gross income of Dkr 6,291,000 on billings of Dkr 31,762,067 in 1978.) Media breakdown: Newspapers 62%; magazines 34%; outdoor 2%; business press 2%. Employes: 28. Accounts gained: Ali Kaffe, Topsikring, Helly Hansen, Faxe Fad and Faxe Fad Premium, Musk Ox. Accounts lost: Avis, Reska.

Boegh & Soerensen, Copenhagen, reports gross income of $143,300 on billings of $893,990 for 1979, compared with gross income of $159,656 on billings of $830,396 for 1978. (In local currency, gross income was Dkr 740,574 on billings of Dkr 4,620,140 in 1979, compared with gross income of Dkr 825,102 on billings of Dkr 4,291,487 in 1978.) Media breakdown: Newspapers 14%; magazines & trade papers 61%; production/printed matter 25%. Accounts gained: Max Fodgaard (Kito, Japan), Nortec data equipment, Karfa building equipment, A.P. Christensen (Brno guns), Hadson lighters, Hinne & Co. valves, Imperial Leasing, Petri & Haugsted building material. Account lost: Biblioteks-centralen library equipment.

Leo Burnett, Copenhagen, reports gross income of $1,160,000 on billings of $7,740,000 for 1979, compared with gross income of $897,000 on billings of $5,981,000 for 1978. (In local currency, gross income was Dkr 5,997,000 on billings of Dkr 40,000,000 in 1979, compared with gross income of Dkr 4,634,000 on billings of Dkr 30,909,000 in 1978.) Employes: 32. Accounts gained: Varig Brazilian airline, Wagons-Lits/Cook, new accounts from Molnlycke. Account lost: Manpower.

D'Arcy-MacManus & Masius, Copenhagen, reports gross income of $1,717,000 on billings of $12,149,000 for 1979, compared with gross income of $2,214,000 on billings of $15,069,000 for 1978. (In local currency, gross income was Dkr 8,875,000 on billings of Dkr 62,787,000 in 1979, compared with gross income of Dkr 11,441,000 on billings of Dkr 77,874,000 in 1978.) Media breakdown: Newspapers 27%; magazines 54%; outdoor 3%; business press 8%; cinema 8%. Employes: 44. Accounts gained: Alm. Brand AF 1792 insurance, Kema Nobel-substral, Centurion bicylces, Chr. Hansen: Laboratories-cheese rennets. Accounts lost: Claes harvesters, Pedro Domecq sherry, Jacoform shoes.

Dea Partners, Valby, reports gross income of $1,114,000 on billings of $7,434,000 for 1979, compared with gross income of $1,006,000 on billings of $6,708,000 for 1978. (In local currency, gross income was Dkr 5,760,000 on billings of Dkr 38,419,000 in 1979, compared with gross income of Dkr 5,199,000 on billings of Dkr 34,667,000 in 1978.) Employes: 25.

Dyppel Marketing/Advertising, Copenhagen, only reports on billings of $4,818,000 for 1979, compared with billings of $4,354,000 for 1978. (In local currency, billings were Dkr 24,900,000 in 1979, compared with billings of Dkr 22,500,000 in 1978.) Media breakdown: Newspapers 66%; magazines 20%; outdoor 7%; business press 5%; cinema 2%. Employes: 20.

Ervaco A/S, Copenhagen, reports gross income of $310,000 on billings of $2,070,000 for 1979, compared with gross income of $255,000 on billings of $1,685,000 for 1978. (In local currency, gross income was Dkr 1,601,000 on billings of Dkr 10,700,000 in 1979, compared with gross income of Dkr 1,310,000 on billings of Dkr 8,700,000 in 1978.) Employes: 8.

Foote, Cone & Belding, Copenhagen, reports gross income of $1,486,100 on billings of $9,912,300 for 1979, compared with gross income of $1,917,725 on billings of $12,791,224 for 1978. (In local currency, gross income was Dkr 7,680,200 on billings of Dkr 51,227,000 in 1979, compared with gross income of Dkr 9,910,722 on billings of Dkr 66,104,515 in 1978.) Media breakdown: Newspapers 46.4%; magazines 35.7%; supplements 1.8%; outdoor 0.9%; business press 11.5%; cinema 1.5%; international 2.3%. Employes: 33. Accounts gained: Melitta (partly), Moulinex, British Airways, LK-Nes (partly), *Weekly* Magazines. Account lost: Substral.

Intermarco-Farner A/S, Copenhagen, part of the Publicis Intermarco-Farner European agency network, reports gross income of $1,026,000 on billings of $6,840,000 for 1979, compared with gross income of $861,000 on billings of $5,745,000 for 1978. (In local currency, gross income was Dkr 5,300,000 on billings of Dkr 35,351,000 in 1979, compared with gross income of Dkr 4,451,000 on billings of Dkr 29,688,000 in 1978.) Media breakdown: Newspapers 60%; magazines 25%; outdoor 5%; business press 5%; cinema 5%. Employes: 18.

Ipsen & Parmo A/S, Copenhagen, reports gross income of $700,000 on billings of $3,225,000 for 1979. (In local currency, gross income was Dkr 3,615,000 on billings of Dkr 16,665,000 in 1979.) Media breakdown: Newspapers 50%; magazines 15%; supplements 10%; outdoor 5%; business press 5%; point of sale 10%; cinema 5%. Employes: 12. Accounts gained: Avis, Danish Totalentreprises, Sparekassen Sydjylland—banking, Mobil oil.

J+J Industriel Reklame/Marketing, Copenhagen, only reports billings of $3,483,000 for 1979, compared with billings of $2,884,450 for 1978. (In local currency, billings were Dkr 18,000,000 in 1979, compared with billings of Dkr 14,700,000 in 1978.) Media breakdown: Newspapers 40%; business press 60%. Employes: 27.

Jersild/BBDO, Copenhagen, reports gross income of $1,168,000 on billings of $9,386,000 for 1979, compared with gross income of $832,000 on billings of $6,618,000 for 1978. (In local currency, gross income was Dkr 6,038,000 on billings of Dkr 48,512,000 in 1979, compared with gross income of Dkr 4,300,000 on billings of Dkr 34,200,000 in 1978.) Media breakdown: Newspapers 60%; magazines 20%; business press 10%; point of sale 10%. Employes: 29. Accounts gained: Regnecentralen-Danish EDB Co., Gori wood protecting material, Georg Bestle A/S-Sandeman, DSB-Campaign against Vandalism. Account lost: Melitta A/S coffee filters.

KK Viking, Copenhagen, affiliated with Kenyon & Eckhardt Intl., reports gross income of $444,470 on billings of $4,025,768 for 1979. (In local currency, gross income was Dkr 2,297,000 on billings of Dkr 20,805,000 in 1979.) Only 1979 figures available, since agency was established March, 1979.

Lintas Reklamebureau A/S, Copenhagen, reports gross income of $2,025,000 on billings of $13,669,000 for 1979, compared with gross income of $1,929,000 on billings of $12,369,000 for 1978. (In local currency, gross income was Dkr 10,465,000 on billings of Dkr 70,641,000 in 1979, compared with gross income of Dkr 9,970,000 on billings of Dkr 63,920,000 in 1978.) Media breakdown: Newspapers 45%; magazines 23%; outdoor 4%; business press 5%; point of sale 14%; cinema 9%. Employes: 37. Accounts gained: Agro-Kemi, Lilleborg—Fly Away perfume, International Health Insurance 'Danmark,' Nidar, ENK (Lumoprint), Numarco, Pedro Domecq, Salora, Domestos, Trebor, Dehn-Fix, Digital equipment, Esso Motor Hotel, Slagelse Andelsslagteri, Olsson Moebler. Accounts lost: Datasaab, Halberg.

Lockey, Norman, Craig & Kummel, Copenhagen, reports gross income of $1,201,600 on billings of $8,015,000 for 1979, compared with gross income of $1,227,758 on billings of $8,185,050 for 1978. (In local currency, gross income was Dkr 6,210,000 on billings of Dkr 41,420,000 in 1979, compared with gross income of Dkr 6,345,000 on billings of Dkr 42,300,000 in 1978.) Media breakdown: Newspapers 22%; magazines 62%; business press 6%; cinema 10%. Employes: 20. Accounts gained: Colgate-Palmolive—Irish Spring deodorant, Botanig shampoo, Look Twice shampoo, S.C. Johnson—Tahiti Foam Bath, Pernod, Larsen Cognac, Puma Sports, Pingvin licorice, Super Car rental chain, Johnson & Johnson, and Anjo health foods. Accounts lost: J.G. Durand.

Lund & Lommer A/S, Copenhagen, reports gross income of $1,696,000 on billings of $8,528,000 for 1979, compared with gross income of $2,390,000 on billings of $10,716,000 for 1978. (In local currency, gross income was Dkr 8,768,000 on billings of Dkr 44,071,000 in 1979, compared with gross income of Dkr 12,350,000 on billings of Dkr 55,379,000 in 1978.) Employes: 30.

Lyre & Valbo Reklamebureau A/S, Copenhagen, reports gross income of $1,320,000 on billings of $8,173,000 for 1979, compared with gross income of $1,316,000 on billings of $8,160,000 for 1978. (In local currency, gross income was Dkr 6,811,000 on billings of Dkr 42,170,000 in 1979, compared with gross income of Dkr 6,797,000 on billings of Dkr 42,821,000 in 1978.) Media breakdown: Newspapers 60%; magazines 20%; outdoor 2%; business press 5%; point of sale 10%; cinema 3%. Employes: 38. Accounts gained: *Billed-Bladet* weekly magazine, Maggi products—Nestle, Dancrepe household paper, Fritz Hansen Eft. furniture, Duni/ASP A/S, government information service. Accounts lost: Cecil and Look cigarets.

McCann-Erickson A/S (Denmark), Copenhagen, reports gross income of $1,135,000 on billings of $7,570,000 for 1979, compared with gross income of $947,000 on billings of $6,319,000 for 1978. (In local currency, gross income was Dkr 5,867,000 on billings of Dkr 39,133,000 in 1979, compared with gross income of Dkr 4,896,000 on billings of Dkr 32,656,000 in 1978.) Employes: 23. Accounts gained: Havnemoellerne flour and cereals, Miele household appliances, Skandia insurance. New assignments: L'Oreal-Alpin deodorant, Ambre Solaire, Baby Dop, Eau Jeune, Floreal, Kerastase.

Norgard Mikkelsen Reklamebureau, Odense, reports gross income of $1,100,000 on billings of

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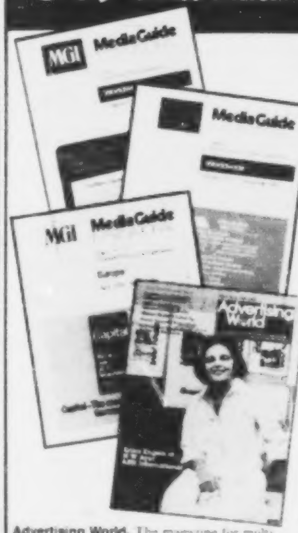

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DENMARK

$7,200,000 for 1979, compared with gross income of $1,100,000 on billings of $6,600,000 for 1978. (In local currency, gross income was Dkr 5,600,000 on billings of Dkr 37,200,000 in 1979, compared with gross income of Dkr 5,500,000 on billings of Dkr 34,300,000 in 1978.) Media breakdown: Newspapers 30%; magazines 11%; business press 5%; transit advertising 1%; point of sale 6%; cinema 1%; direct mail, print, etc. 46%. Employes: 31. Accounts gained: Wittenborg, ASEA, Fertin, Taarup, Daloon, deltagraph. Accounts lost: camplet, Skako.

Ogilvy & Mather Reklamebureau, Copenhagen, reports gross income of $2,287,300 on billings of $15,256,700 for 1979, compared with gross income of $2,026,700 on billings of $13,518,100 for 1978. (In local currency, gross income was Dkr 11,821,000 on billings of Dkr 78,846,000 in 1979, compared with gross income of Dkr 10,474,000 on billings of Dkr 69,861,000 in 1978.) Media breakdown: Newspapers 57%; magazines 14%; outdoor 4%; business press 14%; transit advertising 5%; cinema 6%. Employes: 62. Accounts gained: Glyngoere fish industry, Shulton, Limfjord Oyster Co., Bruun & Soerensen engineering, European Economic Community. Accounts lost: British Airways, Danish flour mills.

Scan-ad Reklamebureau, Aarhus, only reports billings of $13,500,000 for 1979, compared with billings of $12,000,000 for 1978. (In local currency, billings were Dkr 70,000,000 in 1979, compared with billings of Dkr 62,300,000 in 1978.) Media breakdown: Newspapers 35%; magazines 13%; supplements 10%; business press 5%; farm press 3%; point of sale 30%; cinema 4%. Employes: 90.

J. Walter Thompson Co., Copenhagen, reports gross income of $978,734 on billings of $5,285,104 for 1979, compared with gross income of $790,947 on billings of $4,236,454 for 1978. (In local currency, gross income was Dkr 5,058,056 on billings of Dkr 27,313,200 in 1979, compared with gross income of Dkr 4,087,579 on billings of Dkr 21,893,815 in 1978.) Media breakdown: Newspapers 35%; magazines 40%; outdoor 5%; other 20%. Employes: 20. Account gained: Rolex watches. Account lost: Ali Coffe A/S-coffee brand.

Weber & Soerensen Reklamebureau A/S, Aarhus, reports gross income of $1,100,048 on billings of $6,758,181 for 1979, compared with gross income of $1,077,795 on billings of $6,603,381 for 1978. (In local currency, gross income was Dkr 5,685,000 on billings of Dkr 34,926,000 in 1979, compared with gross income of Dkr 5,570,000 on billings of Dkr 34,126,000 in 1978.) Media breakdown: Newspapers 41.6%; magazines 3.4%;point of sale 0.8%; trade papers 15.1%; weekly district papers 39.1%. Accounts gained: Sportsgoods Adidas sportswear, Vilh. Nellemann (Raleigh bicycles), Provinsbanken Dantherm oil heating. Accounts lost: Kgl. Brand insurance, Bruun & Soerensen engineering.

Young & Rubicam, Copenhagen, reports gross income of $1,875,000 on billings of $12,506,000 for 1979, compared with gross income of $1,773,000 on billings of $11,826,000 for 1978. (In local currency, gross income was Dkr 9,692,000 on billings of Dkr 64,631,000 in 1979, compared with gross income of Dkr 9,165,000 on billings of Dkr 61,117,000 in 1978.) Y&R does not report billings. Figures for billings are AA estimates. Media breakdown: Newspapers 48%; magazines 33%; outdoor 6%; business press 5%; cinema 1%; local district papers 7%. Employes: 41. Accounts gained: Granges Aluminum, ISS catering. Accounts lost: Hellesens, Kjersgaard, Tandberg.

DOMINICAN REPUBLIC

An exchange rate of 1 Peso = $1 was used to determine both 1978 and 1979 gross income and billings.

Young & Rubicam Damaris, Santo Domingo, reports gross income of $729,000 on billings of $4,862,000 for 1979, compared with gross income of $580,000 on billings of $3,864,000 for 1978. Y&R did not report billings. Figures are AA estimates. Media breakdown: Newspapers 9%; magazines 2%; radio 25%; tv 22%; outdoor 2%; cinema 3%; other 38%. Employes: 44. Accounts gained: Maximo Gomez C. por A., Celso Perez C. por A., Casa Tonos.

DUBAI

The same 1979 rate of .27 dollars to the dirham was also applied to local currency reported for 1978 income and billings in this issue. This procedure factors out an 11% depreciation against the U.S. dollar based on the dirham's 1978 exchange rate of .30.

Lintas Middle East, Dubai, reports gross income of $571,000 on billings of $3,348,000 for 1979, compared with gross income of $2,702 on billings of $35,128 for 1978. (In local currency, gross income was Dirham 2,112,000 on billings of Dirham 12,390,000 in 1979, compared with gross income of Dirham 10,000 on billings of Dirham 130,000 in 1978.) Media breakdown: Newspapers 12%; magazines 9%; supplement 1%; radio 2%; tv 74%; cinema 2%. Employes: 14 in 1979 compared to 5 in 1978. Accounts gained: Al Jousuf Auto, D.H.L., Dubai Trade Centre, Emirates Markets & Stores, F.E.B., Hindustan Lever, Intercontinental Hotels (M. East), Port Authority of Jebel Ali, Rapid Data Systems. Account lost: Polaroid.

ECUADOR

The same 1979 rate of .0417 dollars to the sucre was also applied to local currency reported for 1978 income and billings in this issue. This procedure factors out a 1.9% depreciation against the U.S. dollar based on the sucre's 1978 exchange rate of .0425.

Organizaciones Norlop, Guayaquil, reports gross income of $1,299,666 on billings of $6,044,524 for 1979, compared with gross income of $1,091,115 on billings of $5,135,180 for 1978. (In local currency, gross income was Sucre 31,152,675 on billings of Sucre 144,952,000 in 1979, compared with gross income of Sucre 25,673,993 on billings of Sucre 120,827,777 in 1978.) Media breakdown: Newspapers 13%; magazines 5%; radio 15%; tv 59%; outdoor 2%; point of sale 4%; cinema 2%. Employes: 53. Accounts gained: Buchanan's Scotch whisky, Santa Carolina wines, Pirelli Tires, Bic Pens International, Loewenbrau Beer. Accounts lost: Fabrica de Cigarrillos el Progreso.

McCann-Erickson (Ecuador) Publicidad, Guayaquil, reports gross income of $864,024 on billings of $5,763,023 for 1979, compared with gross income of $670,995 on billings of $4,475,536 for 1978. (In local currency, gross income was Sucre 20,720,000 on billings of Sucre 138,202,000 in 1979, compared with gross income of Sucre 16,091,000 on billings of Sucre 107,327,000 in 1978.) Employes: 40. Accounts gained: Myrurgia (toiletries). New assignments: Gillette (Trinity, Trinity Roll-on and Spray deodorants), L'Oreal (Brushing, Elseve Balsam). Assignments or brands lost: Buchanan (Black & White whisky).

EL SALVADOR

The same 1979 rate of .404 dollars to the colon was also applied to local currency reported for 1978 income and billings in this issue. This procedure factors out a 1% appreciation against the U.S. dollar based on the colon's 1978 exchange rate of .400.

APCU de El Salvador, San Salvador, reports gross income of $227,250 on billings of $1,515,000 for 1979, compared with gross income of $177,760 on billings of $1,183,720 for 1978. (In local currency, gross income was Colon 562,500 on billings of Colon 3,750,000 in 1979, compared with gross income of Colon 440,000 on billings of Colon 2,930,000 in 1978.) Media breakdown: Newspapers 15%; radio 25%; tv 55%; others 5%. Employes: 6. Accounts gained: Buffalo Prince Jeans, Standard Brands, S.C. Johnson.

McCann-Erickson Centroamericana (El Salvador), San Salvador, reports gross income of $318,352 on billings of $2,123,424 for 1979, compared with gross income of $326,432 on billings of $2,177,156 for 1978. (In local currency, gross income was Colon 788,000 on billings of Colon 5,256,000 in 1979, compared with gross income of Colon 808,000 on billings of Colon 5,389,000 in 1978.) Employes: 24. Accounts gained: Banco Mercantil, Polymer (plastics). New assignments: Miles (Chocks vitamins, Vitamiles with Iron). Accounts lost: Banco Salvadoreno, Camposanto La Resurreccion, 3M. Assignments or brands lost: Sunimistros Industriales (hardware).

FINLAND

The same 1979 rate of .2596 dollars to the Finnish finnmark was also applied to local currency reported for 1978 income and billings in this issue. This procedure factors out a 4% appreciation of the finnmark against the dollar based on finnmark's 1978 exchange rate of .250.

Oy AC-mainos, Helsinki, reports gross income of $1,346,438 on billings of $9,561,885 for 1979, compared with gross income of $1,126,393 on billings of $7,665,337 for 1978. (In local currency, gross income was Fmk 5,186,586 on billings of Fmk 36,833,149 in 1979, compared with gross income of Fmk 4,338,956 on billings of Fmk 29,527,494 in 1978.) Media breakdown: Newspapers 20%; magazines 16%; tv 36%; outdoor 0.8%; business press 9%; cinema 0.2%; other 18%. Employes: 39. Accounts gained: British Airways, Musik Fazer, Bergenheim-Yhtot/Reckitt & Colman, Finncarriers, Finnish Red Cross, Nilfisk/industrial vacuum cleaners.

Ajan Mainos Oy, Helsinki, reports gross income of $237,455 on billings of $1,478,363 for 1979, compared with gross income of $225,705 on billings of $1,284,548 for 1978. (In local currency, gross income was Fmk 914,695 on billings of Fmk 5,694,771 in 1979, compared with gross income of Fmk 869,435 on billings of Fmk 4,949,336 in 1978.) Gross income and billings figures are based on a fiscal year, for both 1978 and 1979. Media breakdown: Newspapers 57%; magazines 24%; transit and outdoor advertising 6%; direct mail 13%. Employes: 15.

D'Arcy-MacManus & Masius, Helsinki, reports gross income of $388,000 on billings of $2,828,000 for 1979, compared with gross income of $369,000 on billings of $2,462,000 for 1978. (In local currency, gross income was Fmk 1,494,000 on billings of Fmk 10,893,000 in 1979, compared with gross income of Fmk 1,422,000 on billings of Fmk 9,482,000 in 1978.) Media breakdown: Newspapers 20%; magazines 25%; tv 45%; outdoor 2%; business press 5%; point of sale 3%. Employes: 10. Accounts gained: Fennia Insurance, Suomen Ulkomaankauppalitto, Konemuovi Oy, Reformi-Keskus Oy. Accounts lost: Messin Oy, Finnmap Oy.

Oy Ervaco, Helsinki, reports gross income of $881,317 on billings of $6,215,492 for 1979, compared with gross income of $839,622 on billings of $5,661,172 for 1978. (In local currency, gross income was Fmk 3,394,902 on billings of Fmk 23,942,226 in 1979, compared with gross income of Fmk 3,234,292 on billings of Fmk 2,807,289 in 1978.) Media breakdown: Newspapers 43.7%; magazines 13.2%; tv 13.5%; outdoor 4.1%; business press 8.1%; printed matter 17.4%.Employes: 27. Accounts gained: Oy Partek Ab, Suomen General Motors - Vauxhall, Bedford, Helsinki Televisio, Standard Advertising, Miele Oy, Talouselama. Accounts lost: Oy Vikinglinja Ab, Reima Oy.

Finnad Advertising Agency, Helsinki, reports gross income of $2,084,925 on billings of $13,771,961 for 1979, compared with gross income of $1,903,958 on billings of $12,334,894 for 1978. (In local currency, gross income was Fmk 8,031,300 on billings of Fmk 53,050,700 in 1979, compared with gross income of Fmk 7,334,200 on billings of Fmk 47,515,000 in 1978.) Media breakdown: Newspapers 26%; magazines 48%; tv 23%; outdoor 2%; direct mail 1%. Employes: 54. New accounts: Nivea, Lohja, SKV, Dodge, Tamglass. Account lost: Telefunken.

Oy Goodwill, Helsinki, reports gross income of $234,000 on billings of $1,635,000 for 1979, compared with gross income of $234,000 on billings of $1,687,000 for 1978. (In local currency, gross income was Fmk 900,000 on billings of Fmk 6,300,000 in 1979, compared with gross income of Fmk 900,000 on billings of Fmk 6,500,000 in 1978.) Media breakdown: Newspapers 18%; magazines 26%; tv 50%; business press 5%; direct mail 1%. Employes: 8.

Oy Interplan, Helsinki, reports gross income of $873,139 on billings of $6,424,542 for 1979, compared with gross income of $719,352 on billings of $5,445,233 for 1978. (In local currency, gross income was Fmk 3,363,400 on billings of Fmk 24,747,850 in 1979, compared with gross income of Fmk 2,771,000 on billings of Fmk 20,975,475 in 1978.) Media breakdown: Newspapers 29%; magazines 39%; tv 30%; outdoor, cinema, direct mail 2%. Employes: 30.

Kauppamainos Oy, Helsinki, reports gross income of $545,160 on billings of $3,548,732 for 1979, compared with gross income of $415,360 on billings of $2,596,000 for 1978. (In local currency, gross income was Fmk 2,100,000 on billings of Fmk 13,670,000 in 1979, compared with gross income of Fmk 1,600,000 on billings of Fmk 10,000,000 in 1978.) Media breakdown: Newspapers 60%; magazines 20%; supplements 9%; tv 3%; business press 8%. Employes: 17.

Oy Liikemainonta—McCann AB, Helsinki, reports gross income of $3,219,000 on billings of $21,471,000 for 1979, compared with gross income of $2,877,000 on billings of $19,187,000 for 1978. (In local currency, gross income was Fmk 12,399,000 on billings of Fmk 82,701,000 in 1979, compared with gross income of Fmk 11,081,000 on billings of Fmk 73,910,000 in 1978.) Employes: 82. Accounts gained: Fennia insurance, Kenka 2000 Oy shoes, L'Oreal hair care products, Oy Vikinglingja ferry, Pallo-Paita clothing. New assignments: *A-lehdet/Jaana* magazine, Esso (car hire, tire and repair centers), General Motors-X-body car, Gillette Atra/Contour razor, Huhtakami Oy/Hellas bubblegum, Medicacorporate. Accounts lost: Essila women's wear, Sampo insurance, *Sanoma Oy-Ilta-Sanomat* (all resigned), Kauppakumppanit/-Beiersdorf (Nivea cream). Assignment lost: Huhtamaki Oy/-Hellas chocolate bar.

Lintas Oy, Helsinki, reports gross income of $2,380,000 on billings of $15,623,000 for 1979, compared with gross income of $1,797,000 on billings of $12,053,000 for 1978. (In local currency, gross income was Fmk 9,168,000 on billings of Fmk 60,181,000 in 1979, compared with gross income of Fmk 6,921,000 on billings of Fmk 46,432,000 in 1978.) Media breakdown: Newspapers 8%; magazines 9%; tv 77%; outdoor 1%; business press 4%; cinema 1%. Employes: 51. Account gained: Salora.

Oy Mainos Taucher Reklam, Helsinki, reports gross income of $3,219,000 (estimate) on billings of $24,088,300 for 1979, compared with gross income of $2,732,000 on billings of $18,710,200 for 1978. (In local currency, gross income was Fmk 12,400,000 [estimate] on billings of Fmk 92,790,000 in 1979, compared with gross income of Fmk 10,527,000 on billings of Fmk 72,073,000 in 1978.) Media breakdown: Newspapers 23.2%; magazines 19.2%; tv 35.5%; others 22%. Employes: 122. Accounts gained: Telephone company's association, Crawford door, City of Helsinki, Rivoli restaurants, Magazine Publishers' campaign for branded goods, Marek toys. Accounts lost: Salora tv, Fennia Insurance.

Mainostoimisto LSM Oy, Turku, reports gross income of $877,000 on billings of $6,551,000 for 1979, compared with gross income of $1,004,000 on billings of $6,878,000 for 1978. (In local currency, gross income was Fmk 3,380,000 on billings of Fmk 25,235,000 in 1979, compared with gross income of Fmk 3,869,000 on billings of Fmk 26,498,000 in 1978.) Gross income and billings figures are based on the 1978 and 1979 fiscal year. Media breakdown: Newspapers 38.3%; magazines 40.4%; supplements 2.8%; tv 17.4%; outdoor 0.5%; others 0.2%. Employes: 31.

Mainosyhtyma Oy, Helsinki, reports gross income of $3,068,472 (estimate) on billings of $24,517,188 for 1979, compared with gross income of $2,380,567 on billings of $19,477,921 for 1978. (In local currency, gross income was Fmk 11,820,000 (estimate) on billings of Fmk 94,442,174 in 1979, compared with gross income of Fmk 9,170,135 on billings of Fmk 75,030,514 in 1978.) Media breakdown: Newspapers 36%; magazines 21%; tv 29%; outdoor 2%; direct mail 12%. Employes: 111.

Markkinointi Viherjuuri Oy, Helsinki, reports gross income of $2,185,000 on billings of $14,020,000 for 1979, compared with gross income of $1,919,000 on billings of $12,457,000 for 1978. (In local currency, gross income was Fmk 8,417,000 on billings of Fmk 54,005,000 in 1979, compared with gross income of Fmk 7,392,000 on billings of Fmk 47,984,000 in 1978.) Media breakdown: Newspapers 38%; magazines 37%; tv 23%; other 2%. Employes: 60.

FINLAND

MK-mainos Oy, Helsinki, reports gross income of $1,715,000 on billings of $16,893,000 for 1979, compared with gross income of $1,060,000 on billings of $13,004,000 for 1978. (In local currency, gross income was Fmk 6,608,000 on billings of Fmk 65,072,000 in 1979, compared with gross income of Fmk 4,083,000 on billings of Fmk 50,093,000 in 1978.) Media breakdown: Newspapers 38%; magazines 17%; tv 42%; outdoor 3%. Employes: 61.

Ogilvy & Mather Oy, Helsinki, reports gross income of $1,016,197 on billings of $7,472,178 for 1979, compared with gross income of $759,653 on billings of $5,502,205 for 1978. (In local currency, gross income was Fmk 3,914,473 on billings of Fmk 28,783,427 in 1979, compared with gross income of Fmk 2,926,244 on billings of Fmk 21,194,933 in 1978.) Media breakdown: Newspapers 47%; magazines 19%; tv 21%; outdoor 2%; business press 9%; cinema 2%. Employes: 27. Accounts gained: Firestone, Kaukas, Shulton. Account lost: British Airways.

Reklamainos, Helsinki, reports gross income of $956,507 on billings of $4,843,455 for 1979, compared with gross income of $826,238 on billings of $4,131,226 for 1978. (In local currency, gross income was Fmk 3,684,540 on billings of Fmk 18,657,377 in 1979, compared with gross income of Fmk 3,182,736 on billings of Fmk 15,913,814 in 1978.) Media breakdown: Newspapers 60.7%; magazines 16.7%; tv 3.3%; outdoor 1.6%; business press 16.7%; cinema 0.2%; foreign newspapers and magazines 0.8%. Employes: 30.

Oy SEK, Helsinki, reports gross income of $2,603,788 on billings of $22,650,100 for 1979, compared with gross income of $2,297,460 on billings of $19,470,233 for 1978. (In local currency, gross income was Fmk 10,030,000 on billings of Fmk 87,250,000 in 1979, compared with gross income of Fmk 8,850,000 on billings of Fmk 75,000,900 in 1978.) Media breakdown: Newspapers 45%; magazines 29%; tv 24%; outdoor 2%. Employes: 83. Accounts gained: Kattohuopayhdistys r.y., Kirjavalitys Oy, Kotimaiset Kotitalouskoneet Oy, K. Oras Oy, Rohdos-Ala Oy, Sanoma Oy/Ilta-Sanomat, Yhteisostot Oy. Accounts lost: Oy Karl Fazer - biscuits, Oy Nokia, Suomen Merivakuutus Osakeyhtio.

Suomen Ilmoituskeskus Oy, Helsinki, reports gross income of $826,151 on billings of $6,206,880 for 1979, compared with gross income of $656,814 on billings of $5,332,936 for 1978. (In local currency, gross income was Fmk 3,182,400 on billings of Fmk 23,909,400 in 1979, compared with gross income of Fmk 2,530,100 on billings of Fmk 20,542,900 in 1978.) Media breakdown: Newspapers 31%; magazines 33%; tv 34%; outdoor 1%; business press 1%. Employes: 21. Accounts gained: Nordiska Investeringsbanken, 3M, A-Lehdet Oy, Enestam Ky, TLN. Accounts lost: Orion-yhtyma Oy Chymos, Sanitara Oy.

Topitorma Marketing, Helsinki, part of the Publicis Intermarco-Farner European agency network, reports gross income of $1,070,000 on billings of $8,191,000 for 1979, compared with gross income of $838,000 on billings of $7,300,000 for 1978. (In local currency, gross income was Fmk 4,120,000 on billings of Fmk 31,553,000 in 1979, compared with gross income of Fmk 3,227,000 on billings of Fmk 28,122,000 in 1978.) Media breakdown: Newspapers 39%; magazines 25.1%; tv 32.8%; outdoor 1.4%; cinema 0.3%; other 1.4%. Employes: 37. Accounts gained: Aikala Kello, Pohjolan Kello ja Kulta Oy - retail jewelry, Aamunhyva oatmeal, Femex hi-fi, Kaunis Nainen - retail cosmetics, Koff mineral water, Viapori beer. Accounts lost: Abeciat - Sergeant Pepper jeans, Futurumverken kitchen fans, ventilators, Lival lighting devices, Telko technical equipment, machines.

Turkama & Kumppanit Oy Mainostoimisto, Helsinki, reports gross income of $2,510,794 on billings of $16,545,659 for 1979, compared with gross income of $1,918,261 on billings of $12,602,981 for 1978. (In local currency, gross income was Fmk 9,671,781 on billings of Fmk 63,735,204 in 1979, compared with gross income of Fmk 7,389,294 on billings of Fmk 48,547,696 in 1978.) Media breakdown: Newspapers 44%; magazines 23%; supplements 12%; tv 18%; outdoor 3%. Employes: 76. Accounts gained: Rauma-Repola Oy, Rakennuskunta Haka, Salora Oy, Reima Oy. Account lost: G.A. Serlachius Oy.

Oy Valotorni, Helsinki, reports gross income of $990,755 on billings of $8,039,811 for 1979, compared with gross income of $796,132 on billings of $6,614,102 for 1978. (In local currency, gross income was Fmk 3,816,468 on billings of Fmk 30,969,997 in 1979, compared with gross income of Fmk 3,066,766 on billings of Fmk 25,478,050 in 1978.) Media breakdown: Newspapers 38.6%; magazines 10.1%; tv 39.5%; outdoor 1.1%; business press 7%; cinema 0.3%; others 3.4%. Employes: 37. Accounts gained: Euso-Gutzeit Oy, Helsingin Hotelli, ja Ravintolakoulu restaurant services, Virsu Oy. Accounts lost: Oy Union-Oljy, Suomen Palloliitto.

FRANCE

The same 1979 rate of .2372 dollars to the French franc was also applied to local currency reported for 1978 income and billings in this issue. This procedure factors out a 3% appreciation of the F franc against the dollar based on F franc s 1978 exchange rate of .230.

Ted Bates France, Paris, reports gross income of $6,665,300 on billings of $55,979,000 for 1979, compared with gross income of $5,930,000 on billings of $49,797,000 for 1978. (In local currency, gross income was FF28,100,000 on billings of FF236,000,000 in 1979, compared with gross income of FF25,000,000 on billings of FF209,940,000 in 1978.) Media breakdown: Newspapers 2%; magazines 19%; radio 6%; tv 71%; outdoor 1%; cinema 1%. Employes: 125. Accounts gained: Calor domestic appliances, Cinna furniture, *Coop* (a hi-fi and photo magazine), Leica cameras and SAE houses. Accounts lost: Hertz, Belin biscuits.

Belier, Neuilly-sur-Seine, part of Eurocom, reports gross income of $8,895,000 on billings of $59,300,000 for 1979, compared with gross income of $6,902,500 on billings of $46,016,800 for 1978. (In local currency, gross income was FF37,500,000 on billings of FF250,000,000 in 1979, compared with gross income of FF29,100,000 on billings of FF194,000,000 in 1978.) Media breakdown: Newspapers 16%; magazines 16%; radio 25.8%; tv 32%; outdoor 8.2%; cinema 2%. Employes: 144. Accounts gained: Sevylor, Mercier, Cora, Cafe, Quotidien, SRD, *Nouvel Economiste*, Purina France, Hilti, Amora, Elizabeth Arden, Rozes, Laboratories D'Anglais, Osawa, Husqvarna. Accounts lost: Di-Parco.

Benton & Bowles Publicite, Paris, reports gross income of $1,566,000 on billings of $10,440,000 for 1979, compared with gross income of $1,239,000 on billings of $8,260,000 for 1978. (In local currency, gross income was FF6,600,000 on billings of FF44,002,000 in 1979, compared with gross income of FF5,222,000 on billings of FF34,815,000 in 1978.) Media breakdown: Magazines 45%; radio 16%; tv 23%; outdoor 15%; cinema 1%. Employes: 25. Accounts gained: Sara Lee, Banco de Brasil, Swish, Socar, Chiron, Verreries de Saint Gobain, Teissi de Teisseire. Account lost: Ambassadeur.

Leo Burnett, Paris, reports gross income of $2,276,000 on billings of $15,181,000 for 1979, compared with gross income of $1,339,000 on billings of $8,931,000 for 1978. (In local currency, gross income was FF9,595,000 on billings of FF64,000,000 in 1979, compared with gross income of FF5,645,000 on billings of FF37,652,000 in 1978.) Employes: 42. Accounts gained: Olive Oil Board, Lesieur toilet cleaner, Nestle (Maggi culinary aids, Tortillos snacks), Midas muffler shops, Manpower, Dufour/Tabur sailboats. Account lost: Richardson-Merrell (Oil of Olay, Hegor shampoos).

CLM/BBDO, Paris, reports gross income of $4,037,000 on billings of $26,900,000 for 1979, compared with gross income of $3,125,000 on billings of $20,874,000 for 1978. (In local currency, gross income was FF17,020,000 on billings of FF113,400,000 in 1979, compared with gross income of FF13,175,000 on billings of FF88,000,000 in 1978.) Media breakdown: Newspapers 3%; magazines 36%; radio 17%; tv 31%; outdoor 8%; business press 4%; cinema 1%. Employes: 59. Accounts gained: Belin, Meccano Miro, Mitsubishi, McCain. Accounts lost: Beaugrenelle, Lancome.

Createurs Associes, Paris, reports only billings of $45,542,000 for 1979, compared with billings of $33,208,000 for 1978. (In local currency, billings were FF192,000,000 in 1979, compared with billings of FF140,000,000 in 1978.) Media breakdown: Newspapers 11%; magazines 12%; radio 36%; tv 17%; outdoor 10%; cinema 2%. Employes: 63. Accounts gained: Lee jeans, Manufacture de Blainville, Eurest Group SMO, Vegetaline, Polistil, Radio France, Photo Journal. Account lost by agency in 1979: AVI.

Crehalet-Foliot-Robert & Partners, Paris, reports gross income of $4,981,000 on billings of $33,208,000 for 1979, compared with gross income of $3,465,000 on billings of $23,100,000 for 1978. (In local currency, gross income was FF20,999,800 on billings of FF140,004,900 in 1979, compared with gross income of FF14,608,440 on billings of FF97,389,600 in 1978.) Media breakdown: Newspapers 4%; magazines 22%; radio 13%; tv 27%; outdoor 12%; business press 4%; cinema 1%; other print 7%; sales promotion 10%. Employes: 60. Account gained: Annexe I. Account lost: Pantashop.

D'Arcy-MacManus & Masius, Paris, reports gross income of $2,317,000 on billings of $15,452,000 for 1979, compared with gross income of $1,772,000 on billings of $11,945,000 for 1978. (In local currency, gross income was FF9,767,000 on billings of FF65,145,000 in 1979, compared with gross income of FF7,469,000 on billings of FF50,359,000 in 1978.) Media breakdown: Newspapers 2%; magazines 15%; radio 8%; tv 73%; outdoor 1%; cinema 1%. Employes: 45. Accounts gained: Colgate (Prairial shampoo), Mars (Banjo, Snickers), Vivitar, Rockwool, Unisabi (Buster), Impact (Phonogram), Uncle Ben's Varieties, John Player cigarets, Nestle. Account lost: Tri-Room.

Doyle Dane Bernbach SARL, Paris, reports gross income of $3,463,000 on billings of $24,396,000 for 1979, compared with gross income of $3,700,000 on billings of $24,384,000 for 1978. (In local currency, gross income was FF14,600,000 on billings of FF102,850,000 in 1979, compared with gross income of FF15,600,000 on billings of FF102,800,000 in 1978.) Employes: 62. Accounts gained: Henkel, Jaz, Johnson, Major, Reckitt & Coleman, Labo Expanscience. Accounts lost: Stenval, Williams, Wrangler, Gan, Eminence, Saba, J. Vabre.

Dupuy-Compton & Associes, Neuilly-sur-Seine reports gross income of $7,116,000 on billings of $49,812,000 for 1979, compared with gross income of $6,333,000 on billings of $43,882,000 for 1978. (In local currency, gross income was FF30,000,000 on billings of FF210,000,000 in 1979, compared with gross income of FF26,700,000 on billings of FF185,000,000 in 1978.) Media breakdown: Newspapers 4%; magazines 24%; farm press 1%; radio 12%; tv 33%; outdoor 12%; business press 2%; transit advertising 1%; point of sale 8%; cinema 3%. Employes: 128. Accounts gained: Citroen, Morey, Collective de la Chimie, Uniriz, IBM Europe, Sheraton, Wonder, Huit, Pont a Mousson. Account lost: Cointreau.

FCOM-Univas, Paris, part of Univas network, reports gross income of $8,764,500 on billings of $58,470,000 for 1979, compared with gross income of $6,190,900 on billings of $41,272,800 for 1978. (In local currency, gross income was FF36,950,000 on billings of FF240,500,000 in 1979, compared with gross income of FF26,100,000 on billings of FF174,000,000 in 1978.) Media breakdown: Newspapers 6%; magazines 20%; supplements 1%; radio 32%; tv 31%; outdoor 9%; business press 1%; transit advertising 1%; point of sale 2%; cinema 2%. Employes: 149. Accounts gained: Fromageries des Chaumes, Triumph International, Tourisme Canadian, Sopexa Munster, Durex, Mennen, Spado, Renault Vehicules Industrials, L.A.D. Vichy, Rivoire & Carret.

CLOP
Une cigarette écrasée c'est un peu de liberté gagnée.

"An extinguished cigaret means more freedom won," notes caption on this no-smoking campaign oriented to teenagers. Agency: CFRP, Pairs.

EDIP, Paris, reports gross income of $2,504,300 on billings of $16,695,300 for 1979, compared with gross income of $2,314,500 on billings of $15,431,000 for 1978. (In local currency, gross income was FF10,558,000 on billings of FF70,384,000 in 1979, compared with gross income of FF9,758,000 on billings of FF65,055,000 in 1978.) Media breakdown: Newspapers 15%; magazines 60%; radio 17%; tv 6%; outdoor 2%. Employes: 39. Accounts gained: Bidegain, Bio-Son, Lanson, Materic-Lundia/-Atema, Saudia. Account resigned in 1979: Trans World Airlines.

Euro-Advertising, Lyon, reports gross income of $3,033,400 on billings of $20,224,200 for 1979, compared with gross income of $2,702,730 on billings of $18,027,200 for 1978. (In local currency, gross income was FF 12,788,364 on billings of FF 85,262,225 in 1979, compared with gross income of FF 11,394,308 on billings of FF 76,000,000 in 1978.) Employes: 57.

Euro-Advertising, Paris, reports gross income of $2,399,000 on billings of $16,000,000 for 1979, compared with gross income of $2,125,000 on billings of $14,173,750 for 1978. (In local currency, gross income was FF 10,113,827 on billings of FF 67,453,625 in 1979, compared with gross income of FF 8,958,685 on billings of FF 59,745,426 in 1978.) Employes: 47.

Exact Conseil, Neuilly-sur-Seine, reports gross income of $794,620 on billings of $5,930,000 for 1979, compared with gross income of $759,040 on billings of $5,218,400 for 1978. (In local currency, gross income was FF3,350,000 on billings of FF25,000,000 in 1979, compared with gross income of FF3,200,000 on billings of FF22,000,000 in 1978.)

Media breakdown: Newspapers 2%; magazines 45%; radio 5%; tv 5%; direct mail 10%; point of sale 15%; cinema 5%. Employes: 19. Accounts gained: Rousselot/Sader, Triplex, Peugeot Outillage Electrique. Accounts lost: Superior, Applimo.

Faits et Communication, Neuilly-sur-Seine, part of Eurocom, reports gross income of $3,913,800 on billings of $26,092,000 for 1979, compared with gross income of $3,202,000 on billings of $21,348,000 for 1978. (In local currency, gross income was FF16,500,000 on billings of FF110,000,000 in 1979, compared with gross income of FF13,900,000 on billings of FF90,000,000 in 1978.)

Media breakdown: Newspapers 5%; magazines 33%; radio 16.5%; tv 32%; outdoor 11.5%; cinema 2%. Employes: 60. Accounts gained: E.G.T., Meccarillos, Singer Musique, Distrimex, Sepimo, Sacem, Breguet, Florilege. Account lost: Bricorama.

Feldman Calleux Associes, Paris, including FCA Lyon, FCA Méditerranée, FCA Nord Ouest, LK and Marketware, reports gross income of $6,457,000 on billings of $43,050,000 for 1979, compared

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with gross income of $5,318,000 on billings of $35,457,000 for 1978. (In local currency, gross income was FF27,223,000 on billings of FF181,496,000 in 1979, compared with gross income of FF22,421,000 on billings of FF149,481,000 in 1978.)

Media breakdown: Newspapers 3%; magazines 25%; radio 24%; tv 28%; outdoor 18%; cinema 2%. Employes: 104. Accounts gained: Findus, CII Honeywell-Bull, Phas, Honda, Beurre (Collective), Le Droff, Dietina, Le Robert, Corning, SNCF. Accounts lost: Mutzig, Piper, Diners.

GGK Paris, reports gross income of $1,067,000 on billings of $7,116,000 for 1979, compared with gross income of $302,000 on billings of $2,016,000 for 1978. (In local currency, gross income was FF4,500,000 on billings of FF30,000,000 in 1979, compared with gross income of FF1,275,000 on billings of FF8,500,000 in 1978.)

Media breakdown: Newspapers 47%; radio 13%; tv 5%; outdoor 31%; cinema 4%. Employes: 25. Accounts gained: Bergasol, Kosmetik (Broxodent), Koerperpflege (Roller), Wohnwagen (*Marie Claire*), Verlagserzeugnisse, Spello, Plastikfahrraeder (Uniroyal), Reifen.

Grey France, Paris, reports gross income of $5,109,000 on billings of $35,510,000 for 1979, compared with gross income of $4,658,000 on billings of $33,854,000 for 1978. (In local currency, gross income was FF21,540,000 on billings of FF149,705,000 in 1979, compared with gross income of FF19,638,000 on billings of FF142,725,000 in 1978.)

Name of agency changed from Dorland & Grey to Grey France. Media breakdown: Newspapers 43%; radio 5%; tv 44%; outdoor 5%; cinema 2%. Accounts gained: Beecham, Air Madagascar, Braniff, Gervais Danone, Caisse Regionale du Credit Agricole, Deloise Bank, General Mills, Marine Engines, Babymarche Shoes, Lesney Toys.

Havas-Conseil, Neuilly-sur-Seine, part of Eurocom, reports gross income of $11,279,000 on billings of $75,192,400 for 1979, compared with gross income of $9,286,000 on billings of $61,909,200 for 1978. (In local currency, gross income was FF47,550,000 on billings of FF317,000,000 in 1979, compared with gross income of FF39,150,000 on billings of FF261,000,000 in 1978.)

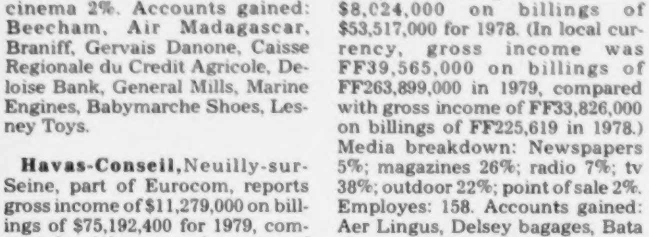
Media breakdown: Newspapers, magazines and business press 54%; radio 11%; tv 24%; outdoor 7%; cinema 4%. Employes: 198. Accounts gained: Henkel (cleaning products), Andre (shoe stores), Magirus (trucks), Meridien (hotels), C.A.C. (brokers association), Clarence (shirtmaker), Tabur Dufour (yacht builder), Colza (oil), S.I.S. (data processing convention), French Telephone Administration. Accounts lost: ONET (tourism).

Homsy-Delafosse et Associes, Paris, reports gross income of $5,160,000 on billings of $34,400,000 for 1979, compared with gross income of $4,270,000 on billings of $28,500,000 for 1978. (In local currency, gross income was FF21,753,000 on billings of FF145,025,000 in 1979, compared with gross income of FF18,001,000 on billings of FF120,151,000 in 1978.) Accounts gained: NCR (computers), Balmain, Group Maison Familial, Baby Relax, Laboratoire Scherring-Unilabo, Marcillat (cheese), Motobecane, R.J. Reynolds (new product), Union de Brasseries (Panach).

Impact-FCB, Paris, reports gross income of $6,134,500 on billings of $40,917,700 for 1979, compared with gross income of $5,551,100 on billings of $37,026,100 for 1978. (In local currency, gross income was FF25,862,500 on billings of FF172,503,000 in 1979, compared with gross income of FF23,402,000 on billings of FF156,096,800 in 1978.) Media breakdown: Newspapers 7%; magazines 45%; edition 21%; radio 19%; tv 7%; outdoor 1%. Employes: 92. Accounts gained: British Airways, Carte Bleue, Castle & Cooke, Franklin Simon, International Laboratoire, Gillette, Stereoplay, Carrefour National, Lesieur, Hiram Walker. Accounts lost: Optic 200, Sovogia, EFA, Desede, Galenic, Bionorm, Koen Visser.

Intermarco-Conseil, Paris, reports gross income of $9,385,000 on billings of $62,597,000 for 1979, compared with gross income of $8,024,000 on billings of $53,517,000 for 1978. (In local currency, gross income was FF39,565,000 on billings of FF263,899,000 in 1979, compared with gross income of FF33,826,000 on billings of FF225,619 in 1978.) Media breakdown: Newspapers 5%; magazines 26%; radio 7%; tv 38%; outdoor 22%; point of sale 2%. Employes: 158. Accounts gained: Aer Lingus, Delsey bagages, Bata shoes, Friskies dry cat food/dietetic pet food, Eugene Gallia, Coriandre perfume, 4th International Flower Show, Henkel Mohair wool-wash, Johnson Raid insecticide, Pfizer Laboratories, St. Marcel sport shoes, August Storck confectionery, Tempo-Sanys feminine hygiene, Tricomaille sportswear, Valvoline motor oil. Accounts lost: Formica, Johnson Pliz, Lumoprint.

Lintas: Paris, reports gross income of $9,910,000 on billings of $70,112,000 for 1979, compared with gross income of $7,864,000 on billings of $58,876,000 for 1978. (In local currency, gross income was FF41,777,000 on billings of FF295,581,000 in 1979, compared with gross income of FF33,153,000 on billings of FF248,212,000 in 1978.) Media breakdown: Newspapers 1%; magazines 16%; radio 12%; tv 54%; outdoor 5%; business press 1%; point of sale 4%; other 7%. Employes: 108. Accounts gained: Astra Calve-Fruit D'Or mayonnaise, Lever/Domestos, Elida Gibbs, Puget Olive Oil, Igloo frozen foods, Sopalin Freedom, Radar-Distribution, Lumoprint France SA, French Federation of Insurance Cos., DMC/Tapestry homemade rug, Ciba-Geigy Moquett a sec carpet shampoo. Account lost: Phenix Group.



The pleasures of a sun-and-beach vacation are emphasized in Club Mediterranee ads that run during the winter months. Agency: Synergie Kenyon & Eckhardt, Paris.

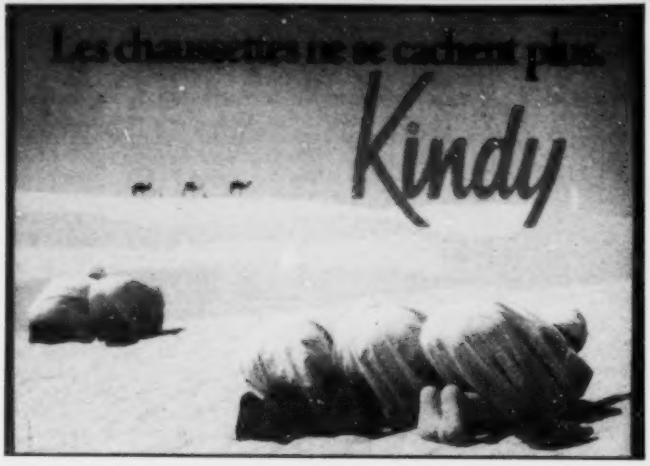
Maime Arnodin Fayolle International Associes, Paris, reports gross income of $2,101,500 on billings of $15,370,500 for 1979, compared with gross income of $1,573,800 on billings of $11,824,000 for 1978. (In local currency, gross income was FF8,860,000 on billings of FF64,800,000 in 1979, compared with gross income of FF6,635,000 on billings of FF49,850,000 in 1978.) Media breakdown: Newspapers 2%; magazines 49%; press relations 4%; radio 4%; tv 18%; outdoor 12%; point of sale 8%; cinema 3%. Employes: 41. Accounts gained: France Riz (food), Yves Saint Laurent (pens, lighters).

MAO Akjaly Stollerman, Paris, reports gross income of $2,490,600 on billings of $19,213,200 for 1979, compared with gross income of $2,366,000 on billings of $18,138,800 for 1978. (In local currency, gross income was FF10,500,000 on billings of FF81,000,000 in 1979, compared with gross income of FF9,975,000 on billings of FF76,475,000 in 1978.) Media breakdown: Newspapers 15%; magazines 16%; edition 8%; expositions 3%; radio 9%; tv 16%; outdoor 12%; business press 16%; point of sale 5%. Employes: 35. Account gained: American Cyanamid (Treplik).

Marsteller International, Paris, only reports gross income of $1,259,345 for 1979, compared with gross income of $814,999 for 1978. Employes: 25.

McCann-Erickson (France), Paris, reports gross income of $7,938,000 on billings of $52,947,000 for 1979, compared with gross income of $7,042,000 on billings of $46,968,000 for 1978. (In local currency, gross income was FF33,462,000 on billings of FF223,192,000 in 1979, compared with gross income of FF29,687,000 on billings of FF198,012,000 in 1978.) Employes: 145. Accounts gained: Clin-Midy/Copar (Topset chocolate bar), Eternit building materials/slates, Kaufman and Broad real estate, *Le Matin*, Miele household appliances. New assignments: Gillette razors and blades, I.C.I. (Perspex plastic), L'Oreal (Kerastase shampoo, hairspray). Accounts lost: Sepimo/Gefic real estate, Zanussi household appliances (resigned). Assignment lost: Gillette writing instruments, after shave.

Norman, Craig & Kummel, Paris, reports gross income of $6,149,200 on billings of $41,012,000 for 1979, compared with gross income of $5,554,000 on billings of $37,027,000 for 1978. (In local currency, gross income was FF25,924,000 on billings of FF172,900,000 in 1979, compared with gross income of FF23,415,000 on billings of FF156,100,000 in 1978.) Media breakdown: Newspapers 5%; magazines 27%; radio 13%; tv 45%; outdoor 2%; business press 2%; point of sale 6%. Employes: 109. Accounts gained: Rivesaltes aperitive, S.N.C.F. cargo div., Bloo, Johnson Car Prods., Johnson's Reanove spot cleaner, Riziana Rice, Ajax toilet bowl cleaner, Toastinette cheese, Life Savers' Bubble Yum, Agency for Energy Saving. Accounts lost: Arcopal (Durand), Gerard Fortier.



"**Socks aren't hiding** anymore" is the headline of this R&D Ketchum-created poster ad for Kindy socks. Variations on the Paris agency's ad include nuns and monks as the sock-wearers.

O.P.F.-Univas, Paris, reports gross income of $1,311,700 on billings of $5,587,400 for 1979, compared with gross income of $1,209,700 on billings of $4,614,700 for 1978. (In local currency, gross income was FF5,530,000 on billings of FF23,556,000 in 1979, compared with gross income of FF5,100,000 on billings of FF19,455,000 in 1978.) Media breakdown: Newspapers 21%; radio 3%; outdoor 10%; business press 55%; other (unspecified) 11%. Employes: 30.

Ogilvy & Mather, Paris, reports gross income of $4,918,105 on billings of $37,952,000 for 1979, compared with gross income of $3,898,300 on billings of $32,496,400 for 1978. (In local currency, gross income was FF20,734,000 on billings of FF160,000,000 in 1979, compared with gross income of FF16,435,000 on billings of FF137,000,000 in 1978.) Media breakdown: Newspapers 5%; magazines 22%; below line/direct mail 9%; radio 19%; tv 42%; outdoor 6%; point of sale 3%; cinema 3%. Employes: 91. Accounts gained: Richardson-Merrell (Hegor shampoo, Petrole Hahn hair lotion), Unilever (The Elephant/Infusion Lipton), Rowntree Mackintosh (Chocoreve), Kimberley Clark (Kleenex), Toro, TWA. Accounts lost: Uniroyal, British Airways.

Performance Conseil, Paris, part of Eurocom, reports gross income of $3,874,900 on billings of $25,617,600 for 1979, compared with gross income of $2,887,700 on billings of $19,250,700 for 1978. (In local currency, gross income was FF16,336,000 on billings of FF108,000,000 in 1979, compared with gross income of FF12,174,000 on billings of FF81,158,000 in 1978.) Media breakdown: Newspapers 13%; magazines 30%; radio 8%; tv 21%; outdoor 18%; cinema 10%. Employes: 63. Accounts gained: Ministere de l'Environment, Honore Janin, La Quinoleine, Continental, Telic, Grand Marnier, Vico, Ideal, Standard. Accounts lost: Rivoire et Carret.

Presence, Paris, reports gross income of $1,070,000 on billings of $8,190,000 for 1979, compared with gross income of $810,000 on billings of $6,170,000 for 1978. (In local currency, gross income was FF4,500,000 on billings of FF34,500,000 in 1979, compared with gross income of FF3,400,000 on billings of FF26,000,000 in 1978.) Media breakdown: Magazines 40%; radio 7%; tv 40%; outdoor 6%; business press 3%; cinema 4%. Employes: 24.

Publicis Conseil, Paris, reports gross income of $29,215,000 on billings of $201,214,000 for 1979, compared with gross income of $22,818,000 on billings of $156,906,000 for 1978. (In local currency, gross income was FF123,167,000 on billings of FF848,290,000 in 1979, compared with gross income of FF96,197,000 on billings of FF661,494,000 in 1978.) Media breakdown: Newspapers and magazines 39%; radio 13%; tv 15%; outdoor and transit advertising 15%; cinema 4%; other (unspecified) 14%. Employes: 419. Accounts gained: I.B.M. (corporate image), Deville heating, Gringoire (Pillsbury biscuits), Spanish National Tourist Board, Rigal (Roquefort cheese), Ray Marjory (ready-to-wear), French National Highway Assn., Ministry of Agriculture (forest fire prevention, Sopexa (powdered milk promotion, cream cheese promotion, children's milk promotion), Elanco/Eli Lilly France (Rubigan 4 vine protector), Foucray (wallpaper paint), Galeries Lafayette (department store), Anti-grippe vaccinations, Superior luggage, Lunor (vacuum-packed potatoes), Pampryl juice, Hachette (publishing, new products), Paul Mausner (ready-to-wear), Vamo (Reddy table oil and margarine, margarine Fama), Heineken (Amstel beer), Colgate (Prairial soap, new pharmaceutical toothpaste). Account lost: Cristal d'Arques.

Publi-Service Societe Nouvelle, Neuilly-sur-Seine, part of Campbell-Ewald, reports gross income of $4,164,000 on billings of $27,773,000 for 1979, compared with gross income of $4,596,000 on billings of $30,657,000 for 1978. (In local currency, gross income was FF17,558,000 on billings of FF117,111,000 in 1979, compared with gross income of FF19,377,000 on billings of FF129,245,000 in 1978.) Employes: 94.

R&D Ketchum, Paris, reports gross income of $1,529,900 on billings of $10,199,600 for 1979, compared with gross income of $1,423,200 on billings of $9,488,000 for 1978. (In local currency, gross income was FF6,450,000 on billings of FF43,000,000 in 1979, compared with gross income of FF6,000,000 on billings of FF40,000,000 in 1978.) Accounts gained: Miro Meccano, Carlsberg beer, Zanussi Prods., Poulain chocolate, Tia Maria, Montblanc, Sheaffer Pen, Berton & Sicard, Bismupharm, Fluocaril, Pharmygiene. Accounts lost: Cotonflor,

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Arthur Bonnet, Hydome (resigned).

Roux Seguela Cayzac & Goudard, Paris, reports gross income of $14,599,660 on billings of $97,300,000 for 1979, compared with gross income of $12,453,000 on billings of $83,020,000 for 1978. (In local currency, gross income was FF 61,550,000 on billings of FF 410,202,360 in 1979, compared with gross income of FF 52,500,000 on billings of FF 350,000,000 in 1978.) Both gross income and billings are AA estimates.

Synergie, Kenyon & Eckhardt, Paris, reports gross income of $7,590,000 on billings of $64,756,000 for 1979, compared with gross income of $7,733,000 on billings of $57,758,000 for 1978. (In local currency, gross income was FF32,000,000 on billings of FF273,000,000 in 1979, compared with gross income of FF32,600,000 on billings of FF243,500,000 in 1978.) Media breakdown: Newspapers 11%; magazines 40%; radio 13%; tv 18%; outdoor 11%; point of sale 8%; cinema 1%. Employes: 156. Accounts gained: Perrault (Chamois d'Or, Vieux Pane, Bourrine), Beecham Caze (produit en developpement), Laboratoires Monot (Alginic), Robotcoupe, Editions du Linteau, Cote D'Or Balenciaga, Schiaparelli, Alisarda, Elf Aquitaine, Scad (produit en developpement). Accounts lost: Le Robert, Miele, Vegetaline.

TBWA France, Paris, reports gross income of $6,375,000 on billings of $42,500,000 for 1979, compared with gross income of $5,745,000 on billings of $38,300,000 for 1978. (In local currency, gross income was FF26,876,000 on billings of FF179,174,000 in 1979, compared with gross income of FF24,220,000 on billings of FF161,465,000 in 1978.) Media breakdown: Newspapers 5%; magazines 27%; radio 25%; tv 13%; outdoor 10%; business press 5%; cinema 5%; other (unspecified) 10%. Employes: 100. Accounts gained: Cadbury Chocolates, Kleber Tires, Superga sports shoes, Barilla Pasta, Johnnie Walker Black Label, Granini fruit juices. Accounts lost: Guy Laroche, Vichy, CBS Records.

J. Walter Thompson, Paris, reports gross income of $4,577,900 on billings of $31,547,600 for 1979, compared with gross income of $3,842,640 on billings of $26,092,000 for 1978. (In local currency, gross income was FF19,300,000 on billings of FF133,000,000 in 1979, compared with gross income of FF16,200,000 with gross income of FF16,200,000 1978.) Media breakdown: Newspapers 2%; magazines 30%; radio 10%; tv 47%; cinema 1%. Employes: 82. Accounts gained: National Airlines, Teledyne Water Pik, WECA Windermere Int. Accounts lost: Gillette.

Un doigt de Courvoisier avec dix doigts de Satie.
COURVOISIER

One of a series of four-color ads for market leader Courvoisier relates a great French classical composer to a great French brandy with themeline, "A finger of Courvoisier with ten fingers of Satie." Agency: McCann-Erickson, France.

EAU DE TOILETTE.MEN. POUR NOUS LES HOMMES.

"Men from Mennen," distributed by L'Oreal, is new campaign from Ecom, the flagship agency of the Univas international network.

Young & Rubicam France, Paris, reports gross income of $12,772,000 on billings of $85,189,000 for 1979, compared with gross income of $10,638,000 on billings of $70,955,000 for 1978. (In local currency, gross income was FF53,844,000 on billings of FF359,148,300 in 1979, compared with gross income of FF44,849,000 on billings of FF299,139,000 in 1978.) Y&R does not report billings. Figures reported are AA estimates. Also, gross income figures include Wunderman International and Cato Johnson Associates.

Media breakdown: Newspapers 6%; magazines 19%; radio 17%; tv 51%; outdoor 7%. Employes: 235. Accounts gained: Maison Phenix, Union Carbide, Lab Villant, General Foods (Krem Crocs), Amora, Belhsen, Belin, Lesieur, Vitos, Findus, SEB. Accounts lost: Lustucru, L'Huissier, Guerlain.

GHANA

The same 1979 rate of .364 dollars to the cedi was also applied to local currency reported for 1978 income and billings in this issue. This procedure factors out a 34% depreciation against the U.S. dollar based on the cedi's 1978 exchange rate of .548.

Lintas Ghana, Accra, reports gross income of $164,000 on billings of $978,000 for 1979, compared with gross income of $147,000 on billings of $840,000 for 1978. (In local currency, gross income was Cedi 451,000 on billings of Cedi 2,689,500 in 1979, compared with gross income of Cedi 404,250 on billings of Cedi 2,310,000 in 1978.) Media breakdown: Newspapers 37%; supplements 11%; radio 13%; tv 37%; cinema 2%. Employes: 24.

GREECE

The same 1979 rate of .0289 dollars to the Greek drachma was also applied to local currency reported for 1978 income and billings in this issue. This procedure factors out a 6.3% depreciation of the drachma against the dollar based on drachma's 1978 exchange rate of .029.

AC + R Bates Hellas, Athens, reports gross income of $467,787 on billings of $2,851,964 for 1979, compared with gross income of $293,855 on billings of $1,852,981 for 1978. (In local currency, gross income was Drs. 16,184,432 on billings of Drs. 98,683,887 in 1979, compared with gross income of Drs. 10,168,000 on billings of Drs. 64,117,000 in 1978.) Media breakdown: Newspapers 10%; magazines 6%; radio 1%; tv 72%; printing 11%. Employes: 22. Accounts gained: Jil men's underwear, Porto Karras, Fiat/Polonez and Fiat/Polski automobiles, Bacardi rum, La Chrysotheque-Zolotas (jewelry), Magirus-Deutz Hellas trucks. Account lost: Katrantzorspor-retail.

Adel-Hellenic Advertising, Athens, reports gross income of $766,000 on billings of $5,057,500 for 1979, compared with gross income of $763,000 on billings of $4,913,000 for 1978. (In local currency, gross income was Drs. 26,500,000 on billings of Drs. 175,000,000 in 1979, compared with gross income of Drs. 26,400,000 on billings of Drs. 170,000,000 in 1978.) Media breakdown: Newspapers 16%; magazines 11%; radio 3%; tv 62%; outdoor 1%; point of sale 6%. Employes: 38. Accounts gained: Harlequin books, Bravo coffee, Ericsson telecommunications, ETVA investment bonds, Heronia travel agency, J. Deere construction equipment, Katrantzospor department store, Motivo dresses/shirts, Vepal aluminum, WEA records, Westinghouse air conditioning, Elios underwear. Accounts lost: Black & Decker, Cair, Yamaha, Shell consumer products.

Alector, Athens, reports gross income of $776,793 on billings of $5,592,150 for 1979, compared with gross income of $708,050 on billings of $5,375,400 for 1978. (In local currency, gross income was Drs. 26,878,638 on billings of Drs. 193,500,060 in 1979, compared with gross income of Drs. 24,500,000 on billings of Drs. 186,000,000 in 1978.) Media breakdown: Newspapers 14%; magazines 14%; radio 8%; tv 59%;cinema 2%. Employes: 42. Accounts gained: Moulinex appliances, Tulip luncheon meat, Cremita-Giotis baby cream, Tommee Tippee children's items, Citizen and Longines watches, Chionati flour of Allatini, Pallas 100 cigarets, Carnation strawberry milk, Yankie-Danish chocolate bar. Account lost: Amstel beer.

D'Arcy-MacManus & Masius, Athens, reports gross income of $434,000 on billings of $2,893,000 for 1979, compared with gross income of $332,000 on billings of $2,217,000 for 1978. (In local currency, gross income was Drs. 15,000,000 on billings of Drs. 100,100,000 in 1979, compared with gross income of Drs. 11,500,000 on billings of Drs. 76,700,000 in 1978.) Media breakdown: Newspapers 18%; magazines 14%; radio 2%; tv 45%; outdoor 3%; business press 1%; point of sale 2%; cinema 4%; print 11%. Employes: 23. Accounts gained: Majorette toys, Pierre Cardin men's wear, Harpic liquid. Account lost: Karpex.

D.D. Dimou Publicity, Athens, reports gross income of $777,410 on billings of $5,185,325 for 1979, compared with gross income of $621,350 on billings of $4,144,260 for 1978. (In local currency, gross income was Drs. 26,900,000 on billings of Drs. 179,423,000 in 1979, compared with gross income of Drs. 21,500,000 on billings of Drs. 143,400,000 in 1978.) Media breakdown: Newspapers 30%; magazines 12%; radio 3%; tv 37%; outdoor 3%; cinema 2%; production 13%. Employes: 41. Accounts gained: Currity, Consumer Association, Melo candy and gum, Aluminum of Greece, Dom S.A. Accounts lost: Perla salt, Mackenzie Scotch.

Epsilon-Epsilon, Athens, reports gross income of $154,000 on billings of $1,017,000 for 1979, compared with gross income of $116,000 on billings of $783,000 for 1978. (In local currency, gross income was Drs. 5,340,000 on billings of Drs. 35,200,000 in 1979, compared with gross income of Drs. 4,000,000 on billings of Drs. 27,000,000 in 1978.) Media breakdown: Newspapers 11%; magazines 23%; radio 1%; tv 45%; production 19%; research 1%. Employes: 12. Accounts gained: Thessaloniki International Trade Fair, Laxatol laxatives, Pepsy-100 antacids, Sileron body cosmetics, S.U.S. (kitchen utensils-stainless steel), Calcium Palma vitamins, Chen Yu beauty products.

Euro-Advertising, Athens, reports gross income of $621,350 on billings of $4,219,400 for 1979, compared with gross income of $369,920 on billings of $2,849,400 for 1978. (In local currency, gross income was Drs. 21,500,000 on billings of Drs. 146,000,000 in 1979, compared with gross income of Drs. 12,800,000 on billings of Drs. 98,600,000 in 1978.) Media breakdown: Newspapers 15%; magazines 14%; radio .5%; tv 48%; outdoor 3%; business press 1%; point of sale .5%; cinema 4%; printing 7%; tv production 7%. Employes: 28. Accounts gained: Firestone tires, Dunhill lighters, Cinzano aperitif, Sekap cigarets, Cross pens and pencils, Calpak-BP's solar heaters. Account lost: Solcafe instant coffee.

FCB Middle East, Athens/-Beirut, with headquarters in Athens, reports gross income of $322,215 on billings of $2,149,174 for 1979. (In local currency, gross income was Drs. 11,149,307 on billings of Drs. 74,365,882 in 1979.) The agency just began operations in 1979. Media breakdown: Newspapers 18%; magazines 53%; radio 10%; tv 11%; outdoor 5%; cinema 3%. Employes: 11. Accounts gained: Brown & Williamson, Kraft, Wrigley.

Geo Advertising & Marketing, Athens, reports gross income of $108,606 on billings of $657,000 for 1979, compared with gross income of $95,294 on billings of $595,590 for 1978. (In local currency, gross income was Drs. 3,758,000 on billings of Drs. 22,736,000 in 1979, compared with gross income of Drs. 3,297,384 on billings of Drs. 20,608,652 in 1978.) Media breakdown: Newspapers 52%; magazines 7%; tv 25%; business press 4%; point of sale 2%; cinema 3%; direct mail 7%. Employes: 10. Accounts gained: Continental Bank, Dow chemicals, El Greco toys, Bell's scotch whisky. Account lost: Alka Agaliotis furniture.

Gnomi Advertising, Athens, reports gross income of $823,650 on billings of $5,493,745 for 1979, compared with gross income of $769,029 on billings of $5,129,403 for 1978. (In local currency, gross income was Drs. 28,500,000 on billings of Drs. 190,095,000 in 1979, compared with gross income of Drs. 26,610,000 on billings of Drs. 177,488,000 in 1978.) Media breakdown: Newspapers 15%; magazines 20%: radio 4%: tv 39%: outdoor 11%; point of sale 1%; cinema 10%. Employes: 51. Accounts gained: Ready Foods-Maggi soups, Skoulidis curtains and upholstery fabric.

Grant Advertising & Associates (Middle East), Athens, part of Kenyon & Eckhardt, reports gross income of $930,000 on billings of $5,200,000 for 1979, compared with gross income of $782,000 on billings of $3,400,000 for 1978. (In local currency, gross income was Drs. 32,179,930 on billings of Drs. 179,930,790 in 1979, compared with gross income of Drs. 27,058,823 on billings of Drs. 117,647,060 in 1978.) Media breakdown: Newspapers 8%; magazines 28%; radio 3%; tv 27%; outdoor 21%; point of sale 10%; cinema 3%. Employes: 38 in four offices. Accounts gained: Warner Lambert, Chrysler Corp., Abbott Laboratories, Estee Lauder, Yanmar Diesel, Sterling Products. Accounts lost: Photo Marketing Services, Sheaffer Pens.

Interad Advertising and Marketing, Athens, reports gross income of $774,520 on billings of $5,684,019 for 1979, compared with gross income of $573,029 on billings of $4,289,049 for 1978. (In local currency, gross income was Drs. 26,800,000 on billings of Drs. 196,685,000 in 1979, compared with gross income of Drs. 19,828,000 on billings of Drs. 148,410,000 in 1978.) Media breakdown: Newspapers 40%; magazines 10%; radio 5%; tv 33%; outdoor 4%; business press 3%; pr-sales promotion 3%. Employes: 41. Accounts gained: Calor electrical appliances, Motossira motorcycle accessories, Plantas anatomic shoes, Amity leather accessories, Decca color tv, Karelias Bros. cigarets, Sharp disposable shaving utensils, Agromax agricultural fertilizer, Sunwaves travel agency. Account lost: Varanghis furniture.

K&K Univas, Athens, reports gross income of $305,000 on billings of $2,190,262 for 1979, compared with gross income of $365,520 on billings of $2,186,650 for 1978. (In local currency, gross income was Drs. 10,553,925 on billings of Drs. 75,787,634 in 1979, compared with gross income of Drs. 12,647,758 on billings of Drs. 75,662,668 in 1978.) Media breakdown: Newspapers 19%; magazines 19%; tv 46%; outdoor 8%; point of sale 2%; other 6%. Employes: 18. Accounts gained: Keranis S.A., Aroma cigarets, Anelor/Club Mediterranee, Anelor/Sun products, Anelor/Eau Jeune, Vepsy/Curtines.

Lamda Alpha Advertising, Athens, reports gross income of $509,334 on billings of $3,151,490 for 1979, compared with gross income of $447,583 on billings of $2,859,348 for 1978. (In local currency, gross income was Drs. 17,623,999 on billings of Drs. 109,048,013 in 1979, compared with gross income of Drs. 15,487,316 on billings of Drs. 98,939,381 in 1978.) Media breakdown: Newspapers 13%; magazines 19%; supplements 2%; radio 2%; tv 58%; point of sale 1%; marketing surveys 5%. Employes: 21. Account gained: Bambino children's chain stores. Accounts lost: Silvermaster, Gulf Air (discontinued business in Greece).

J.N. Leoussis Advertising, Athens, reports gross income of $520,000 on billings of $3,468,000 for 1979, compared with gross income of $498,750 on billings of $3,325,000 for 1978. (In local currency, gross income was Drs. 18,000,000 on billings of Drs. 120,000,000 in 1979, compared with gross income of Drs. 17,250,000 on billings of Drs. 115,000,000 in 1978.)

GREECE

Media breakdown: Newspapers 25%; magazines 20%; radio 1%; tv 45%; outdoor 18%; business press 2%; miscellaneous 6%. Employes: 23. Accounts gained: Velka, Lanvin, Arcancil, Damixa, Alkyon, Austrian Airlines, Crisan. Accounts lost: Akron-Ilion-Krystal, Miele, Bellady, Evga.

Lintas Hellas, Athens, reports gross income of $979,000 on billings of $6,677,000 for 1979, compared with gross income of $731,000 on billings of $4,945,000 for 1978. (In local currency, gross income was Drs. 33,890,000 on billings of Drs. 231,000,000 in 1979, compared with gross income of Drs. 25,302,000 on billings of Drs. 171,127,000 in 1978.) Media breakdown: Newspapers 9%; magazines 11%; radio 3%; tv 72%; outdoor 2%; business press 2%; cinema 1%. Employes: 27. Accounts gained: Gillette-razors and blades (GII, Contour, disposable, double edge blades), Paper Mate, Tempo, Transfer games Kalkitos, Johnson & Johnson baby shampoo, baby oil, Zwan canned meats, Saint George Mills (Farine-up), Lever-Stowaway-Impulse, Elais-Neo Vitam soft margarine. Account lost: Sunsilk shampoo.

McCann-Erickson (Hellas), Athens, reports gross income of $447,000 on billings of $2,981,000 for 1979, compared with gross income of $430,000 on billings of $2,866,000 for 1978. (In local currency, gross income was Drs. 15,454,000 on billings of Drs. 103,078,000 in 1979, compared with gross income of Drs. 14,868,000 on billings of Drs. 99,170,000 in 1978.) Employes: 15. Accounts gained: American Express, Miele household appliances, Sekap cigarets. New assignments: S.C. Johnson (Glade solid air freshener, Freedom-Shout pre-spotter, Sol Plus floor wax), Reboutzakos (Tramp perfume). Account lost: Zanussi household appliances (resigned)

Minos S.A., Athens, reports gross income of $872,200 on billings of $5,889,820 for 1979, compared with gross income of $650,250 on billings of $4,535,855 for 1978. (In local currency, gross income was Drs. 30,180,000 on billings of Drs. 203,800,000 in 1979, compared with gross income of Drs. 22,500,000 on billings of Drs. 156,950,000 in 1978.) Media breakdown: Newspapers 14%; magazines 14%; radio 2%; tv 63%; outdoor 1%; point of sale 2%, cinema 1%; other 3%. Employes: 54. Accounts gained: Adams Freshen-up Chiclets, AGIP lubricants, Marlboro leisure wear, Thomson hi-fi, Bonnie Scot whisky, Ethyl Hellas chemicals, F. Tsanas plastic products, Seventeen cosmetic products, Lara nail polish. Accounts lost: Johnson & Johnson Hellas, Knorr products, Motivo.

Olympic Advertising, Athens, reports gross income of $723,945 on billings of $4,828,713 for 1979, compared with gross income of $569,970 on billings of $3,801,703 for 1978. (In local currency, gross income was Drs. 25,050,000 on billings of Drs. 167,083,500 in 1979, compared with gross income of Drs. 19,722,161 on billings of Drs. 131,546,810 in 1978.) Media breakdown: Newspapers 28.5%; magazines 13.6%; supplements 10%; radio 1%; tv 19.6%; outdoor 1%; business press 2.5%; point of sale 2%; cinema 1%; printed matter, pr, etc. 20.8%. Employes: 40. Accounts gained: Olympic Airways, Elinta S.A.-electric home appliances.

Producta, Athens, reports gross income of $419,050 on billings of $2,540,310 for 1979, compared with gross income of $268,770 on billings of $1,618,400 for 1978. (In local currency, gross income was Drs. 14,500,000 on billings of Drs. 87,900,000 in 1979, compared with gross income of Drs. 9,300,000 on billings of Drs. 56,000,000 in 1978.) Media breakdown: Newspapers 32.5%; magazines 8.2%; radio 1.3%; tv 30.2%; point of sale 1.4%; cinema 1.2%; production 17.5%; pr 7.7%. Employes: 16. Accounts gained: Milde Sorte cigarets, Bee Line cosmetics, Osram lamps, Stereo Club (Infinity hi-fi equipment), Holiday Inn hotels.

Sigma, Athens, reports gross income of $307,785 on billings of $2,052,911 for 1979, compared with gross income of $261,776 on billings of $1,746,051 for 1978. (In local currency, gross income was Drs. 10,650,000 on billings of Drs. 71,035,000 in 1979, compared with gross income of Drs. 9,058,000 on billings of Drs. 60,417,000 in 1978.) Media breakdown: Newspapers 7%; magazines 30%; tv 35%; business press 2%; point of sale 13%; cinema 4%; marketing studies, sampling, packaging 9%. Employes: 16. Accounts gained: Cynar aperitif, Baby Lands children's wear.

Spot-Thompson Advertising, Athens, reports gross income of $821,251 on billings of $6,083,008 for 1979, compared with gross income of $466,185 on billings of $3,988,200 for 1978. (In local currency, gross income was Drs. 28,417,000 on billings of Drs. 210,484,710 in 1979, compared with gross income of Drs. 16,131,000 on billings of Drs. 138,000,000 in 1978.) Media breakdown: Newspapers 15%; magazines 24%; radio 2%; tv 56%; outdoor 2%; cinema 1%. Employes: 39. Accounts gained: Ford Motor Co.-all products, Nutricia Baby Foods, Kodak color film and lab, Minerva olive oil and Niki frying oil, Melissa spaghetti and flour; Sunlight batteries, Unilever (Sunsilk shampoo), Reckitt & Colman (Carpex carpet cleaner), Kodak Middle East-all products, Delta ice cream (three additional assignments), Aegean Mills-four additional assignments, Kellogg's-additional assignment.

Victory, Athens, reports gross income of $361,250 on billings of $2,409,537 for 1979, compared with gross income of $286,110 on billings of $2,037,450 for 1978. (In local currency, gross income was Drs. 12,500,000 on billings of Drs. 83,375,000 in 1979, compared with gross income of Drs. 9,900,000 on billings of Drs. 70,500,000 in 1978.) Media breakdown: Newspapers 49.9%; magazines 19%; radio .6%; tv 15%; business press 3%; farm press 1%; cinema .5%; other 11%. Employes: 20.

GUATEMALA

An exchange rate of 1 U.S. dollar to the quetzal was used to determine both 1978 and 1979 gross income and billings.

Publimerca, Guatemala City, reports gross income of $274,000 on billings of $1,827,000 for 1979, compared with gross income of $280,000 on billings of $1,870,000 in 1978. Media breakdown: Newspapers 20%; radio 10%; tv 60%; other 10%. Employes: 26. Accounts gained: Banco del Agro, Televox. Accounts lost: Lancasco, Saab.

Publicidad McCann-Erickson Centroamericana (Guatemala), Guatemala City, reports gross income of $776,000 on billings of $5,176,000 for 1979, compared with gross income of $495,000 on billings of $3,302,000 for 1978. Employes: 44. Accounts gained: New assignments: B.A.T., CPC/Promasa, Gillette, Miles, and Nestle/-Cindal.

APCU Thompson Asociados, Guatemala City, reports gross income of $640,000 on billings of $4,260,000 for 1979, compared with gross income of $540,000 on billings of $3,600,000 for 1978. Media breakdown: Newspapers 25%; radio 20%; tv 50%; others 5%. Employes: 40. Accounts gained: Master Charge, Kodak, Ex-Lax Pharmaceutical, Buffalo Prince Jeans. Account lost: Whitehall.

HONDURAS

The same 1979 rate of .503 dollars to the lempira was also applied to local currency reported for 1978 income and billings in this issue. This procedure factors out a 0.6% appreciation of the lempira against the U.S. dollar based on the lempira's 1978 exchange rate of .500.

McCann-Erickson Centroamericana (Honduras), Tegucigalpa, reports gross income of $160,960 on billings of $1,073,402 for 1979, compared with gross income of $125,750 on billings of $839,004 for 1978. (In local currency, gross income was Lempira 320,000 on billings of Lempira 2,134,000 in 1979, compared with gross income of Lempira 250,000 on billings of Lempira 1,668,000 in 1978.) Employes: 16. Accounts gained: Bank of America, Cerveceria Hondurena (Salva Vida's and Imperial beers), Comercial Dromeco, Compania Hulera Sula, Distribuidora del Caribe, Repinter.

APCU de Honduras, Tegucigalpa, member of the APCU Group in Central America, reports gross income of $181,080 on billings of $1,207,200 for 1979, compared with gross income of $160,960 on billings of $1,071,390 for 1978. (In local currency, gross income was Lempira 360,000 on billings of Lempira 2,400,000 in 1979, compared with gross income of Lempira 320,000 on billings of Lempira 2,130,000 in 1978.) Media breakdown: Newspapers 20%; radio 30%; tv 50%. Employes: 16. Account gained: Banfa.

HONG KONG

The same 1979 rate of .2027 U.S. dollars to the HK dollar was also applied to local currency reported for 1978 income and billings in this issue. This procedure factors out a 5% depreciation of the HK dollar against the U.S. dollar based on HK dollar's 1978 exchange rate of .214.

APB/D'Arcy-MacManus & Masius, Hong Kong, reports gross income of $550,000 on billings of $3,663,000 for 1979, compared with gross income of $470,000 on billings of $3,134,000 for 1978. (In local currency, gross income was HK$2,711,000 on billings of HK$18,072,000 in 1979, compared with gross income of HK$2,319,000 on billings of HK$15,461,000 in 1978.) Media breakdown: Newspapers 33%; magazines 16%; supplements 1%; tv 43%; cinema 1%. Employes: 36. Accounts gained: Fila sportswear, Le Galion, Maybelline, Kai Yin & Co., Sahara Hotel. Accounts lost: Siberian fur, Mars, Seagram Overseas.

Ted Bates, Hong Kong, 1979, reports gross income of $1,075,000 on billings of $7,100,000 for 1979, compared with gross income of $973,000 on billings of $6,500,000 for 1978. (In local currency, gross income was HK$5,300,000 on billings of HK$35,000,000 in 1979, compared with gross income of HK$4,800,000 on billings of HK$32,000,000 in 1978.) Employes: 67.

Berry Currie Advertising, Hong Kong, part of K&E International, reports gross income of $89,000 on billings of $2,570,000 for 1979, compared with gross income of $67,000 on billings of $1,740,000 for 1978. (In local currency, gross income was HK$440,000 on billings of HK$12,700,000 in 1979, compared with gross income of HK$330,000 on billings of HK$8,600,000 in 1978.) Media breakdown: Newspapers 38%; magazines 27%; radio 5%; tv 32%. Employes: 24. Accounts gained: Braniff Airways, Sime Darby Holdings, P&O Travel, Gallo wines. Accounts lost: *Asian Wall Street Journal*, New World Hotel.

Leo Burnett, Hong Kong, reports gross income of $1,879,000 on billings of $12,533,000 for 1979, compared with gross income of $1,480,000 on billings of $9,870,000 for 1978. (In local currency, gross income was HK$9,270,000 on billings of HK$61,831,000 in 1979, compared with gross income of HK$7,300,000 on billings of HK$48,691,000 in 1978.) Employes: 83.

Chase/Compton Advertising, Hong Kong, only reports billings of $3,600,000 for 1979, compared with billings of $3,547,250 for 1978. (In local currency, billings were HK$17,800,000 in 1979, compared with billings of HK$17,500,000 in 1978.) Media breakdown: Newspapers 29%; magazines 12%; radio 4%; tv 35%; outdoor 6%; business press 10%; transit advertising 2%; cinema 2%. Employes: 39. Accounts gained: Hutchison China Trade Holdings, Collier MacMillan, Litton business machines.

Clemenger Wong & Waters, Hong Kong, reports gross income of $422,419 on billings of $1,169,416 for 1979, compared with gross income of $364,799 on billings of $1,615,637 for 1978. (In local currency, gross income was HK$2,083,960 on billings of HK$10,702,595 in 1979, compared with gross income of HK$1,799,697 on billings of HK$7,970,582 in 1978.) Media breakdown: Newspapers 43%; magazines 21%; radio 1%; tv 32%; outdoor 2%. Employes: 30. Accounts gained: Bulova, Chase Manhattan Bank, J&B whisky. Account lost: Grundig tv.

Doyle Dane Bernbach, Hong Kong, reports gross income of $729,720 on billings of $4,867,232 for 1979, compared with gross income of $398,335 on billings of $2,655,572 for 1978. (In local currency, gross income was HK$3,600,000 on billings of HK$24,012,000 in 1979, compared with gross income of HK$1,965,150 on billings of HK$13,101,000 in 1978.) Media breakdown: Newspapers 44%; magazines 12%; radio 4%; tv 30%; outdoor 5%; printing 5%. Employes: 33. Accounts gained: Mandarin International, Excelsior Hotel, Hong Kong Telephone Co., Dickens Trading Co., Hutchison Boag, YGM Sports Co.

Far East Advertising Group, Hong Kong, reports gross income of $1,465,000 on billings of $9,723,000 for 1979, compared with gross income of $1,256,000 on billings of $6,947,000 for 1978. (In local currency, gross income was HK$7,230,000 on billings of HK$47,970,000 in 1979, compared with gross income of HK$6,195,000 on billings of HK$34,270,000 in 1978.) In 1979 Far East Advertising Group formed a joint venture company with Ketchum International, known as Far East Ketchum Advertising. Its billings and gross income figures are included in the figures for the Far East Advertising Group. Employes. 109 in three offices in Hong Kong. Accounts gained: Japan Airlines, Japan Asia Airways, Hennessy X.O., Dunhill, Chase Manhattan Bank, ICI (China).

JR/FCB Advertising, Hong Kong, reports gross income of $567,646 on billings of $3,786,200 for 1979, compared with gross income of $423,199 on billings of $2,822,735 for 1978. (In local currency, gross income was HK$2,800,425 on billings of HK$18,678,835 in 1979, compared with gross income of HK$2,087,808 on billings of HK$13,925,679 in 1978.) Media breakdown: Newspapers 25%; magazines 10%; supplements 5%; radio 56%; outdoor 2%; cinema 2%. Employes: 25. Accounts gained: *Far Eastern Economic Review*, Gilman home appliances, Sun Hung Kai Centre, B.A. Finance, British Airways. Accounts lost: Bank of East Asia, Gande Price, Westco Air Conditioning.

Ling-McCann-Erickson, Hong Kong, reports gross income of $1,683,000 on billings of $11,226,000 for 1979, compared with gross income of $1,541,000 on billings of $10,281,000 for 1978. (In local currency, gross income was HK$8,303,000 on billings of HK$55,381,000 in 1979, compared with gross income of HK$7,604,000 on billings of HK$50,719,000 in 1978.) Employes: 72. Accounts gained: California Avocado Advisory Board, Citicorp financial services, Dupont Lucite paint, L'Oreal hair care products. New assignments: BAT-Hilton king size cigarets, Coca-Cola (Tab), Colgate-Palmolive (Fab automatic), Gillette (Kilometrico). Accounts lost: Japan Airlines, Watson the Wine Merchant.

Modern Advertising, Hong Kong, reports gross income of $522,561 on billings of $3,483,805 for 1979, compared with gross income of $359,347 on billings of $2,396,842 for 1978. (In local currency, gross income was HK$2,578,000 on billings of HK$17,187,000 in 1979, compared with gross income of HK$1,772,800 on billings of HK$11,824,576 in 1978.) Media breakdown: Newspapers 34.5%; magazines 12%; radio 1.8%; tv 48.7%; outdoor 4%; transit advertising 2.3%; cinema .3%. Employes: 30. Accounts gained: Grindlays Dao Heng Bank, Mentholatum, Real Fresh Milk, Armstrong products, Jaeger fashions. Account lost: FNCB Financial.

Ogilvy & Mather, Hong Kong, reports gross income of $1,309,105 on billings of $8,731,730 for 1979, compared with gross income of $1,024,888 on billings of $6,836,003 for 1978. (In local currency, gross income was HK$6,458,339 on billings of HK$43,077,121 in 1979, compared with gross income of HK$5,056,180 on billings of HK$33,724,720 in 1978.) Media breakdown: Newspapers 27%; magazines 19%; radio 1%; tv 51%; outdoor 1%; cinema 1%. Employes: 51. Accounts gained: Cussons, Vita, Burroughs-Wellcome, *Reader's Digest*, Rado, Royal Garden Hotel, Sperry-Univac, R.J. Reynolds (new products). Accounts lost: 7-UP, Sugus Confectionery.

People & Grey, Hong Kong, reports gross income of $290,000 on billings of $1,932,000 for 1979, compared with gross income of $55,000 on billings of $365,000 for 1978. (In local currency, gross income was HK$1,429,000 on billings of HK$9,530,000 in 1979, compared with gross income of HK$270,000 on billings of HK$1,800,000 in 1978.) Employes: 20. Accounts gained: 7-UP, Hennessy.

SSC&B: Lintas, Hong Kong, reports gross income of $222,000 on billings of $1,476,000 for 1979, compared with gross income of $64,000 on billings of $427,000 for 1978. (In local currency, gross income was HK$1,093,000 on billings of HK$7,232,000 in 1979, compared with gross income of HK$316,000 on billings of HK$2,108,000 in

HONG KONG

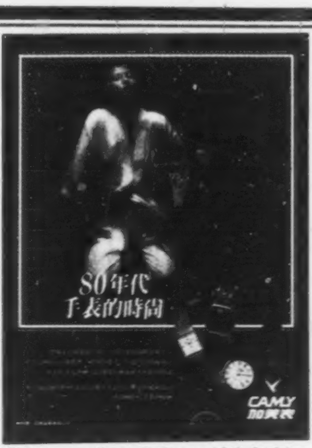
1978.) Media breakdown: Newspapers 16%; magazines 2%; tv 82%. Employes: 13. Accounts gained: Dairy Farm Corporate, Regent Int'l Hotels, Gilman-Rowntree products, Lawe, William & Co., Citicorp-First National City Bank travelers checks, Hong Kong Government Metrication.

J. Walter Thompson Co., Hong Kong, reports gross income of $547,290 on billings of $3,648,600 for 1979, compared with gross income of $384,522 on billings of $2,564,763 for 1978. (In local currency, gross income was HK$2,700,000 on billings of HK$18,000,000 in 1979, compared with gross income of HK$1,897,000 on billings of HK$12,643,000 in 1978.) Media breakdown: Newspapers 28.8%; magazines 11.8%; radio 2.1%; tv 56.7%; outdoor .5%; cinema .1%. Employes: 33. Accounts gained: *Asiaweek*, Bausch & Lomb, Burger King, Continental Airlines, Glaxo HK, Rolex watch, Tudor watch, Unicorn books, Esselte Dymo, Kowloon Dairy Asia, Cyanamid, Deutsche Bank. Acconts lost: Esin canning industry, Pan Am World Airlines, Pearl City dept. store, Tai Pan Row.

Thompson, Wong, Kiernan, Kenyon & Eckhardt, Hong Kong, reports gross income of $1,425,281 on billings of $8,297,558 for 1979, compared with gross income of $1,224,700 on billings of $6,845,139 for 1978. (In local currency, gross income was HK$7,031,479 on billings of HK$40,935,163 in 1979, compared with gross income of HK$6,041,933 on billings of HK$33,769,804 in 1978.) Media breakdown: Newspapers 15.2%; magazines 6.84%; radio 1.94%; tv 54.53%; outdoor 2.04%;cinema .55%; art/tv production 18.81%. Employes: 65. Account gained: Watsons The Wine Merchants Ltd. Accounts lost: Jas. Hennessy (resigned), Rolex (HK) Ltd.

3A Publicity 'n Promotions, Hong Kong, reports gross income of $153,444 on billings of $770,260 for 1979, compared with gross income of $180,403 on billings of $1,195,930 for 1978. (In local currency, gross income was HK$757,000 on billings of HK$3,800,000 in 1979, compared with gross income of HK$890,000 on billings of HK$5,900,000 in 1978.) Media breakdown: Print 60.7%; tv 38.2%; others 1.1%. Employes: 18. Accounts gained: East Asiatic Co. Wine 'n Spirits, Texwood's Jive sportswear.

Tse, Needham Advertising Int'l, Hong Kong, reports gross income of $477,817 on billings of $3,187,034 for 1979, compared with gross income of $334,018 on billings of $1,700,384 for 1978. (In local currency, gross income was HK$2,357,258 on billings of HK$15,722,911 in 1979, compared with gross income of HK$1,647,842 on billings of HK$8,388,674 in 1978.) Media breakdown: Newspapers 14%; magazines 3%; radio .7%; tv 52.3%; outdoor 1.7%; cinema 1.1%; print, display, etc. 27.2%. Employes: 37. Accounts gained: The Garden Co., Hawaiian Holiday Macadamia Nut Co., Hiram Walker (Int'l), Kitchens of Sara Lee (Aust.), Lambda Electronics, Swire Loxley, Tse Sui Luen jewelry, The Century Hyatt Tokyo, Far Eastern Textile Group. Account lost: Regent International Hotels.



This magazine ad gives a high-fashion image to Swiss-maoe Camy watches introduced in Hong Kong in late 1979. Agency: Berry Currie Advertising, Hong Kong.

Wong & Lam Advertising, Hong Kong, reports gross income of $973,746 on billings of $3,158,304 for 1979, compared with gross income of $343,004 on billings of $2,286,696 for 1978. (In local currency, gross income was HK$2,337,176 on billings of HK$15,581,173 in 1979, compared with gross income of HK$1,692,178 on billings of HK$11,281,184 in 1978.) Media breakdown: Newspapers 25%; magazines 5%; radio 5%; tv 65%. Employes: 18. Accounts gained: S.C. Johnson (additional hair care assignment), KWV brandy, Pauls milk, Almond Roca, Tulip meat products, Gilman watches (Azur), Cheung Kong (Holdings), Wittnauer watches.

Young & Rubicam, Hong Kong, reports gross income of $1,350,000 on billings of $9,005,000 for 1979, compared with gross income of $983,000 on billings of $6,557,000 for 1978. (In local currency, gross income was HK$6,662,000 on billings of HK$44,421,665 in 1979, compared with gross income of HK$4,850,000 on billings of HK$32,345,681 in 1978.) Y&R does not report billings. Figures given are AA estimates. Media breakdown: Newspapers 31%; magazines 16%; radio 1%; tv 51%;cinema 1%. Employes: 59. Accounts gained: Eastmark candy, Foodmart, Shewan Tomes Traders, Central Enterprises, Watson toys, New Zealand Dairy Board, Hallmark. Accounts lost: Chase Manhattan, Garden Co.

INDIA

The same 1979 rate of .1275 dollars to the Indian rupee was also applied to local currency reported for 1978 income and billings in this issue. This procedure factors out a 10% appreciation of the rupee against the dollar based on rupee s 1978 exchange rate of .116

Advertising & Sales Promotion Co., New Delhi, reports gross income of $885,360 on billings of $4,736,000 for 1979, compared with gross income of $789,700 on billings of $4,214,000 for 1978. (In local currency, gross income was Rs.6,994,000 on billings of Rs.37,147,000 in 1979, compared with gross income of Rs.6,194,000 on billings of Rs.33,052,000 in 1978.) Media breakdown: Newspapers 62%; magazines 13%; radio 8%; tv 5%; outdoor 4%; cinema 3%; exhibition 5%. Employes: 210. Accounts gained: National Book Trust, Oil & Natural Gas Commission. Accounts lost in 1979: U.K. Batteries.

Chaitra Advertising, Bombay, reports gross income of $688,500 on billings of $4,590,000 for 1979, compared with gross income of $619,650 on billings of $4,131,000 for 1978. (In local currency, gross income was Rs.5,400,000 on billings of Rs.36,000,000 in 1979, compared with gross income of Rs.4,860,000 on billings of Rs.32,400,000 in 1978.) Media breakdown: Newspapers 40%; magazines 20%; radio 5%; tv 10%; outdoor 5%; point of sale 2%; cinema 15%; consultancy/service charges 3%. Employes: 118. Accounts gained: Alkali & Chemical Corp., Associated Breweries & Distilleries, Dalmia Dairy Industries, Kirloskar Ghatge Patil Auto, Mysore Power Corp., National Hydroelectric Power Corp. Accounts lost: Dempo Group, Monica Electronics Private.

Clarion Advertising Services, associated with McCann-Erickson, reports gross income of $1,275,000 on billings of $10,786,500 for 1979, compared with gross income of $1,690,000 on billings of $8,990,000 for 1978. (In local currency, gross income was Rs.7,000,000 on billings of Rs.84,600,000 in 1979, compared with gross income of Rs.13,255,000 on billings of Rs.70,509,000 in 1978.)

Everest Advertising, Bombay, reports gross income of $772,522 on billings of $4,653,750 for 1979, compared with gross income of $662,490 on billings of $3,844,125 for 1978. (In local currency, gross income was Rs.6,059,000 on billings of 36,500,000 in 1979, compared with gross income of Rs.5,196,000 on billings of Rs.30,150,000 in 1978.) Media breakdown: Newspapers 51.5%; magazines 8.5%; radio 13%; tv 6%; outdoor 1.5%; business press 0.5%; point of sale 15%; cinema 4%. Employes: 145, as compared to 127 the previous year. Accounts gained: Allana Oil Mills, All India Cotton Seed Crushers Assn., Associated Corporate Consultants, Bombay Mercantile Cooperative Bank, Chitralekha, Dempo Steamship, Danfoss, Flash Laboratories, Gammon India, Kothari Chemicals, Monarch Enterprises, Monginis, Press Metal Corp., Synthetic Foam, United Felts & Carpets, Voltas.

Grant Advertising (India), Bombay, part of Kenyon & Eckhardt International, reports gross income of $676,525 on billings of $4,510,000 for 1979, compared with gross income of $569,591 on billings of $3,797,000 for 1978. (In local currency, gross income was Rs.5,412,000 on billings of Rs.36,081,000 in 1979, compared with gross income of Rs.4,910,000 on billings of Rs.32,735,000 in 1978.) Media breakdown: Newspapers 35%; magazines 23%; radio 12%; tv 11%; outdoor 1%; other (print, press material, film prod.) 17%. Employes: 138. Accounts gained: Air Lanka, Shri Ambuja Petrochemicals, Kontext Chemicals, Stitch Art Exports, Indodan Milk Prods., Combii Organochem, Premier Group, Zakki International, Wonderax Laboratories. Accounts lost: Nandan Textiles, Kwality Ice Creams.

Hindustan Thompson Associates, Bombay, reports gross income of $2,613,000 on billings of $17,085,000 for 1979, compared with gross income of $2,427,000 on billings of $15,874,000 for 1978. (In local currency, gross income was Rs.20,500,000 on billings of Rs.134,000,000 in 1979, compared with gross income of Rs.19,040,000 on billings of Rs.124,502,000 in 1978.) Media breakdown: Newspapers 46%; radio 4%; tv 5%; outdoor 1%; point of sale 15%; cinema 11%; other (research, service fee, etc.) 18%. Employes: 524. Accounts gained: Anglo-French Textiles, Bengal Immunity Co., Coal India, *The Economic Times*, Engineering Projects India, G. Atherton Co., Indian Handicrafts, Indo National, Kwality Ice Creams, Lily Barley Mills, Lily Biscuit, Lloyd Sales Corp., Madhya Pradesh State Tourism Development Corp., National Agricultural Cooperative Marketing Federation of India, Parry's Confectionery, Rayala Corp., Savera Hotel, Tata Engineering and Locomotive Co., Trade Development Authority. Additional assignments from existing clients: Glaxo Laboratories, Hindustan Lever, Voltas. Accounts lost (all resigned): Asbestos Cement, Hindustan Aeronautics, Jayna Time Industries.

Jaisons Advertising, Bombay, reports gross income of $334,600 on billings of $2,313,000 for 1979, compared with gross income of $290,011 on billings of $1,969,000 for 1978. (In local currency, gross income was Rs.2,624,000 on billings of Rs.18,146,000 in 1979, compared with gross income of Rs.2,274,000 on billings of Rs.15,446,000 in 1978.) Media breakdown: Newspapers 60%; magazines 10%; supplements 1%; radio 8%; tv 5%; outdoor 3%; business press 1%; farm press 1%; transit advertising 2%; point of sale 1%; cinema 8%. Employes: 86. Accounts gained: Antifriction Bearing Corp., Bombay Soap, Estrella Batteries, McGaw Ravindra Laboratories, Nesa Suitings. Accounts lost: Cruissar Pens, Muller & Phipps.

Lintas India, Bombay, reports gross income of $1,586,000 on billings of $10,577,000 for 1979, compared with gross income of $1.459,000 on billings of $9,728,000 for 1978. (In local currency, gross income was Rs.12,442,000, on billings of Rs.82,960,000 in 1979, compared with gross income of Rs.11,443,000 on billings of Rs.76,300,000 in 1978.) Media breakdown: Newspapers and magazines 47%; radio 11%; tv 8%; outdoor 6%; cinema 28%. Employes: 150. Accounts gained: Crompton Greaves, Tata Iron & Steel Co., Motor Industries Co., Hindustan Lever—Communications. Accounts lost: Thomson Press India, Tube Investments of India.

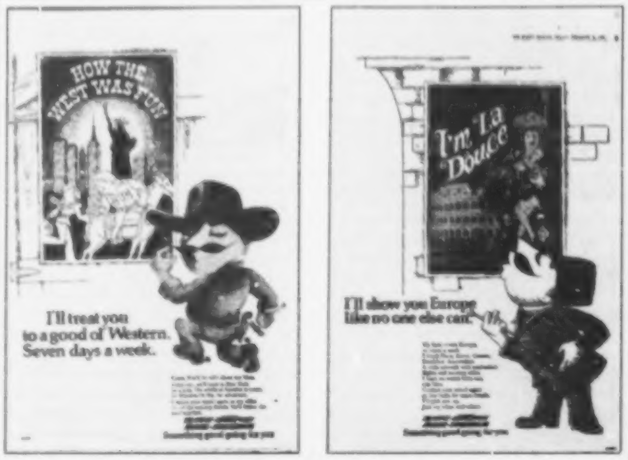
Newfields Advertising, New Delhi, reports gross income of $315,563 on billings of $21,037,000 for 1979, compared with gross income of $286,875 on billings of $19,125,000 for 1978. (In local currency, gross income was Rs.2,475,000 on billings of Rs.16,500,000 in 1979, compared with gross income of Rs.2,250,000 on billings of Rs.10,000,000 in 1978.) Media breakdown: Newspapers 65%; magazines 8%; supplements 3%; radio 10%; tv 5%; outdoor 4%; point of sale 5%. Employes: 72. Accounts gained: Bharat Alums & Chemicals, British Motor Car Co., Delhi State Industrial Development Corp., Haryana Dairy Development Cooperative Federation, Mercury Rubber Mills, National Brass Engineering Foundry, Navyug Auto & Allied Industries, National Projects Construction Corp., S.B. Billimoria & Co., Zenith Electricals.

Ogilvy Benson & Mather, Bombay, reports gross income of $1,101,000 on billings of $7,178,000 for 1979, compared with gross income of $1,003,000 on billings of $6,621,000 for 1978. (In local currency, gross income was Rs.8,640,000 on billings of Rs.56,304,000 in 1979, compared with gross income of Rs.7,869,000 on billings of Rs.51,930,000 in 1978.) Media breakdown: Newspapers 50%; magazines 11%; radio 4%; tv 8%; outdoor 2%; business press 2%; point of sale 11%; cinema 12%. Employes: 238. Accounts gained: Voltas (Rasna soft drink concentrate, Rasna food flavours, and three new development products), Corn Products (Kheermaker, Flavoured Glucovita & Fiesta sauce), Spencers (Duraclamps, Conemara Hotel), I.T.C. Hotels (Maurya Sheraton), Chippendale.

Shilpi Advertising, Bombay, reports gross income of $576,000 on billings of $3,826,000 for 1979, compared with gross income of $617,000 on billings of $4,028,000 for 1978. (In local currency, gross income was Rs.4,519,000 on billings of Rs.30,015,000 in 1979, compared with gross income of Rs.4,843,000 on billings of Rs.31,594,000 in 1978.) Media breakdown: Newspapers 30%; magazines 14%; radio 11%; tv 2%; outdoor 8%; point of sale 12%; cinema 23%. Employes: 111.

Sista's Private, Bombay, reports gross income of $643,000 on billings of $4,290,000 for 1979, compared with gross income of $522,000 on billings of $3,567,000 for 1978. (In local currency, gross income was Rs.5,045,000 on billings of Rs.33,650,000 in 1979, compared with gross income of Rs.4,098,000 on billings of Rs.27,982,000 in 1978.) Media breakdown: Newspapers 41%; magazines 18%; radio 7%; tv 5%; outdoor 1%; point of sale 12%; cinema 16%. Employes: 150. Accounts gained: Hyderabad Allwyn Metal Works, Indian Telephone Industries, Lakharpal National, Paville Fashions, Sukanta, Andhra Pradesh State Financial Corp. Accounts lost: Glaxo Laboratories, Heliplastics, Patel Roadways, S.S. Miranda.

Ulka Advertising, Bombay, reports gross income of $1,051,000 on billings of $7,012,000 for 1979, compared with gross income of $879,000 on billings of $5,866,000 for 1978. (In local currency, gross income was Rs.8,250,000 on billings of Rs.55,000,000 in 1979, compared with gross income of Rs.6,901,000 on billings of Rs.46,010,000 in 1978.) Media breakdown: Newspapers 40%; magazines 10%; radio 10%; tv 7%;


HOW THE WEST WAS FUN
I'll treat you to a good ol' Western. Seven days a week.
I'm La Douce
I'll show you Europe like no one else can.

Air India has stepped up advertising both ways now that Indians can travel abroad on competitive excursion fares without paying the punitive travel tax. The playful Maharajah, part of Air India's advertising for 30 years, dons the clothes of the country that he wants to take his fellow countrymen to. Agency: Hindustan Thompson Associates.

INDIA

outdoor 5%; point of sale 5%; cinema 12%; other (art/production) 11%. Employes: 178 (in 3 offices). Accounts gained: Chowgule & Co., Rallis India, Voltas Ltd., Jagatjit Industries, Milkfoods, Soya Production & Research Assn., U.P. Electronics Corp., Mazda Agro Industries, National Insurance Co., Tractors India.

IRELAND

An exchange rate of 2.04 dollars to the Irish pound was used for both 1978 and 1979 gross income and billings.

Bell Advertising, Dublin, member of the Wilson Hartnell Group, reports gross income of $843,948 on billings of $4,885,800 for 1979, compared with gross income of $603,840 on billings of $3,593,460 for 1978. (In local currency, gross income was £413,700 on billings of £2,395,000 in 1979, compared with gross income of £296,000 on billings of £1,761,500 in 1978.) Media breakdown: Newspapers 60%; magazines 9%; radio 6%; tv 16%; outdoor 1%; business press 8%. Employes: 30. Accounts gained: Mace Grocery Group, Dublin Corp., Corcoran & Co. (mixers, soft drinks), Ballet International (foundation garments), Trustee Savings Banks (national advertising), Health Education Bureau (dental health), Nokia (in part). Account lost: Thor Electrical Appliances.

Doherty Advertising, Dublin, reports gross income of $906,780 on billings of $4,919,962 for 1979, compared with gross income of $646,680 on billings of $3,738,706 for 1978. (In local currency, gross income was £444,500 on billings of £2,411,746 in 1979, compared with gross income of £317,000 on billings of £1,832,699 in 1978.) Media breakdown: Newspapers 50%; magazines 8%; radio 12%; tv 18%; outdoor 9%; farm press 3%. Employes: 28. Accounts gained: Proctor Silex, Russell Hobbs, Iona Food Mixers, Bolands Bakery, Windsor Motors, Thor Electric Appliances, Donaghmede Shopping Centre. Account lost: Fairlane Motor Co.

Aubrey Fogarty Associates, Dublin, reports gross income of $550,800 on billings of $2,448,000 for 1979, compared with gross income of $428,400 on billings of $1,938,000 for 1978. (In local currency, gross income was £270,000 on billings of £1,200,000 in 1979, compared with gross income of £210,000 on billings of £950,000 in 1978.) Media breakdown: Newspapers 41%; magazines 5%; supplements 1%; radio 13%; tv 33%; business press 3%; farm press 2%; transit advertising 1%; point of sale 1%. Employes: 30. Accounts gained: Howard Rotavators, Merchant Meade, Pauls Group Motors, Tamsit, James Day & Sons, Shape In Hair, Local Government Computer Services Board. Account lost: Massey Ferguson.

O'Keeffees, Dublin, reports gross income of $902,931 on billings of $6,998,259 for 1979, compared with gross income of $670,342 on billings of $3,384,295 for 1978. (In local currency, gross income was £442,613 on billings of £2,450,127 in 1979, compared with gross income of £328,599 on billings of £1,658,968 in 1978.) Media breakdown: Newspapers 36.57%; magazines 2.22%; radio 10.78%; tv 43.18%; outdoor 1.50%; business press 2.00%; farm press 3.30%; cinema 0.45%. Employes: 27. Accounts gained: Court Hotel, Alfred Marks, Video Electronics, McCullochs Chain Saws, Department of Industry, Commerce and Energy, Richmond cigarets. Account lost: Williams and Humbert.

Wilson Hartnell Advertising & Marketing, member of the Wilson Hartnell Group, reports gross income of $1,520,371 on billings of $8,798,520 for 1979, compared with gross income of $1,240,320 on billings of $7,166,520 for 1978. (In local currency, gross income was £745,280 on billings of £4,313,000 in 1979, compared with gross income of £608,000 on billings of £3,513,000 in 1978.) Media breakdown: Newspapers 30%; magazines 4%; radio 11%; tv 50%; outdoor 3%; business press 2%. Employes: 55. Accounts gained: Goodyear Tire & Rubber Co., Seiko Watches, Cadbury's Crunchie, Whisk & Serve Custard (General Foods), Irish Mist Liqueur. Account lost: C.I.E. (expressway buses).

ISRAEL

The same 1979 rate of .0447 dollars to the Israeli pound was also applied to local currency reported for 1978 income and billings in this issue. This procedure factors out a 17% depreciation of the I pound against the dollar based on I pound's 1978 exchange rate of .0541.

Bing-Linial Advertising, Haifa and Tel-Aviv, reports gross income of $894,000 on billings of $4,738,200 for 1979, compared with gross income of $402,300 on billings of $2,100,900 for 1978. (In local currency, gross income was I£ 20,000,000 on billings of I£ 106,000,000 in 1979, compared with gross income of I£ 9,000,000 on billings of I£ 47,000,000 in 1978.) Media breakdown: Newspapers 48%; magazines 15%; radio 15%; outdoor 3%; business press 1%; transit advertising 1%; point of sale 0.5%; cinema 3%; other 13.5%. Employes: 42. Accounts gained: Eve & Adam, Rokach, Sauter, Israel Fruit Council, Etz-Hazayit, Tel-Aviv Country Club. Accounts lost: Supergas, Tiv-Tov.

IMAA/Aylon-Aylat-Ralston, Tel Aviv, only reports billings of $2,500,000 for 1979. (In local currency, billings were I£ 80,000,000 in 1979.) Accounts gained: Mefi Springwall mattresses, Sealy mattresses, Sahar Insurance Co., Metz TV, Kadosh Jeans, Snir Furniture, Clilit Car Leasing. Accounts lost: Schweppes, Dizenhaus Travel.

May-Tal Associated Advertising Services Limited, Tel Aviv, only reports billings of $1,340,000 for 1979, compared with billings of $810,000 for 1978. (In local currency, billings were I£ 30,000,000 in 1979, compared with billings of I£ 18,000,000 in 1978.) Media breakdown: Newspapers 45%; magazines 15%; supplements 20%; radio 10%; outdoor 2%; transit advertising 6%; cinema 2%. Employes: 15. Accounts gained: Womens Hygenics, Sewer Installation Service, Medical Encyclopaedia.

ITALY

The same 1979 rate of .001238 dollars to the Italian lire was also applied to local currency reported for 1978 income and billings in this issue. This procedure factors out a 5% depreciation of the lire against the dollar based on lire's 1978 exchange rate of .0013.

ATA Univas, Milan, reports gross income of $3,253,464 on billings of $22,655,400 for 1979, compared with gross income of $2,894,444 on billings of $20,074,170 for 1978. (In local currency, gross income was LI 2.628 billion on billings of LI 18.3 billion in 1979, compared with gross income of LI 2.338 billion on billings of LI 16.215 billion in 1978.) Media breakdown: Newspapers 12% magazines 47%; radio 13%; tv 21%; outdoor 5%; point of sale 1%; cinema 1%. Employes: 66. Accounts gained: Assitalia insurance, Rizzoli (*Annabella* - women's magazine). Account lost: Bonomelli.

B Communications, Milan, reports gross income of $1,360,704 on billings of $12,541,197 for 1979, compared with gross income of $984,210 on billings of $8,968,072 for 1978. (In local currency, gross income was LI 1.099 billion on billings of LI 10.130 billion in 1979, compared with gross income of LI 795,000,000 on billings of LI 7.244 billion in 1978.) Media breakdown: Newspapers 22.1%; magazines 34.7%; supplements 11%; radio 5.1%; tv 27.3%; outdoor 7.9%; business press 11%; transit advertising 2%; point of sale 11%; cinema 11%; farm press 0.9%. Accounts gained: Coin department stores, Campari international campaign, Paglieri toiletries, IGF leather fashion, Simar, Mirabello. Accounts lost: Supermarkets Italiani, Gamba Rotta liqueurs.

Ted Bates & Co., Milan, reports gross income of $1,163,302 on billings of $8,922,523 for 1979, compared with gross income of $838,501 on billings of $6,433,631 for 1978. (In local currency, gross income was LI 939,662,000 on billings of LI 7.207 billion in 1979, compared with gross income of LI 677,303,000 on billings of LI 5.197 billion in 1978.) Media breakdown: Newspapers 5.6%; magazines 36.9%; radio 12.2%; tv 35.2%; outdoor 5.1%; cinema 1.2%; other 3.8%. Employes: 31. Accounts gained: Het Nederlandse Zuivelbureau (Edam cheese), Schiaparelli - Torino (pharmaceuticals), I.S.F.-Milan (pharmaceuticals). Accounts lost: Magirus Deutz Italia, Vernona (industrial vehicles), Warner-Lambert.

Benton & Bowles, Milan, reports gross income of $1,153,786 on billings of $7,695,751 for 1979, compared with gross income of $903,937 on billings of $6,029,260 for 1978. (In local currency, gross income was LI 931,975,528 on billings of LI 6.216 billion in 1979, compared with gross income of LI 730,159,088 on billings of LI 4.870 billion in 1978.) Media breakdown: Newspapers 2%; magazines 36%; supplements 1%; radio 7%; tv 49%; business press 1%; point of sale 1%; cinema 3%. Employes: 26. Accounts gained: Sovirel, Bayer, Manetti e Roberts, Latina Assicurazioni, Banco do Brasil. Accounts lost: Perferri, DMC, Harley-Davidson.

Leo Burnett, Milan, reports gross income of $896,000 on billings of $5,974,000 for 1979, compared with gross income of $878,000 on billings of $5,858,000 for 1978. (In local currency, gross income was LI 723,514,000 on billings of LI 4.826 billion in 1979, compared with gross income of LI 709,473,000 on billings of LI 4.732 billion in 1978.) Employes: 26. Accounts gained: Liliphon, Sao Cafe, Zucchi, Zeta Zukki, Baby Crema Johnson's, White Label.

Compton Italia, Rome, reports gross income of $1,680,000 on billings of $11,204,000 for 1979, compared with gross income of $1,491,790 on billings of $10,239,498 for 1978. (In local currency, gross income was LI 1.358 billion on billings of LI 9.050 billion in 1979, compared with gross income of LI 1.205 billion on billings of LI 8.271 billion in 1978.) Media breakdown: Newspapers 7%; magazines 46%; tv 31%; outdoor 6%; business press 3%; farm press 4%; cinema 3%. Accounts gained: IBM office products, Pampers, Silences (Jacomo perfume), Jeanne Gatineau cosmetics, TVS, Memorex H1. Accounts lost: Kronenbourg, USTC.

CPV, Kenyon & Eckhardt Italiana, Milan, only reports billings of $2,160,310 for 1979, compared with billings of $1,740,628 for 1978. (In local currency, billings were LI 1.745 billion in 1979, compared with billings of LI 1.406 billion in 1978.) Media breakdown: Newspapers 14.1%; magazines 52.6; radio 3.1%; tv 19.2%; outdoor 5%; cinema 6%. Employes: 53. Accounts gained: Alisarda - Sardinia airlines, Banca d'America e d'Italia, Canon cinecameras and optics, Peugeot 104 cars, Chesebrough-Pond's, Magirus Deutz Iveco trucks. Accounts lost: Avis Rent a Car, Texas instruments, Poltrona Frau (armchairs).

D'Arcy-MacManus & Masius, Milan, reports gross income of $1,932,000 on billings of $12,881,000 for 1979, compared with gross income of $1,313,000 on billings of $8,759,000 for 1978. (In local currency, gross income was LI 1.560 billion on billings of LI 10.405 billion in 1979, compared with gross income of LI 1.061 billion on billings of LI 7.075 billion in 1978.) Media breakdown: Newspapers and magazines 30%; radio 7%; tv 45%; outdoor 13%; cinema 5%. Employes: 43. Accounts gained: Societa Italiana Manufatti, Europ Assistance, Consorzio Commissionario Speciale. Account lost: ITT.

Dorland Italiana, Milan, only reports billings of $3,730,000 for 1979, compared with billings of $3,380,000 for 1978. (In local currency, billings were LI 2.013 billion in 1979, compared with billings of LI 2.730 billion in 1978.) Media breakdown: Newspapers 15%; magazines 45%; supplements 3%; radio 1%; tv 17%; business press 5%; cinema 14%. Employes: 18. Accounts gained: Asso hams and salami, *Financial Times*, Jaeger, Group 4 Italia, Rolls Royce.

Doyle Dane Bernbach Italia, Milan, reports gross income of $1,109,248 on billings of $7,394,986 for 1979, compared with gross income of $1,009,580 on billings of $6,739,536 for 1978. (In local currency, gross income was LI 896,000,000 on billings of LI 5.973 billion in 1979, compared with gross income of LI 815,493,000 on billings of LI 5.437 billion in 1978.) Media breakdown: Newspapers 5%; magazines 20%; radio 8%; tv 23%; outdoor 8%; business press 1%; cinema 1%; production 15%; art/copy 8%; other 11%. Employes: 21. Accounts gained: Accademia S.R.L., Plasmon S.p.A.

Euro-Advertising, Bologna, reports gross income of $1,063,600 on billings of $7,094,400 for 1979, compared with gross income of $764,615 on billings of $5,130,764 for 1978. (In local currency, gross income was LI 859,127,150 on billings of LI 5.73 billion in 1979, compared with gross income of LI 617,620,820 on billings of LI 4.14 billion in 1978.) Employes: 21. Accounts gained: CLB (Heudeberts French toast), Dalmas ladies' underwear, Ditron Group (Casio pocket calculators, Hitachi/Inno-Hit, HIF-Maruman, lighters-Jean Lacroix, Pipers), Fonte Sacramora mineral water and soft drinks, Gerflor (floor treatment), Magli shoes and leather goods, MB International-women's swim suits, Mizar-Boschi women's wear, Pancaldi and B men's shirts and women's wear, Re-El electronic toys, Tefal Italia kitchen equipment, Woman Italiana night dresses and women's underwear.

Foote, Cone & Belding, Milan, reports gross income of $3,470,041 on billings of $23,145,172 for 1979, compared with gross income of $2,705,309 on billings of $18,044,405 for 1978. (In local currency, gross income was LI 2.803 billion on billings of LI 18.696 billion in 1979, compared with gross income of LI2.185 billion on billings of LI 14.575 billion in 1978. Media breakdown: Newspapers 15.5%; magazines 38.57%; radio 4.8%; tv 22.61%; outdoor 15.4%; cinema 3.12%. Employes: 84. Accounts gained: British Airways, Cinzano Spumanti, GFT-Facis, Lee Cooper, Promes, *Il Messaggero* SIP, new assignments from Braun, Gibb's, Gillette, GPF, Kraft, Rochas. Accounts lost: Enagh.

GGK Milano, Milan, reports gross income of $743,000 on billings of $4,952,000 for 1979, compared with gross income of $464,000 on billings of $3,095,000 for 1978. (In local currency, gross income was LI 600,000,000 on billings of LI 4 billion in 1979, compared with gross income of LI 375,000,000 on billings of LI 2.5 billion in 1978.) Media breakdown: Newspapers 21%; magazines 56%; radio 3%; tv 12%; outdoor 5%; business press 3%. Employes: 10. Accounts gained: Eminence men's underwear, Delchi, Fastigi furniture, Silent Gliss, Deko fabrics.

Int. H. A. Special, Turin, reports gross income of $965,000 on billings of $5,957,000 for 1979, compared with gross income of $794,000 on billings of $4,761,000 for 1978. (In local currency, gross income was LI 779,400,000 on billings of LI 4.812 billion in 1979, compared with gross income of LI 641,284,000 on billings of LI 3.846 billion in 1978.) Media breakdown: Newspapers 13%; magazines 39%; tv 15%; outdoor 11%; business press 5%; farm press 5%; point of sale 10%; cinema 2%. Employes: 28. Accounts gained: Toro, Sacco.

Intermarco-Farner Italia, Milan, part of the Publicis Intermarco-Farner European agency network, reports gross income of $645,000 on billings of $4,302,000 for 1979, compared with

Da oggi potete smettere di essere troppo rigidi sulle vostre posizioni.

TBWA Milan illustrates mid-air body positions that can be achieved with the snug fit of a Vertebra chair.

ITALY

gross income of $701,000 on billings of $4,674,000 for 1978. (In local currency, gross income was LI 521,000,000 on billings of LI 3.475 billion in 1979, compared with gross income of LI 565,990,000 on billings of LI 3.775 billion in 1978.) Media breakdown: Newspapers and magazines 27%; radio 20%; tv 45.5%; outdoor 4%; cinema .5%; POS, promotion 3%. Employes: 19. Accounts gained: Audiola car hi-fi, Banque National de Paris, Boston Chemical adhesive tape/do-it-yourself products, IBM, Irish Tourist Board, Radio Studio 105, La Rinascente Gross-cash and carry, SAT Slendertone slimming equipment, Socofin hi-fi. Account lost: Pfaff sewing machines.

Italia/BBDO, Milan, reports gross income of $2,872,160 on billings of $19,523,260 for 1979, compared with gross income of $1,671,300 on billings of $11,142,000 for 1978. (In local currency, gross income was LI 2.32 billion on billings of LI 15.77 billion in 1979, compared with gross income of LI 1.35 billion on billings of LI 9 billion in 1978.) Media breakdown: Newspapers 18%; magazines 20%; radio 12%; tv 16%; outdoor 10%; business press 7%; point of sale 10%; cinema 2%. Employes: 48. Accounts gained: Club Mediterranee, Uno-A-Erre, Bristol-Myers, and Agfa.

Leader Pubblicita' E Marketing, Florence, only reports billings of $17,084,000 for 1979, compared with billings of $13,047,000 for 1978. (In local currency billings were LI 13.8 billion in 1979, compared with billings of LI 10.54 billion in 1978.) Media breakdown: Newspapers 4%; magazines 45%; radio 7%; tv 15%; outdoor 20%; business press 2%; transit advertising 1%; point of sale 4%; cinema 2%. Employes: 64. Accounts gained: Manetti-Roberts (Aersana & new products), Uno A Erre (Silver line), Teacher's Scotch whisky, Piaggio (dealer advertising), Parfums Gres Paris, Berec batteries, National (electronic flashes). Accounts lost: I.B.P. (Buitoni-Perugina).

MAC, Milan, reports gross income of $2,005,560 on billings of $13,277,085 for 1979, compared with gross income of $1,831,627 on billings of $12,216,952 for 1978. (In local currency, gross income was LI 1.62 billion on billings of LI 10.805 billion in 1979, compared with gross income of LI 1.48 billion on billings of LI 9.868 billion in 1978.) These figures are only for MAC and do not include IPR Italia, included in last year's figures. Media breakdown: Newspapers 15.5%; magazines 44.7%; supplements 1.5%; radio 7%; state tv 17%; outdoor 3.6%; business press 2.5%; transit advertising 3.4%; cinema 5%; private tv 4.3%. Employes: 19. Account gained: SAMS S.p.A.-casual wear.

McCann-Erickson Italiana, Milan, reports gross income of $7,073,000 on billings of $47,177,000 for 1979, compared with gross income of $6,035,000 on billings of $40,255,000 for 1978. (In local currency, gross income was LI 5.713 on billings of LI 38.106 billion in 1979, compared with gross income of LI 4.875 billion on billings of LI 32.516 billion in 1978.) Employes: 149. Accounts gained: Banco di Roma, Carnation pet food, Lines disposable diapers. New assignments: Gillette (Atra/Contour razor), Lanificio di Somma bed linens, L'Oreal (new products), Rizzoli (magazines), Unilever-Althea frozen foods, van de Bergh products.

Milano & Grey, Milan, reports gross income of $2,984,000 on billings of $20,055,000 for 1979, compared with gross income of $1,733,000 on billings of $11,637,000 for 1978. (In local currency, gross income was LI 2.41 billion on billings of LI 16.2 billion in 1979, compared with gross income of LI 1.4 billion on billings of LI 9.4 billion in 1978.) Media breakdown: Newspapers 7%; magazines 23.7%; radio 11.3%; tv 55.5%; outdoor 1.5%; cinema 1%. Employes: 50. Accounts gained: Rene Briand brandy, Chivas whisky, Vodka Nikolai, Four Roses bourbon, Einagh caravan and autocaravan, Averna International campaigns, Nivea cream, Atrix handcream, Kim cigarets, Meazzi musical instruments, Ansalplasto (plaster).

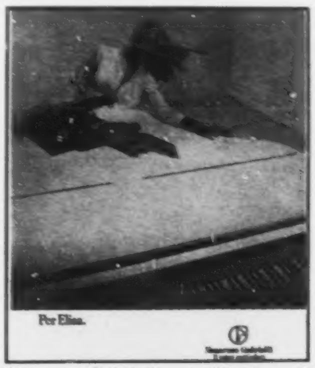
Norman, Craig & Kummel, Milan, reports gross income of $2,389,300 on billings of $15,937,000 for 1979, compared with gross income of $2,035,643 on billings of $13,571,000 for 1978. (In local currency, gross income was LI1.93 billion, on billings of LI12.87 billion in 1979, compared with gross income of LI1.64 billion on billings of LI10.96 billion in 1978.) Media breakdown: Newspapers 2%; magazines 32%; radio 19%; tv 33%; outdoor 11%; business press 1%; cinema 2%. Employes: 42. Accounts gained: Industrie Buitoni Perugina-new products, Colgate-Palmolive-Genio cream scourer, Experience toilet soap, Softergent (HDLS detergent), Recoaro-Gingerino soft drink, Testanera (Schwarzkopf), Kaloderma Gelee & Bianca, Opilca depilatory cream. Accounts lost: J.G. Durand, Tunisian tourism, Plasmon Dietetici Alimentari.

Ogilvy & Mather, Milan, reports gross income of $1,019,480 on billings of $6,799,935 for 1979, compared with gross income of $879,055 on billings of $5,863,300 for 1978. (In local currency, gross income was LI823,490,000 on billings of LI5.49 billion in 1979, compared with gross income of LI 710,061,000 on billings of LI4.74 billion in 1978.) Media breakdown: Newspapers 24%; magazines 30%; radio 5%; tv 34%; cinema 7%. Employes: 23. Accounts gained: Bayer Pharma, Campari International, TWA, *Corriere della Sera*. Accounts lost: Trenno, Alisarda, British Airways, Beecham.

Publinter wpt, Padua, Torino and Rome, reports gross income of $4,100,000 on billings of $26,600,000 for 1979, compared with gross income of $2,104,600 on billings of $19,808,000 for 1978. (In local currency, gross income was LI3.31 billion on billings of LI21.49 billion in 1979, compared with gross income of LI1.7 billion on billings of LI16 billion in 1978.) Media breakdown: Newspapers 10%; magazines 41%; radio 8%; tv 27%; outdoor 14%. Employes: 108. Accounts gained: IBP Buitoni-spaghettoni pasta, Loewe color tv sets, Fieldcrest bath towels, Mauro coffee, Pez sweets, BMW Marine (boat motors). Accounts lost: TWA, San Remo men's wear.

SSC&B (Italy), Milan, reports gross income of $4,277,000 on billings of $29,809,000 for 1979, compared with gross income of $2,981,000 on billings of $20,287,000 for 1978. (In local currency, gross income was LI3.46 billion on billings of LI24.08 billion in 1979, compared with gross income of LI2.41 billion on billings of LI16.39 billion in 1978.) Media breakdown: Newspapers 1%; magazines 33%; radio 15%; tv 38%; outdoor 1%; point of sale 2%; cinema 1%; other 9%. Employes: 90.

S&T ABH International, Milan, reports gross income of $817,080 on billings of $5,447,200 for 1979, compared with gross income of $1,015,160 on billings of $6,505,566 for 1978. (In local currency, gross income was LI660,000,000 on billings of LI4.4 billion in 1979, compared with gross income of LI820,000,000 on billings of LI5.25 billion in 1978.) Media breakdown: Newspapers 16%; magazines 48%; radio 7%; tv 11%; outdoor 18%. Emloyes: 15. Accounts gained: Laverda, Malobbia, Marvin, Rumi, Bellentani. Accounts lost: I.A.C., Lee Cooper, Marus.



Nazareno Gabrielli, one of Italy's most prestigious leather goods manufacturers, commissions leading photographers to interpret the 'Gabrielli Woman' theme in their own completely personal way. Photographers are identified in the ads. Elisa and attache in this case were snapped by Ignazio Parravicini. CPV, Kenyon & Eckhardt Italiana, Milan, is the agency.

TBWA, Milan, reports gross income of $3,050,000 on billings of $20,330,000 for 1979, compared with gross income of $1,739,400 on billings of $11,600,000 for 1978. (In local currency, gross income was LI2.464 billion on billings of LI16.422 billion in 1979, compared with gross income of LI1.41 billion on billings of LI9.37 billion in 1978.) Media breakdown: Newspapers 15%; magazines 55%; radio 5%; tv 15%; outdoor 5%; business press 5%. Employes: 60. Accounts gained: 3M, Quaker Oats, Corn Products, Henkel.

Armando Testa, Torino, reports gross income of $4,568,000 on billings of $32,283,000 for 1979, compared with gross income of $3,652,000 on billings of $23,591,000 for 1978. (In local currency, gross income was LI3.69 billion on billings of LI26.08 billion in 1979, compared with gross income of LI2.95 billion on billings of LI19.06 billion in 1978.) Media breakdown: Newspapers 5%; magazines 32%; radio 12%; tv 36%; outdoor 8%; transit advertising 4%; cinema 3%. Employes: 118. Accounts gained: Supermercati Esselunga, Rubinetterie Zucchetti, Coasorzio Asti Spumante. Account lost: Olio Sasso.

J. Walter Thompson Italia, Milan, reports gross income of $6,681,011 on billings of $46,251,508 for 1979, compared with gross income of $5,509,700 on billings of $38,553,047 for 1978. (In local currency, gross income was LI5.4 billion on billings of LI37.36 billion in 1979, compared with gross income of LI4.45 billion on billings of LI31.14 billion in 1978.) Media breakdown: Newspapers 41%; radio 5%; tv 23%; outdoor 6%; point of sale 2%; cinema 2%; fees (pr, studio, media buying etc.) 21%. Employes: 133. Accounts gained: Interbanca, Siai Marchetti airplanes, Zanussi-Zoppas appliances, Rizzoli-new daily *L'Occhio*, Arman windshield wipers, Fonti Levissima (Orange soda), Centro Sperimentale del Latte, Vister (Warner-Lambert), SME-GS (Serio project), Agusta-institutional, Kraft catering, Kodak copy prints, Sitia Yomo (new products), Guinness (new product). Accounts lost: Campari, Saga, Euronet.

Troost Campbell-Ewald, Milan, reports gross income of $1,577,000 on billings of $10,519,000 for 1979, compared with gross income of $1,260,000 on billings of $8,406,000 for 1978. (In local currency, gross income was LI1.27 billion on billings of LI8.5 billion in 1979, compared with gross income of LI1.02 billion on billings of LI6.79 billion in 1978.) Employes: 31. Accounts gained: Bisleri-Ferrochina bitters, IMEC-Symphonie women's wear, Menley & James-Contac, Philips white goods. Accounts lost: Rinascente department store, Sogetel-tv/hi-fi, Maxel sportswear.

Pubbli Dan Wirz, Milan, reports gross income of $620,000 on billings of $6,180,000 for 1979, compared with gross income of $532,340 on billings of $5,690,000 for 1978. (In local currency, gross income was LI500,000,000 on billings of LI5 billion in 1979, compared with gross income of LI430,000,000 on billings of LI4.6 billion in 1978.) January 1, 1979, Wirz Marketing & Pubblicita merged with Pubbli Dan. Media breakdown: Newspapers 9%; magazines 17%; supplements 1%; radio 4%; tv 31%; outdoor 21%; business press 2%; transit advertising 3%; point of sale 2%; cinema 2%; farm press 2%, direct mail 3%; sales promotion 3%. Employes: 20. Accounts gained: Storck KG marketing consulting, Hansa faucets, Merloni sanitary fittings. Accounts lost: Viva, Milano language schools.

Young & Rubicam, Milan, reports gross income of $6,576,000 on billings of $43,862,000 for 1979, compared with gross income of $4,521,000 on billings of $30,155,000 for 1978. (In local currency, gross income was LI5.31 billion on billings of LI35.43 billion in 1979, compared with gross income of LI3.65 billion on billings of LI24.36 billion in 1978.) Y&R does not publish billings figures. These are AA estimates. Media breakdown: Newspapers 10%; magazines 35%; radio 8%; tv 38%; outdoor 6%; cinema 2%; other 1%. Employes: 114. Accounts gained: Consorzio per la Convenzione Indennizzo Diretto, Blue Bell, Citibank, Fonti Levissima ("Billy" non-carbonated drink). Account lost: Fonti Levissima (lemon soda).

JAMAICA

The same 1979 rate of .5743 U.S. dollars to the Jamaica dollar was also applied to local currency reported for 1978 income and billings in this issue. This procedure factors out a 4% depreciation of the J dollar against the U.S. dollar based on J dollar's 1978 exchange rate of .5985.

Dunlop Corbin Compton Associates, Kingston, reports gross income of $415,814 on billings of $2,773,481 for 1979, compared with gross income of $352,914 on billings of $2,353,940 for 1978. (In local currency, gross income was J$724,037 on billings of J$4,829,325 in 1979, compared with gross income of J$614,512 on billings of J$4,098,799 in 1978.) Media breakdown: Newspapers 33%; magazines 4%; radio 27%; tv 16%; outdoor 8%; printing 12%. Employes: 28 in 1978. Accounts gained: Master Blend Feeds, Rapid Sheffield, CMP envelopes, Alcoa, Guinness Ja. (Ting), Holiday Inn, Popular Printers Inc. Account lost: Jamaica Telephone Co.

Lindo, Norman, Craig & Kummel, Kingston, reports gross income of $356,600 on billings of $2,379,000 for 1979, compared with gross income of $330,223 on billings of $2,211,055 for 1978. (In local currency, gross income was J$621,000 on billings of J$4,142,000 in 1979, compared with gross income of J$575,000 on billings of J$3,850,000 in 1978.) Media breakdown: Newspapers 36%; magazines 5%; radio 28%; tv 26%; outdoor 5%. Employes: 21. Accounts gained: Shell, Runaway Bay Hotel, Old Tom gin. Accounts lost: Highgate Foods, ICWI Insurance, Ovaltine.

McCann-Erickson (Jamaica), Kingston, reports gross income of $281,000 on billings of $1,874,000 for 1979, compared with gross income of $239,000 on billings of $1,597,000 for 1978. (In local currency, gross income was J$490,000 on billings of J$3,268,000 in 1979, compared with gross income of $417,000 on billings of J$2,781,000 in 1978.) Employes: 25. Accounts gained: Facey Commodity Co.—Eve packaged foods. New assignment: Highgate Food Products—chocolate drink, candy.

JAPAN

The same 1979 rate of .004708 dollars to the Japanese yen was also applied to local currency reported for 1978 income and billings in this issue. This procedure factors out a 4% depreciation of the yen against the dollar based on yen's 1978 exchange rate of .0049.

Asahi Kokoku-sha, Tokyo, reports gross income of $26,014,000 on billings of $165,382,000 for 1979, compared with gross income of $22,517,000 on billings of $153,161,000 for 1978. (In local currency, gross income was Y5.525 billion on billings of Y35.128 billion in 1979, compared with gross income of Y4.783 billion on billings of Y32.532 billion in 1978.) Media breakdown: Newspapers 69.2%; magazines 3.1%; radio 3.5%; tv 9.2%; point of sale 15%. Employes: 923 in 29 offices.

Asahi Tsushin Advertising, Tokyo, reports gross income of $20,799,944 on billings of $143,914,144 for 1979, compared with gross income of $18,306,587 on billings of $118,181,620 for 1978. (In local currency, gross income was Y4.418 billion on billings of Y30.568 billion in 1979, compared with gross income of Y3.888 billion on billings of Y25.102 billion in 1978.) Media breakdown: Newspapers 21.6%; magazines 11.7%; radio 3.3%; tv 39%; outdoor 3.3%; transit advertising 3%; point of sale 8.6%; other 9.5%. Employes: 390. Accounts gained: Nihon Fisheries, Nissin Foods Co.

Asia Advertising Agency, Tokyo, reports gross income of $1,413,000 on billings of $7,067,000 for 1979, compared with gross income of $1,215,000 on billings of $6,073,000 for 1978. (In local currency, gross income was Y300,000,000 on billings of Y1.501 billion in 1979, compared with gross income of Y258,000,000 on billings of Y1.290 billion in 1978.) Media breakdown: Newspapers 14%; magazines 17%; business press 40%; point of sale 1%; catalogs & brochures 17%; trade-fair exhibits & conventions 8%; pr publications 3%. Employes: 53. Account gained: Hitachi consumer account - VTR, hi-fi.

Chuo Senko Advertising, Tokyo, reports gross income of $15,453,539 on billings of $112,370,544 for 1979, compared with gross income of $14,048,672 on billings of $104,046,800 for 1978. (In local currency, gross income was Y3.282 billion on billings of Y23.868 billion in 1979, compared with gross income of Y2.984 billion on billings of Y22.1 billion in 1978.) Media breakdown: Newspapers 15%; magazines 8.9%; supplements 1%; radio 1.2%; tv 39%; outdoor 12.5%; business press 6.5%; transit advertising 2%; point of sale 5.7%; farm press 4.2%; international 4%. Employes: 280 in eight

JAPAN

domestic and seven overseas offices. Accounts gained: Skylark, Nihon Lego K.K., Fuji Latex, Kadus Japan, Doit Corp., Sony Plaza Store, Sony Wilson, Sankyo Shoji, Kosuga & Co.

Dai-Ichi Advertising, Tokyo, reports gross income of $22,244,000 on billings of $158,110,500 for 1979, compared with gross income of $20,458,000 on billings of $147,890,500 for 1978. (In local currency, gross income was Y4.72 billion on billings of Y33.58 billion in 1979, compared with gross income of Y4.35 billion on billings of Y31.41 billion in 1978.) Media breakdown: Newspapers 14.4%; magazines 1.94%; radio 5.08%; tv 66.97%; outdoor 7.41%; others 4.2%. Employes: 440 in eight offices.

Dai-Ichi Kikaku Co., Tokyo, reports gross income of $38,430,170 on billings of $272,554,400 for 1979, compared with gross income of $31,294,170 on billings of $212,885,520 for 1978. (In local currency, gross income was Y8.163 billion on billings of Y57.892 billion in 1979, compared with gross income of Y6.647 billion on billings of Y45.218 billion in 1978.) Media breakdown: Newspapers 11%; magazines 7%; radio 6.3%; tv 67.8%; outdoor 2.5%; transit advertising 2.2%; point of sale 3.2%. Employes: 456 in eight offices. Accounts gained: DuPont Far East, Ajinomoto Inc., Ministry of Post/comm., Yamaha Motors.

Dai-Ichi Tsushin-Sha Co., Tokyo, only reports billings of $21,487,312 for 1979, compared with billings of $20,159,656 for 1978. (In local currency, billings were Y4.564 billion in 1979, compared with billings of Y4.282 billion in 1978.) Media breakdown: Newspapers 25.5%; magazines 28.2%; radio 6.1%; tv 27.9%; point of sale 5.1%; production 7.2%. Employes: 93. Accounts gained: Nippon Life Insurance, Elmo Co., Chuba Electric Power Co., Kasugai Seika Co.

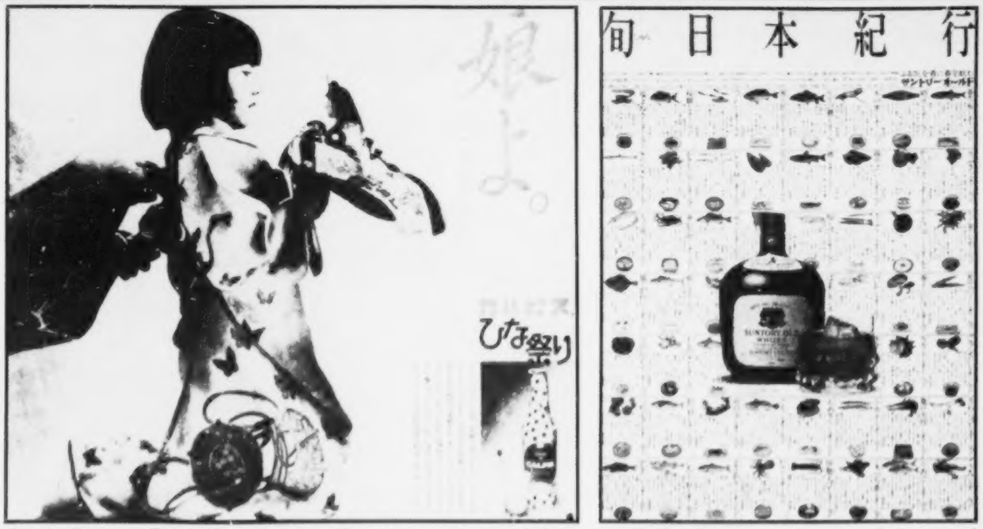
Daiko Advertising, Osaka, reports gross income of $55,365,000 on billings of $447,962,000 for 1979, compared with gross income of $48,491,000 on billings of $410,344,000 for 1978. (In local currency, gross income was Y11.760 billion on billings of Y95.149 billion in 1979, compared with gross income of Y10.300 billion on billings of Y87.159 billion in 1978.) Media breakdown: Newspapers 32%; magazines 3%; radio 5%; tv 37%; other 23%. Employes: 1,435 in 45 offices.

Dentsu Inc., Tokyo, reports gross income of $352,790,000 on billings of $2.437 billion for 1979, compared with gross income of $308,810,000 on billings of $2.120 billion for 1978. (In local currency, gross income was Y74.935 billion on billings of Y517.622 billion in 1979, compared with gross income of Y65.592 billion on billings of Y450.207 billion in 1978.) Gross income and billings figures are only for Dentsu Inc., not for the agency's subsidiary offices. Media breakdown: Newspapers 27%; magazines 4%; radio 4%; tv 49.3%; outdoor 11.6%; other 4%. Employes: 5,237 in 38 offices.

Grey-Daiko Advertising, Tokyo, reports gross income of $5,071,000 on billings of $37,438,000 for 1979, compared with gross income of $3,875,000 on billings $27,815,000 for 1978. (In local currency, gross income was Y1.077 billion on billings of Y7.952 billion in 1979, compared with gross income of Y823,000,000 on billings of Y5.908 billion in 1978.) Media breakdown: Newspapers 0.8%; magazines 6.7%; radio 2%; tv 78.6%; outdoor 2.1%; print production 6.7%; Fees, etc. 3.1%. Employes: 113. Accounts gained: Kirin-Seagram, BankAmerica Corp., Airwick Products (Japan), new products from Procter & Gamble, Kobayashi Pharmaceutical Co., Lion Corp. and Ferrero.

Hakuhodo Inc., Tokyo, reports gross income of $127,417,000 on billings of $896,271,000 for 1979, compared with gross income of $109,676,000 on billings of $711,012,000 for 1978. (In local currency, gross income was Y27.064 billion on billings of Y190.372 billion in 1979, compared with gross income of Y23.296 billion on billings of Y151.022 billion in 1978.) Media breakdown: Newspapers 21.4%; magazines 6.6%; supplements .8%; radio 4%; tv 48.6%; other 18.6%. Employes: 2,419.

International Ad Co., Osaka, reports gross income of $321,079 on billings of $2,608,103 for 1979, compared with gross income of $215,979 for 1978. (In local currency, gross income was Y68,198,675 on billings of Y553,972,573 in 1979, compared with gross income of Y45,874,812 in 1978.) Agency did not supply billings for 1978. Media breakdown: Newspapers 27%; magazines 14%; radio 7%; tv 11%; outdoor 11%; cinema 6%; copy, artwork, CF production, etc. 24%. Employes: 6.



Calpis Soda, a Calpis Food Industry Co., Ltd., product, at left ties in with Doll Festival in Japan with image ad headlined: "To your daughter's health and happiness." While at right, Suntory Old Whisky in the background illustrates that "wherever you travel in Japan Suntory whisky is there to stimulate your appetite. Agency in both cases is Dentsu Inc.

Jima Dentsu Advertising, Tokyo, reports gross income of $5,808,251 on billings of $50,876,788 for 1979, compared with gross income of $4,968,555 on billings of $43,296,240 for 1978. (In local currency, gross income was Y1.234 billion on billings of Y10.806 billion in 1979, compared with gross income of Y1.055 billion on billings of Y9.196 billion in 1978.) Media breakdown: Newspapers 13%; magazines 4%; radio 1%; tv 49%; point of sale 23%; other 10%. Employes: 124. Accounts gained: Chance Pilkington K.K., Kyodo Milk Industry Co., Club Méditerranée.

イサベラ, 君にカウボーイのスエー 合わない

Kanebo dresses image

Isabelle Rossellini, daughter of Ingrid Bergman, became yet another Occidental presenter in Japanese ads during 1979. Here she models for Belleseime, a women's fashion line carried by Kanebo, the Japanese textile and cosmetics company.

Ketchum Osawa International, Tokyo, reports gross income of $1,550,848 on billings of $10,344,157 for 1979, compared with gross income of $1,466,800 on billings of $9,783,900 for 1978. (In local currency, gross income was Y329,407,000 on billings of Y2.197 billion in 1979, compared with gross income of Y311,558,600 on billings of Y2.078 billion in 1978.) Agency is the result of a merger between Osawa agency and Ketchum Advertising (Japan), as of August 1, 1979. Employes: 53. Accounts gained: Jaeger-Le Coultre watches, Blue River diamonds, Bell & Howell, Mamiya cameras, AMF Ben Hogan golf equipment & sportswear, AMF Head tennis rackets and equipment, AMF Head skis, Toyo Carrier.

Kyodo Advertising, Tokyo, reports gross income of $11,962,117 on billings of $85,443,698 for 1979, compared with gross income of $11,301,059 on billings of $80,721,866 for 1978. (In local currency, gross income was Y2.541 billion on billings of Y18.149 billion in 1979, compared with gross income of Y2.400 billion on billings of Y17.146 billion in 1978.) Media breakdown: Newspapers 25.3%; magazines 3.8%; radio 9.8%; tv 44.1%; outdoor 7.4%; printed matter 9.6%. Employes: 380 in nine offices. Accounts gained: Tokyo Electronics Co., The Dai'ei Inc., Honda Verno, Lotte Electronics Co., Caproll Co.

Mainichi Advertising, Tokyo, reports gross income of $6,216,311 on billings of $50,167,647 for 1979, compared with gross income of $5,338,665 on billings of $45,909,845 for 1978. (In local currency, gross income was Y1.320 billion on billings of Y10.656 billion in 1979, compared with gross income of Y1.134 billion on billings of Y9.751 billion in 1978.) Media breakdown: Newspapers 49.3%; magazines 3%; radio 4.9%; tv 14.9%; point of sale 27.9%. Employes: 168 in four offices. Accounts gained: Tanaka Kikinzoku Kogyo K.K., Nippon Recruit Center Co.

Man-Nen-Sha Inc., Osaka, reports gross income of $14,152,332 on billings of $120,813,534 for 1979, compared with gross income of $14,851,848 on billings of $130,029,531 for 1978. (In local currency, gross income was Y3.006 billion on billings of Y25.662 billion in 1979, compared with gross income of Y3.155 billion on billings of Y27.169 billion in 1978.) Media breakdown: Newspapers 34.5%; magazines 3.3%; radio 5.5%; tv 40%; outdoor 13.1%; other 3.6%. Employes: 490 in 12 offices.

McCann-Erickson Hakuhodo, Tokyo, reports gross income of $26,730,000 on billings of $178,289,000 for 1979, compared with gross income of $23,022,000 on billings of $153,558,000 for 1978. (In local currency, gross income was Y5.677 billion on billings of Y37.869 billion in 1979, compared with gross income of Y4.890 billion on billings of Y32.616 billion in 1978.) Employes: 490. Accounts gained: American Express credit cards, Du Pont (Orlon, Teflon, Silverstone, corporate), Grant's (whisky, Cointreau), U. Bix Div., Konishiroku copy machines, Iwai - eye glass retailer, Kodak - corporate, Lufthansa - passenger, cargo, Olivetti typewriters, business machines, Okamura office furniture. New assignments: Coca-Cola - Hi-C crystals, Nabisco (potato sticks, petit toast, snacks including macaroni puffs, Snap, Perky), Nestle - new product, Richardson-Merrell-Nymed. Accounts lost: Heublein - Black & White whisky.

Meitsu Advertising, Tokyo, reports gross income of $9,793,000 on billings of $61,204,000 for 1979, compared with gross income of $9,298,000 on billings of $58,850,000 for 1978. (In local currency, gross income was Y2.080 billion on billings of Y13.000 billion in 1979, compared with gross income of Y1.975 billion on billings of Y12.500 billion in 1978.) Media breakdown: Newspapers 23%; magazines 12%; supplements 4%; radio 8%; tv 39%; outdoor 6%; business press 1%; transit advertising 0.3%; point of sale 3%; cinema 0.2%; farm press 3.5%. Employes: 235 in seven offices. Accounts gained: KDD, Shakey's Kenwood. Account lost: Kikkoman.

Naito Issui Sha Co., Tokyo, reports gross income of $64,970,400 on billings of $370,284,200 for 1979, compared with gross income of $48,963,200 on billings of $345,567,200 for 1978. (In local currency, gross income was Y13.8 billion on billings of Y78.65 billion in 1979, compared with gross income of Y10.4 billion on billings of Y73.4 billion in 1978.) Media breakdown: Newspapers 96%; magazines 2%; supplements 1%; radio 1%. Employes: 365 in 20 offices.

Nambokusha Advertising, Tokyo, reports gross income of $4,708,000 on billings of $35,780,000 for 1979, compared with gross income of $4,359,608 on billings of $30,931,560 for 1978. (In local currency, gross income was Y1 billion on billings of Y7.6 billion in 1979, compared with gross income of Y926,000,000 on billings of Y6.57 billion in 1978.)

Nihon Keizaisha Advertising, Tokyo, reports gross income of $11,026,136 on billings of $64,706,752 for 1979, compared with gross income of $10,484,716 on billings of $53,318,100 for 1978. (In local currency, gross income was Y2.342 billion on billings of Y13.744 billion in 1979, compared with gross income of Y2.227 billion on billings of Y11.325 billion in 1978.) Media breakdown: Newspapers 63%; magazines 14%; radio and tv 9%; point of sale 10%; other 4%. Employes: 339 in eight offices.

Orikomi Advertising, Tokyo, affiliated with Bates Intl., reports gross income of $18,061,300 on billings of $134,570,000 for 1979, compared with gross income of $15,291,584 on billings of $120,265,860 for 1978. (In local currency, gross income was Y3.836 billion on billings of Y28.583 billion in 1979, compared with gross income of Y3.248 billion on billings of Y25.545 billion in 1978.) Media breakdown: Newspapers 13.5%; magazines 4.5%; radio 4.4%; tv 23.6%; transit advertising 33%; outdoor/posters 21%. Employes: 407 in five offices.

Osaka Yomiuri Advertising, Osaka, reports gross income of $10,656,558 on billings of $57,262,933 for 1979, compared with gross income of $9,435,868 on billings of $51,302,134 for 1978. (In local currency, gross income was Y2.264 billion on billings of Y12.163 in 1979, compared with gross income of Y2.004 billion on billings of Y10.897 billion in 1978.) Media breakdown: Newspapers 67.4%; magazines 2.8%; supplements 1.3%; radio 5.2%; tv 15.6%; outdoor 3.9%; transit advertising 1.7%; cinema 2.1%. Employes: 318 in two offices.

Sanko-sha Advertising, Nagoya, reports gross income of $9,000,000 on billings of $56,500,000 for 1979, compared with gross income of $7,800,000 on billings of $49,900,000 for 1978. (In

JAPAN

local currency, gross income was Y1.912 billion on billings of Y12.0 billion in 1979, compared with gross income of Y1.657 billion on billings of Y10.6 billion in 1978.) Media breakdown: Newspapers 48.5%; radio 7.1%; tv 28.5%; outdoor 15.5%; other 0.4%. Employes: 279 in five offices.

Senkosha Advertising, Tokyo, only reports billings of $38,531,425 for 1979, compared with billings of $35,098,608 for 1978. (In local currency, billings were Y8.18 billion in 1979, compared with billings of Y7.24 billion in 1978.) Media breakdown: Newspapers 2%; magazines 13%; radio 7%; tv 46%; outdoor 19%; point of sale 10%. Employes: 137 in eight domestic and two overseas offices.

Shinwa International, Tokyo, reports gross income of $264,660 on billings of $2,977,305 for 1979, compared with gross income of $289,754 on billings of $3,703,326 for 1978. (In local currency, gross income was Y56,215,000 on billings of Y632,393,000 in 1979, compared with gross income of Y61,545,000 on billings of Y361,794,000 in 1978.) Media breakdown: Newspapers 10%; magazines 30%; business press advertising 40%; other 20%. Employes: 10.

Standard Advertising, Tokyo, reports gross income of $7,563,236 on billings of $54,763,004 for 1979, compared with gross income of $6,604,119 on billings of $48,607,806 for 1978. (In local currency, gross income was Y1.606 billion on billings of Y11.632 billion in 1979, compared with gross income of Y1.403 billion on billings of Y10.325 billion in 1978.) Media breakdown: Newspapers 22%; magazines 25%; radio 6%; tv 31%; other 16%. Employes: 113. Accounts gained: Mitsubishi Electric Co.

J. Walter Thompson Co. Japan, Tokyo, reports gross income of $9,647,351 on billings of $64,315,659 for 1979, compared with gross income of $9,041,224 on billings of $60,274,815 for 1978. (In local currency, gross income was Y2.049 billion on billings of Y13.661 in 1979, compared with gross income of Y1.920 billion on billings of Y12.803 billion in 1978.) Media breakdown: Newspapers 10.6%; magazines 18%; production 4.7%; radio 0.5%; tv 42.2%; pr 3.1%; point of sale 10.7%; market research 10.2%. Employes: 249. Accounts gained: Harlequin Enterprise, Nippon Joryushu Shuzo Kumiai, Warner-Lambert (Japan).

Toei Advertising, Tokyo, reports gross income of $3,059,965 on billings of $20,958,712 for 1979, compared with gross income of $3,029,197 on billings of $20,467,564 for 1978. (In local currency, gross income was Y649,950,000 on billings of Y4.452 billion in 1979, compared with gross income of Y643,415,000 on billings of Y4.347 billion in 1978.) Media breakdown: Newspapers 18%; magazines 11%; radio 3%; tv 52%; transit advertising 2%; point of sale 3%; cinema 7%; other 3%. Employes: 49.

Tokyu Advertising, Tokyo, reports gross income of $34,426,572 on billings of $239,920,330 for 1979, compared with gross income of $30,680,633 on billings of $199,217,782 for 1978. (In local currency, gross income was Y7.312 billion on billings of Y50.960 billion in 1979, compared with gross income of Y6.517 billion on billings of Y42.315 billion in 1978.) Media breakdown: Newspapers 14.7%; magazines 2.6%; radio 2.9%; tv 39.6%; outdoor 5.1%; transit advertising 11.2%; other 23.9%. Employes: 518 in four offices. Accounts gained: Toyo Kogyo Co.

Yomiko Advertising, Tokyo, reports gross income of $30,712,125 on billings of $172,936,434 for 1979, compared with gross income of $24,825,519 on billings of $151,002,266 for 1978. (In local currency, gross income was Y6.523 billion on billings of Y36.732 billion in 1979, compared with gross income of Y5.273 billion on billings of Y32.074 billion in 1978.) Media breakdown: Newspapers 44.3%; magazines 2.8%; supplements 3.96%; radio 4.65%; tv 37.22%; outdoor 2.8%; transit advertising 1.48%; creative, pr, printing, others 2.68%. Employes: 651 in 16 offices. Accounts gained: Mitsubishi Motors Corp., Hitachi, Nippon Univac Kaisha, Iseki Agricultural Machinery Mfg. Co., Mallory Battery Japan, Yakult Honsha Co.

Young & Rubicam K.K., Tokyo, reports gross income of $3,086,000 on billings of $20,584,000 for 1979, compared with gross income of $2,758,000 on billings of $18,396,000 for 1978. (In local currency, gross income was Y655,496,000 on billings of Y4.372 billion in 1979, compared with gross income of Y585,900,000 on billings of Y4.022 billion in 1978.) Y&R does not supply billing figures. Those listed here are AA estimates. Media breakdown: Newspapers 8%; magazines 16%; radio 2%; tv 57%; research 1%; sales promotion 16%. Employes: 68. Accounts gained: Heublein Black & White Scotch, Johnson & Johnson (Carefree Panty Shields and baby shampoo). Accounts lost: Shulton toiletries, Citicorp Consumer Credit.

KENYA

The same 1979 rate of .1449 dollars to the shilling was also applied to local currency reported for 1978 income and billings in this issue. This procedure factors out a 6.5% appreciation against the U.S. dollar based on the shilling's 1978 exchange rate of .1360.

McCann-Erickson (Kenya), Nairobi, reports gross income of $934,000 on billings of $6,444,000 for 1979, compared with gross income of $670,289 on billings of $4,639,000 for 1978. (In local currency, gross income was KSh 6,227,947 on billings of KSh 42,981,000 in 1979, compared with gross income of KSh 4,483,496 on billings of KSh 30,942,000 in 1978.) Employes: 52. Accounts gained: B.A.T. Kenya Ltd. (State Express 555 cigarets), S.C. Johnson (Johnson's Wax), Kenya Breweries (Tusker Premium Lager).

Ogilvy & Mather (EA), Nairobi, reports gross income of $939,025 on billings of $6,263,294 for 1979, compared with gross income of $811,202 on billings of $5,410,720 for 1978. (In local currency, gross income was KSh 6,480,500 on billings of KSh 43,224,940 in 1979, compared with gross income of KSh 5,598,360 on billings of KSh 37,341,060 in 1978.) Media breakdown: Newspapers 37.18%; magazines 5.10%; supplements 1.70%; radio 23.94%; tv 1.83%; outdoor 3.48%; farm press 0.50%; cinema 26.27%. Employes: 51. Accounts gained: Leyland Cooper, Tampax, Iberia Airlines, Reckitt & Colman. Accounts lost: Johnson's Wax, Chesebrough-Ponds.

KUWAIT

The same 1979 rate of 3.65 dollars to the K dinar was also applied to local currency reported for 1978 income billings in this issue. This procedure factors out a 33% appreciation against the U.S. dollar based on the K dinar's 1978 exchange rate of 2.739.

Arab Advertising Agency, Kuwait, reports gross income of $2,745,000 on billings of $13,500,000 for 1979, compared with gross income of $2,117,000 on billings of $10,585,000 for 1978. (In local currency, gross income was K dinar 752,000 on billings of K dinar 3,698,000 in 1979, compared with gross income of K dinar 580,000 on billings of K dinar 2,900,000 in 1978.) Media breakdown: Newspapers 29%; magazines 22%; supplements 1%; radio 3%; tv 35%; outdoor 3%; cinema 7%. Employes: 120 in six offices. Accounts gained: Philip Morris L&M and Lark cigarets, Malaysian Airlines System, Tourist Development Corp. of Malaysia, RC Cola, Royal Doulton, Swissair, Waterford Crystal.

LEBANON

The same 1979 rate of .3163 dollars to the L pound was also applied to local currency reported for 1978 income and billings in this issue. This procedure factors out a 6.4% depreciation against the U.S. dollar based on the L pound's 1978 exchange rate of .3380.

Intermarkets S.A.L., Beirut, reports gross income of $4,034,000 on billings of $23,110,300 for 1979, compared with gross income of $2,700,000 on billings of $16,540,000 for 1978. The figures are a consolidation of Intermarkets' seven advertising offices in the Middle East, and the 1979 performance represents the first full year of operation for the network. This past year, Intermarkets and Burson-Marsteller formed a joint venture, Burson-Marsteller/Intermarkets, a public relations company in Bahrain. Media breakdown: Magazines 49%; radio 6%; tv 27%; point of sale 1%; cinema 3%; other 11% (consumer promotions mainly in Saudi Arabia). Employes: 118. Accounts gained: New Gillette products, Red Label Tea, Ovaltine, Kelloggs, Eveready, New Zealand Dairy Board, Clorox, Parker. Accounts lost: Shulton, Johnson International.

MALAYSIA

The same 1979 rate of .4634 U.S. dollars to the Malaysian dollar was also applied to local currency reported for 1978 income and billings in this issue. This procedure factors out a 16% appreciation of the M dollar against the dollar based on M dollar's 1978 exchange rate of .398.

Ted Bates (Malaysia), Kuala Lumpur, reports gross income of $1,020,000 on billings of $6,700,000 for 1979, compared with gross income of $713,636 on billings of $5,100,000 for 1978. (In local currency, gross income was M$2,200,000 on billings of M$14,500,000 in 1979, compared with gross income of M$1,540,000 on billings of M$11,000,000 in 1978.) Employes: 66. Accounts gained: Burson-Marsteller, Renault brandy, R.J. Reynolds Tobacco, Seiko watches.

Leo Burnett, Kuala Lumpur, reports gross income of $1,669,000 on billings of $11,133,000 for 1979, compared with gross income of $1,419,000 on billings of $9,467,000 for 1978. (In local currency, gross income was M$3,602,000 on billings of M$24,025,000 in 1979, compared with gross income of M$3,063,000 on billings of M$20,430,000 in 1978.) Employes: 82.

Grant, Kenyon & Eckhardt, Kuala Lumpur, reports gross income of $548,000 on billings of $3,655,000 for 1979, compared with gross income of $544,000 on billings of $3,627,000 for 1978. (In local currency, gross income was M$1,183,000 on billings of M$7,887,000 in 1979, compared with gross income of M$1,174,000 on billings of M$7,827,000 in 1978.) Media breakdown: Newspapers 44%; magazines 10%; supplements 1%; radio 5%; tv 34%; outdoor 1%; business press 2%; cinema 3%. Employes: 37. Accounts gained: Financial Publications, Philips. Accounts lost: Caltex, Cadbury (resigned).

Lintas Limited (Malaysia), Kuala Lumpur, reports gross income of $1,054,999 on billings of $6,659,280 for 1979, compared with gross income of $964,329 on billings of $6,211,699 for 1978. (In local currency, gross income was M$2,276,649 on billings of M$14,370,478 in 1979, compared with gross income of M$2,080,985 on billings of M$13,404,612 in 1978.) Media breakdown: Newspapers 29%; magazines 4%; radio 8%; tv 48%; cinema 11%. Employes: 48. Accounts gained: ICI paints, Sunlight liquid, Clinic shampoo, Sparkle toothpaste, Sime Darby (sports), Wander, Ferrero-Nutella. Accounts lost: United Cycle, *New Straits Times*.

McCann-Erickson (Malaysia), Kuala Lumpur, reports gross income of $538,000 on billings of $3,588,000 for 1979, compared with gross income of $442,000 on billings of $2,949,000 for 1978. (In local currency, gross income was M$1,161,000 on billings of M$7,744,000 in 1979, compared with gross income of M$954,000 on billings of M$6,363,000 in 1978.) Employes: 36. Accounts gained: Cadbury chocolates and candies, Martell Cognac. New assignments: Carreras Rothman (Peter Stuyvesant cigarets), Gillette-Soft & Dry, Singer oil.

Ogilvy & Mather (Malaysia), Kuala Lumpur, reports gross income of $1,779,000 on billings of $12,130,000 for 1979, compared with gross income of $1,781,000 on billings of $11,811,000 for 1978. (In local currency, gross income was M$3,841,000 on billings of M$26,178,000 in 1979, compared with gross income of M$3,844,000 on billings of M$25,488,000 in 1978.) Media breakdown: Newspapers 33%; magazines 12%; radio 5%; tv 36%; outdoor 1%; cinema 13%. Employes: 86. Accounts gained: Sanyo, Federation of Malaysian Manufacturers, Alberto-Culver. Accounts lost: Philips, ICI.

PTM Thompson Advertising, Kuala Lumpur, reports gross income of $1,183,639 on billings of $7,468,201 for 1979, compared with gross income of $1,004,019 on billings of $6,495,802 for 1978. (In local currency, gross income was M$2,554,248 on billings of M$16,116,100 in 1979, compared with gross income of M$2,166,636 on billings of M$14,017,700 in 1978.) Media breakdown: Newspapers 41%; magazines 26%; radio 1%; tv 21%; point of sale 3%; cinema 8%. Employes: 61. Accounts gained: Joy fruit juices, Malaysian Airlines/Tourist Board joint advertising, Koka instant noodles, Borneo Motors corporate, Kwong Yik Bank. Account lost: R.J. Reynolds Tobacco.

Union Advertising, Kuala Lumpur, reports gross income of $222,822 on billings of $2,261,816 for 1979, compared with gross income of $206,979 on billings of $1,120,940 for 1978. (In local currency, gross income was M$480,841 on billings of M$2,513,616 in 1979, compared with gross income of M$446,652 on billings of M$2,418,948 in 1978.) Media breakdown: Newspapers 50%; magazines 3%; radio 7%; tv 17%; outdoor 2%; cinema 18%; rediffusion 3%. Employes: 29. Accounts gained: Family Vaporizer & Mat, ITT Schaub-Lorenz color tv, Corning Ware, Corelle Livingware, FAHM products, Hega tiles, Formica, Wang computers, Target weed killer, Minipak sanitary towels. Account lost: Hotel Malaya.

MALTA

An exchange rate of 2.9 U.S. dollars to the M£ was used for both 1978 and 1979 gross income and billings.

BPC International, Valletta, reports gross income of $874,304 on billings of $1,456,334 for 1979, compared with gross income of $784,128 on billings of $1,306,128 for 1978. (In local currency, gross income was ML301,484 on billings of ML502,184 in 1979, compared with gross income of ML270,389 on billings of ML450,389 in 1978.) Media breakdown: Newspapers 35%; magazines 3%; radio 24%; tv 36%; cinema 2%. Employes: 26. Accounts gained: La Fiorentina Boutique N.K.T., Maltese Libyan Fishing Co., Brand Int., Baileys Irish Cream, Quality Meat Products, Hal Fern Holidays Co., Audio Works.

MEXICO

The same 1979 rate of .0445 dollars to the Mexican peso was also applied to local currency reported for 1978 income and billings in this issue. This procedure factors out a 1% appreciation of the peso against the dollar based on peso's 1978 exchange rate of .044.

Alcazar Montenegro y Asociados, Mexico City, reports gross income of $460,575 on billings of $3,070,500 for 1979, compared with gross income of $403,310 on billings of $2,688,735 for 1978. (In local currency, gross income was Ps 10,350,000 on billings of Ps 69,000,000 in 1979, compared with gross income of Ps 9,063,150 on billings of Ps 60,421,000 in 1978.) Media breakdown: Newspapers 10%; magazines 6%; radio 15%; tv 60%; outdoor 2%; business press 1%; farm press 3%; cinema 3%. Employes: 25. Accounts gained: Hoteles Sheraton, S.A. de C.V. Accounts lost: Vinos Valle Redondo.

Arellano, Norman, Craig & Kummel Publicidad, Mexico City, reports gross income of $2,136,000 on billings of $14,247,000 for 1979, compared with gross income of $1,521,900 on billings of $10,146,000 for 1978. (In local currency, gross income was Ps 48,000,000 on billings of Ps 320,160,000 in 1979, compared with gross income of Ps 34,200,000 on billings of Ps 228,000,000 in 1978.) Media breakdown: Newspapers 5%; magazines 10%; radio 30%; tv 55%. Employes: 88. Accounts gained: CIPSA Companies Industrial de Plastico-domestic plastic items, Diners Credit Card, Colgate-Palmolive-Alert shampoo, Cavas Bach wines, Shulton-Blue Sky Sky (men's frangrance).

Arouesty & Asociados, Mexico City, only reports gross income of $534,000 for 1979, compared with gross income of $445,000 for 1978. (In local currency, gross income was Ps 12,000,000 in 1979, compared with gross income of Ps 10,000,000 in 1978.) Media breakdown: Newspapers 15%; magazines 15%; radio 20%; tv 45%; cinema 5%. Employes: 50. Accounts gained: Laboratorios Terrier, Petrobonos. Account lost: Instituto Nacional del Consumidor.

Leo Burnett, Mexico City, reports gross income of $1,940,000 on billings of $12,941,000 for 1979, compared with gross income of $1,620,000 on billings of $10,805,000 for 1978. (In local currency, gross income was Ps 43,600,000 on billings of Ps 290,812,000 in 1979, compared with gross income of Ps 36,402,000 on billings of Ps 242,801,000 in 1978.) Employes: 85.

Campbell-Ewald, Div. of Corporacion Interpublic Mexicana, Mexico City, reports gross income of $162,000 on billings of $1,081,000

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for 1979. (In local currency, gross income was Ps 3,648,000 on billings of Ps 24,332,000 in 1979.) Accounts gained: Acros microwave ovens, refrigerators, gas stoves, Productos de Leche-Borden (dairy creams, milk shakes), Herramientas Truper-do-it-yourself tools, Supermercados (Sumesa supermarkets), Coca-Cola de Mexico-new product, Anderson Clayton and Co. (Pronto gelatines and puddings), Lance-Purina-new product.

Crump Yrigoyen Publicidad, Mexico City, reports gross income of $300,375 on billings of $2,002,500 for 1979, compared with gross income of $66,750 on billings of $445,000 for 1978. (In local currency, gross income was Ps 6,750,000 on billings of Ps 45,000,000 in 1979, compared with gross income of Ps 1,500,000 on billings of Ps 10,000,000 in 1978.) Media breakdown: Newspapers 5%; magazines 2%; supplements 3%; radio 20%; tv 70%. Employes: 14. Accounts gained: Nacional Financiera, Aceites Casa, Kir Alimentos, Confecciones Martin, Productos ADFX.

Dieste, Merino/BBDO, Mexico City, reports gross income of $982,617 on billings of $6,554,054 for 1979, compared with gross income of $554,036 on billings of $3,695,419 for 1978. (In local currency, gross income was Ps 22,081,277 on billings of Ps 147,282,118 in 1979, compared with gross income of Ps 12,450,243 on billings of Ps 83,043,120 in 1978.) Media breakdown: Newspapers 0.5%; magazines 1%; radio 8.4%; tv 86%; outdoor 1%; point of sale 0.2%; cinema 2.9%. Employes: 28. Accounts gained: Sobritas (Sabritones, Fritos and Palomitas snacks), Richardson-Merrell (Choco milk and Licuado instant milk additives), Larin (chocolates and candy), Cardigan (Escorpion and Ibefer double knit wear), Gillette (double edge razor blades and Prestobarba disposable razor). Accounts lost: Armour (Dial soap and Tami toothpaste), Jergens (hand lotion and facial cream).

Doyle Dane Bernbach de Mexico, Mexico City, reports gross income of $1,722,551 on billings of $11,258,500 for 1979, compared with gross income of $1,028,484 on billings of $6,854,157 for 1978. (In local currency, gross income was Ps 38,709,000 on billings of Ps 253,000,000 in 1979, compared with gross income of Ps 23,112,000 on billings of Ps 154,026,000 in 1978.) Media breakdown: Newspapers 18%; magazines 8%; radio 8%; tv 46%; outdoor 2%; production 15%; all other 2%. Employes: 67. Account gained: Elias Pando. Accounts lost: Clam Medicinal La Campana, Avianca.

Foote, Cone & Belding de Mexico, Mexico City, reports gross income of $524,555 on billings of $3,498,781 for 1979, compared with gross income of $373,181 on billings of $2,489,117 for 1978. (In local currency, gross income was Ps 11,787,750 on billings of Ps 78,624,295 in 1979, compared with gross income of Ps 8,386,091 on billings of Ps 55,935,204 in 1978.) Media breakdown: Newspapers and magazines 35%; radio 24%; tv 32%; outdoor 4%; cinema 5%. Employes: 29. Accounts gained: Ampex, Burger Boy. Account lost: Productas de Maiz.

Iconic, Mexico City, reports gross income of $834,375 on billings of $5,563,000 for 1979, compared with gross income of $445,000 on billings of $2,982,000 for 1978. (In local currency, gross income was Ps 18,750,000 on billings of Ps 125,000,000 in 1979, compared with gross income of Ps 10,000,000 on billings of Ps 67,000,000 in 1978.) Media breakdown: Newspapers 6%; magazines 5%; radio 15%; tv 66%; outdoor 8%. Employes: 50. Accounts gained: Renault de Mexico, Industrias H-24, Grupo Orbo, Industrias Resistol, Nuevo Vallarta. Accounts lost: Club de Golf Chiluca, Casa Aries.

Maqueda Gibert Publicidad, Mexico City, reports gross income of $922,000 on billings of $6,146,000 for 1979, compared with gross income of $492,000 on billings of $3,277,000 for 1978. (In local currency, gross income was Ps 20,717,000 on billings of Ps 138,113,000 in 1979, compared with gross income of Ps 11,047,000 on billings of Ps 73,646,000 in 1978.) Media breakdown: Newspapers 2%; magazines 1.5%; radio 20%; tv 66.5%; outdoor 5%; point of sale 1%; cinema 4%. Employes: 50. Accounts gained: Productos de Paiz, Martell de Mexico, Mausoleos del Angel, Motores y Aparatos Electricos, Reino Aventura, Grupo Visa (Mafer, Walter y Caperucita) - Div. Philips. Account lost: Cavas de San Juan.

McCann-Erickson (Mexico), Mexico City, reports gross income of $4,558,000 on billings of $30,401,000 for 1979, compared with gross income of $2,844,000 on billings of $18,570,000 for 1978. (In local currency, gross income was Ps 102,434,000 on billings of Ps 683,235,000 in 1979, compared with gross income of Ps 63,913,000 on billings of Ps 426,300,000 in 1978.) Employes: 182. Accounts gained: Club Mediterranee, Nestle coffee. Accounts lost: Cigarrera la Moderna (cigarets), Cipsa toys.

Noble & Asociados, Mexico City, reports gross income of $5,610,872 on billings of $37,424,411 for 1979, compared with gross income of $5,124,665 on billings of $34,181,740 for 1978. (In local currency, gross income was Ps 126,087,000 on billings of Ps 840,998,000 in 1979, compared with gross income of Ps 115,161,000 on billings of Ps 768,129,000 in 1978.) Media breakdown: Newspapers 3.73%; magazines 3.28%; radio 16.67%; tv 68.04%; outdoor 3.1%; cinema 5.18%. Employes: 302. Accounts gained: Domit shoes, Discos Polygram records, Banco do Brasil, Bacardi tequila. Account lost: Nafinsa.

Orvananos: SSC&B Lintas (Mexico), Mexico City, reports gross income of $565,000 on billings of $4,054,000 for 1979, compared with gross income of $454,000 on billings of $3,473,000 for 1978. (In local currency, gross income was Ps 12,696,000 on billings of Ps 91,101,000 in 1979, compared with gross income of Ps 10,202,000 on billings of Ps 78,044,000 in 1978.) Media breakdown: Newspapers 30%; magazines 4%; radio 5%; tv 59%; outdoor 1%; cinema 1%. Employes: 26. Accounts gained: Swan meats, Tabasco sauce, British Caledonian Airways, Delicados cigarets, Telefunken tv and sound equipment. Accounts lost: Close-up toothpaste, Mirasol margarine, Continental Seasoners-Central America.

Panamericana Ogilvy & Mather, Mexico City, reports gross income of $2,565,915 on billings of $15,215,707 for 1979, compared with gross income of $1,823,655 on billings of $11,255,785 for 1978. (In local currency, gross income was Ps 57,661,000 on billings of Ps 341,926,000 in 1979, compared with gross income of Ps 40,981,000 on billings of Ps 252,939,000 in 1978.) Media breakdown: Newspapers 9%; magazines 2%; radio 12%; tv 66%; outdoor 2%; business press 8%; cinema 1%. Employes: 107. Accounts gained: Wearever, Pond's, Promersa, Los Sabalos, Clairol, Binney & Smith. Accounts lost: Fanta, Koblenz Electrica, Condumex, Campbell's.

Publicidad D'Arcy, Mexico City, reports gross income of $2,177,000 on billings of $15,063,000 for 1979, compared with gross income of $2,004,000 on billings of $13,185,000 for 1978. (In local currency, gross income was Ps 48,914,000 on billings of Ps 338,481,000 in 1979, compared with gross income of Ps 45,039,000 on billings of Ps 296,300,000 in 1978.) Media breakdown: Newspapers 6%; magazines 4%; radio 10%; tv 68%; outdoor 3%; cinema 9%. Employes: 111. Accounts lost: Chicle Adams, Anderson Clayton, Findus.

Publicidad Ferrer, Mexico City, reports gross income of $4,312,095 on billings of $29,493,888 for 1979, compared with gross income of $2,449,725 on billings of $16,331,500 for 1978. (In local currency, gross income was Ps 96,901,000 on billings of Ps 662,784,000 in 1979, compared with gross income of Ps 55,050,000 on billings of Ps 367,000,000 in 1978.) Media breakdown: Newspapers 20%; magazines 8%; supplements 2%; radio 7%; tv 47%; outdoor 5%; cinema 1%. Employes: 88. Accounts gained: Federal District Department (DDF), IBM of Mexico, Mexico Business Group, Public Service of Electronic Tickets (Boletronico).

Publicidad Profesional Blecher, Mexico City, reports gross income of $166,875 on billings of $1,192,600 for 1979, compared with gross income of $146,850 on billings of $1,041,300 for 1978. (In local currency, gross income was Ps 3,750,000 on billings of Ps 26,800,000 in 1979, compared with gross income of Ps 3,300,000 on billings of Ps 23,400,000 in 1978.) Media breakdown: Newspapers 27.2%; magazines 5%; supplements 0.3%; radio 15.5%; tv 46%; business press 2.5%; transit advertising 0.5%; point of sale 3%. Employes: 18. Accounts gained: Almacenes Super Bella, Allis Chalmers, Confecciones Internacionales, Vel Form de Mexico. Accounts lost: Industrial TYT, Promociones Futurama.

Teran Publicidad, Mexico City, reports gross income of $1,191,531 on billings of $6,420,103 for 1979, compared with gross income of $912,350 on billings of $5,145,654 for 1978. (In local currency, gross income was Ps 26,775,982 on billings of Ps 144,272,000 in 1979, compared with gross income of Ps 20,502,251 on billings of Ps 115,632,695 in 1978.) Media breakdown: Newspapers 57%; magazines 10%; radio 6%; tv 19%; point of sale 8%. Employes: 53. Accounts gained: Calzado Sandak, Aerocom (Piper aircraft), United Artists, Mouton Cadet, Corkustic cork, Parque Memorial, Paseos del Bosque-land development. Accounts lost: Publicaciones Continentales de Mexico, Exquisite Form.

J. Walter Thompson de Mexico, Mexico City, reports gross income of $2,470,000 on billings of $16,466,000 for 1979, compared with gross income of $1,965,000 on billings of $13,100,000 for 1978. (In local currency, gross income was Ps 55,503,000 on billings of Ps 370,019,000 in 1979, compared with gross income of Ps 44,157,000 on billings of Ps 294,381,000 in 1978.) Media breakdown: Newspapers 8%; magazines 5%; radio 18%; tv 66%; outdoor 1%; cinema 2%. Employes: 109. Accounts gained: De Beers Consolidated Mines, Gerber products, S.A.R.P.E. (Sociedad Anonima de Revistas, periodicos y ediciones), Ciba-Geigy, Banco de Mexico, MAKRO (SHV holdings of the Netherlands), additional assignments from Warner-Lambert, Kellogg and Scott paper. Accounts lost: Banca Somex, Banco Mexicano, Gillette, *Reader's Digest*.

Wasserman y Ortega, Mexico City, only reports billings of $2,130,233 for 1979, compared with billings of $1,763,865 for 1978. (In local currency, billings were Ps 47,870,401 in 1979, compared with billings of Ps 39,637,400 in 1978.) Media breakdown: Newspapers 8%; magazines 9.5%; radio 15%; tv 67%; cinema 0.5%. Employes: 15. Account gained: Pierre Cardin men's wear.

Young & Rubicam, Mexico City, reports gross income of $2,448,000 on billings of $16,328,000 for 1979, compared with gross income of $1,876,000 on billings of $12,513,000 for 1978. (In local currency, gross income was Ps 55,022,000 on billings of Ps 366,921,180 in 1979, compared with gross income of Ps 42,162,000 on billings of Ps 281,190,880 in 1978.) Y&R does not report billings. Figures are AA estimates. Media breakdown: Newspapers 8%; magazines 4%; radio 4%; tv 83%; cinema 1%. Employes: 90. Accounts gained: Vergel Brandy & Wine Co., Prolesa (Borden's), Uniroyal Tires Co., Chimex. Accounts lost: Richardson-Merrell, U.S.T.S.

MOROCCO

The same 1979 rate of .267 dollars to the dirham was also applied to local currency reported for 1978 income and billings in this issue. This procedure factors out a 11.3% appreciation against the U.S. dollar based on the dirham's 1978 exchange rate of .240.

Havas Maroc, Casablanca, reports gross income of $551,700 on billings of $3,675,000 for 1979, compared with gross income of $562,400 on billings of $3,752,000 for 1978. (In local currency, gross income was Dirham 2,069,000 on billings of Dirham 13,780,000 in 1979, compared with gross income of Dirham 2,109,000 on billings of Dirham 14,072,000 in 1978.) Media breakdown: Newspapers 23%; magazines 2%; radio 5%; tv 48%; outdoor 2%; business press 2%; point of sale 8%; cinema 10%. Employes: 27. Accounts gained: Maroc Assistance, Champion Spark Plugs, Al Amane Insurance, Alsa. Accounts lost: Dop, Hegor.

NETHERLANDS

The same 1979 rate of .5015 dollars to the Dutch guilder was also applied to local currency reported for 1978 income and billings in this issue. This procedure factors out a 3% appreciation of the guilder against the dollar based on guilder s 1978 exchange rate of .489.

Allick BV Marketing & Advertising, Amsterdam, reports gross income of $1,221,877 on billings of $8,146,252 for 1979, compared with gross income of $1,141,036 on billings of $7,607,286 for 1978. (In local currency, gross income was DFl 2,436,444 on billings of DFl 16,243,772 in 1979, compared with gross income of DFl 2,275,246 on billings of DFl 15,169,065 in 1978.) Media breakdown: Newspapers 38.4%; magazines 29.3%; supplements 0.8%; radio 1.9%; tv 25.2%; outdoor 0.6%; business press 2.7%; transit advertising 0.8%; cinema 0.3%. Employes: 19. Account gained: Kinz Tools BV. Account lost: Eminent BV.

ARA Advertising & Marketing, Rotterdam, part of BBDO International, reports gross income of $3,159,000 on billings of $21,063,000 for 1979, compared with gross income of $1,906,000 on billings of $12,688,000 for 1978. (In local currency, gross income was DFl 6,300,000 on billings of DFl 42,000,000 in 1979, compared with gross income of DFl 3,800,000 on billings of DFl 25,300,000 in 1978.) Media breakdown: Newspapers 33%; magazines 40%; radio 5%; tv 20%; outdoor 2%; Employes: 48. Accounts gained: Multibont furs, Thermecon isulation, Van Nievelt Goudriaan intl. shipping. Prodent toothpaste, Zacht & Zeker panty shields, Johan de Heer musical instruments, Celtona paper products, Cartier watches and lighters, Marantz/Superscope stereo hi-fi, Van Niftrik plastics, General Biscuits—Liga, Ligace, Sanovite Evergreen cereal products and TUC biscuits, Boels automatic garage door system.

Breewer-Bates BV, Amsterdam, reports gross income of $1,151,761 on billings of $8,980,383 for 1979, compared with gross income of $1,092,939 on billings of $7,955,764 for 1978. (In local currency, gross income was DFl 2,296,633 on billings of DFl 17,907,045 in 1979, compared with gross income of DFl 2,179,340 on billings of DFl 15,863,938 in 1978.) Media breakdown: Newspapers 41%; magazines 17%; radio 2%; tv 13%; business press 16%; other 11%. Employes: 24. Accounts gained: Coffee HAG, Allibert bathroom equipment, Gouda's Glorie margarine, Beiersdorf body cosmetics, BASF chemicals.

Leo Burnett Co., Amsterdam, reports gross income of $808,418 on billings of $5,391,125 for 1979, compared with gross income of $1,032,000 on billings of $6,881,000 for 1978. (In local currency, gross income was DFl 1,612,000 on billings of DFl 10,750,000 in 1979, compared with gross income of DFl 2,057,000 on billings of DFl 13,720,000 in 1978.) Accounts gained: Bobadilla sherry, Philip Morris (personnel), Manpower temporary office work, Amaretto liqueur. Account lost: Celtona paper products.

Campbell-Ewald Nederland, Amsterdam, reports gross income of $3,230,000 on billings of $21,544,000 for 1979, compared with gross income of $2,554,000 on billings of $17,036,000 for 1978. (In local currency, gross income was DFl 6,441,000 on billings of DFl 42,961,000 in 1979, compared with gross income of DFl 5,093,000 on billings of DFl 33,970,000 in 1978.) Employes: 70. Accounts gained: Coca-Cola-Tab, Canon photocopiers, cameras and calculators. New assignment: Henkel personal care products. Account lost: Cavenham chewing gum.

Cordon-Grey, Amsterdam, reports gross income of $1,550,000 on billings of $10,714,000 for 1979, compared with gross income of $1,472,000 on billings of $9,817,000 for 1978. (In local currency, gross income was DFl 3,090,000 on billings of DFl 21,364,000 in 1979, compared with gross income of DFl 2,936,000 on billings of DFl 19,575,000 in 1978.) Media Breakdown: Newspapers 36.5%; magazines 31%; supplements 1%; radio 3.1%; tv 18.8%; outdoor 1%; business press 5.4%; transit advertising 6%; point of sale 1%; cinema 2.4%; farm press 1%. Employes: 25. Accounts gained: Fisher-Price toys, Tolet Air, Valma cosmetics, Eska magazines, Whitehall. Accounts lost: Honda, Isover isulation.

D'Arcy-MacManus & Masius, Amsterdam, reports gross income of $3,654,000 on billings of $24,367,000 for 1979, compared with gross income of $1,806,000 on billings of $12,042,000 for 1978. (In local currency, gross income was DFl 7,285,000 on billings of DFl 48,591,000 in 1979, compared with gross income of DFl 3,600,000 on billings of DFl 24,012,000 in 1978.) Media breakdown: Newspapers 41%; magazines 19%; radio 3%; tv 27%; point of sale 10%. Employes:

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68. Accounts gained: Orwo, Camex, Lundia, Z.N.Z. Campina, Ekro, Elsevier Publishing, Grand Marnier, Haust biscuits, Mondileder, Transavia Holland. Accounts lost in 1979: Alabastinc, V.L.F. Falcon, Sovedi, Beiersdorf, Multibont.

De Bussy Reclame, Amsterdam, reports gross income of $2,440,000 on billings of $16,790,000 for 1979, compared with gross income of $2,196,000 on billings of $15,497,000 for 1978. (In local currency, gross income was DFl 4,865,000 on billings of DFl 33,480,000 in 1979, compared with gross income of DFl 4,380,000 on billings of DFl 30,900,000 in 1978.) Media breakdown: Newspapers 60%; magazines 10%; supplements 1%; radio 1%; tv 4%; outdoor 1%; business press 16%; point of sale 6%; farm press 1%. Employes: 63. Accounts gained: AEG/Telefunken, new accounts for personnel recruitment unit. Account lost: Europa Meubel.

DFS Gillissen Kaldewaay, Amsterdam, reports gross income of $501,500 on billings of $2,791,850 for 1979. (In local currency, gross income was DFl 1,000,000 on billings of DFl 5,566,950 in 1979.) The agency was established on August 1, 1979. Media breakdown: Newspapers 45%; magazines 24%; radio 2%; tv 10%; outdoor 2%; point of sale 5%; cinema 2%; printed matter 10%. Employes: 10. Accounts gained: MAI small business computers, Duracell batteries Belgium, Bayer Baygon, DACO women's fashion.

Euro-Advertising, Amsterdam, reports gross income of $645,000 on billings of $4,300,000 for 1979, compared with gross income of $214,600 on billings of $4,292,000 for 1978. (In local currency, gross income was DFl 1,286,130 on billings of DFl 8,574,200 in 1979, compared with gross income of DFl 427,912 on billings of DFl 8,558,248 in 1978.)

FHV/BBDO, Amstelveen, reports gross income of $9,252,800 on billings of $61,685,600 for 1979, compared with gross income of $7,995,800 on billings of $53,332,000 for 1978. (In local currency, gross income was DFl 18,450,300 on billings of DFl 123,002,200 in 1979, compared with gross income of DFl 15,943,800 on billings of DFl 106,345,100 in 1978.) Media breakdown: Newspapers 61%; magazines 23%; radio 2%; tv 14%. Employes: 135. Accounts gained: Winston cigarets, Dutch Dairy Board, Effem, DAF trucks, U.T. Delfia cattle feed, Apollo drugstores (chain), Gamma do-it-yourself markets (chain), Meerburg theatres (chain). Accounts lost: Mondileder, Insaid, Volnij, Bergasol, Reynolds No. 1.

Hansnel Reclamemakers, Bolnes, part of the EMAD group, reports gross income of $3,517,521 on billings of $19,307,750 for 1979, compared with gross income of $2,837,487 on billings of $17,552,500 for 1978. (In local currency, gross income was DFl 7,014,000 on billings of DFl 38,500,000 in 1979, compared with gross income of DFl 5,658,000 on billings of DFl 35,000,000 in 1978.) Media breakdown: Newspapers 24%; magazines 20.5%; radio 4%; tv 8%; business press 2%; transit advertising 1%; direct mail, printed matters 40.5%. Employes: 47. Accounts gained: Meubelfabriek Oisterwijk. Accounts lost: Vredestein, Kok Groep.

HVR Reclame-Adviesbureau, Amstelveen, reports gross income of $3.159.450 on billings of $21,063,000 for 1979, compared with gross income of $2,607,800 on billings of $20,962,700 for 1978.(In local currency, gross income was DFl 6,300,000 on billings of DFl 42,000,000 in 1979, compared with gross income of DFl 5,200,000 on billings of DFl 41,800,000 in 1978.) Employes: 62. Accounts gained: Algemeen Burgerlijk Pensioenfonds, NRV Holiday, Scheveningen Promotions, Nederlandse Veiligheidsdienst, Lee Jeans Europa, Nieuw Engeland, Time Life (books). Accounts lost: Florijn genever, Hols petfood, Desert Flower, T.I. Raleigh.

Intermarco-Farner BV, Amsterdam, part of the Publicis Intermarco-Farner European agency network, reports gross income of $4,664,000 on billings of $31,093,000 for 1979, compared with gross income of $4,243,000 on billings of $28,367,000 for 1978. (In local currency, gross income was DFl 9,300,000 on billings of DFl 62,000,000 in 1979, compared with gross income of DFl 8,460,000 on billings of DFl 56,565,000 in 1978.) Employes: 74. Accounts gained: Campina dairy products, van Nelle-Lassie tobacco. Account lost: Keser employment agency.

Jessurun/Bauduin-FCB BV, Amsterdam, reports gross income of $2,987,436 on billings of $19,926,100 for 1979, compared with gross income of $2,383,128 on billings of $15,895,544 for 1978. (In local currency, gross income was DFl 5,957,000 on billings of DFl 39,733,000 in 1979, compared with gross income of DFl 4,752,000 on billings of DFl 31,696,000 in 1978.) Media breakdown: Newspapers 41%; magazines 43%; tv 12%; outdoor 1%. Employes: 55. Accounts gained: Bonduelle, Westland Utrecht Hypotheekbank, Dental H., British Airways, Holland Data, Portas.

KVH/CDP International BV, Amsterdam, reports gross income of $2,986,934 on billings of $20,110,150 for 1979, compared with gross income of $2,933,775 on billings of $19,859,400 for 1978. (In local currency, gross income was DFl 5,956,000 on billings of DFl 40,100,000 in 1979, compared with gross income of DFl 5,850,000 on billings of DFl 39,600,000 in 1978.) Media breakdown: Newspapers 36%; magazines 45%; radio 4%; tv 14%; outdoor 1%. Employes: 50. Accounts gained: Peugeot cars, Max Factor cosmetics. Account lost: Postkrediet (finances).

Lintas Nederland, Rotterdam, reports gross income of $6,743,000 on billings of $46,791,000 for 1979, compared with gross income of $5,984,000 on billings of $40,271,000 for 1978. (In local currency, gross income was DFl 13,445,000 on billings of DFl 93,301,000 in 1979, compared with gross income of DFl 11,932,000 on billings of DFl 80,302,000 in 1978.) Media breakdown: Newspapers and magazines 42%; radio 4%; tv 37%; other 17%. Employes: 117. Accounts gained: Calve de Betuwe-Hazelnoot Creme, Smikkelmix, Rulle Balletjes, Roussel, Cebuco, Van Bronkhorst, V.N.U.-Tip, British Meat Board. Account lost in 1979: Van Os furniture.

McCann-Erickson Nederland, Amsterdam, reports gross income of $3,160,000 on billings of $41,087,000 for 1979, compared with gross income of $5,174,000 on billings of $34,510,000 for 1978. (In local currency, gross income was DFl 12,284,000 on billings of DFl 81,934,000 in 1979, compared with gross income of DFl 10,317,000 on billings of DFl 68,814,000 in 1978.) Employes: 104. Accounts gained: Aspro Nicholas/Rennie Div. (antacid product), Hertz, Miele household appliances, Muller & Co. travel agency, Wessanen flour, Yamaha outboard motors. New assignments: Cosmonda quick lunch, Turmac (Pall Mall Golden Mild, Peter Stuyvesant Extra Mild cigarets). Account resigned: AEG. Account lost: National Gasboard.

Moussault ABH International, Amsterdam, reports gross income of $3,834,000 on billings of $25,714,000 for 1979, compared with gross income of $3,611,000 on billings of $24,072,000 for 1978. (In local currency, gross income was DFl 7,645,000 on billings of DFl 51,275,000 in 1979, compared with gross income of DFl 7,200,000 on billings of DFl 48,000,000 in 1978.) Media breakdown: Newspapers 50%; magazines 36%; radio 2%; tv 8%; outdoor 1%; cinema 3%. Employes: 78. Accounts gained: AEG, CMC Melkunie, Public Transport, Mobil Chemie. Account lost: Ms Mode.

Nationale Publiciteits Onderneming, The Hague, reports gross income of $4,150,000 on billings of $29,100,000 for 1979, compared with gross income of $3,686,000 on billings of $26,630,000 for 1978. (In local currency, gross income was DFl 8,275,000 on billings of DFl 58,100,000 in 1979, compared with gross income of DFl 7,350,000 on billings of DFl 53,100,006 in 1978.) Media breakdown: Newspapers 37%; magazines 37%; radio 2%; tv 12%; outdoor 3%; business press 4%; point of sale 5%. Employes: 72. Accounts gained: Netherlands Dairy Board - coffee creamer, Canadian Government Office of Tourism (publicity for the Netherlands). NPO is part of Univas.

Noordervliet & Winninghoff BV, Amsterdam, reports gross income of $3,039,000 on billings of $20,265,593 for 1979, compared with gross income of $2,000,985 on billings of $13,343,048 for 1978. (In local currency, gross income was DFl 6,060,000 on billings of DFl 40,409,950 in 1979, compared with gross income of DFl 3,990,000 on billings of DFl 26,606,275 in 1978.) Employes: 42. Accounts gained: VLF Galacoffee, CBS records, AEG/Telefunken, Sheaffer Eaton Textron, Europa Meubel, Rath & Doodeheever, Brilmij (Searle) ANWB, Carmen, Cyanamid, Wyers. Account lost: Con & Verdonck.

Norman, Craig & Kummel (Nederland), Amsterdam, reports gross income of $424,800 on billings of $2,833,000 for 1979, compared with gross income of $463,900 on billings of $3,096,800 for 1978. (In local currency, gross income was DFl 847,000 on billings of DFl 5,649,000 in 1979, compared with gross income of DFl 925,000 on billings of DFl 6,175,000 in 1978.) Media breakdown: Newspapers 27%; magazines 52%; production 21%. Employes: 8. Accounts gained: Hitachi—World Electric, Viba—Loctite, Westclox, Warm up suits sports promotions (Nike), Sparkler International, Rowenta, El Al Airlines, Free Spirit publishing, Ampex, Chanel. Accounts lost: Impact, OME, Nolte, van Hees, J.G. Durand.

Ogilvy & Mather, Amsterdam, reports gross income of $4,346,005 on billings of $28,987,850 for 1979, compared with gross income of $3,228,006 on billings of $21,516,698 for 1978. (In local currency, gross income was DFl 8,666,011 on billings of DFl 57,802,293 in 1979, compared with gross income of DFl 6,436,701 on billings of DFl 42,904,682 in 1978.) Media breakdown: Newspapers 27.5%; magazines 32.4%; supplements 1.2%; radio .8%; tv 27.3%; outdoor 2.9%; business press 4.9%; farm press 1.4%; cinema 1.6%. Employes: 64. Accounts gained: Elsevier personnel recruitment, Holland International-travel, Educaboek-study books, Holts dog food, Fetim Bekol wood products, Olau Line-passenger boats, Remia margarine, Owens Corning insulation. Account lost: General Foods chewing gum.

Prad, Amsterdam, reports gross income of $7,886,000 on billings of $52,600,000 for 1979, compared with gross income of $7,046,000 on billings of $47,000,000 for 1978. (In local currency, gross income was DFl 15,724,000 on billings of DFl 104,800,000 in 1979, compared with gross income of DFl 14,050,000 on billings of DFl 93,790,000 in 1978.) Media breakdown: Newspapers 37.5%; magazines 44%; radio 3%; tv 14.5%; outdoor, cinema, etc. 1%. Employes: 79. Accounts gained: Berec batteries, Brocacef (new product), Desso carpets, *Intermediair* magazine, KNVTO public transport, Robex real estate development, Telebingo fund raising, TI-Raleigh bicycles. Accounts lost: NZB milk, Hoogovens, KBB personnel recruitment.

R&B/Benton & Bowles, Amsterdam, reports gross income of $1,928,769 on billings of $12,858,460 for 1979, compared with gross income of $1,662,738 on billings of $11,084,919 for 1978. (In local currency, gross income was DFl 3,845,965 on billings of DFl 25,639,769 in 1979, compared with gross income of DFl 3,315,500 on billings of DFl 22,103,328 in 1978.) Media breakdown: Newspapers 40%; magazines 20%; radio 3%; tv 16%; outdoor 1%; business press 20%. Employees: 45. Accounts gained: Gillette, Richardson-Merrell, Digital, Rentco, *Het Parool*, Roparko, Dinol, Cinzano, Radoma (Philips), Martinair. Accounts lost: Andrelon, Wifac.

Recla-Janssens Advertising, Amsterdam, reports gross income of $3,761,000 on billings of $26,078,000 for 1979, compared with gross income of $3,610,000 on billings of $24,084,000 for 1978. (In local currency, gross income was DFl 7,500,000 on billings of DFl 52,000,000 in 1979, compared with gross income of DFl 7,200,000 on billings of DFl 48,024,000 in 1978.) Media breakdown: Newspapers 57%; magazines 8%; radio 2%; tv 11%; below the line, sales promotion etc. 22%. Employes: 80. Accounts gained: Hunter Douglas-Luxaflex, WMF tableware, Wrangler jeans, Dutch Ministry of Economic Affairs, Inventum electric household equipment. Accounts lost: Gouda's Glorie margarine, Tiger products.

Smit's Bates BV, Amsterdam, reports gross income of $1,554,863 on billings of $12,763,634 for 1979, compared with gross income of $1,369,070 on billings of $10,926,421 for 1978. (In local currency, gross income was DFl 3,100,424 on billings of DFl 25,450,915 in 1979, compared with gross income of DFl 2,729,951 on billings of DFl 21,787,478 in 1978.) Media breakdown: Newspapers 33%; magazines 22%; radio 3%; tv 33%; business press 5%; other 4%. Employes: 41. Accounts gained: Shulton Desert Flower hand and body lotion, Blue Stratos aftershave, Barbara Best fashions, Hellesens batteries. Accounts lost: Brinkers (Leeuwezegel, bak & braad), Carmen electric appliances.

J. Walter Thompson Co., Amsterdam, reports gross income of $5,694,547 on billings of $37,982,628 for 1979, compared with gross income of $5,618,037 on billings of $37,149,114 for 1978. (In local currency, gross income was DFl 11,355,029 on billings of DFl 75,738,043 in 1979, compared with gross income of DFl 11,202,468 on billings of DFl 74,076,000 in 1978.) Media breakdown: Newspapers 32.9%; magazines 40.8%; radio 2.2%; tv 23.4%; outdoor .3%; cinema .4%. Employes: 120. Accounts gained: Ministry of Economic Affairs-gas saving account, Dutch Railways sales promotion div., Hofstad Vakpers, Praxis, Balamundi. Accounts lost: Moccona, Westland Utrecht Mortgage Bank, Gillette, Luxaflex (resigned).

VDB/Compton, Amsterdam, reports gross income of $3,059,150 on billings of $20,461,200 for 1979, compared with gross income of $2,907,000 on billings of $19,458,200 for 1978. (In local currency, gross income was DFl 6,100,000 on billings of DFl 40,800,000 in 1979, compared with gross income of DFl 5,800,000 on billings of DFl 38,800,000 in 1978.) Media breakdown: Newspapers 36%; magazines 24%; supplements 1%; radio 5%; tv 20%; outdoor 1%; business press 11%; farm press 1%; cinema 1%. Employes: 60. Accounts gained: Centrumbank (retail banking), Robertson's Port, Hewlett-Packard recruitment. Account lost: Dunlop tires.

Wiggert De Vries Franssen/DDB, Amsterdam, reports gross income of $977,925 on billings of $6,519,500 for 1979, compared with gross income of $738,860 on billings of $4,925,733 for 1978. (In local currency, gross income was DFl 1,950,000 on billings of DFl 13,000,000 in 1979, compared with gross income of DFl 1,473,300 on billings of DFl 9,822,000 in 1978.) Employes: 33. Accounts gained: Brinkers, ITT, Graetz, Schaap Citroen, Seagram, Spania, Formica, Fokker, Buitoni, Oberon. Accounts lost: Clin Midy, Manpower, Pfizer, Tor Line.

Young & Rubicam Koster Holdings BV, Amsterdam, reports gross income of $5,098,000 on billings of $34,004,000 for 1979, compared with gross income of $4,383,000 on billings of $29,235,000 for 1978. (In local currency, gross income was DFl 10,165,000 on billings of DFl 67,804,000 in 1979, compared with gross income of DFl 8,740,000 on billings of DFl 58,295,000 in 1978.) Media breakdown: Newspapers 41%; magazines 34%; radio 4%; tv 18%; outdoor 1%; business press 1%; cinema 1%. Employes: 97. Accounts gained: Polydor BV, Reemtsma Nederland BV, Tiger Product Co., Delta Lloyd, J. Hart BV.

NEW ZEALAND

The same 1979 rate of 1.0414 U.S. dollars to the New Zealand dollar was also applied to local currency reported for 1978 income and billings in this issue. This procedure factors out a 6% appreciation of the NZ dollar against the U.S. dollar based on NZ dollar's 1978 exchange rate of .983.

Leo Burnett Co., Auckland, reports gross income of $716,000 on billings of $4,775,000 for 1979, compared with gross income of $424,000 on billings of $2,833,000 for 1978. (In local currency, gross income was NZ$687,000 on billings of NZ$4,585,000 in 1979, compared with gross income of NZ$408,000 on billings of NZ$2,721,000 in 1978.)

Colenso Communications, Auckland, reports gross income of $3,218,795 on billings of $16,093,974 for 1979, compared with gross income of $2,667,005 on billings of $13,335,023 for 1978. (In local currency, gross income was NZ$3,090,834 on billings of NZ$15,454,172 in 1979, compared with gross income of NZ$2,560,980 on billings of NZ$12,804,900 in 1978.) Media breakdown: Newspapers 21%; magazines 10%; radio 10%; tv 56%; outdoor 1%; business

NEW ZEALAND

press 1%; farm press 1%. Employes: 83.

D'Arcy-MacManus & Masius, Auckland, reports gross income of $1,538,000 on billings of $7,824,000 for 1979, compared with gross income of $971,000 on billings of $4,696,000 for 1978. (In local currency, gross income was NZ$1,477,000 on billings of NZ$7,513,000 in 1979, compared with gross income of NZ$933,000 on billings of NZ$4,509,000 in 1978.) Media breakdown: Newspapers 17%; magazines 8%; radio 12%; tv 59%; outdoor 1%; business press 1%; farm press 1%. Employes: 52. Accounts gained: K.J. Rew and Co., James Smith, Nova, Teleflower, Interlock, Audio Club of New Zealand, Opportunity Traders, New Zealand Milk Promotion Council, R&W Hellaby Hirepool, Applied Power, Smith Biolab. Accounts lost: Marac Finance, Reader's Digest (resigned), Ceramco (resigned), Agfa, Aetna Life.

Dobbs-Wiggins McCann-Erickson, Auckland, reports gross income of $2,204,000 on billings of $9,209,100 for 1979, compared with gross income of $1,927,000 on billings of $7,968,792 for 1978. (In local currency, gross income was NZ$2,116,000 on billings of NZ$8,843,000 in 1979, compared with gross income of NZ$1,850,000 on billings of NZ$7,652,000 in 1978.) Accounts gained: Finance Houses Assn. (institutional), New South Wales Tourist Board, Outdoor Sport Ltd. (retail sporting goods), Radio New Zealand, Skellerup Industries (rubber products), Villa Maria Estate (wines). New Assignments: Air New Zealand (corporate), Bendon Berlei (Minigrip), Mainland Products (cheese), Nestle (Cookie Mix), Progressive Enterprises (Foodtown supermarkets), Rangitaiki Plains Dairy (Premi cheesecake). Accounts lost or terminated: DOM Benedictine, Good Times Co., Kanz Clothing, Radio Avon.

Dormer Beck Campaign, Auckland, reports billings of $14,058,900 for 1979, compared with billings of $9,893,300 for 1978. (In local currency, billings were NZ$13,500,000 in 1979, compared with billings of NZ$9,500,000 in 1978.) Media breakdown: Newspapers 34%; magazines 5%; radio 14%; tv 46%; cinema 1%. Employes: 90. Accounts gained: Butland Industries, Caxton Printing Works, Feltex Footwear, Mt. Cook Airlines, New Zealand Dairy Board, UHT Milk Products, Reader's Digest, Smith Biolab VO5 Haircare. Accounts lost: Quality Packers, Yamaha, Audio Club, International Correspondence Schools.

Gray/Scott/Inch & Associates, Auckland, reports gross income of $830,211 on billings of $4,070,300 for 1979, compared with gross income of $707,274 on billings of $3,717,841 for 1978. (In local currency, gross income was NZ$797,207 on billings of NZ$3,908,488 in 1979, compared with gross income of NZ$679,157 on billings of NZ$3,570,041 in 1978.) Media breakdown: Newspapers 51%; magazines 10%; radio 5%; tv 27%; outdoor 1%; business press 3%; point of sale 1%; cinema 2%. Employes: 31. Accounts gained: DuPont (agricultural chemicals), Allied Liquor, Smith Kline French (animal health), Civil & Civic (construction company), Fletcher Mechanical (air conditioning).

IMAA/Wood & Mitchell Advertising, Wellington, reports gross income of $582,539 on billings of $2,936,567 for 1979, compared with gross income of $514,677 on billings of $2,618,421 for 1978. (In local currency, gross income was NZ$559,381 on billings of NZ$2,819,826 in 1979, compared with gross income of NZ$494,216 on billings of NZ$2,514,328 in 1978.) Media breakdown: Newspapers 26%; magazines 14%; radio 16%; tv 33%; outdoor 1%; business press 5%; farm press 4%; cinema 1%. Employes: 27. Accounts gained: Interpress Associates, Champion Appliances, National Travel Assn., Peros. Accounts lost: Tatra Leather Goods, Bernina Sewing Machines, Berger Paints New Zealand, Paints & Wallpapers Federation.

J. Inglis Wright, Wellington, reports gross income of $2,603,119 on billings of $13,015,594 for 1979, compared with gross income of $2,334,636 on billings of $11,673,178 for 1978. (In local currency, gross income was NZ$2,499,634 on billings of NZ$12,498,169 in 1979, compared with gross income of NZ$2,241,824 on billings of NZ$11,209,120 in 1978.) Media breakdown: Newspapers, magazines and supplements 42%; radio 14%; tv 36%; other 8%. Employes: 70. Accounts gained: Philips Electrical Industries (tv, audio, domestic appliances), Aakronite New Zealand (vanities and surfaces), Bradmills New Zealand (Stubbies shorts and longs), Building Performance Guarantee Corp. of New Zealand, Delta Plastics (livestock identification tags), D. R. Britton (Tectyl/Rust Proofing), Everard Films (film distributing), H. C. Kitchen (retail hardware chain), Delegats Vineyard (Delegats wines), Stevens-Bremner (carpets).

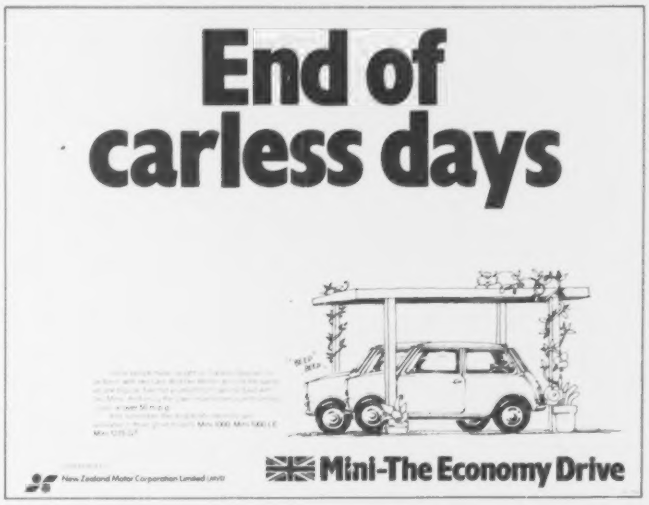
Mackay King Advertising, Wellington, part of Kenyon & Eckhardt Intl., reports gross income of $621,146 on billings of $3,143,371 for 1979, compared with gross income of $500,152 on billings of $2,541,261 for 1978. (In local currency, gross income was NZ$596,453 on billings of NZ$3,018,409 in 1979, compared with gross income of NZ$480,269 on billings of NZ$2,440,235 in 1978.) Media breakdown: Newspapers 23%; magazines 7%; radio 8%; tv 34%; outdoor 2%; point of sale 26%. Employes: 23. Accounts gained: New Zealand Motor Corp. (corporate), Feltex Yarns, Franklin Mint. Account lost: Standard Telephones and Cables.

Ogilvy & Mather (New Zealand), Auckland, reports gross income of $1,701,407 on billings of $8,507,035 for 1979, compared with gross income of $1,350,434 on billings of $7,661,769 for 1978. (In local currency, gross income was NZ$1,633,769 on billings of NZ$8,168,845 in 1979, compared with gross income of NZ$1,296,749 on billings of NZ$7,357,182 in 1978.) Media breakdown: Newspapers 19%; magazines 15%; radio 7%; tv 59%. Employes: 52. Accounts gained: Fountain Corp., Country Foods, Avon Cosmetics, National Mutual Life, Horticultural Merchants, N. M. Feryer. Accounts lost: EMI, Philips Electrical, Cadbury Schweppes Hudson, Bacardi.

SSC&B:Lintas New Zealand, Auckland, reports gross income of $934,136 on billings of $4,670,679 for 1979, compared with gross income of $757,098 on billings of $3,797,985 for 1978. (In local currency, gross income was NZ$897,000 on billings of NZ$4,485,000 in 1979, compared with gross income of NZ$727,000 on billings of NZ$3,647,000 in 1978.) Media breakdown: Newspapers 13%; magazines 13%; radio 5%; tv 68%; business press 1%. Employes: 27. Accounts gained: W. F. Tucker, Smith & Nephew.

USP Needham, Auckland, reports gross income of $520,700 on billings of $2,603,500 for 1979, compared with gross income of $321,125 on billings of $1,605,623 for 1978. (In local currency, gross income was NZ$500,000 on billings of NZ$2,500,000 in 1979, compared with gross income of NZ$308,359 on billings of NZ$1,541,793 in 1978.) Media breakdown: Magazines 30%; radio 10%; tv 55%; other 5%. Employes: 17, up from 9 in 1978. Accounts gained: Cerebos Foods (new products). Account lost: Smith Kline & French (animal health).

Ward & Grey, Auckland, reports gross income of $179,000 on billings of $764,000 for 1979, compared with gross income of $118,000 on billings of $501,000 for 1978. (In local currency, gross income was NZ$172,000 on billings of NZ$734,000 in 1979, compared with gross income of NZ$113,000 on billings of NZ$481,000 in 1978.) Media breakdown: Newspapers 11%; magazines 22%; radio 6%; tv 35%; business press 19%; other 7%. Employes: 9. Accounts gained: ABM, C. H. Drysdale, Congoleum, Fram, Marlowe Agencies, New Zealand Swimming Pool Assn., Sandoz Pharma.



The "End of carless days" ad by MacKay King Advertising, Wellington, tells drivers that by owning two New Zealand Motor Corp. Minis they can avoid the problem of finding alternate transportation one day per week, referring to the fact that New Zealanders have been required by the government to leave their car at home one day a week.

NICARAGUA

The same 1979 rate of .125 dollars to the codoba was also applied to local currency reported for 1978 income and billings.

APCU de Nicaragua, Managua, reports gross income of $7,375 on billings of $62,500 for 1979, compared with gross income of $27,500 on billings of $182,500 for 1978. (In local currency, gross income was Cordoba 75,000 on billings of Cordoba 500,000 in 1979, compared with gross income of Cordoba 220,000 on billings of Cordoba 1,460,000 in 1978.) Media breakdown: Newspapers 10%; radio 20%; tv 70%. The agency has two employes.

Publicidad McCann-Erickson Centroamericana, Managua, reports gross income of $62,125 on billings of $414,375 for 1979, compared with gross income of $106,500 on billings of $710,375 for 1978. (In local currency, gross income was Cordoba 497,000 on billings of Cordoba 3,315,000 in 1979, compared with gross income of Cordoba 852,000 on billings of Cordoba 5,683,000 in 1978.) Employes: 7. New assignment: Tanic/British-American Tobacco (institutional).

NIGERIA

The same 1979 rate of 1.79 dollars to the naira was also applied to local currency reported for 1978 income and billings in this issue. This procedure factors out a 13.5% appreciation against the U.S. dollar based on the naira's 1978 exchange rate of 1.577.

Lintas, Lagos, reports gross income of $3,759,000 on billings of $23,628,000 for 1979, compared with gross income of $3,516,876 on billings of $20,545,020 for 1978. (In local currency, gross income was Naira 2,100,000 on billings of Naira 13,200,000 in 1979, compared with gross income of Naira 1,964,735 on billings of Naira 11,477,665 in 1978.) Media breakdown: Newspapers 20%; magazines 12%; radio 35%; tv 13%; outdoor 15%; cinema 5%. Employes: 150.

NORWAY

The same 1979 rate of .2003 dollars to the Norwegian kroner was also applied to local currency reported for 1978 income and billings in this issue. This procedure factors out a 0.15% appreciation of the kroner against the dollar based on kroner s 1978 exchange rate of .200.

AB Bates, Oslo, reports gross income of $9,669,000 on billings of $62,411,000 for 1979, compared with gross income of $8,569,000 on billings of $52,125,000 for 1978. (In local currency, gross income was NKr48,275,000 on billings of NKr311,588,000 in 1979, compared with gross income of NKr42,781,000 on billings of NKr260,236,000 in 1978.) Media breakdown: Newspapers 34.8%; magazines 15.5%; outdoor 1%; business press 6.1%; cinema 1.9%; production 29.1%; fees 11.6%; other 6.1%. Employes: 281. Accounts gained: Aleksander Pels - fur fashion, David Andersen jewelers, Helly Hansen sportswear, Jordan (tooth brushes, dental sticks and dental floss), Madshus Skifabrikk - ski manufacturers, Miljoverndepartementet - dept. of environment. The agency lost one account: Norsk Auto A/S - Fiat.

Benton & Bowles/HO, Oslo, reports gross income of $2,615,700 on billings of $17,658,200 for 1979, compared with gross income of $2,807,400 on billings of $18,765,000 for 1978. (In local currency, gross income was NKr13,059,000 on billings of NKr88,159,000 in 1979, compared with gross income of NKr14,016,000 on billings of NKr93,684,000 in 1978.) Media breakdown: Newspapers 51%; magazines 11%; business press 7%; cinema 6%; creative work and printed matter 25%. Employes: 67 Accounts gained: Quaker Oats - cereals (Ota A/S), Panasonic/technics - Niels Vik & Co., Nilfisk vacuum cleaners, Meda A/S - medicine, Sonnico electrical appliances. Accounts lost: some accounts were cut back in 1979 due to the wage and price freeze.

D'Arcy-MacManus & Masius, Oslo, reports gross income of $857,200 on billings of $5,469,000 for 1979, compared with gross income of $634,000 on billings of $4,100,000 for 1978. (In local currency, gross income was NKr4,280,000 on billings of NKr27,304,000 in 1979, compared with gross income of NKr3,163,000 on billings of Nkr20,470,000 in 1978.) Media breakdown: Newspapers 38%; magazines 42%; outdoor 3%; business press 11%; cinema 5%; foreign media 1%. Employes: 21. Accounts gained: Norsk Citroen, Pastirol, Midelfart, Johnson & Johnson. Accounts lost: Mobil Oil, David Andersen.

Dramsrud & Werner, Oslo, reports gross income of $761,140 on billings of $5,076,800 for 1979, compared with gross income of $741,100 on billings of $4,943,400 for 1978. (In local currency, gross income was NKr3,800,000 on billings of NKr25,346,000 in 1979, compared with gross income of NKr3,700,000 on billings of NKr24,680,000 in 1978.) Employes: 18. Accounts gained: National Health Council, EF Institute. Account lost: Solo soft drinks.

Ervaco Bergen A/S, Bergen, reports gross income of $866,300 on billings of $5,768,000 for 1979, compared with gross income of $624,000 on billings of $4,166,000 for 1978. (In local currency, gross income was NKr4,325,000 on billings of NKr28,800,000 in 1979, compared with gross income of NKr3,115,000 on billings of NKr20,800,000 in 1978.) Employes: 22.

Ervaco Oslo A/S, Oslo, reports gross income of $2,653,000 on billings of $17,686,000 for 1979, compared with gross income of $2,312,000 on billings of $15,423,000 for 1978. (In local currency, gross income was NKr13,245,000 on billings of NKr88,300,000 in 1979, compared with gross income of NKr11,545,000 on billings of NKr77,000,000 in 1978.) Employes: 50.

Gumaelius A/S, Oslo, reports gross income of $1,031,000 on billings of $6,579,000 for 1979, compared with gross income of $986,000 on billings of $6,429,000 for 1978. (In local currency, gross income was NKr5,145,000 on billings of NKr32,845,000 in 1979, compared with gross income of NKr4,921,000 on billings of NKr32,096,000 in 1978.) Media breakdown: Newspapers 70.3%; magazines 12.1%; outdoor .5%; business press 14.2%; cinema 2.9%. Employes: 23. Accounts gained: Husqvarna Electro, Aspelin-Stormbull Maskin, Norgas, *Reader's Digest*. Accounts lost: Zonda, Black & Decker.

Holter, Young & Rubicam, Oslo, reports gross income of $2,046,000 on billings of $13,647,000 for 1979, compared with gross income of $2,212,000 on billings of $14,754,000 for 1978. (In local currency, gross income was NKr10,215,000 on billings of NKr68,133,000 in 1979, compared with gross income of NKr11,04[illegible],000 on billings of NKr[illegible],000 in 1978.) Y&R does not publish billings. Figures in kroner and dollars are AA estimates. Media breakdown: Newspapers 63%; magazines 16%; outdoor 2%; business press 14%; cinema 3%; foreign 2%. Employes: 47 Accounts gained: Kvikk, Wran-

NORWAY

gler, Den Norske Creditbank, Defa, Blystad-Udis. Accounts lost: Varde Fabrikker, Lehmkuhl-SRA, Chrysler Marine.

Intermarco-Farner, Oslo, part of the Publicis Intermarco-Farner European agency network, reports gross income of $351,000 on billings of $2,484,000 for 1979, compared with gross income of $341,000 on billings of $2,404,000 for 1978. (In local currency, gross income was NKr 1,750,000 on billings of NKr 12,400,000 in 1979, compared with gross income of NKr 1,700,000 on billings of NKr 12,000,000 in 1978.) Media breakdown: Newspapers 55%; magazines 15%; supplements 5%; business press 20%; cinema 5%. Employes: 6. Accounts gained: *Dagbladet* daily newspaper, Kalmar fork lift trucks, T. Kjedon - scuba equipment dealers, Perstorp resin laminates, Reber-Schindler lifts, Statens Edruskapsdirektorat - anti alcohol campaign, J.T. Thomassen diving equipment. Account lost: Aspelin Stormbull Haskin machinery.

Jensen-Grey, Oslo, reports gross income of $618,000 on billings of $3,462,000 for 1979, compared with gross income of $648,000 on billings of $4,044,000 for 1978. (In local currency, gross income was NKr 3,086,000 on billings of NKr 17,286,000 in 1979, compared with gross income of NKr 3,237,000 on billings of NKr 20,192,000 in 1978.) Media breakdown: Newspapers 44%; magazines 10.5%; outdoor 2%; business press 16.5%; point of sale 4%; cinema 4%; print, direct mail 19%. Employes: 18. Account gained: Firestone Norge A/S Norema - partly. Accounts lost: A/S Saga-Doren, Interfoto A/S.

Lund & Lommer A/S, Oslo, affiliated with DFS International, reports gross income of $2,203,000 on billings of $7,291,000 for 1979, compared with gross income of $2,123,000 on billings of $7,111,000 for 1978. (In local currency, gross income was NKr 11,000,000 on billings of NKr 36,400,000 in 1979, compared with gross income of NKr 10,600,000 on billings of NKr 35,500,000 in 1978.) Media breakdown: Newspapers 75%; magazines 22%; outdoor 2%; point of sale 1%. Employes: 47. Account gained: British Airways.

McCann-Erickson, Oslo, reports gross income of $958,000 on billings of $6,390,000 for 1979, compared with gross income of $854,000 on billings of $5,710,000 for 1978. (In local currency, gross income was NKr 4,783,000 on billings of NKr 31,903,000 in 1979, compared with gross income of NKr 4,274,000 on billings of NKr 28,508,000 in 1978.) Employes: 24. Accounts gained: Asec Canon cameras, Miele household appliances, Unoco offshore services. New assignment: Gillette - Atra/Contour razors.

A/S Myres/Lintas (Norway), Oslo, reports gross income of $2,684,725 on billings of $17,321,461 for 1979, compared with gross income of $2,538,263 on billings of $16,091,775 for 1978. (In local currency, gross income was NKr 13,403,520 on billings of NKr 86,477,590 in 1979, compared with gross income of NKr 12,672,308 on billings of NKr 80,338,370 in 1978.) Media breakdown: Newspapers 25%; magazines 35%; outdoor 1%; business press 7%; point of sale 1%; cinema 2%; other 12%; technical printed matter 17%. Employes: 62. Accounts gained: Hamjern A/S, Ministry of Education & Ecclesiastical Affairs, Reckitt & Colman, Central Information Service, B. Wahlstroms Bokforlag AB. Account lost: Goeteborg Kex.

NCK Norge A/S, Oslo, reports gross income of $1,127,500 on billings of $7,520,000 for 1979, compared with gross income of $1,073,600 on billings of $7,160,700 for 1978. (In local currency, gross income was NKr 5,629,000 on billings of NKr 37,545,000 in 1979, compared with gross income of NKr 5,360,000 on billings of NKr 35,750,000 in 1978.) Media breakdown: Newspapers 61%; magazines 25%; business press 12%; cinema 2%. Employes: 21. Accounts gained: Anker batteries, Aschehoug Publishing, Bergen Bank International, Information Office for imported fruits & vegetables, Hornsleth crystal, Inter-Finans, Norsk Johnson wax, SAS Catering. Accounts lost: Buketten, Citrus Marketing Board.

Ogilvy & Mather, Oslo, reports gross income of $2,085,300 on billings of $8,698,700 for 1979, compared with gross income of $1,610,200 on billings of $6,361,500 for 1978. (In local currency, gross income was NKr 10,411,412 on billings of NKr 43,428,706 in 1979, compared with gross income of NKr 8,039,742 on billings of NKr 31,760,637 in 1978.) Media breakdown: Newspapers 66%; magazines 15%; outdoor 4%; business press 10%; cinema 5%. Employes: 47. Accounts gained: Braathens SAFE, *Drammens Tidende & Buskerud Blad*, Ernst G. Mortensen A/S, Ege taepper-Norge A/S, Kirkens nodhjelp, Mylius salgsselskap A/S, Saga-Doren A/S, Toro Intl. Accounts lost: British Airways, Norsk Wrangler A/S Mariner International.

PAKISTAN

The same 1979 rate of .1055 dollars to the Pakistan rupee was also applied to local currency reported for 1978 income and billings in this issue. This procedure factors out a 29% appreciation of the rupee against the dollar based on rupee's 1978 exchange rate of .087.

IMAA/D.J. Keymer (Pakistan), Karachi, only reports billings of $1,517,000 for 1979, compared with billings of $1,332,304 for 1978. (In local currency, billings were Rs 14,379,643 in 1979, compared with billing of Rs 12,628,909 in 1978.) Media breakdown: Newspapers 15%; radio 5%; tv 66%; point of sale 2%; cinema 2%; film production 10%. Employes: 26. Accounts gained: Sony, Communicaid, Gillette Contour, Starvac, Media Cassettes.

R:Lintas Ltd. (Pakistan), Karachi, reports gross income of $353,000 on billings of $2,526,000 for 1979, compared with gross income of $348,000 on billings of $2,458,000 for 1978. (In local currency, gross income was Rs 3,346,000 on billings of Rs 23,943,000 in 1979, compared with gross income of Rs 3,300,000 on billings of Rs 23,298,000 in 1978.) Media breakdown: Newspapers 12%; radio 16%; tv 47%; outdoor 1%; cinema 10%; other 14%. Employes: 49. Accounts gained: Philips, Lipton, Komatsu.

Orient Advertisers, Karachi, only reports billings of $2,353,853 for 1979, compared with billings of $1,997,434 for 1978. (In local currency, billings were Rs 22,311,401 in 1979, compared with billings of Rs 18,933,025 in 1978.) Media breakdown: Newspapers 30%; magazines 8%; radio 13%; tv 35%; outdoor 5%; point of sale 2%; cinema 7%. Employes: 86. Accounts gained: Fongas, Jenica Center, Fauji fertilizer, Energy Resources Cell, Taj Mahal Hotel complex, Ahmed spices, Mehran Hotel, Nairang complex, National Trading Corp., Electronic Industries.

Paragon Advertising, Karachi, reports gross income of $220,830 on billings of $1,339,323 for 1979, compared with gross income of $228,059 on billings of $1,383,464 for 1978. (In local currency, gross income was Rs 2,093,175 on billings of Rs 12,695,000 in 1979, compared with gross income of Rs 2,161,700 on billings of Rs 13,113,400 in 1978.) Media breakdown: Newspapers 34.5%; magazines 8.5%; supplements 2%; radio 6.5%; tv 26.5%; outdoor 6.75%; point of sale 6.5%; cinema 8.5%. Employes: 63. Accounts gained: Port Mohammad Bin Qasim Authority, Karachi Port Trust, Picault milk, Poultry Producers Assn., Olivetti, Camy watch distributors, Sui Northern Gas Pipelines, Winthdrop.

Prestige Advertising, Karachi, reports gross income of $176,101 on billings of $1,253,804 for 1979, compared with gross income of $171,275 on billings of $1 204,427 for 1978. (In local currency, gross income was Rs 1, 669,204 on billings of Rs 11,884,397 in 1979, compared with gross income of Rs 1,623,460 on billings of Rs 11,416,368 in 1978.) Media breakdown: Newspapers 40%; magazines 15%; radio 5%; tv 25%; outdoor 1%; point of sale 7%; cinema 4%; annual reports, stationary, etc. 3%. Employes: 50. Accounts gained: General Tyre & Rubber Co. of Pak Ltd., Montgomery Flour & General Mills, United Bank MacDonald Layton & Co.

PANAMA

An exchange rate of 1 U.S. dollar to the balboa was used to determine both 1978 and 1979 gross income and billings.

Campagnani, Aleman y Quelquejeu, Panama, reports gross income of $634,422 on billings of $2,779,562 for 1979, compared with gross income of $527,556 on billings of $2,162,144 for 1978. Media breakdown: Newspapers 21%; magazines 6%; radio 13%; tv 56%; outdoor 3%; cinema 1%. Employes: 26. Accounts gained: Hawaiian Punch, Bacardi Rum, Clorox Co., Adams Chiclets. Accounts lost: Welch's Foods and Volvo.

McCann-Erickson de Panama, reports gross income of $702,000 on billings of $4,682,000 for 1979, compared with gross income of $612,000 on billings of $4,082,000 for 1978. Employes: 37. Accounts gained: Audio Foto, CAG Cafe Bonanza, Destiladora Nacional, Fertica, Holiday Inn, Pinesol.

PARAGUAY

An exchange rate of .008 U.S. dollars to the guarani was used to determine both 1978 and 1979 gross income and billings.

McCann-Erickson Corp. Publicidad, Asuncion, reports gross income of $133,000 on billings of $884,000 for 1979, compared with gross income of $63,600 on billings of $424,000 for 1978. (In local currency gross income was PG16,629,000 on billings of PG110,500,000 in 1979, compared with gross income of PG7,950,000 on billings of PG53,000,000 in 1978.) Accounts gained: New assignments: Colgate, L'Oreal, R.J. Reynolds.

J. Walter Thompson Paraguay, Asuncion, reports gross income of $115,084 on billings of $767,230 for 1979, compared with gross income of $110,562 on billings of $737,083 for 1978. (In local currency, gross income was PG14,385,556 on billings of PG95,903,707 in 1979, compared with gross income of PG13,820,304 on billings of PG92,135,360 in 1978.) Media breakdown: Newspapers 37%; radio 19%; tv 38%; outdoor 2%; cinema 4%. Employes: 7. Account gained: Chase Bank.

PERU

The same 1979 rate of .0066 dollars to the Peru sol was also applied to local currency reported for 1978 income and billings in this issue. This procedure factors out a 9.6% depreciation of the sol against the dollar based on sol's 1978 exchange rate of .0073.

Compania Nacional de Publicidad, Lima, reports gross income of $486,000 on billings of $2,758,000 for 1979, compared with gross income of $232,000 on billings of $1,298,000 for 1978. (In local currency, gross income was Sol 73,613,000 on billings of Sol 417,848,000 in 1979, compared with gross income of Sol 35,078,000 on billings of Sol 196,658,000 in 1978.) Media breakdown: Newspapers 12%; magazines 2%; radio 14%; tv 47%; cinema 5%; production 20% (radio, tv, print, etc.). Employes: 61. Accounts gained: Equipos Internacionales S.A. (International Harvester) Eli Lilly, 3M copiers, Partido Popular Cristiano, Salvo (detergent from Procter & Gamble.).

IMAA/Publicitas, Lima, reports gross income of $164,195 on billings of $1,260,752 for 1979, compared with gross income of $96,758 on billings of $726,198 for 1978. (In local currency, gross income was Sol 24,878,000 on billings of Sol 131,023,000 in 1979, compared with gross income of Sol 14,660,000 on billings of Sol 110,030,000 in 1978.) Media breakdown: Newspapers 14.1%; magazines 0.9%; radio 7.4%; tv 76.4%; point of sale 1.2% Employes: 41 in 1979 compared to 34 in 1978. Accounts gained: Johnson & Johnson del Peru, Ind. de Tocador Peruana, Manufacturera de Vidrio del Peru, Vidrios planos del Peru.

McCann-Erickson Corp. Publicidad (Peru), Lima, reports gross income of $523,674 on billings of $4,159,901 for 1979, compared with gross income of $445,651 on billings of $3,039,188 for 1978. (In local currency, gross income was Sol 94,496,000 on billings of Sol 630,288,000 in 1979, compared with gross income of Sol 69,038,000 on billings of Sol 460,483,000 in 1978.) Employes: 54. Accounts gained: American Home Products, Auto Ahorro (car financing), Mobil Oil. New assignments: Bunge & Born/Copsa (soap), Gillette (Atra/Contour razor; Paper Mate). Account lost: Molinera Inca (crackers).

J. Walter Thompson Peruana, Lima, reports gross income of $942,000 on billings of $5,606,000 for 1979, compared with gross income of $523,700 on billings of $3,178,300 for 1978. (In local currency, gross income was Sol 142,728,000 on billings of Sol 849,429,000 in 1979, compared with gross income of Sol 79,347,000 on billings of Sol 481,574,000 in 1978.) Media breakdown: Newspapers 13.7%; magazines 2.4%; radio 17%; tv 64.5%; outdoor 1.7%; cinema 0.66%. Employes: 64 in 1979 compared to 53 in 1978. Accounts gained: Sears, Nestle, Parke Davis, Sunbeam, Esan, Textil Piura, Philips. Accounts lost: Cafetal, Gloria (both resigned when JWT gained Nestle).

PHILIPPINES

The same 1979 rate of .142 dollars to the Philippine peso was also applied to local currency reported for 1978 income and billings in this issue. This procedure factors out a 10% appreciation of the peso against the dollar based on peso's 1978 exchange rate of .1290.

Advertising & Marketing Associates, Makati/Manila, reports gross income of $1,236,030 on billings of $8,244,319 for 1979, compared with gross income of $1,167,013 on billings of $7,780,123 for 1978. (In local currency, gross income was Ps 8,704,436 on billings of Ps 58,058,588 in 1979, compared with gross income of Ps 8,218,400 on billings of Ps 54,789,600 in 1978.) Media breakdown: Newspapers 22%; magazines 12.3%; radio 18.7%; tv 42.4%; outdoor 1.7%; business press 2.3%; cinema .6%. Employes: 160. Accounts gained: Charlie's shoes, Capri Condominium, Up-Town Department Store, Executive Development Academy, VMV Corporation, S.C. Johnson & Sons, La Colina Development Corporation, Abenson, Mindanao Steel Corporation, United Coconut Planters Bank, Interpublik Associates. Accounts lost: Mayon Ceramics Corp., Cresta Del Mar, Akebono Manufacturing, Midland Pacific Development Corp.

Ace-Compton Advertising, Manila, only reports gross income of $1,223,993 for 1979, compared with gross income of $1,294,060 for 1978. (In local currency, gross income was Ps 8,619,670 in 1979, compared with gross income of Ps 9,113,100 in 1978.) Media breakdown: Newspapers 11%; magazines 1%; radio 27%; tv 59%; cinema 2%. Employes: 153. Accounts gained: Parke Davis (Caladry, Evrile-E), Metro Club, Natural Energy Systems, Pfizer (Lysivit), Filipro—Maggi seasoning, Warner-Chilcott (Halls Honey Lemon, Listermint), Insular Life Assurance Co., Book Stop, Johnson & Johnson (Modess Lights, OB tampons, Tylenol). Accounts lost: Elizalde International, Music Center Phils., Jag and Haggar Sportswear.

CA:Lintas Manila, Manila, reports gross income of $236,000 on billings of $1,580,000 for 1979, compared with gross income of $117,000 on billings of $779,000 for 1978. (In local currency, gross income was Ps 1,663,000 on billings of Ps 11,131,000 in 1979, compared with gross income of Ps 823,000 on billings of Ps 5,487,000 in 1978.) Media breakdown: Newspapers 12%; magazines 3%; radio 24%; tv 60%; cinema 1%. Employes: 18. Accounts gained: Lipton, Philippine Refining Co.—new product development.

McCann-Erickson (Philippines), Manila, reports gross income of $1,035,000 on billings of $6,903,000 for 1979, compared with gross income of $909,000 on billings of $6,063,000 for 1978. (In local currency, gross income was Ps 7,287,000 on billings of Ps 48,604,000 in 1979, compared with gross income of Ps 6,401,000 on billings of Ps 42,695,000 in 1978.) Employes: 115. Accounts gained: Johnson & Johnson baby powder and soap, cotton buds, Feminex Plus sanitary napkins, Kuwait Airways, Squibb (vitamin E, Theragran and Golden Bounty vitamins, Counterpain, animal care products), Suzuki motorcycles, Quaker Instant Family cereal, Yamaha musical instruments, sporting equipment. New assignments: Abbott Laboratories (Murine Plus), Gillette—Trinity deodorant, Philips small household appliances, lamps and lighting, Swift's canned corned beef. Account lost: Singapore Airlines.

PORTUGAL

The same 1979 rate of .021803 dollars to the Portuguese escudo was also applied to local currency reported for 1978 income and billings in this issue. This procedure factors out a 13% depreciation of the escudo against the U.S. dollar based on the escudo's 1978 exchange rate of .025.

Insignia-Agencia Internacional de Publicidade, Lisbon, part of Compton Intl., only reports gross income of $350,969 for 1979, compared with gross income of $292,160 for 1978. (In local currency, gross income was Esc. 15,180,000 in 1979, compared with gross income of Esc. 13,400,000 in

PORTUGAL

1978.) Media breakdown: Newspapers 33%; magazines 10%; radio 25%; tv 30%. Employes: 18. Accounts gained: Companhia Portuguesa, Portugal E Colonies (food products), Movinorma industrial machinery, Super-Fresco (Cosco-Cola, Carbo Sidral-Cidra—without alcohol), Hinton and Sons, Sapec farming products and fertilizers.

Intermarco-Espiral, part of the Publicis, Intermarco-Farner European agency network, Lisbon, reports gross income of $824,000 on billings of $4,230,000 for 1979, compared with gross income of $589,000 on billings of $2,943,000 for 1978. (In local currency, gross income was Esc. 37,800,000 on billings of Esc. 194,000,000 in 1979, compared with gross income of Esc. 27,000,000 on billings of Esc. 135,000,000 in 1978.) Media breakdown: Newspapers and magazines 53%; radio 10%; tv 35%; outdoor 1%. Employes: 51. Accounts gained: Alter baby clothes, Cinzano Rose, IBM typewriters, Johnson (Brise Continuo), Knorr (Hellman's mayonnaise), Radiotelevisao Portugesa, UNICEF Children's Fund, Vale de Lobo holiday village. Accounts lost: Companhia de Seguro de Creditos, Deutscher Pressevertrieb (*Neue Mode*), F. Lima & Co. beauty products.

Lintas—Agencia Internacional de Publicidade, Lisbon, reports gross income of $1,042,500 on billings of $7,021,200 for 1979, compared with gross income of $676,900 on billings of $4,771,300 for 1978. (In local currency, gross income was Esc. 47,817,000 on billings of Esc. 322,029,000 in 1979, compared with gross income of Esc. 31,045,000 on billings of Esc. 218,839,000 in 1978.) Media breakdown: Newspapers 9%; magazines 6%; radio 2%; tv 65%; outdoor 11%; point of sale 5%; cinema 1%; other 1%. Employes: 36. Accounts gained: Coats y Clark, I.C.L., Masa, Denim, Fly Away, Sunlight, CIF. Account lost: Kodak.

McCann-Erickson-Hora Publicidade, Lisbon, an M-E associate in 1979 before 100% of the agency was purchased by M-E last month, reports gross income of $959,332 on billings of $6,388,279 for 1979, compared with gross income of $788,000 on billings of $4,250,000 for 1978. (In local currency, gross income was Esc. 44,000,000 on billings of Esc. 293,000,000 in 1979, compared with gross income of Esc. 31,520,000 on billings of Esc. 170,000,000 in 1978.) Accounts gained: General Motors, Kodak, Banco Commercial Azores, Nestle, Singer, Portugal Tourist Office.

Norman, Craig & Kummel—Ciesa Publicidade, Lisbon, reports gross income of $887,400 on billings of $5,919,000 for 1979, compared with gross income of $477,486 on billings of $3,161,435 for 1978. (In local currency, gross income was Esc. 40,700,000 on billings of Esc. 271,469,000 in 1979, compared with gross income of Esc. 21,900,000 on billings of Esc. 146,000,000 in 1978.) Media breakdown: Newspapers 12%; magazines 13%; radio 10%; tv 63%; outdoor 1%; cinema 1%. Employes: 68. Accounts gained: Utilmovel, Foreign Investment Institute, National Tourist Board, Post & Telephone National Co. (postal code), Grundig, S.C. Johnson—Forza Glo-Co, Warner-Lambert-Chiclets, Schick, Halls, new products. Accounts lost: Chesebrough-Pond's, Cirel, F.A. Caiado.

Team, Lisbon, only reports billings of $3,597,495 for 1979, compared with billings of $2,507,345 for 1978. (In local currency, billings were Esc. 165,000,000 in 1979, compared with billings of Esc. 115,000,000 in 1978.) Media breakdown: Newspapers 22%; radio 11%; tv 45%; outdoor 9%; point of sale 2%; cinema 1%; production 10%. Employes: 48. Accounts gained: Home Products Portugal (Boyle Midway International), Mackenzie Scotch whisky, McDonnell Douglas, Tudor batteries, Sandeman port wine and brandy, Schweppes, Shell.

PUERTO RICO

Badillo Compton, San Juan, reports gross income of $2,775,000 on billings of $18,509,000 for 1979, compared with gross income of $2,469,130 on billings of $16,475,000 for 1978. Media breakdown: Newspapers 22%; magazines 1%; radio 11%; tv 65%. Employes: 75. Accounts gained: Standard Brands, British West Indian Airways, Mitsubishi Motor Corp., Cooperative de Seguros de Vida.

Leo Burnett, San Juan, reports gross income of $918,000 on billings of $6,123,000 for 1979, compared with gross income of $856,000 on billings of $5,710,000 for 1978. Employes: 26.

Kenyon & Eckhardt of Puerto Rico, San Juan, The agency, a joint venture between K&E and J.R. Marquina, began operations September, 1979. No figures are available for 1979. Media breakdown: Newspapers 36%; magazines 5%; radio 11%; tv 46%; transit advertising 2%. Employes: 7. Accounts gained: Rums of Puerto Rico, P.R. Tourism Dept., Chrysler, Turtle Wax, Fidecaya, Cafeteros de Puerto Rico.

McCann-Erickson, San Juan, reports gross income of $630,000 on billings of $4,202,000 for 1979, compared with gross income of $612,000 on billings of $4,082,000 for 1978. Employes: 29. Accounts gained: Air Jamaica, Armour Dial (Treet, Spam, Vienna sausages, Parsons ammonia, toiletries including Dial soap and shampoo, Tone soap), Pueblo Communications (WQII radio). New assignment: Trigo Hermanos (Tres Cepas liquor). Account lost: Gillette.

Norman, Craig & Kummel, San Juan, reports gross income of $874,000 on billings of $5,830,000 for 1979, compared with gross income of $885,000 on billings of $5,900,000 for 1978. Media breakdown: Newpapers 6%; radio 7%; tv 75%; tv production 12%. Employes: 21. Accounts gained: Venevision, Primetal Corp., Holsom Bakers, International Playtex, Givenchy hosiery, baby products. Account lost: Danosa.

Ulises Cadilla & Assoc., San Juan, part of BBDO International, reports gross income of $964,229 on billings of $5,927,006 for 1979, compared with gross income of $520,778 on billings of $2,988,992 for 1978. Media breakdown: Newspapers 12%; magazines 8%; radio 6%; tv 71%; cinema 3%. Employes: 32. Accounts gained: Sunshine biscuites, Gillette—all products, R.J. Reynolds (Winston and Vantage), R.J. Reynolds foods (Milk Mate & Hawaiian Punch), San Miguel beer. Accounts lost: Nabisco, Norcliff Thayer, Wella Co., Kimberly Clark.

Young & Rubicam Puerto Rico, San Juan, reports gross income of $3,501,000 on billings of $23,352,000 for 1979, compared with gross income of $2,955,000 on billings of $19,710,000 for 1978. Y&R does not report billings. The figures listed are AA estimates. Media breakdown: Newspapers 13%; magazines 3%; radio 8%; tv 75%; outdoor 1%; Employes: 70. Accounts gained: *El Nuevo Dia*, Fournier Enterprises, First Boston Corp. Accounts lost: Arrow Inter-America, Atlantic Tire, Chrysler International, Cerveceria India, Atlantic Performance Cars.

SINGAPORE

The same 1979 rate of .4667 dollars to the Singapore dollar was also applied to local currency reported for 1978 income and billings in this issue. This procedure factors out a 9% appreciation of the S dollar against the U.S. dollar based on S dollar's 1978 exchange rate of .429.

Ted Bates, Singapore, reports gross income of $326,690 on billings of $2,193,490 for 1979, compared with gross income of $280,020 on billings of $2,053,480 for 1978. (In local currency, gross income was S700,000 on billings of S4,700,000 in 1979, compared with gross income of S600,000 on billings of S4,400,000 in 1978.) Employes: 35.

Leo Burnett, Singapore, reports gross income of $916,000 on billings of $6,108,000 for 1979, compared with gross income of $909,000 on billings of $6,061,000 for 1978. (In local currency, gross income was S1,962,000 on billings of S13,087,000 in 1979, compared with gross income of S1,947,000 on billings of S12,986,000 in 1978.) Employes: 48.

Compton Advertising, Singapore, only reports billings of $2,100,150 for 1979, compared with billings of $1,493,440 for 1978. (In local currency, billings were S4,500,000 in 1979, compared with billings of S3,200,000 in 1978.) Media breakdown: Newspapers 30%; magazines 19%; radio 17%; tv 31%; outdoor 3%. Employes: 24. Accounts gained: Hagemeyer Trading Co. Sdn. Bhd., Glaxo Singapore, SKF South East Asia, Shell Singapore, USIMC, Jardine Marketing Services, J.L. Morison Son & Jones, ICI (Singapore), Skypak International, Guthrie Trading, Scheidegger Trading Co., Export Credit Insurance Corp., Lee Brothers, Ronmark, Eastern Agencies, Harpers Trading, Trade Fairs & Exhibitions. Accounts lost: Dantas Private-Ikea, Guthrie Trading-Otard Brandy, Livita.

Grant Kenyon & Eckhardt, Singapore, reports gross income of $1,026,700 on billings of $6,706,200 for 1979, compared with gross income of $1,102,300 on billings of $6,612,700 for 1978. (In local currency, gross income was S2,200,000 on billings of S14,369,400 in 1979, compared with gross income of S2,862,000 on billings of S14,169,000 in 1978.) Media breakdown: Newspapers 45%; magazines 13%; radio 2%; tv 36%; outdoor 1%; cinema 3%. Employes: 58. Accounts gained: Rank Xerox, Braniff International, Titus International (watches), Peter Chew's (department store). Accounts lost: Martell Brandy, Ocean & Capital Properties.

McCann-Erickson, Singapore, reports gross income of $293,554 on billings of $1,957,807 for 1979, compared with gross income of $323,890 on billings of $2,160,354 for 1978. (In local currency, gross income was S629,000 on billings of S4,195,000 in 1979, compared with gross income of S694,000 on billings of S4,629,000 in 1978.) Employes: 28. Accounts gained: Carreras Rothman (cigarets), Martell Cognac, Motor & Leasing (Isuzu Trucks/GM dealer), Setsco (Risis Orchid jewelry).

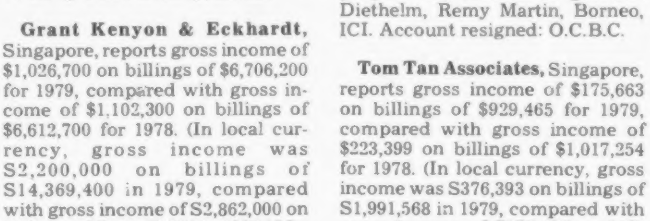
Meridian Advertising, Singapore, part of the O&M network, reports gross income of $125,241 on billings of $533,719 for 1979. (In local currency, gross income was S268,355 on billings of S1,143,602 in 1979. The agency commenced operations in 1979. Media breakdown: Newspapers 33%; magazines 14%; tv 44%; outdoor 9%. Employes: 13. Accounts gained: Poncho/Nakhoda, Wah Chang International, Berli Jucker, Shine Far International. Accounts lost: Olivier, K.S. Paints.

Ogilvy & Mather, Singapore, reports gross income of $1,609,728 on billings of $10,738,578 for 1979, compared with gross income of $1,181,746 on billings of $7,882,243 for 1978. (In local currency, gross income was S3,449,170 on billings of S23,005,964 in 1979, compared with gross income of S2,532,131 on billings of S16,889,314 in 1978.) Media breakdown: Newspapers 60.3%; magazines 11%; radio 1%; tv 23.1%; outdoor 1.8%; cinema 2.8%. Employes: 72, up from 55 in 1978. Accounts gained: Credit Suisse, Greater Colombo Economic Commission, Public Utilities Board, Samsonite, Cover Girl Cosmetics, Rentacolor, Hagemeyer, PIA Corporate, *Readers Digest*.

SSC&B:Lintas S.E. Asia, Singapore, reports gross income of $705,000 on billings of $5,007,000 for 1979, compared with gross income of $533,000 on billings of $3,781,000 for 1978. (In local currency, gross income was S1,511,000 on billings of S10,728,000 in 1979, compared with gross income of S1,141,000 on billings of S8,102,000 in 1978.) Media breakdown: Newspapers 41%; magazines 4%; radio 3%; tv 49%; outdoor 1%; cinema 2%. Employes: 20. Accounts gained: Diethelm, Remy Martin, Borneo, ICI. Account resigned: O.C.B.C.

Tom Tan Associates, Singapore, reports gross income of $175,663 on billings of $929,465 for 1979, compared with gross income of $223,399 on billings of $1,017,254 for 1978. (In local currency, gross income was S376,393 on billings of S1,991,568 in 1979, compared with gross income of S478,677 on billings of S2,179,673 in 1978.) Media breakdown: Newspapers 53%; magazines 10%; radio 2%; tv 12%; outdoor 10%; cinema 3%; other 10%. Employes: 12. Accounts gained: Minolta cameras & copiers, International Harvester (Payline Group), Hotel Tai Pan. Account lost: Robinson stores.

J. Walter Thompson Singapore, Singapore, reports gross income of $126,900 on billings of $846,500 for 1979. (In local currency, gross income was S271,900 on billings of S1,813,800 in 1979.) The company commenced operations in Singapore in 1979. Media breakdown: Newspapers 54%; magazines 10%; radio 1%; tv 34%; cinema 1%. Employes: 15. Accounts gained: Reckitt & Colman (Preen, Veet), Thong SIA (Alba watches), Kellogg-20th Century (development brands).


...Aren't you glad you waited.
You can't go wrong. ISUZU GEMINI.

Ads launching General Motors' new passenger car Isuzu Gemini produced strong sales in the highly competitive Singapore automobile market. Ads like this were produced by McCann-Erickson (Singapore) Private Ltd.

Young & Rubicam, Singapore, reports gross income of $73,000 on billings of $487,000 for 1979. (In local currency, gross income was S156,000 on billings of S1,043,641 in 1979.) The agency commenced operations in Singapore in August 1979. Y&R does not publish billings. Figures are AA estimates. Media breakdown: Newspapers 49%; magazines 10%; radio 2%; tv 29%; cinema 10%. Employes: 9. Accounts gained: American Optical, Dynasty Hotel, Eastern Watch Co., Eastmark Candy, Hong Kong Tourist Association, Longines, Tuff-Kote Dinol.

SOUTH AFRICA

The same 1979 rate of 1.1915 dollars to the South African rand was also applied to local currency reported for 1978 income and billings in this issue. This procedure factors out a 3% appreciation of the rand against the dollar based on rand's 1978 exchange rate of 1.1545.

Bates Well's Rostron, Johannesburg, reports gross income of $3,526,000 on billings of $16,600,000 for 1979, compared with gross income of $2,563,000 on billings of $12,175,000 for 1978. (In local currency, gross income was R 2,959,000 on billings of R 13,932,000 in 1979, compared with gross income of R 2,151,000 on billings of R 10,218,000 in 1978.) Media breakdown: Newspapers 45%; magazines 10%; radio 10%; tv 14%; outdoor 4%; cinema 2%; production 15%. Employes: 134. Accounts gained: Natal Building Society, Cadbury-Schweppes, B.P., Sterns Diamond Org. Accounts lost: Ster-Kinehor, Sigma Motor Corp.

BBDO/South Africa, Johannesburg, reports gross income of $1,733,215 on billings of $25,598,881 for 1979, compared with gross income of $1,402,089 on billings of $20,653,798 for 1978. (In local currency, gross income was R 1,454,650 on billings of R 21,845,584 in 1979, compared with gross income of R 1,176,743 on billings of R 17,334,283 in 1978.) Media breakdown: Press 47%; radio 16%; tv 30%; outdoor 6%; cinema 1%; Employes: 207. Accounts gained: J. I. Case, Ingersoll Rand, Associated Engineering, Fedgas, Grosvenor Industrial, Midmacor, Sperry Vickers. Accounts lost: Edblo, Glenmore, Tiger Oats.

D'Arcy-MacManus & Masius, Pretoria, reports gross income of $3,368,000 on billings of $22,399,000 for 1979, compared with gross income of $2,249,552 on billings of $14,946,176 for 1978. (In local currency, gross income was R 2,826,000 on billings of R 18,799,000 in 1979, compared with gross income of R 1,888,000 on billings of R 12,544,000 in 1978.) Media breakdown: Newspapers 29%; magazines 23%; radio 18%; tv 24%; supplements 1%; outdoor 1%; business press 1%; farm press 1%; cinema 2%. Employes: 115. Accounts gained: Cargo Motors, Kool Aluminum, Iberia Airlines, White Horse whisky, S.C.S. Laboratories. Accounts lost: Success Correspondence Colleges, Scripto.

De Villiers & Co., Johannesburg, reports gross income of $1,963,440 on billings of $12,961,810 for 1979, compared with gross income of $1,799,804 on billings of $9,251,706 for 1978. (In

SOUTH AFRICA

local currency, gross income was R 1,647,872 on billings of R 10,878,565 in 1979, compared with gross income of R 1,510,536 on billings of R 7,764,755 in 1978.) Media breakdown: Newspapers 24%; magazines 27%; supplements 3%; radio 10%; tv 18%; outdoor 8%; business press 5%; point of sale 3%; cinema 2%. Employes: 111. Accounts gained: Hyperama, Max Factor, Cadbury's, Gallo Africa, Kanhym, Fiat, Polaroid, South African Associated Newspapers, Silver Radios, Promadis, South African Defense Force. Account lost: Bordens.

Goodgoll-Said, Campbell-Ewald (South Africa), Johannesburg, reports gross income of $1,367,000 on billings of $9,123,000 for 1979, compared with gross income of $240,000 on billings of $1,653,000 for 1978. (In local currency, gross income was R 1,147,000 on billings of R 7,657,000 in 1979, compared with gross income of R 208,000 on billings of R 1,387,000 in 1978.) Employes: 49. Accounts gained: Borden refrigerated and dairy products, Twins cosmetics, Henkel toothpaste and soap (new assignment). Accounts lost: Gossard lingerie, Southern Life Insurance.

Grey, Phillips Bunton Mundel & Blake, Johannesburg, reports gross income of $4,411,000 on billings of $26,730,000 for 1979, compared with gross income of $3,255,000 on billings of $19,731,000 for 1978. (In local currency, gross income was R 3,702,000 on billings of R 22,434,000 in 1979, compared with gross income of R 2,732,000 on billings of R 16,560,000 in 1978.) Media breakdown: Newspapers 41%; magazines 18%; radio 8%; tv 30%; outdoor 1%; cinema 2%. Employes: 156. Accounts gained: Anglo Alpha Cement, Arthur Anderson recruitment, Bradlows Stores, Bristol-Myers-Clairol appliances, Clarke Datsun-retail motor dealer, Consolidated Glass Works, De-Nol Laboratories, Eastgate Merchants Assn., Eaglemoss Publications, Etkinds-photographic/hi-fi chain of retail stores, Escom-Corporate (Electricity Supply Commission), Greatermans-retail department stores, Harley Sports-Tiger shoes, Hewlett-Packard, Impulse Merchandising-retail furniture, Kessel Feinstein recruitment, Link-retail pharmacies, L'uomo-polo shirts, Micor Management Services Corporate, Magnum Liquordrome, McCarthys Car Bar-retail motor dealer, P. E. Consulting-salary survey, P. G. Wood Products-retail timber, Premier Milling-Blossom margarine, Southern Sun Hotels-Sun City, South African Meat Supply, South African Druggists, S.A. Philips-P.A.B.X., telecommunications, computers, security, lighting, South African Paper & Pulp Industries, Steiner Liner-Towelmaster, The Lounge Suite-retail furniture, Tryco Products-pharmaceutical products, Triangle Furnishers-retail furniture, United Tobacco Co.-B&B pipe tobacco, Union Acceptances-Registered Merchant Bank, Wood & Hyde-confectionery and clocks, W&A Investment Corp., W. E. Woods-cough mixture-Woods Great Peppermint Cure. Account lost: Fidelity Guards.

IMAA/R. Harwood Advertising, Johannesburg, reports gross income of $294,360 on billings of $1,770,396 for 1979, compared with gross income of $221,638 on billings of $1,577,029 for 1978. (In local currency, gross income was R 247,050 on billings of R 1,485,855 in 1979, compared with gross income of R 186,016 on billings of R 1,323,566 in 1978.) Media breakdown: Newspapers 44%; magazines 25%; supplements 3%; radio 1%; tv 8%; outdoor 1%; business press 6%; farm press 3.5%; point of sale .5%; cinema 1%. Employes: 20. Accounts gained: Richleigh shoes, Fruitree, African Products Ltd., Middleburg Steel & Alloys, Newray Distributors, Colin Katz & Associates. Account lost: Columbus Industrial.

IMA (Pty) Ltd., Cape Town, reports gross income of $2,775,008 on billings of $17,563,343 for 1979, compared with gross income of $1,888,686 on billings of $13,490,257 for 1978. (In local currency, gross income was R 2,329,004 on billings of R 14,740,531 in 1979, compared with gross income of R 1,585,133 on billings of R 11,322,079 in 1978.) Media breakdown: Print 57.8%; radio 17.3%; tv 2.6%; outdoor 15.1%; point of sale 2.9%; cinema 4.3%. Employes: 80. Accounts gained: Peter Stuyvesant Ultra Mild cigarets, Boguslavsky Vodka, Agriplas, Metal Closures Group.

Kenyon & Eckhardt, Johannesburg, reports gross income of $1,334,480 on billings of $8,102,200 for 1979. (In local currency, gross income was R 1,120,000 on billings of R 6,800,000 in 1979. No 1978 figures available, since agency opened in 1979. Employes: 57. Account gained: British Airways.

Lindsay Smithers-FCB Holdings, Sandton, reports gross income of $4,111,000 on billings of $25,293,000 for 1979, compared with gross income of $3,323,000 on billings of $22,166,000 for 1978. (In local currency, gross income was R 3,450,000 on billings of R 21,228,000 in 1979, compared with gross income of R 2,789,000 on billings of R 18,603,000 in 1978.) Media breakdown: Newspapers 36%; magazines 23%; radio 8%; tv 21%; outdoor 2%; business press 3%; farm press 3%; point of sale 1%; cinema 3%. Employes: 167. Accounts gained: Federated Foods, Wrigley's, Selected Products, Kent toothbrushes, Murray & Stewart, Grindrod, United Artists, Metlife, Naschem, Demag, Captour. Accounts lost: Barclays Western Bank, Tiger Oats.

Lintas (South Africa), Johannesburg, reports gross income of $3,994,000 on billings of $24,550,000 for 1979, compared with gross income of $3,401,000 on billings of $19,510,000 for 1978. (In local currency, gross income was R 3,352,000 on billings of R 20,604,000 in 1979, compared with gross income of R 2,855,000 on billings of R 16,374,000 in 1978.) Media breakdown: Newspapers 30%; radio 25%; tv 31%; outdoor 11%; cinema 3%. Employes: 117. Accounts gained: Kentucky Fried Chicken, Robertsons Insecticides, Capital Radio, Nampak, a number of development accounts. Account lost: Natal Building Society.

McCann-Erickson South Africa, Johannesburg, reports gross income of $4,119,000 on billings of $27,474,000 for 1979, compared with gross income of $3,304,000 on billings of $22,038,000 for 1978. (In local currency, gross income was R 3,457,000 on billings of R 23,058,000 in 1979, compared with gross income of R 2,773,000 on billings of R 18,496,000 in 1978.) Employes: 151. Accounts gained: American Swiss Jewelers, Lancome cosmetics and perfume. New assignments: Carreras Rothman/-Rembrand Group (Dunhill Mild cigarets), Unilever/Van den Bergh (Outline margarine). Account lost: Kentucky Fried Chicken.

Partnership in Advertising & Marketing, Johannesburg, reports gross income of $101,593 on billings of $7,296,011 for 1979, compared with gross income of $89,827 on billings of $4,968,476 for 1978. (In local currency, gross income was R 85,265 on billings of R 6,123,383 in 1979, compared with gross income of R 75,390 on billings of R 4,169,934 in 1978.) Media breakdown: Newspapers 30%; magazines 17.58%; radio 13.6%; tv 26.42%; outdoor 3.33%; cinema 9.06%. Employes: 29. Accounts gained: Intergold, Beecham toiletries, South African Breweries.

J. Walter Thompson Co., Johannesburg, reports gross income of $4,846,170 on billings of $28,807,973 for 1979, compared with gross income of $4,582,763 on billings of $27,093,662 for 1978. (In local currency, gross income was R 4,067,285 on billings of R 24,177,905 in 1979, compared with gross income of $3,846,213 on billings of R 22,739,121 in 1978.) Media breakdown: Newspapers and magazines 45%; radio 20%; tv 25%; outdoor 7%; cinema 3%. Employes: 157. Accounts gained: Guild Jewelers, Southern Life, Tiger Oats. Accounts lost: Bradlows, Epic, Spar, UTC.

Van Zijl & Schultze, Lund & Tredoux, Johannesburg, reports gross income of $4,743,000 on billings of $30,476,000 for 1979, compared with gross income of $4,349,000 on billings of $28,161,102 for 1978. (In local currency, gross income was R 3,981,000 on billings of R 25,578,000 in 1979, compared with gross income of R 3,650,000 on billings of R 23,635,000 in 1978.) Media breakdown: Newspapers and magazines 33%; radio 15%; tv 31%; outdoor 6%; business press 2%; cinema 2%; production 11%. Employes: 175. Accounts gained: S.A. Breweries-Kronenbrau 1308 & Gold, Lever Bros.-new project, Elida-Gibbs-Impulse Liquid silk, Lipton-new coffee project, Prolux paints (DeLux Wash 'n Wear, Rockgrip Permaroc Vinyl), Seagram-new whisky, Vick International-new product, SFW Spirits-Aristocrat Brandy. Accounts lost: Bartech, Lipton Joko tea, Sappi.

SOUTH KOREA

The same 1979 rate of .0021 dollars to the South Korean won was also applied to local currency reported for 1978 income and billings in this issue. This procedure factors out a 0.005% appreciation of the won against the dollar based on won's 1978 exchange rate of .0020.

Hee Sung Co., Seoul, reports gross income of $1,706,964 on billings of $17,428,118 for 1979, compared with gross income of $1,064,683 on billings of $12,429,612 for 1978. (In local currency, gross income was won 812,840,000 on billings of won 8.299 billion in 1979, compared with gross income of won 506,992,000 on billings of won 5.919 billion in 1978.) Gross income and billings figures for '78 are only for period April 1-end of year, since agency opened April 1. Media breakdown: Newspapers 21%; magazines 8%; radio 16%; tv 31%; outdoor 6%; transit advertising 1%; cinema 1%; direct mail and exhibitions 16%. Employes: 92.

Korea First Advertising Co., Seoul, reports gross income of $8,330,204 on billings of $36,370,295 for 1979, compared with gross income of $6,832,088 on billings of $31,917 366 for 1978. (In local currency, gross income was won 3.967 billion on billings of won 17.319 billion in 1979, compared with gross income of won 3.253 billion on billings of won 15.199 billion in 1978.) Media breakdown: Newspapers 18.7%; magazines 3.9%; radio 18.5%; tv 43.7%; outdoor 1.3%; point of sale 1.1%; cinema .3%; production 12.5%. Employes: 205. Accounts gained: Poong San Metal Co., Seoul Dairy Co., Hanil Food Co., Jo-A Manica, Korea Cham Co., Kum-Kang Shoe Mfg. Co., Ho-Nam Electric Co. Accounts lost: Korea Boiler Co., Namhwa Co., Seoul Food Co.

Oricom, Seoul, reports gross income of $3,630,391 on billings of $27,060,012 for 1979, compared with gross income of $2,470,377 on billings of $19,935,524 for 1978. (In local currency, gross income was won 1.729 billion on billings of won 12.886 billion in 1979, compared with gross income of won 1.176 billion on billings of won 9.493 billion in 1978.) Agency changed name from Hapdong Advertising May 1, 1979. Media breakdown: Newspapers 21%; magazines 12%; radio 20%; tv 46%; cinema 1%. Employes: 152. Accounts gained: Dow Chemical Korea, Kum Kang Lumber Industrial Co. Accounts lost: Kolon Textile, Seoul Dairy Cooperative.

World Marketing, Seoul, reports gross income of $189,956 on billings of $949,783 for 1979. (In local currency, gross income was won 90,455,410 on billings of won 452,277,535 in 1979. Media breakdown: Newspapers 3%; magazines 90%; business press 7%.

SPAIN

The same 1979 rate of .015309 dollars to the Spanish peseta was also applied to local currency reported for 1978 income and billings in this issue. This procedure factors out a 9.4% appreciation of the peseta against the dollar based on peseta's 1978 exchange rate of .014.

Ted Bates Espana, Madrid, reports gross income of $1,372,000 on billings of $9,106,000 for 1979, compared with gross income of $900,000 on billings of $6,975,000 for 1978. (In local currency, gross income was Ptas 89,594,000 on billings of Ptas 594,780,000 in 1979, compared with gross income of Ptas 58,769,000 on billings of Ptas 455,612,000 in 1978.) Media breakdown: Newspapers 5%; magazines 11%; radio 3%; tv 70%; outdoor 9%; cinema 2%. Employes: 46. Accounts gained: Bosch, Thorn Kenwood, Estee Lauder, Tetra Pack. Account lost: Miele.

Leo Burnett, Madrid, reports gross income of $1,542,000 on billings of $10,283,000 for 1979, compared with gross income of $690,000 on billings of $4,603,000 for 1978. (In local currency, gross income was Ptas 100,705,000 on billings of Ptas 671,700,000 in 1979, compared with gross income of Ptas 45,082,000 on billings of Ptas 300,697,000 in 1978.) Employes: 35. Accounts gained: Gillette, Citibank, Union Carbide, Tres Pins. Account lost: Mantequerias Arias.

Cid S.A. Publicidad, Barcelona, only reports billings of $28,321,650 for 1979, compared with billings of $23,147,208 for 1978. (In local currency, billings were Ptas 1.85 billion in 1979, compared with billings of Ptas 1.51 billion in 1978.) Media breakdown: Newspapers 23%; radio 26%; tv 29%; outdoor 9%; creation and production 7%. Employes: 107.

Compton Espanola, Madrid, reports gross income of $841,995 on billings of $5,616,872 for 1979, compared with gross income of $168,399 on billings of $1,123,681 for 1978. (In local currency, gross income was Ptas 55,000,000 on billings of Ptas 366,900,000 in 1979, compared with gross income of Ptas 11,000,000 on billings of Ptas 73,400,000 in 1978.) Media breakdown: Newspapers 5%; magazines 15%; radio 15%; tv 33%; outdoor 10%; business press 2%; farm press 5%; point of sale 5%; cinema 10%. Employes: 24. Accounts gained: Gin M.G., Harlequin, Williams & Humbert (Dry Sack), Bankinter (Bonos & Visa), Pepsi (Mirinda), Arias/Bongrain cheeses, DuPont paints.

Consejeros de Publicidad, Barcelona, only reports billings of $5,358,150 for 1979, compared with billings of $5,082,588 for 1978. (In local currency, billings were Ptas 350,000,000 in 1979, compared with billings of Ptas 332,000,000 in 1978.) Media breakdown: Newspapers 18%; magazines 15%; radio 7%; tv 30%; outdoor 10%; business press 1%; point of sale 4.8%; cinema 0.2%; printed matter, marketing research and other 14%. Employes: 27 in Barcelona & Madrid. Accounts gained: Master Charge credit card, and Santonja blankets. Account lost: Pelikan toys.

Danis/Benton & Bowles, Barcelona, reports gross income of $3,292,507 on billings of $21,950,044 for 1979, compared with gross income of $2,916,135 on billings of $19,440,899 for 1978. (In local currency, gross income was Ptas 215,070,170 on billings of Ptas 1.434 billion in 1979, compared with gross income of Ptas 190,485,140 on billings of Ptas 1.267 billion in 1978.) Media breakdown: Newspapers 9%; magazines 9%; radio 3%; tv 48%; outdoor 7%; cinema 0.25%; other advertising 23.75%. Employes: 99. Accounts gained: Seguro De Vide, La Nas Stop, Vileda. Accounts lost: Renfe, Staff.

Delvico/DFS, Madrid, reports gross income of $1,821,771 on billings of $12,201,273 for 1979, compared with gross income of $1,171,138 on billings of $8,374,023 for 1978. (In local currency, gross income was Ptas 119,000,000 on billings of Ptas 797,000,000 in 1979, compared with gross income of Ptas 76,500,000 on billings of Ptas 547,000,000 in 1978.) Media breakdown: Newspapers 17%; magazines 16%; radio 6%; tv 50%; outdoor 5%; point of sale 5%; cinema 0.5%. Employes: 54. Accounts gained: Madrid office—RCA records, Morgan Bank Seguros la Estrella, Residencial la Cornisa real estate, Xylazel wood protection varnishes, Rok jeans and casual wear, Incine 20th Century-Fox, Pepsi-Cola—Mirinda lemon and orange drinks. Barcelona office—Consa (Agrolimen group) Bang Bang chewing gum and new products, Braun Espanola new products, Zurich Insurance Co., Faessa Kinby (Ferrodo Group) automobile headlights. Account lost: Peugeot 504 cars (conflict with Citroen cars).

Foote, Cone & Belding, Madrid, reports gross income of $1,470,000 on billings of $9,805,000 for 1979, compared with gross income of $998,000 on billings of $6,657,000 for 1978. (In local currency, gross income was Ptas 96,020,000 on billings of Ptas 640,400,000 in 1979, compared with gross income of Ptas 65,180,000 on billings of Ptas 435,000,000 in 1978.) Media breakdown: Newspapers 3%; magazines 5%; radio 4%; tv 70%; outdoor 3%; research 7%; production 8%. Employes: 34. Accounts gained: Bruguera, Gallina Blanca, British Airways, Viajes Melia, Canelones El Pavo. Account lost: Richardson-Merrell.

Grey Espana, Madrid, reports gross income of $505,197 on billings of $4,200,000 for 1979. (In local currency, gross income was Ptas 33,000,000 on billings of Ptas 274,300,000 in 1979. Agency changed name in 1979 from Rasgo Grey to Grey Espana. Media breakdown: Magazines 20%; radio 12%; tv 60%; outdoor 5%; cinema 3%. Employes: 15.

SPAIN

Intermarco-Farner Iberica, part of the Publicis Intermarco-Farner European agency network, Madrid, reports gross income of $614,000 on billings of $3,866,000 for 1979, compared with gross income of $524,000 on billings of $3,146,000 for 1978. (In local currency, gross income was Ptas 40,107,000 on billings of Ptas 252,490,000 in 1979, compared with gross income of Ptas 34,205,000 on billings of Ptas 205,519,000 in 1978.) Media breakdown: Newspapers 13%; magazines 22%; tv 49%; outdoor 16%. Employes: 21. Accounts gained: Aer Lingus, Banque Nationale de Paris, Salamanca group car dealers, Central de Carnes frozen meat, Saga mink Tektronix elextronic equipment.

Lintas SA (Spain), Madrid, reports gross income of $2,738,000 on billings of $18,608,000 for 1979, compared with gross income of $1,949,000 on billings of $12,366,000 for 1978. (In local currency, gross income was Ptas 178,799,000 on billings of Ptas 1.216 billion in 1979, compared with gross income of Ptas 127,284,000 on billings of Ptas 807,769,000 in 1978.) Media breakdown: Newspapers 4%; magazines 10%; radio 3%; tv 82%; outdoor 1%. Employes: 54. Accounts gained: Remy Martin, CIA Canariense Detabacos, Afin, Cajoline, Domestos, Impulso, Saint Remy, Campbell's. Accounts lost: Pepsi-Cola, V. Melia, Pedro Domecq, Frigo, Flora.

Los Tiroleses, Madrid, reports gross income of $1,370,000 on billings of $11,632,000 for 1979, compared with gross income of $1,250,000 on billings of $10,943,000 for 1978. (In local currency, gross income was Ptas 89,500,000 on billings of Ptas 760,000,000 in 1979, compared with gross income of Ptas 81,700,000 on billings of Ptas 714,840,000 in 1978.) Media breakdown: Newspapers 30.5%; magazines 21.5%; radio 9%; tv 36.2%; outdoor 2.8%. Employes: 32. Account gained: Suapel baby absorbent diapers.

McCann-Erickson (Spain), Madrid, reports gross income of $2,973,000 on billings of $19,830,000 for 1979, compared with gross income of $2,420,000 on billings of $16,143,000 for 1978. (In local currency, gross income was Ptas 194,182,000 on billings of Ptas 1.295 billion in 1979, compared with gross income of Ptas 158,092,000 on billings of Ptas 1.054 billion in 1978.) Employes: 63. Accounts gained: Cinema International Corp. (movie distributor), Miele household appliances, Reckitt & Colman/Sidol (Destello floor cleaner). New assignments: Gillette Atra/Contour razor, L'Oreal Kerastase hair care products.

MMLB Group, Barcelona, which includes MMLB y Ricardo Perez, Madrid and RCP, Barcelona, only reports billings of $32,822,496 for 1979, compared with billings of $21,539,763 for 1978. (In local currency, billings were Ptas 2.144 billion in 1979, compared with billings of Ptas 1.407 billion in 1978.) The agency is remunerated on a fee basis only and does not charge commissions. Employes: 47. Accounts gained: MMLB group, Barcelona—Fabrelec household appliances, Ricard, Dana perfumes, Old Chap jeans. MMLB Y Ricardo Perez, Madrid—Otsein household appliances, S. Miguel beer, Induyco clothing, Nutriben babyfood, Calvo canned tuna. RCP, Barcelona—Caja A. Barcelona savings bank, Rives gin, Gorila shoes, Dana perfumes, Blevit babyfoods, BCD industrial design, Marlboro jeans, Vida fruit juices. Accounts lost: MMLB group—Jam furniture stores, De Wald autoradios. MMLB Ricardo Perez—Rok jeans, and C.E. Energia.

Norman, Craig & Kummel Espanola de Publicidad, Madrid, reports gross income of $2,060,600 on billings of $16,660,000 for 1979, compared with gross income of $1,459,790 on billings of $9,731,931 for 1978. (In local currency, gross income was Ptas 134,600,000 on billings of Ptas 1.084 billion in 1979, compared with gross income of Ptas 95,355,000 on billings of Ptas 635,700,000 in 1978.) Media breakdown: Newspapers 3%; magazines 9%; radio 7%; tv 67%; outdoor 3%; point of sale 10%; cinema 1%. Employes: 44. Accounts gained: Seagram-new assignment, Gallina Blanco-new assignment, Johnson's wax-new assignments, Colgate Palmolive-new assignments, Purolator filters, La Casera soft drink, Beiersdorf-Nivea, Evax Feminine Hygiene products, Cadbury Schweppes-new product. Account lost: J.G. Durand.

Publinsa Kenyon & Eckhardt, Madrid, reports gross income of $1,630,408 on billings of $10,869,390 for 1979, compared with gross income of $2,143,260 on billings of $14,298,606 for 1978. (In local currency, gross income was Ptas 106,500,000 on billings of Ptas 710,000,000 in 1979, compared with gross income of Ptas 140,000,000 on billings of Ptas 934,000,000 in 1978.) Media breakdown: Newspapers 19%; magazines 35%; radio 8%; tv 17%; outdoor 15%; cinema 6%. Employes: 60. Accounts gained: Ministerio de Sanidad y Seguridad Social, Multicentro, Cruz Roja, Ediflicadora Espanola, Puerto Principe. Account lost: Texas Instruments.

TBWA, Madrid, reports gross income of $525,000 on billings of $3,500,000 for 1979, compared with gross income of $382,500 on billings of $2,555,000 for 1978. (In local currency, gross income was Ptas 34,313,000 on billings of Ptas 228,758,000 in 1979, compared with gross income of Ptas 25,000,000 on billings of Ptas 167,000,000 in 1978.) Media breakdown: Newspapers 10%; magazines 20%; radio 20%; tv 30%; outdoor 20%. Employes: 15. Accounts gained: Floucaril, Samsonite.

J. Walter Thompson Co., Madrid, reports gross income of $4,535,913 on billings of $30,254,540 for 1979, compared with gross income of $3,778,041 on billings of $25,186,945 for 1978. (In local currency, gross income was Ptas 296,290,617 on billings of Ptas 1.976 billion in 1979, compared with gross income of Ptas 246,785,665 on billings of Ptas 1.645 billion in 1978.) Media breakdown: Newspapers 8.5%; magazines 12.9%; radio 6.7%; tv 61.8%; cinema 1%. Employes: 101. Accounts gained: Cosmeticos Internacionales (Substantia—Warner-Lambert, Schick Pivot and a new product), Margaret Astor, Pepsi-Cola, Elida Gibbs (Mentadent C and a new product).

Tiempo/BBDO, Barcelona/Madrid, reports gross income of $2,340,000 on billings of $15,600,000 for 1979, compared with gross income of $1,486,963 on billings of $8,677,141 for 1978. (In local currency, gross income was Ptas 153,000,000 on billings of Ptas 1.02 billion in 1979, compared with gross income of Ptas 97,130,000 on billings of Ptas 566,800,000 in 1978.) Media breakdown: Newspapers 9%; radio 6%; tv 58%; outdoor 13%; point of sale 3%; cinema 2%. Employes: 51. Accounts gained: Seat (Fiat), Danone, Belter, Itaca, Agfa-Gevaert, Ediciones Orgaz, Caja de Pensiones. Accounts lost: Pikolin, Panrico.

Unitros, Barcelona, part of the Univas network, reports gross income of $3,600,000 on billings of $27,000,000 for 1979, compared with gross income of $2,296,000 on billings of $19,136,000 for 1978. (In local currency, gross income was Ptas 240,000,000 on billings of Ptas 1.8 billion in 1979, compared with gross income of Ptas 150,000,000 on billings of Ptas 1.25 billion in 1978.) Media breakdown: Newspapers 4%; magazines 14%; radio 3%; tv 62%; outdoor 2%; point of sale 14%; cinema 1%. Employes: 73. Accounts gained: Citroen, Reynolds, Cross, S.T.P., Balay, Berlitz, Texas Instruments, Uniroyal, Lego, Pelikan, Emi-Odeon, Agfa, Cosmos. Account lost: Domecq.

Univas Iberica, Barcelona, part of the Univas network, reports gross income of $711,868 on billings of $4,756,246 for 1979, compared with gross income of $528,160 on billings of $2,908,710 for 1978. (In local currency, gross income was Ptas 46,500,000 on billings of Ptas 310,683,000 in 1979, compared with gross income of Ptas 34,500,000 on billings of Ptas 190,000,000 in 1978.) Media breakdown: Newspapers 5%; magazines 6%; radio 1%; tv 84%; outdoor 4%. Employes: 17. Accounts gained: political party, Piz-Buin suntan oil.

VP, Servicios Plenos de Publicidad, Madrid, reports gross income of $1,841,301 on billings of $11,910,241 for 1979, compared with gross income of $1,304,846 on billings of $8,432,732 for 1978. (In local currency, gross income was Ptas 120,275,711 on billings of Ptas 777,989,515 in 1979, compared with gross income of Ptas 85,233,917 on billings of Ptas 550,834,961 in 1978.) Media breakdown: Magazines 65.27%; radio 2.76%; tv 17.41%; outdoor 5.32%; cinema 1.19%; other 8.05%. Employes 57. Accounts gained: Minsterio de Sanidad, Paya Hermanos, Editorial Aguilar, Damel, Compania de Turismo de Puerto Rico.

Young & Rubicam Espana, Madrid, reports gross income of $2,584,000 on billings of $17,235,000 for 1979, compared with gross income of $2,358,000 on billings of $15,728,000 for 1978. (In local currency, gross income was Ptas 168,806,000 on billings of Ptas 1.126 billion in 1979, compared with gross income of Ptas 154,000,000 on billings of Ptas 1.027 billion in 1978.) Y&R does not report billings. Figures are AA estimates. Media breakdown: Newpapers 5%; magazines 6%; radio 6%; tv 59%; outdoor 8%; production 15%; cinema 1%. Employes: 60. Accounts gained: Tabacalera, Saez Merino, Caja de Ahorros De Valencia, Burger Bravos Bidasoa, General Foods Plastex, Marie Brizard, Stanhome de Espana Vestidal, Fine Art Fund, Yves Rocher Circulo De Lectores.

SWEDEN

The same 1979 rate of .236 dollars to the Swedish kroner was also applied to local currency reported for 1978 income and billings in this issue. This procedure factors out a 4.4% appreciation of the kroner against the dollar based on kroner's 1978 exchange rate of .226.

Ted Bates, Stockholm, reports gross income of $6,986,000 on billings of $24,780,000 for 1979, compared with gross income of $5,829,000 on billings of $21,983,000 for 1978. (In local currency, gross income was Skr 29,600,000 on billings of Skr 105,000,000 in 1979, compared with gross income of Skr 24,700,000 on billings of Skr 93,150,000 in 1978.) Media breakdown: Press 90%; outdoor 5%; cinema 5%. Employes: 136 in three offices. Accounts gained: Bing & Groendahl, Forshaga (partly), Interflora, Perstorp Konsument, Seiko, Uddeholm (partly), Vendax, Vastkuststugan. Account lost: Pilkington.

Blomquistbyraerna, Stockholm, reports gross income of $2,242,000 on billings of $15,256,450 for 1979. (In local currency, gross income was Skr 9,500,000 on billings of Skr 64,646,000 in 1979.) Employes: 49.

Dahlbaeck & Berglund, Stockholm, member of the EMAD group, reports gross income of $753,076 on billings of $2,426,000 for 1979, compared with gross income of $715,080 on billings of $2,237,988 for 1978. (In local currency, gross income was Skr 3,191,000 on billings of Skr 10,279,000 in 1979, compared with gross income of Skr 3,030,000, on billings of Skr 9,483,000 in 1978.) Media breakdown: Newspapers 20%; magazines 20%; outdoor 3%; business press 30%; point of sale 17%; other 10%. Employes: 17. Accounts gained: Setra buses, Leuchtturm, Philatelic services. Account lost: Gulf Oil, Sweden (industrial oils).

DFS Pihlstrom (formerly Schoenkopf & Westrell), Stockholm, part of the DFS International network, reports gross income of $2,263,000 on billings of $10,344,000 for 1979, compared with gross income of $2,169,548 on billings of $10,373,000 for 1978. (In local currency, gross income was Skr 9,591,000 on billings of Skr 43,833,000 in 1979, compared with gross income of Skr 9,193,000 on billings of Skr 43,955,000 in 1978.) Media breakdown: Newspapers 35%; magazines 20%; outdoor 5%; business press 10%; point of sale 8%; cinema 5%; direct mail 17%. Employes: 21. Accounts gained: Asea-Skandia, Avis, Gatorade, Typografen, Digital, Faxe, Jusek. Account lost: Citroen.

D'Arcy-MacManus & Masius, Stockholm, reports gross income of $1,969,000 on billings of $18,405,000 for 1979, compared with gross income of $1,685,000 on billings of $16,554,000 for 1978. (In local currency, gross income was Skr 8,341,000 on billings of Skr 77,986,000 in 1979, compared with gross income of Skr 7,138,000 on billings of Skr 70,143,000 in 1978.) Media breakdown: Newspapers 51%; magazines 30%; outdoor 6%; business press 8%; cinema 2%; foreign press 3%.Employes: 43. Accounts gained: Esselte Studium, Eurocard AB, Klippans Finpappersbruk, Sandvik AB.

AB Ervaco, Stockholm, reports gross income of $4,470,000 on billings of $29,830,000 for 1979, compared with gross income of $4,345,000 on billings of $28,980,000 for 1978. (In local currency, gross income was Skr 18,945,000 on billings of Skr 126,300,000 in 1979, compared with gross income of Skr 18,415,000 on billings of Skr 122,800,000 in 1978.) Employes: 98.

FCB & Partners, Stockholm, reports gross income of $1,209,000 on billings of $8,061,000 for 1979, compared with gross income of $949,000 on billings of $6,328,000 for 1978. (In local currency, gross income was Skr 5,121,000 on billings of Skr 34,157,000 in 1979, compared with gross income of Skr 4,020,000 on billings of Skr 26,816,000 in 1978.) Media breakdown: Newspapers 32%; magazines 56%; outdoor 8%; business press 2%. Employes: 20. Accounts gained: British Airways, Penninglotteriet - state lottery, SJ Resebyra - travel agency, Kopkort/Master Charge, Karolinska Sjukhuset-hospital, SLR (Pullfor, chicken food), Lundqvists Inredningar-interior fittings. Account lost: Ampex - tape cassettes.

AB Gothus Annonsbyra, Goteborg, reports gross income of $486,160 on billings of $1,513,400 for 1979, compared with gross income of $464,448 on billings of $1,982,400 for 1978. (In local currency, gross income was Skr 2,060,000 on billings of Skr 10,650,000 in 1979, compared with gross income of Skr 1,968,000 on billings of Skr 8,400,000 in 1978. Employes: 18. Accounts gained: Hotel Europa, Gothenburg, Hotel Malmen, Stockholm, Beiersdorf AB, Kungsbacka.

HLR/BBDO, Stockholm, reports gross income of $2,714,000 on billings of $18,148,000 for 1979, compared with gross income of $2,030,000 on billings of $13,475,600 for 1978. (In local currency, gross income was Skr 11,500,000 on billings of Skr 76,900,000 in 1979, compared with gross income of Skr 8,600,000 on billings of Skr 57,100,000 in 1978.) Employes: 44. Accounts gained: Albin Marin AB-leisure boats, Bra Boecker - the big book club, Citroen cars AB, Gulf Oil AB - petrol, diesel oil, heating, lubrication.

IMAA/AB Olof Isacsons Annonsbyra, Stockholm, only reports billings of $4,248,000 for 1979, compared with billings of $3,658,000 for 1978. (In local currency, billings were Skr 18,000,000 in 1979, compared with billings of Skr 15,500,000 in 1978.) Media breakdown: Newspapers 85%; magazines 2%; outdoor 1%; business press 11%; point of sale 1%. Employes: 22

Inter-Media AB, Stockholm, only reports billings of $106,423,752 for 1979, compared with billings of $93,897,320 for 1978. (In local currency, billings were Skr 450,948,106 in 1979, compared with billings of Skr 397,870,465 in 1978.) Media breakdown: Newspapers 62%; magazines 14%; outdoor 6%; business press 18%. Employes: 60.

AB Lintas Annonsbyra, Stockholm, reports gross income of $2,816,000 on billings of $22,133,000 for 1979, compared with gross income of $2,618,000 on billings of $19,835,000 for 1978. (In local currency, gross income was Skr 11,933,000 on billings of Skr 93,786,000 in 1979, compared with gross income of Skr 11,093,000 on billings of Skr 84,048,000 in 1978.) Media breakdown: Newspapers 46%; magazines 50%; outdoor 2%; cinema 2%. Employes: 55. Accounts gained: Philips, Abab, Canon, Energy Information Program.

McCann-Erickson, Stockholm, reports gross income of $1,879,000 on billings of $12,533,000 for 1979, compared with gross income of $1,460,000 on billings of $9,739,000 for 1978. (In local currency, gross income was Skr7,962,000 on billings of Skr53,107,000 in 1979, compared with gross income of Skr6,187,000 on billings of Skr41,267,000 in 1978.) Employes: 38. Accounts gained: Miele household appliances, Penninglotteriet-government lottery, Viking Line-ferry. New assignments: Coca-Cola (Sprite), Swedish Tobacco-blend cigarets. Account lost: Malmo Strumpfabrik-panty hose.

Nordstrom-Grey, Stockholm, reports gross income of $4,917,000 on billings of $35,122,000 for 1979, compared with gross income of

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$3,669,000 on billings of $26,826,000 for 1978. (In local currency, gross income was Skr20,835,000 on billings of Skr148,824,000 in 1979, compared with gross income of Skr15,545,000 on billings of Skr113,670,000 in 1978.) Media breakdown: Newspaper 73%; magazines 13%; outdoor 4%; cinema 6%; other 4%. Employes: 81. Accounts gained: Johnson steel, Svenska Tobaks, Boliden Intestrado, Tuff-Kote.

Norman, Craig & Kummel, Stockholm, reports gross income of $1,421,000 on billings of $9,479,000 for 1979, compared with gross income of $1,918,680 on billings of $12,791,200 for 1978. (In local currency, gross income was Skr6,022,000 on billings of Skr40,167,000 in 1979, compared with gross income of Skr8,130,000 on billings of Skr54,200,000 in 1978.) The Malmo office closed in 1979. Media breakdown: Newspapers 62%; magazines 22%; outdoor 8%; business press 4%; transit advertising 3%; farm press 1%. Employes: 25. Accounts gained: Ampex tape, Astra pharmaceutical products, Cadbury Slotts-chili sauce, Finlayson Plastdivision-plastic & textile fiber products, International House paint, Nordstjernan ferry line, Philip Morris L&M cigarets, Vick Scandinavia-Clearasil shampoo & skin care. Account lost: Seagram.

Ogilvy & Mather, Stockholm, reports gross income of $6,652,132 on billings of $53,438,896 for 1979, compared with gross income of $7,071,268 on billings of $55,847,176 for 1978. (In local currency, gross income was Skr28,187,000 on billings of Skr226,436,000 in 1979, compared with gross income of Skr29,963,000 on billings of Skr228,166,000 in 1978.) The end of last year the agency known as AB Svenska Telegrambyran merged with O&M. Employes: 171 in five offices. Accounts gained: Toro snowblowers, lawnmowers, Gillblads department store, Facit office furniture. Accounts lost: Philips Audio, Wrangler jeans, British Airways.

Operativ Reklam, Stockholm, reports gross income of $1,888,000 on billings of $6,445,000 for 1979, compared with gross income of $1,416,000 on billings of $5,168,000 for 1978. (In local currency, gross income was Skr8,000,000 on billings of Skr27,310,000 in 1979, compared with gross income of Skr6,000,000 on billings of Skr21,900,000 in 1978.) Media breakdown: Newspapers 90%; magazines 5%; outdoor 5%. Employes: 20. Accounts gained: Aktiefraemjandet, Cherry companies, American Hospital Supply, Sweden, Metos catering equipment, Dry Sack sherry. Account lost: Svebink.

Perception Information, Stockholm, reports gross income of $1,793,600 on billings of $6,321,173 for 1979, compared with gross income of $1,559,252 on billings of $5,528,746 for 1978. (In local currency, gross income was Skr7,600,000 on billings of Skr26,784,630 in 1979, compared with gross income of Skr6,607,000 on billings of Skr23,426,890 in 1978.) Media breakdown: Newspapers 45%; magazines 20%; outdoor 10%; business press 1%; point of sale 15%; cinema 5%; farm press 1%. Employes: 20. Accounts gained: Toshiba, Sprakresor, Frionor, World Vision. Account lost: Hallbergs Guldsmeds AB.

Sedell Reklam, Orebro, reports gross income of $270,555 on billings of $626,750 for 1979, compared with gross income of $277,415 on billings of $665,888 for 1978. (In local currency, gross income was Skr1,146,418 on billings of Skr2,655,721 in 1979, compared with gross income of Skr1,175,488 on billing of Skr2,821,558 in 1978.) Media breakdown: Newspapers 25%; business press 75%. Employes: 6.

Springfeldt Annonsbyra, Vasteras, reports gross income of $779,000 on billings of $16,069,000 for 1979, compared with gross income of $1,262,600 on billings of $17,960,000 for 1978. (In local currency, gross income was Skr3,300,000 on billings of Skr68,090,000 in 1979, compared with gross income of Skr5,350,000 on billings of Skr76,100,000 in 1978.) Media breakdown: Newspapers 80%; magazines 13%; supplements 1%; business press 3%; farm press 1%; other 2%.

Annonsbyran Svea, Stockholm, reports gross income of $3,544,280 on billings of $57,011,700 for 1979, compared with gross income of $5,961,832 on billings of $48,934,128 for 1978. (In local currency, gross income was Skr27,730,000 on billings of Skr241,575,000 in 1979, compared with gross income of Skr25,262,000 on billings of Skr207,348,000 in 1978.) Media breakdown: Newspapers 61%; magazines 3%; supplements 1%; outdoor 2%; business press 2%; point of sale 31%. Employes: 150.

Svenska Intermarco-Farner, part of the Publicis Intermarco-Farner European agency network, Stockholm, reports gross income of $2,111,000 on billings of $14,082,000 for 1979, compared with gross income of $1,974,000 on billings of $13,169,000 for 1978. (In local currency, gross income was Skr8,946,000 on billings of Skr59,670,000 in 1979, compared with gross income of Skr8,366,000 on billings of Skr55,801,000 in 1978.) Media breakdown: Newspapers 57%; magazines 20%; outdoor 3%; business press 20%. Employes: 36. Accounts gained: Estee Lauder cosmetics, Philips microwave ovens/lighting, Strangbetong construction. Account lost: IDO sanitary porcelain.

J. Walter Thompson Co., Stockholm, reports gross income of $1,027,000 on billings of $6,850,000 for 1979, compared with gross income of $881,000 on billings of $5,871,000 for 1978. (In local currency, gross income was Skr4,352,000 on billings of Skr29,027,000 in 1979, compared with gross income of Skr3,735,000 on billings of Skr24,878,000 in 1978.) Media breakdown: Newspapers 52%; magazines 35%; outdoor 6%; business press 5%; cinema 2%. Employes 22. Accounts gained: Granges Aluminium/Skultunafolie, PolarCo. Foods, Rolex, Sparframjandet/Sparbanken (Swedish Savings Bank). Accounts lost: Champion S.A., MoDo Konsumentprodukter AB.

Young & Rubicam, Stockholm, reports gross income of $4,771,000 on billings of $31,823,000 for 1979, compared with gross income of $4,037,000 on billings of $26,927,000 for 1978 (In local currency, gross income was Skr20,215,000 on billings of Skr134,843,590 in 1979, compared with gross income of Skr17,105,000 on billings of Skr114,097,770 in 1978.) Y&R does not report billings. Figures given are AA estimates. Media breakdown: Newspapers 64%; magazines 12%; outdoor 10%; business press 5%; cinema 9%. Employes: 88. Accounts gained: Esso Motor Hotel, Organon, Tour et Andersson, Yamaha. Account lost: Moulinex.

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The same 1979 rate of .608 dollars to the Swiss franc was also applied to local currency reported for 1978 income and billings in this issue. This procedure factors out a 7% appreciation of the S franc against the dollar based on S franc's 1978 exchange rate of .568.

Advico AG, Werbeagentur BSR, Gockhausen/Zurich, affiliated with the DFS International network, reports gross income of $4,021,096 on billings of $26,820,711 for 1979, compared with gross income of $3,629,045 on billings of $24,205,730 for 1978. (In local currency, gross income was SF 6,613,645 on billings of SF 44,113,012 in 1979, compared with gross income of SF 5,968,824 on billings of $39,812,056 in 1978.) Media breakdown: Newspapers 22%; magazines 25%; tv 8½%; outdoor 6%; business press 6%; point of sale 2½%; direct mail, printed matter, pr, production 30%. Employes: 62. Accounts gained: Gauloises cigarets, Cardinal beers—Rheingold and Special, Sawaco underwear, Hoppe door and window fittings. Accounts lost: Grundig tv, radio and phono.

Bureau d'Etudes Publicitaires, Lausanne, part of Publicis-Intermarco-Farner European agency network, reports gross income of $1,405,000 on billings of $9,667,000 for 1979, compared with gross income of $1,332,000 on billings of $9,181,000 for 1978. (In local currency, gross income was SF 2,310,000 on billings of SF 15,900,000 in 1979, compared with gross income of SF 2,190,000 on billings of SF 15,100,000 in 1978.) Media breakdown: Newspapers 21%; magazines 33%; tv 37%, outdoor 3%; point of sale 3%; cinema 3%. Employes: 20. Accounts gained: Assn. Suisse des Banquiers, Chantre-Lu biscuits, Libby's, Nestle-Ambassador, Oehninger Sandeman port and sherry, Sodip-Jean d'Aveze beauty products. Accounts lost: Arcor—Krug champagne and Remy Martin cognac.

BTR, Kenyon & Eckhardt, Geneva, only reports 1979 billings of $912,000, SF 1,500,000, since the agency joined K&E International in June, 1979. Accounts gained: E.F. Hutton, Europe, Bulgari jewelry.

CSWH Univas, Bienne/Geneva/Zurich, reports gross income of $2,024,000 on billings of $13,500,000 for 1979, compared with gross income of $1,794,200 on billings of $11,967,200 for 1978. (In local currency, gross income was SF 3,329,000 on billings of SF 22,204,000 in 1979, compared with gross income of SF 2,951,000 on billings of SF 19,683,000 in 1978.) Media breakdown: Newspapers 33%; magazines 20%; tv 26%; outdoor 6%; business press 2%; point of sale 6%; cinema 2%; direct mail 5%. Employes: 43. Accounts gained: Volksbank, Suchardises, Schulthess, Distributa, Bossard, Nibuna. Accounts lost: Adima, Club Mediterranee.

D'Arcy-MacManus & Masius, Zurich, reports gross income of $1,674,000 on billings of $10,687,000 for 1979, compared with gross income of $1,556,000 on billings of $9,836,000 for 1978. (In local currency, gross income was SF 2,753,000 on billings of SF 17,578,000 in 1979, compared with gross income of SF 2,560,000 on billings of SF 16,260,000 in 1978.) Media breakdown: Newspapers 5%; magazines 12%; tv 60%; business press 1%; point of sale 7%; promotion 15%. Employes: 22. Accounts gained: C-Box Ag, Topas.

Doyle Dane Bernbach A.G., Zurich, reports gross income of $1,177,088 on billings of $6,651,520 for 1979, compared with gross income of $915,648 on billings of $6,180,320 for 1978. (In local currency, gross income was SF 1,936,000 on billings of SF 10,940,000 in 1979, compared with gross income of SF 1,506,000 on billings of SF 10,165,000 in 1978.) Media breakdown: Newspapers 17%; magazines 12%; tv 20%; business press 2%; art 45%; print 4%. Employes: 14. Accounts gained: Rivella, Schwarzkopf, Steinfels. Accounts lost: Distillerie A. Weber, Johnson & Johnson, Hakle.

Edelta SA, Geneva, reports gross income of $1,337,600 on billings of $8,147,200 for 1979, compared with gross income of $927,489 on billings of $6,806,779 for 1978. (In local currency, gross income was SF 2,200,000 on billings of SF 13,400,000 in 1979, compared with gross income of SF 1,599,488 on billings of SF 11,195,360 in 1978.) Media breakdown: Newspapers 30%; magazines 22%; outdoor 6%; business press 2%; point of sale 11%; cinema 1%; exhibits/direct mail/promotion 28%. Employes: 30. Accounts gained: BAT-Marylong Extra cigarets, Verbatim SA - EDP software, Vargarda SA - sanitary fittings.

Euro-Advertising EA Werbung, Zurich, reports gross income of $779,620 on billings of $5,200,000 for 1979, compared with gross income of $705,882 on billings of $3,058,823 for 1978. (In local currency, gross income was SF 1,282,241 on billings of SF 8,552,440 in 1979, compared with gross income of SF 1,160,964 on billings of SF 5,030,846 in 1978.)

Dr. Rudolf Farner Werbeagentur, Zurich, reports gross income of $4,378,000 on billings of $29,184,000 for 1979, compared with gross income of $4,122,000 on billings of $27,482,000 for 1978. (In local currency, gross income was SF 7,200,000 on billings of SF 48,000,000 in 1979, compared with gross income of SF 6,780,000 on billings of SF 45,200,000 in 1978.) Media breakdown: Newspapers 36%; magazines 30%; tv 20%; outdoor 8%; business press 1%; point of sale 4%; cinema 1%. Employes: 65. Accounts gained: Marklin model trains, Philip Morris Muratti cigarets, Swiss Assn. of Private Insurance Cos., Vita life insurance. Accounts lost: Altstadt insurance, Gillette Activ shampoo, Paper Mate.

Fedier's Werbeagentur BSR, Zurich, reports gross income of $246,818 for 1979, compared with gross income of $236,086 for 1978. (In local currency, gross income was SF 405,950 in 1979, compared with gross income of SF 388,300 in 1978.) Media breakdown: Newspapers 29%; magazines 5%; outdoor 6%; business press 10%; transit advertising 8%; point of sale 21%; pr 15%. Employes: 6.

Fuhrer & Partner, Zurich, reports gross income of $729,600 on billings of $5,776,000 for 1979, compared with gross income of $608,000 on billings of $4,092,000 for 1978. (In local currency, gross income was SF 1,200,000 on billings of SF 9,500,000 in 1979, compared with gross income of SF 1,000,000 on billings of SF 6,730,000 in 1978.) Media breakdown: Newspapers 12%; magazines 15%; tv 37%; outdoor 9%; business press 3%; point of sale 9%; service research 15%. Employes: 14. Accounts gained: Seiko Time SA, ADIA Interim, Bischoff AG textiles, Chocolat Perrier. Accounts lost: H. Huber & Cie whisky & wines, Ouboter Reisen.

GGK Basel Werbeagentur, Basel, Zurich, reports gross income of $3,964,000 on billings of $26,448,000 for 1979, compared with gross income of $3,420,000 on billings of $22,800,000 for 1978. (In local currency, gross income was SF 6,520,000 on billings of SF 43,500,000 in 1979, compared with gross income of SF 5,625,000 on billings of SF 37,500,000 in 1978.) Media breakdown: Newspapers 41%; magazines 25%; supplements 1%; tv 5%; outdoor 9%; business press 6%; point of sale 8%; cinema 2%; sales promotion 3%. Employes: 72. Accounts gained: Fischer Spielzeug, Eminence underwear, Gruen 80-garden display, Kaeseunion cheese, IWC watches, *Luzerner Neueste Nachrichten*, Salomon sports articles, Sony entertainment electronics, Zumtobel lighting. Accounts lost: Moebel Pfister, Forbo, GZB Bank, Isola.

Gisler & Gisler, Zurich, part of BBDO/International, reports gross income of $4,608,032 on billings of $30,327,520 for 1979, compared with gross income of $4,044,416 on billings of $28,056,974 for 1978. (In local currency, gross income was SF 7,579,000 on billings of SF 49,881,000 in 1979, compared with gross income of SF 6,652,000 on billings of SF 46,146,340 in 1978.) Media breakdown: Newspapers 18%; magazines 30%; supplements 12%; tv 14%; outdoor 4%; business press 2%; point of sale 14%; direct mail 4%; cinema 2%. Employes: 67. Accounts gained: ARAG Allgemeine Rechtsschutzversicherung - passenger and freight traffic, AWI Aussenwerbung Klett & Co. - outdoor advertising, Embassy of France - pr, Getranke-Vertriebs AG - nonalcoholic beer Ex, Gillette (Schweiz) AG - writing instruments-Activ Shampoo-Cricket Lighters, Oesterreichische Sanitarvereinigung - promotion bathroom - Austria, Ostara Fliesen GmbH & Co.-tiles, Sanitar-Union GmbH & Co. KG-sanitary fixture wholesaler - Germany, Schweiz. Hypotheken-und Handelsbank - banking, SSIH Management Services SA, OMEGA Division - Omega watches - worldwide, Theater AG, Zurich - city election for development of the Opera house, Uhren-Handelsgesellschaft Deutschland - Omega watches - Germany, Wander AG - Ovomaltine-Contour-Herbalpina. Accounts lost: Administrativstelle Bankenclearing, Bank Hapoalim, Heuer-Leonidas watches, Solis Apparatefabrik.

IMAA/Baenziger & Wachter, Zurich, reports gross income of $364,800 on billings of $1,520,000 for 1979, compared with gross income of $364,800 on billings of $1,520,000 for 1978. (In local currency, gross income was SF 600,000 on billings of SF 2,500,000 in 1979, compared with gross income of SF 600,000 on billings of SF 2,500,000 in 1978.) Media breakdown: Newspapers 53%; magazines 12%; tv 5%; outdoor 2%; business press 22%; point of sale 1%; direct mail 5%. Employes: 8.

Kloeti Werbeagentur, Zurich, reports gross income of $2,023,424 on billings of $13,497,600 for 1979, compared with gross income of $1,824,000 on billings of $12,190,400 for 1978. (In local currency, gross income was SF 3,328,000 on billings of SF 22,200,000 in 1979, compared with gross income of SF 3,000,000 on billings of SF 20,050,000 in 1978.)

Lintas AG (Switzerland), Zurich, reports gross income of $2,926,000 on billings of $19,511,000 for 1979, compared with gross income of $2,970,000 on billings of $19,809,000 for 1978. (In local currency, gross income was SF 4,813,000 on billings of SF

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32,091,000 in 1979, compared with gross income of SF 4,886,000 on billings of SF 32,581,000 in 1978.) Media breakdown: Newspapers 6.5%; magazines 31.4%; radio 1.3%; tv 55%; outdoor 3%; point of sale .5%; cinema 2.3%. Employes: 43. Accounts gained: Roessli cigars, Pelikan pens, Dorina mayonnaise, Sanitos cleaner. Accounts lost: Kent cigarets (Burrus), Leco Choco drink (Sibra).

McCann-Erickson Europe, Zurich, reports gross income of $3,250,000 on billings of $21,677,000 for 1979, compared with gross income of $3,030,000 on billings of $20,208,000 for 1978. (In local currency, gross income was SF 5,346,000 on billings of SF 35,658,000 in 1979 compared with gross income of SF 4,983,000 on billings of SF 33,237,000 in 1978.) Employes: 52. Accounts gained: Alcoa forged aluminum wheels, Gillette (blades, foam, writing instruments), Jaeger-LeCoultre watches and clocks, Max Reby fashion furs, Miele household appliances, Pharmaton (Geriatric), Trinidad & Tobago Tourist Board. Account lost: Scriptomatic addressing equipment.

T.C. Mettier, Zurich, reports gross income of $346,560 on billings of $2,048,960 for 1979, compared with gross income of $273,600 on billings of $1,793,600 for 1978. (In local currency, gross income was SF 570,000 on billings of SF 3,370,000 in 1979, compared with gross income of SF 450,000 on billings of SF 2,950,000 in 1978.) Media breakdown: Newspapers 65%; magazines 15%; tv 10%; outdoor 5%; point of sale advertising 5%. Employes: 8. Accounts gained: Acquamondo S.A. - Chris-Craft cruisers & sportsboats. Exhibition design for Robert Bosch, Control Data, Agfa-Gevaert, Wander AG.

Norman, Craig & Kummel, Zurich, reports gross income of $1,081,600 on billings of $7,214,000 for 1979, compared with gross income of $1,246,400 on billings of $8,299,200 for 1978. (In local currency, gross income was SF 1,779,000 on billings of SF 11,866,000 in 1979, compared with gross income of SF 2,050,000 on billings of SF 13,650,000 in 1978.) Media breakdown: Newspapers 6%; magazines 21%; tv 47%; outdoor 9%; point of sale 9%; cinema 3%; promotions 5%. Employes: 17. Account gained: Sangal SA. Accounts lost: Beecham AG, Hess AG, J.G. Durand.

Pubaco, Bienne, reports gross income of $340,480 on billings of $1,556,480 for 1979, compared with gross income of $243,200 on billings of $1,124,800 for 1978. (In local currency, gross income was SF 560,000 on billings of SF 2,560,000 in 1979, compared with gross income of SF 400,000 on billings of SF 1,850,000 in 1978.) Media breakdown: Newspapers 20%; magazines 12%; outdoor 6%; business press 22%; point of sale 8%; production & printed material 32%. Employes: 10. Accounts gained: Schmid printing machines, National campaign political party "Radical", Usego, Renata watch batteries.

Rogivue ABH International, Zurich, reports gross income of $437,760 on billings of $3,195,040 for 1979, compared with gross income of $413,440 on billings of $2,781,000 for 1978. (In local currency, gross income was SF 720,000 on billings of SF 5,255,000 in 1979, compared with gross income of SF 680,000 on billings of SF 4,575,000 in 1978.) At the end of 1979 the agency severed its partnership with ABH International and on Jan. 1, 1980 it joined the TBWA agency network. Media breakdown: Newspapers 50%; magazines 20%; business press 10%; point of sale 10%; direct mail 10%. Employes: 10. Accounts gained: BASF (Switzerland), Papermills Cham-Tenero, Reuters Economic Services. Account lost: Alfag trucks.

TBWA, Zurich, reports gross income of $1,875,000 on billings of $12,500,000 for 1979, compared with gross income of $1,459,200 on billings of $9,728,000 for 1978. (In local currency, gross income was SF 3,084,000 on billings of SF 20,559,000 in 1979, compared with gross income of SF 2,400,000 on billings of SF 16,000,000 in 1978.) Media breakdown: Newspapers 50%; magazines 20%; supplements 1%; tv 5%; outdoor 10%; business press 1%; point of sale 5%; cinema 5%; farm press 3%. Employes: 35. Accounts gained: Certina, Agro Suisse, Barilla, Johnnie Walker Black Label, Bosch. Account lost: Rivella.

J. Walter Thompson Co., Zurich, reports gross income of $1,534,000 on billings of $10,227,000 for 1979, compared with gross income of $1,412,000 on billings of $9,412,000 for 1978. (In local currency, gross income was SF 2,523,000 on billings of SF 16,821,000 in 1979, compared with gross income of SF 2,322,000 on billings of SF 15,481,000 in 1978.) Media breakdown: Newspapers 28%; tv 42%; business press 27%; cinema 3%. Employes: 27. Accounts gained: Elida Denim body cosmetics and developments prods., Vitakraft, Max Bossard, Ernst & Co. Accounts lost: Weissenburg Mineraltherman, Gillette shaving prods., National Airlines.

Adolf Wirz Advertising, Zurich, reports gross income of $3,850,000 on billings of $27,178,000 for 1979, compared with gross income of $3,696,000 on billings of $25,900,000 for 1978. (In local currency, gross income was SF 6,300,000 on billings of SF 44,700,000 in 1979, compared with gross income of SF 6,080,000 on billings of SF 42,600,000 in 1978.) Media breakdown: Newspapers 24%; magazines 18%; supplements 2%; radio 1%; tv 9%; outdoor 11%; business press 4%; transit advertising 1%; point of sale 6%; cinema 2%; sales promotion 13%; direct mail 9%. Employes: 70. Accounts gained: Remy Martin cognac, Schweizerischer Obstverband-apple cider and wine, Airwick (Nadja Avalle cosmetics), Hero canned meat, fruit juices and sauces, Bidex feminine hygiene of Mediline, PKZ men's wear stores. Accounts lost: Haldengut beer, Bernina sewing machines, Forbo carpets, *Schweizer Familie* magazine.

Young & Rubicam, Berne, reports gross income of $1,710,000 on billings of $11,406,000 for 1979, compared with gross income of $1,807,000 on billings of $12,053,000 for 1978. (In local currency, gross income was SF 2,813,000 on billings of SF 18,759,440 in 1979, compared with gross income of SF 2,972,000 on billings of SF 19,823,570 in 1978.) Y&R does not publish billings figures. Billings given in dollars and Swiss francs are AA estimates. Media breakdown: Newspapers 45%; magazines 15%; tv 35%; outdoor 2%; business press 2%; cinema 1%. Employes: 35. Accounts gained: Swiss Dept. of Energy, Clorox Co., Skis Authier S.A., El of Switzerland.

ZSM Zutter Sommer Marketing BSR, Basel, member of IMPA group of European Marketing, Advertising and PR Assn., reports gross income of $1,288,960 on billings of $8,584,352 for 1979, compared with gross income of $1,133,920 on billings of $6,773,120 for 1978. (In local currency, gross income was SF 2,120,000 on billings of SF 14,119,000 in 1979, compared with gross income of SF 1,865,000 on billings of SF 11,140,000 in 1978.) Media breakdown: Newspapers 18%; magazines 15%; supplements 5%; outdoor 3%; business press 14%; point of sale 7%; audiovision 12%; direct mail 9%; pr 11%; farm press 6%. Employes: 20. Accounts gained: Bertrams AG heating, Bongrain Suisse cheese, McDonald's restaurant (Basel), Stadt Rheinfelden, Swissbau 81 construction fair, Tyon 2000 tourist station, VEF Minox cameras, *Wirtschaftswoche*, Banque pour le commerce et l'industrie Basel.

TAIWAN

The same 1979 rate of .02785 U.S. dollars to the China (Taiwan) dollar was also applied to local currency reported for 1978 income and billings in this issue. This procedure factors out an 11% appreciation of the CT dollar against the U.S. dollar based on CT dollar's 1978 exchange rate of .025.

Cambridge Advertising Co., Taipei, reports gross income of $491,248 on billings of $2,903,150 for 1979, compared with gross income of $327,306 on billings of $2,185,700 for 1978. (In local currency, gross income was won 17,639,080 on billings of won 104,242,377 in 1979, compared with gross income of won 11,752,485 on billings of won 78,481,166 in 1978.) Media breakdown: Newspapers 28%; magazines 5%; radio 2%, tv 52%; transit advertising 1%; cinema 1%; other 11%. Employes: 38. Accounts gained: Continental Airlines, Sunkist, Xerox, Revlon, Kenwood Stereo, Shakey's Pizza. Accounts lost: Warner-Lambert.

Eastern Advertising Co., Taipei, reports gross income of $739,919 on billings of $5,360,000 for 1979, compared with gross income of $646,454 on billings of $4,600,000 for 1978. (In local currency, gross income was won 26,568,000 on billings of won 192,960,000 in 1979, compared with gross income of won 23,212,000 on billings of won 165,800,000 in 1978.) Media breakdown: Newspapers 31%; magazines 4%; radio 1%; tv 52%; outdoor 2%; business press 5%; point of sale 1%; cinema 1%; other 3%. Employes: 75. Account gained: Johns & Trading Co., Ltd.

International Advertising Agency, Taipei, reports gross income of $493,140 on billings of $3,320,528 for 1979, compared with gross income of $428,834 on billings of $2,887,683 for 1978. (In local currency, gross income was won 17,707,000 on billings of won 119,229,000 in 1979, compared with gross income of won 15,398,000 on billings of won 103,687,000 in 1978.) Media breakdown: Newspapers 23%; magazines 11%; radio 1.5%; tv 54%; outdoor 1.5%; transit advertising 1%; point of sale 1.5%; cinema 1.5%; other 5%. Employes: 68. Account gained: Singapore Airlines. Account lost: Sunkist (fruit drinks).

THAILAND

An exchange rate of .05 dollars to the baht was used for both 1978 and 1979 gross income and billings.

Ted Bates, Bangkok, as in 1978, reports gross income of $615,000 on billings of $4,100,000 for 1979. (In local currency, gross income was Bht 12,300,000 on billings of Bht 82,000,000. in 1979. Employes: 80. Accounts gained: There were no significant account changes.

Leo Burnett, Bangkok, reports gross income of $20,000 on billings of $133,000 for 1979, compared with gross income of $12,000 on billings of $79,000 for 1978. (In local currency, gross income was Bht 400,000 on billings of Bht 2,668,000 in 1979, compared with gross income of Bht 238,000 on billings of Bht 1,587,000 in 1978.)

Chuo Senko Advertising, Bangkok, reports gross income of $853,379 on billings of $5,689,190 for 1979, compared with gross income of $529,100 on billings of $3,527,300 for 1978. (In local currency, gross income was Bht 17,067,570 on billings of Bht 113,783,800 in 1979, compared with gross income of Bht 10,582,000 on billings of Bht 70,546,000 in 1978.) Media breakdown: Newspapers 19%; magazines 5%; supplements 1%; radio 6%; tv 37%; outdoor 2%; business press 1%; transit advertising 1%; point of sale 8%; cinema 10%; other 10%. Employes 32. Accounts gained: Thai Filament Textiles, Kang Yong Watana, Bangkok Specialty.

Kenyon & Eckhardt (Thailand), Bangkok, reports gross income of $309,750 on billings of $2,066,030 for 1979, compared with gross income of $251,366 on billings of $1,708,401 for 1978. (In local currency, gross income was Bht 6,195,000 on billings of Bht 41,320,600 in 1979, compared with gross income of Bht 5,027,324 on billings of Bht 34,168,020 in 1978.) Media breakdown: Newspapers 9%; magazines 16%; radio 3%; tv 65%; outdoor 1%; cinema 4%; other, prints prod. 2%. Employes: 37. Accounts gained: Sampantamitr (soap and household products), Borneo Co. (wines and spirits), Bank of Ayudya, Thai Life Insurance. Account lost: Yardley.

McCann-Erickson (Thailand), Bangkok, reports gross income of $883,250 on billings of $5,891,300 for 1979, compared with gross income of $690,900 on billings of $4,607,950 for 1978. (In local currency, gross income was Bht 17,665,000 on billings of Bht 117,826,000 in 1979, compared with gross income of Bht 13,817,000 on billings of Bht 92,159,000 in 1978.) Employes: 70. Accounts gained: Bachelors' Members Club, Bionex (insecticide), John Haig & Co. (Haig Dimple), Gypsum Int'l (gypsum board, corporate), Hawley & Hazel (Darkie toothpaste), Indosuez Bank, Kuwait Airways, Philips (corporate, lighting, refrigerators, small household appliances, washing machines, professional products), Sunflower Co. (costume jewelry), Thai Asahi Glass, Thailand Carpet Mfg. (Tai Ping carpets, Ekamai condominiums), Tourism Authority of Thailand, Yamaha (motorcycles). New assignments: Bata (North Star and Lollipop shoes) Gillette (Super Click and Atra/Contour razors), Isuzu (Elf and SBR trucks), L'Oreal (Elseve Frequence and Controle shampoos), Thonakorn (soya-based vegetable oil). Accounts lost: Dusit Thani Hotel.

Ogilvy & Mather, Bangkok, reports gross income of $1,246,777 on billings of $7,674,803 for 1979, compared with gross income of $950,895 on billings of $5,745,663 for 1978. (In local currency, gross income was Bht 24,935,538 on billings of Bht 153,496,063 in 1979, compared with gross income of Bht 19,017,901 on billings of Bht 114,913,261 in 1978.) Media breakdown: Newspapers 18.5%; magazines 13.0%; radio 6.4%; tv 50%; outdoor 1%; business press .5%; point of sale 5.6%; cinema 5%. Employes: 81 in 1979 compared to 66 in 1978. Accounts gained: Bristol Myers, Scandia, Triumph, Aspro, Kanvita, Jockey, Hang Ten, Roche, Coffee Mate, Sterling Drug, Rinso. Account lost: T.O.T. Munsingwear.

Reach Co., Bangkok,reports gross income of $55,000 on billings of $300,000 for 1979, compared with gross income of $40,000 on billings of $300,000 for 1978. (In local currency, gross income was Bht 1,100,000 on billings of Bht 6,000,000 in 1979, compared with gross income of Bht 800,000 on billings of Bht 6,000,000 in 1978.) Media breakdown: Newpapers 5%; magazines 10%; tv 85%. Employes: 15. Accounts gained: Thai Present Co. (pewterware manufacturer). Account lost: Intercredit.

SSC&B: Lintas Thailand, Bangkok, reports gross income of $1,930,650 on billings of $13,464,450 for 1979, compared with gross income of $1,587,400 on billings of $10,361,700 for 1978. (In local currency, gross income was Bht 38,613,000 on billings of Bht 269,289,000 in 1979, compared with gross income of Bht 31,748,000 on billings of Bht 207,234,000 in 1978.) Media breakdown: Newspapers 6%, magazines 5%; radio 28%; tv 57%; cinema 4%. Employes: 94. Accounts gained: Bangkok Feedmill, Bank of America, Rowntree Mackintosh, Siam Cement Trading. Accounts lost: none.

TRINIDAD

An exchange rate of 4255 U.S. dollars to the T$ was used to determine both 1978 and 1979 gross income and billings.

Corbin-Compton, Port of Spain, reports gross income of $385,348 on billings of $2,653,955 for 1979, compared with gross income of $246,788 on billings of $1,942,787 for 1978. (In local currency, gross income was T$905,636 on billings of T$6,237,261 in 1979, compared with gross income of T$579,995 on billings of T$4,565,892 in 1978.) Media breakdown: Newspapers 17%; magazines 4%; radio 25%; tv 51%; outdoor 1%; cinema 2%. Employes: 35. Accounts gained: Tru Valu S/Market, World Netball, Assn. of Trinidad & Tobago Insurance, Anchorage General Insurance. Additional assignments: Stokes & Bynoe, United Biscuits, Smirnoff vodka, Deinhard wines, Seven Seas cod liver oil, Colbeck wines and sherries, Grand Marnier, Dom Benedictine, Chesebrough-Pond's Intl., Cachet, Grell & Co., Ekco cookware, White Cloud toilet tissue, Agostini Bros., Corelle ware. Accounts lost: Charles McEnearney & Co., Ford cars, General Electric appliances.

McCann-Erickson (Barbados and Trinidad), Port of Spain, reports gross income of $721,000 on billings of $4,811,000 for 1979, compared with gross income of $577,000 on billings of $3,849,000 for 1978. (In local currency, gross income was T$1,695,000 on billings of T$11,306,000 in 1979, compared with gross income of T$1,356,000 on billings of T$9,045,000 in 1978.) Employes: 46. Accounts gained: Albrosco—Blue Ribbon sausages, Hadeed's manshop, Koves lingerie, Lebanese House department store, Mount Gay distilleries rum, Norman Foods restaurants, Standard Distributors, Wander Jamaica ovaltine. New assignments: Bon Genie (L'Oreal's Ineral, Lentheric perfumes, Mister hair cream, cologne, after shave, Mighty Killer insecticide), T. Geddes Grant (retail drug store, Richmond Valley cocoa), Neal & Massy—Suzuki motorbikes. Accounts lost: De Luxe stores, Diskomart.

Norman, Craig & Kummel

TRINIDAD

(Trinidad), Port of Spain, reports gross income of $463,800 on billings of $3,094,000 for 1979, compared with gross income of $434,010 on billings of $2,893,400 for 1978. (In local currency, gross income was T$1,090,000 on billings of T$7,270,000 in 1979, compared with gross income of T$1,020,000 on billings of T$6,800,000 in 1978.) Media breakdown: Newspapers 22%; radio 25%; tv 51%; cinema 2%. Employes: 32. Accounts gained: Fedco supermarkets, Industrial Agencies—oilfield drilling equipment, Johnson & Johnson—Reach toothbrushes, Shower to Shower bath products, Baby Bath.

TURKEY

The same 1979 rate of .042 dollars to the Turkish lira was also applied to local currency reported for 1978 income and billings in this issue. This procedure factors out a 16% depreciation of the lira against the dollar based on lira's 1978 exchange rate of .050.

Fulmar Reklam Sanayii, Istanbul, reports gross income of $252,000 on billings of $1,680,000 for 1979, compared with gross income of $252,000 on billings of $1,680,000 for 1978. (In local currency, gross income was TL6,000,000 on billings of TL40,000,000 in 1979, compared with gross income of TL6,000,000 on billings of TL40,000,000 in 1978.) Media breakdown: Newspapers 15%; magazines 10%; radio 10%; tv 50%; point of sale 3%; cinema 3%; production 9%. Employes: 16. Accounts gained: Mopa-Moderno Pazarlama A.S. Eau de Cologne, detergents, cosmetics.

Manajans, Istanbul, reports gross income of $722,400 on billings of $9,870,000 for 1979, compared with gross income of $422,113 on billings of $7,534,315 for 1978. (In local currency, gross income was TL17,200,000 on billings of TL235,000,000 in 1979, compared with gross income of TL10,050,313 on billings of TL179,388,458 in 1978.) Gross income figures for 1979 in dollars and Turkish lira are estimated. Media breakdown: Press 24.59%; supplements 0.93%; radio 2.28%; tv 60.65%; outdoor 6.31%; point of sale 4.64%; other 0.6%. Employes: 77. Accounts gained: Meban Transturk Holding, Alboy, Tamsan, Nestle (Nescao), Istanbul Ticaret Odasi, Parker. Account lost: Kelebek.

Reklam Moran, Istanbul, reports $879,750 AA estimated income on billings of $5,460,000 for 1979, compared with gross income of $690,000 on billings of $4,284,000 for 1978. (In local currency, estimated income was TL 21,993,750 on billings of TL130,000,000 in 1979, compared with gross income of TL16,400,090 on billings of TL102,000,000 in 1978.) Gross income figures for 1979 were not given to Advertising Age by the agency since balance sheets were not prepared until the end of March, 1980. Media breakdown: Newspapers 41%; magazines 3%; radio 2%; tv 51%; point of sale 2%; cinema 1%. Employes: 38. Accounts gained: Lassa-B.F. Goodrich tires, Lancome cosmetics, Monroe calculators.

URUGUAY

An exchange rate of .139 dollars to the peso was used for both 1978 and 1979 gross income and billings.

Grey, Casares, Vernazza & Associates, Montevideo, reports gross income of $437,000 on billings of $2,308,000 for 1979, compared with gross income of $161,000 on billings of $804,000 for 1978. (In local currency, gross income was Ps 3,142,000 on billings of Ps 16,578,000 in 1979, compared with gross income of Ps 1,155,000 on billings of Ps 5,775,000 in 1978.) Employes: 24.

McCann-Erickson Corp. (Uruguay), Montevideo, reports gross income of $207,000 on billings of $1,381,000 for 1979, compared with gross income of $138,000 on billings of $919,000 for 1978. (In local currency, gross income was Ps 1,487,000 on billings of Ps 9,918,000 in 1979, compared with gross income of Ps 990,000 on billings of Ps 6,603,000 in 1978.) Employes: 10. Account gained: Avianca. New assignments: Distribuidora Ibana sales systems, General Motors (Opel Rekord 2.0).

J. Walter Thompson Uruguaya, Montevideo, reports gross income of $134,091 on billings of $893,938 for 1979, compared with gross income of $130,875 on billings of $872,498 for 1978. (In local currency, gross income was Ps 963,295 on billings of Ps 67,421,967 in 1979, compared with gross income of Ps 940,192 on billings of Ps 6,267,947 in 1978.) Media breakdown: Newspapers 33%; magazines 2%; radio 21%; tv 42%; outdoor 1%; cinema 1%. Employes: 10. Account gained: Corson tea. Account lost: Tem S.A.

VENEZUELA

The same 1979 rate of .234 dollars to the Venezuelan bolivar was also applied to local currency reported for 1978 income and billings in this issue. This procedure factors out a 3% depreciation of the bolivar against the dollar based on bolivar's 1978 exchange rate of .240.

ABC/McCann Publicidad (Venezuela), Caracas, only reports billings of $17,692,272 for 1979, compared with billings of $13,104,000 for 1978. (In local currency, billings were Bs75,000,000 in 1979, compared with billings of Bs56,000,000 in 1978.) Accounts gained: Banco de La Construccion y del Oriente, Maby foods, Meneven oil, Mindur-Ministry of Information & Tourism, Tabacalera Nacional. Additional assignments: General Motors-pr, Gillette—Atra/Contour, Platinum Plus razors. Account lost: Nabisco.

Leo Burnett Venezuela, Caracas, reports gross income of $2,101,000 on billings of $14,016,000 for 1979, compared with gross income of $2,212,000 on billings of $14,756,000 for 1978. In local currency, gross income was Bs8,980,000 on billings of Bs59,897,000 in 1979, compared with gross income of Bs9,454,000 on billings of Bs63,058,000 in 1978.) Employes: 62.

Corporacion Publicitaria Nacional "Corpa", Caracas, part of Ogilvy & Mather In'l. reports gross income of $4,310,280 on billings of $28,777,320 for 1979, compared with gross income of $2,739,380 on billings of $18,915,641 for 1978. (In local currency, gross income was Bs18,420,000 on billings of Bs122,980,000 in 1979, compared with gross income of Bs11,706,750 on billings of Bs80,836,074 in 1978.) Media breakdown: Newspapers 45%; radio 15%; tv 30%; other 10%. Employes: 111. Accounts gained: Bigott (British American Tobacco Co.), Quaker—new products.

Grey Advertising de Venezuela, Caracas, reports gross income of $1,625,000 on billings of $10,842,000 for 1979, compared with gross income of $1,281,000 on billings of $8,279,000 for 1978. (In local currency, gross income was Bs6,946,000 on billings of Bs46,332,000 in 1979, compared with gross income of Bs5,473,000 on billings of Bs35,381,000 in 1978.) Media breakdown: Newspapers 6%; magazines 5%; tv 69%; outdoor 2%; cinema 2%; other 16%. Employes: 48. Accounts gained: 3M Manufacturera Venezuela, Mack trucks, Range Rover.

Sertec, Kenyon & Eckhardt, Caracas, reports gross income of $932,256 on billings of $4,180,520 for 1979, compared with gross income of $585,501 on billings of $2,631,099 for 1978. (In local currency, gross income was Bs3,984,000 on billings of Bs17,865,470 in 1979, compared with gross income of Bs2,502,143 on billings of Bs11,244,014 in 1978.) Media breakdown: Newspapers 44%; magazines 7%; radio 6%; tv 27%; outdoor 7%; cinema 4%; printed matter 5%. Employes: 20. Accounts gained: CVG Edelca, Domesa, Radiocontacto, Servicio Panamericano, STP, Tropiburger, Hang Ten.

J. Walter Thompson de Venezuela, Caracas, reports gross income of $3,847,780 on billings of $25,664,697 for 1979, compared with gross income of $3,267,342 on billings of $21,793,122 for 1978. (In local currency, gross income was Bs16,443,507 on billings of Bs109,678,190 in 1979, compared with gross income of Bs13,963,000 on billings of Bs93,133,000 in 1978.) Media breakdown: Newspapers 17%; radio 6%; tv 67%; outdoor 1%; point of sale 3%; cinema 2%. Employes: 84. Accounts gained: Nabisco, Philips audio and industrial, White Label and Ancestor Scotch whisky (Dewar's). New assignments: Johnson & Johnson, S.C. Johnson, Lever, Quaker. Account lost: Gillette.

W. GERMANY

The same 1979 rate of .5481 dollars to the German mark was also applied to local currency reported for 1978 income and billings in this issue. This procedure factors out a 8.5% appreciation of the mark against the dollar based on mark's 1978 exchange rate of .505.

Werbeagentur Achim Aschke, Frankfurt, reports gross income of $2,685,690 on billings of $17,913,552 for 1979, compared with gross income of $2,639,102 on billings of $17,604,972 for 1978. (In local currency, gross income was DM 4,900,000 on billings of DM 32,683,000 in 1979, compared with gross income of DM 4,815,000 on billings of DM 32,120,000 in 1978.) Media breakdown: Newspapers 12.2%; magazines 58.8%; radio 18%; tv 4.9%; press 4%; point of sale 2.1%. Employes: 35. Account gained: Wella products.

Charles Barker, Frankfurt, reports gross income of $1,594,111 on billings of $9,399,542 for 1979, compared with gross income of $1,402,187 on billings of $9,049,812 for 1978. (In local currency, gross income was DM 2,908,431 on billings of DM 17,149,319 in 1979, compared with gross income of DM 2,558,268 on billings of DM 16,511,243 in 1978.)

Baums, Mang und Zimmermann Werbeagentur, Duesseldorf, member of G.I.A.A., reports gross income of $4,384,000 on billings of $29,213,730 for 1979, compared with gross income of $3,622,941 on billings of $24,171,210 for 1978. (In local currency, gross income was DM 8,000,000 on billings of DM 53,300,000 in 1979, compared with gross income of DM 6,610,000 on billings of DM 44,100,000 in 1978.) Media breakdown: Newspapers 8%; magazines 26%; radio 2%; tv 18%; outdoor 2%; business press 4%; point of sale 40%. Employes: 56. Accounts gained: Daimler-Benz AG passenger cars, Heineken International Beheer-Genever (spirits), Honda Deutschland motor bicycles, Wilkinson Sword-razorblade "Contact."

Benton & Bowles und Partner, Frankfurt, reports gross income of $10,945,557 on billings of $73,006,920 for 1979, compared with gross income of $10,770,165 on billings of $71,837,275 for 1978. (In local currency, gross income was DM 19,970,000 on billings of DM 133,200,000 in 1979, compared with gross income of DM 19,650,000 on billings of DM 131,066,000 in 1978.) Media breakdown: Newspapers 17%; magazines 43%; radio 7%; tv 9%; outdoor 19%; cinema 5%. Employes: 202.

Guenter Blaese Advertising, Stuttgart, reports gross income of $5,937,567 on billings of $39,603,513 for 1979, compared with gross income of $5,514,982 on billings of $36,784,635 for 1978. (In local currency, gross income was DM 10,833,000 on billings of DM 72,256,000 in 1979, compared with gross income of DM 10,062,000 on billings of DM 67,113,000 in 1978.)

Leo Burnett, Frankfurt, reports gross income of $3,802,170 on billings of $25,360,587 for 1979, compared with gross income of $3,758,870 on billings of $25,071,738 for 1978. (In local currency, gross income was DM 6,937,000 on billings of DM 46,270,000 in 1979, compared with gross income of DM 6,858,000 on billings of DM 45,743,000 in 1978.) Employes: 56.

Compton, Frankfurt, reports gross income of $6,610,086 on billings of $44,067,240 for 1979, compared with gross income of $5,113,773 on billings of $34,091,820 for 1978. (In local currency, gross income was DM 12,060,000 on billings of DM 80,400,000 in 1979, compared with gross income of DM 9,330,000 on billings of DM 62,200,000 in 1978.) Media breakdown: Newspapers 2%; magazines 50%; radio 14%; tv 30%; outdoor 1%; farm press 1%; point of sale 2%. Employes: 117.

CoPartner Werbeagentur, Hamburg, reports gross income of $4,138,703 on billings of $27,605,056 for 1979, compared with gross income of $3,540,726 on billings of $23,623,110 for 1978. (In local currency, gross income was DM 7,551,000 on billings of DM 50,365,000 in 1979, compared with gross income of DM 6,460,000 on billings of DM 43,100,000 in 1978.) Employes: 66.

D'Arcy-MacManus & Masius, Frankfurt/Hamburg, reports gross income of $11,955,157 on billings of $79,740,876 for 1979, compared with gross income of $10,352,512 on billings of $73,760,009 for 1978. (In local currency, gross income was DM 21,812,000 on billings of DM 145,486,000 in 1979, compared with gross income of DM 18,888,000 on billings of DM 134,574,000 in 1978.) Media breakdown: Magazines/newspapers 55%; cinema/radio 10%; tv 33%; outdoor 2%. Employes: 212.

DFS & R Dorland Werbeagentur Dancer Fitzgerald Sample, Roth, Munich, reports gross income of $4,275,180 on billings of $28,515,451 for 1979, compared with gross income of $4,001,130 on billings of $24,596,316 for 1978. (In local currency, gross income was DM 7,800,000 on billings of DM 52,026,000 in 1979, compared with gross income of DM 7,300,000 on billings of DM 44,875,600 in 1978.) In September last year the agency became part of the DFS International network. Media breakdown: Newspapers 20%; magazines 52%; radio 9%; tv 17%; outdoor 2%. Employes: 78.

Doyle Dane Bernbach, Duesseldorf, reports gross income of $13,179,064 on billings of $87,860,430 for 1979, compared with gross income of $12,504,901 on billings of $94,328,010 for 1978. (In local currency, gross income was DM 24,045,000 on billings of DM 160,300,000 in 1979, compared with gross income of DM 22,815,000 on billings of DM 172,100,000 in 1978.)

Durana Ketchum Werbeagentur, Frankfurt, reports gross income of $2,630,880 on billings of $17,539,200 for 1979, compared with gross income of $2,055,375 on billings of $13,702,500 for 1978. (In local currency, gross income was DM 4,800,000 on billings of DM 32,000,000 in 1979, compared with gross income of DM 3,750,000 on billings of DM 25,000,000 in 1978.)

R. W. Eggert Werbeagentur, Duesseldorf, reports gross income of $7,344,540 on billings of $48,780,900 for 1979, compared with gross income of $6,083,910 on billings of $40,559,400 for 1978. (In local currency, gross income was DM 13,400,000 on billings of DM 89,000,000 in 1979, compared with gross income of DM 11,100,000 on billings of DM 74,000,000 in 1978.) Media breakdown: Newspapers 7.6%; magazines 50.4%; radio 7.4%; tv 30.9%; outdoor 2%; business press 1.7%. Employes: 108.

Erdmann & Partner Werbeagentur, Duesseldorf, reports gross income of $2,695,008 on billings of $17,977,680 for 1979, compared with gross income of $2,481,797 on billings of $16,553,168 for 1978. (In local currency, gross income was DM 4,917,000 on billings of DM 32,800,000 in 1979, compared with gross income of DM 4,528,000 on billings of DM 30,201,000 in 1978.) Media breakdown: Newspapers 29%; magazines 25%; radio 6%; tv 12%; outdoor 9%; business press 2%; point of sale 16%; cinema 1%. Employes: 36.

Foote, Cone & Belding, Frankfurt, reports gross income of $11,759,441 on billings of $78,435,475 for 1979, compared with gross income of $11,397,860 on billings of $76,023,723 for 1978. (In local currency, gross income was DM 21,454,920 on billings of DM 143,104,316 in 1979, compared with gross income of DM 20,795,219 on billings of DM 138,704,110 in 1978.) Media breakdown: Newspapers 6.4%; magazines 46.5%; radio 2.8%; tv 30.2%; outdoor 10.3%; business press 3.8%. Employes: 217. Accounts gained: British Airways, Bellinda, Portas, Schoepflin, Spanisches Fremdenverkehrsamt, Steigenberger, Nordhaus, Elida Gibbs, Polydor, Menley & James, Pfanni. Accounts lost: Nicco Werke, Tetra Pak.

Hermann Geiling Werbeagentur, Stuttgart, reports gross income of $2,557,950 on billings of $21,019,117 for 1979, compared with gross income of $2,647,973 on billings of $21,892,035 for 1978. (In local currency, gross income was DM 4,666,940 on billings of DM 38,349,054 in 1979, compared with gross income of DM 4,831,186 on billings of DM 39,941,681 in 1978.) Media breakdown: Newspapers 33%; magazines 39%; radio 7%; tv 10%; outdoor 4%; business press 6%; transit advertising 1%. Employes: 49. Account lost: Kadus hair cosmetics.

GGK Duesseldorf Werbeagentur, Duesseldorf, reports gross income of $9,948,015 on billings of $66,320,000 for 1979, compared with gross income of $9,125,865 on billings of $60,839,100 for 1978. (In local currency, gross income was DM 18,150,000 on billings of DM 121,000,000 in 1979, compared with

WEST GERMANY

gross income of DM 16,650,000 on billings of DM 111,000,000 in 1978.) Media breakdown: Newspapers 7%; magazines 36%; supplements 1%; radio 3%; tv 14%; outdoor 8%; business press 6%; point of sale 3%; cinema 1%; sales promotion 21%. Employes: 135. Accounts gained: Margaret Astor Herrenkosmetik, Braun hi-fi, Onko Genussmittel, Romika Schuhe, Wirtsch. Verein. Zucker, Artus Quelle Erfrischungsgetraenke, World Vision of Europe Hilfsorganisation, Norddeutsche Landesbank, Gabor Schuhe, Kosta - Boda - Roerstrand - Porzellan, Glas, Loewenbrau beer. Accounts lost: Merz, Racke, Telerent.

Gramm & Grey, Duesseldorf, reports gross income of $19,183,500 on billings of $127, 926,540 for 1979, compared with gross income of $17,676,225 on billings of $117,841,500 for 1978. (In local currency, gross income was DM 35,000,000 on billings of DM 233,400,000 in 1979, compared with gross income of DM 32,250,000 on billings of DM 215,000,000 in 1978.) Media breakdown: Newspapers 7%; magazines 36%; radio 9%; tv 37%; outdoor 11%. Employes: 275. Accounts gained: Douglas, Horten Reiseburo, Boehringer Mannheim (Flarom), Jim Beam bourbon, Vorwerk, Schulte & Dieckhoff (Wasche & Strick). Account lost: Knorr.

Dr. Hegemann ABH International, Duesseldorf, reports gross income of $6,189,460 on billings of $45,485,722 for 1979, compared with gross income of $10,865,534 on billings of $72,458,820 for 1978. (In local currency, gross income was DM 12,442,000 on billings of DM 82,988,000 in 1979, compared with gross income of DM 19,824,000 on billings of DM 132,200,000 in 1978.) Media breakdown: Newspapers 12%; magazines 47%; radio 3%; tv 27%; outdoor 8%; business press 3%. Employes: 85. Accounts gained: Bahamas, Mannesmann, Esab, Britax, Oesterreich Wein. Accounts lost in 1979: Colgate-Palmolive, ITT-Schaub-Lorenz, Filofarm.

Heumann, Ogilvy & Mather, Frankfurt, reports gross income of $14,250,600 on billings of $94,876,110 for 1979, compared with gross income of $12,880,350 on billings of $85,832,460 for 1978. (In local currency, gross income was DM 26,000,000 on billings of DM 173,100,000 in 1979, compared with gross income of DM 23,500,000 on billings of DM 156,600,000 in 1978.) Media breakdown: Newspapers 11.8%; magazines 40.4%; radio 8.8%; tv 21.6%; outdoor 11.1%; business press 6.1%; cinema 0.2%. Employes: 215. Accounts gained: Barmenia insurance, Bausparkasse Mainz, Club Méditerranée, Faber-Castell pens and pencils, ITT tv and hi-fi, Mattel toys, Neckermann mail order, Reyno cigarets, Russian Trade Bank, TWA airline. Accounts lost: Minolta cameras, Mercedes-Benz, Uniroyal.

Heye, Needham & Partner, Unterhaching/Munich, reports gross income of $5,719,972 on billings of $38,147,760 for 1979. compared with gross income of $3,562,650 on billings of $23,568,300 for 1978. (In local currency, gross income was DM 10,436,000 on billings of DM 69,600,000 in 1979, compared with gross income of DM 6,500,000 on billings of DM 43,000,000 in 1978.) Media breakdown: Newspapers 13.3%; magazines 48.4%; radio 8.6%; tv 13.3%; outdoor 11.4%; business press 4.6%; other 0.4%. Employes: 97.

Hildmann Simon Rempen & Schmitz Werbeagentur, Duesseldorf, only reports billings of $19,731,000 for 1979, compared with billings of $15,346,800 for 1978. (In local currency, billings were DM 36,000,000 in 1979, compared with billings of DM 28,000,000 in 1978.) Media breakdown: Newspapers 5%; magazines 85%; outdoor 10%. Employes: 32. Accounts gained: Franz Falke-Rohen stockings, socks, Hakle Werke toilet and kitchen paper, Hoechst Aktiengesellschaft (Frisium), Merz & Co. Merz Schaummaske/Patentex oval.

IMAA/Die Gilde Werbeagentur, Hamburg, reports gross income of $2,634,717 on billings of $17,539,200 for 1979, compared with gross income of $2,584,808 on billings of $16,991,000 for 1978. (In local currency, gross income was DM 4,807,000 on billings of DM 32,000,000 in 1979, compared with gross income of DM 4,715,942 on billings of DM 31,000,000 in 1978.) Employes: 40.

Intermarco-Farner Werbeagenturen, Duesseldorf, part of the Publicis Intermarco-Farner European agency network, reports gross income of $11,690,973 on billings of $77,939,820 for 1979, compared with gross income of $10,847,995 on billings of $72,349,200 for 1978. (In local currency, gross income was DM 21,330,000 on billings of DM 142,200,000 in 1979, compared with gross income of DM 19,972,000 on billings of DM 132,000,000 in 1978.) Media breakdown: Newspapers 10%; magazines 43%; radio 6%; tv 24%; outdoor 5%; business press 3%; point of sale 9%. Employes: 162. Accounts gained: Asko Basar markets, Bastei, *Jede Woche* magazine, BBC solar energy, Berentzen fruit spirits, Hertie fashion/tv, Fuji cameras, Europ Assistance travel insurance, Harenberg book chain, Kis key systems, Phildar wool, Schulte + Dieckhoff homeplay, Schwartau jams, Schwarzkopf cosmetics, Springer *Bild am Sonntag* magazine. Accounts lost: Alete baby food, Cape fruit, Club Méditerranée tourism, Guthrod lawn mowers.

Lintas, Hamburg, reports gross income of $31,349,675 on billings of $209,102,340 for 1979, compared with gross income of $27,961,321 on billings of $186,501,980 for 1978. (In local currency, gross income was DM 57,197,000 on billings of DM 381,504,000 in 1979, compared with gross income of DM 51,015,000 on billings of DM 340,270,000 in 1978.) Media breakdown: Newspapers 6%; magazines 38%; supplements 1%; radio 9%; tv 32%; outdoor 3%; busines press 4%; point of sale 7%. Employes: 468. Accounts gained (partial list): Beiersdorf, Larylin, Brinkmann tobacco, Gardisette curtains.

Luerzer, Conrad, Frankfurt, reports gross income of $7,043,085 on billings of $46,972,170 for 1979, compared with gross income of $5,360,418 on billings of $35,736,120 for 1978. (In local currency, gross income was DM 12,850,000 on billings of DM 85,700,000 in 1979, compared with gross income of DM 9,780,000 on billings of DM 65,200,000 in 1978.) The agency went into a 50/50 partnership with Leo Burnett Co. in early February, 1980. Media breakdown: Newspapers 20%; magazines 25%; radio 5%; tv 25%; outdoor 5%; business press 5%; point of sale 15%. Employes: 98. Accounts gained: Afri Cola Bluna, Erdal-Rex, Gemeinschaftsdienst der Boden- und Kommunalkreditinstitute, Handelsblatt Verlag, Lingner & Fischer, Schwarzkopf, Verlag Ullstein. Account lost: Lyssia Werke.

Marsteller International, Frankfurt, reports gross income of $2,037,715 for 1979, compared with gross income of $1,692,823 for 1978. Employes: 36.

McCann-Erickson Group, Frankfurt, reports gross income of $35,399,587 on billings of $236,116,032 for 1979, compared with gross income of $31,371,051 on billings of $209,245,280 for 1978. (In local currency, gross income was DM 64,586,000 on billings of DM 430,790,060 in 1979, compared with gross income of DM 57,236,000 on billings of DM 381,764,800 in 1978.)

NUR DIE STRASSENBAHN FÄHRT ÖFTER.
Die Bahn

"**Only the streetcar** leaves more often" is headline for four-color German Railways ad introducing its hourly departures and new two-class system. Campaign was developed by McCann-Erickson, Germany, which won the account last year.

MPW Univas, Duesseldorf, reports gross income of $3,014,550 on billings of $23,842,350 for 1979, compared with gross income of $2,411,640 on billings of $22,198,050 for 1978. (In local currency, gross income was DM 5,500,000 on billings of DM 43,500,000 in 1979, compared with gross income of DM 4,400,000 on billings of DM 40,500,000 in 1978.) Media breakdown: Newspapers 10%; magazines 50%; supplements 10%; radio 5%; tv 20%; outdoor 5%. Employes: 45. Accounts gained: Agfa color paper, Melitta.

MWI/Norman, Craig & Kummel, Hamburg, reports gross income of $8,934,030 on billings of $59,589,980 for 1979, compared with gross income of $10,515,039 on billings of $70,115,980 for 1978. (In local currency, gross income was DM 16,300,000 on billings of DM 108,721,000 in 1979, compared with gross income of DM 19,190,000 on billings of DM 127, 925,000 in 1978.) Media breakdown: Newspapers 5%; magazines 36%; radio 2%; tv 22%; outdoor 18%; business press 2%; point of sale 14%; cinema 1%. Employes: 149.

Serviceplan Marketing und Werbeagentur, Munich, reports gross income of $3,535,245 on billings of $23,568,300 for 1979, compared with gross income of $3,305,043 on billings of $22,033,620 for 1978. (In local currency, gross income was DM 6,450,000 on billings of DM 43,000,000 in 1979, compared with gross income of DM 6,030,000 on billings of DM 40,200,000 in 1978.) Media breakdown: Newspapers 8%; magazines 51%; supplements 1%; radio 3%; tv 9%; outdoor 10%; point of sale advertising 17%. Employes: 52.

Slesina-Bates Werbegesellschaft, Frankfurt, reports gross income of $9,876,762 on billings of $66,995,359 for 1979, compared with gross income of $10,036,807 on billings of $66,945,482 for 1978. (In local currency, gross income was DM 18,020,000 on billings of DM 122,232,000 in 1979, compared with gross income of DM 18,312,000 on billings of DM 122,141,000 in 1978.) Media breakdown: Newspapers 13%; magazines 41%; supplements 1%; radio 9%; tv 30%; business press 6%. Employes: 181.

Spiess & Ermisch Werbeagentur, Duesseldorf, reports gross income of $4,878,090 on billings of $32,776,380 for 1979, compared with gross income of $4,439,610 on billings of $29,597,400 for 1978. (In local currency, gross income was DM 8,900,000 on billings of DM 59,800,000 in 1979, compared with gross income of DM 8,100,000 on billings of DM 54,000,000 in 1978. Media breakdown: Newspapers 20%; magazines 35%; point of sale 20%; cinema 5%; prospectus, leaflets 20%. Employes: 48.

TBWA, Frankfurt, reports gross income of $4,199,981 on billings of $28,000,017 for 1979, compared with gross income of $3,581,614 on billings of $21,759,570 for 1978. (In local currency, gross income was DM 7,662,800 on billings of DM 51,085,600 in 1979, compared with gross income of DM 6,534,600 on billings of DM 39,700,000 in 1978.) Media breakdown: Newspapers 2%; magazines 71%; radio 6%; tv 19%; business press 2%. Employes: 55. Accounts gained: Jade Cosmetics, Campbell Soups, Blendax. Accounts lost: Air Tours, Caparol.

Team/BBDO, Duesseldorf, reports gross income of $27,926,000 on billings of $186,299,000 for 1979, compared with gross income of $24,719,000 on billings of $164,923,000 for 1978. (In local currency, gross income was DM 50,950,000 on billings of DM 339,900,000 in 1979, compared with gross income of DM 45,100,000 on billings of DM 300,900,000 in 1978.) Media breakdown: Newspapers 25.5%; magazines 34.2%; radio 5.9%; tv 27.1%; outdoor 4.4%; business press 1.6%; cinema 1.3%. Employes: 368.

Troost Campbell-Ewald, Duesseldorf, reports gross income of $9,570,000 on billings of $63,832,000 for 1979, compared with gross income of $8,766,000 on billings of $58,467,000 for 1978. (In local currency, gross income was DM 17,461,000 on billings of DM 116,465,000 in 1979, compared with gross income of DM 15,993,000 on billings of DM 106,673,000 in 1978.) Employes: 167. Accounts gained: Coca-Cola-Baikal carbonated soft drink, Rachengold-Werk Adolf Speck (Velemint, Atemgold, Rachengold, Coryfin) Verkehrs-Verbund Rhein-Ruhr institutional advertising.

J. Walter Thompson, Frankfurt, reports gross income of $23,652,000 on billings of $157,681,000 for 1979, compared with gross income of $21,804,000 on billings of $145,436,000 for 1978. (In local currency, gross income was DM 43,153,000 on billings of DM 287,687,000 in 1979, compared with gross income of DM 39,782,000 on billings of DM 265,346,000 in 1978.) Media breakdown: Newspapers 8%; magazines 41%; radio 6%; tv 40%; outdoor 2.5%; business press 2.5%. Employes: 405.

Die Werbe Euro-Advertising, Duesseldorf, reports gross income of $3,718,365 on billings of $24,801,525 for 1979, compared with gross income of $2,999,347 on billings of $20,005,626 for 1978. (In local currency, gross income was DM 6,784,157 on billings of DM 45,250,382 in 1979, compared with gross income of DM 5,472,309 on billings of DM 36,500,264 in 1978.) Employes: 46.

Westag Werbeagentur Prigge, Hawel, Cologne, member of the group EMAD International, reports gross income of $5,733,126 on billings of $38,257,380 for 1979, compared with gross income of $4,499,901 on billings of $30,035,880 for 1978. (In local currency, gross income was DM 10,460,000 on billings of DM 69,800,000 in 1979, compared with gross income of DM 8,210,000 on billings of DM 54,800,000 in 1978.) Media breakdown: Print 80%; electronic media 4%; other 16%. Employes: 92.

wilkens wpt William Wilkens Werbeagentur, Hamburg/Frankfurt, reports gross income of $18,564,695 on billings of $93,670,290 for 1979, compared with gross income of $17,943,697 on billings of $88,408,530 for 1978. (In local currency, gross income was DM 33,871,000 on billings of DM 170,900,000 in 1979, compared with gross income of DM 32,738,000 on billings of DM 161,300,000 in 1978.) Media breakdown: Newspapers 18.8%; magazines 49.5%; supplements 2.3%; radio 0.8%; tv 16.2%; outdoor 3.8%; business press 5.6%; transit advertising 3%. Employes: 211.

Wirz Werbeberatung, Munich, reports gross income of $449,442 on billings of $5,426,190 for 1979, compared with gross income of $438,480 on billings of $5,371,380 for 1978. (In local currency, gross income was DM 820,000 on billings of DM 9,900,000 in 1979, compared with gross income of DM 800,000 on billings of DM 9,800,000 in 1978.) Media breakdown: Newspapers 18%; magazines 12%; supplements 1%; radio 3%; outdoor 4%; business press 9%; transit advertising 1%; point of sale 3%; cinema 2%; farm press 1%; sales promotion 21%; direct mail 19%. Employes: 8.

Young & Rubicam, Frankfurt, reports gross income of $16,580,000 on billings of $110,589,000 for 1979, compared with gross income of $16,115,000 on billings of $107,487,000 for 1978. (In local currency, gross income was DM 30,251,000 on billings of DM 201,769,600 in 1979, compared with gross income of DM 29,403,000 on billings of DM 196,110,030 in 1978.) Income includes Wunderman International. Y&R does not publish billings. Figures are AA estimates. Media breakdown: Newspapers 16%; magazines 27%; radio 11%; tv 37%; outdoor 5%; business press 4%. Employes: 265. Accounts gained: Frito-Lay/Pepsico Foods, Carlo Frey Co., Dr. Carl Hahn/Johnson & Johnson, Saez Merino, Hestia Boehringer, Arco Falc toys, CBS records. Accounts lost: Brauerei Beck, Kawasaki Motoren.

ZAMBIA

An exchange rate of 1.40 U.S. dollars to the kwacha was used to determine both 1978 and 1979 gross income and billings.

McCann-Erickson (Zambia), Lusaka, reports gross income of $273,000 on billings of $1,821,400 for 1979, compared with gross income of $221,200 on billings of $1,475,600 for 1978. (In local currency, gross income was Zk 195,000 on billings of Zk 1,301,000 in 1979, compared with gross income of Zk 158,000 on billings of Zk 1,054,000 in 1978.) Accounts gained: Air Tanzania, Bata Shoes, UTA French airlines. New assignments: Cooper (package redesign of product line), Colgate Palmolive (Ajax All Purpose Cleaner, Ajax Power Pad, Cold Power Liquid Detergent, Pine Action Disinfectant, Sta-Soft Fabric Conditioner).

Coffee consumers drink more in '79

By JOHN C. MAXWELL JR.

Retail prices for regular coffee in 16-oz. cans declined for the second consecutive year in 1979, dropping 5.4% from 1978.

Per capita consumption figures for 1977 and 1978 (*see chart*) have been revised and now indicate consumption at 28.1 gals. and 27.1 gals., respectively. The 1979 figures is 28 gallons, or 10.8 lbs.

- This amount represents a recovery from the declines of the two previous years that were partly linked to price increases. We believe that the slight 1979 increase still reflects a long-term downtrend.

The consumption figures are based on a three-year moving average to counterbalance inventory swings. Absolute numbers indicate consumption at 27.1 and 29.7 gals. per capita for 1978 and 1979, respectively.

Figures for coffee drinking by age group show a substantial decline for each segment over the 17-year period from 1962 to 1979, with the largest drop in the 15-to-19 group (down 75.2%). Coffee drinking for all ages rose 4.6% for 1978-79, but dropped 34% for 1962-79.

In the regular coffee area, General Foods remained in the No. 1 position in 1979 with a 31.5% share of market. In the instant segment, General Foods lost share points (its current share is 47.5%) but maintained its lead. Its Maxwell House brand also maintained its strong lead with a 23.4% share of the instant market. #

U.S. per capita coffee consumption

	Population*	Pounds	1957=100	Gallons	1957=100
1972	206.5	13.6	86.6	35.2	88.0
1973	208.1	13.5	86.0	35.1	87.8
1974	209.7	13.1	83.4	33.8	84.5
1975	211.4	12.7	81.0	33.0	82.5
1976	213.0	11.6	73.9	29.9	74.8
1977R	214.7	10.9	69.4	28.1	70.3
1978R	216.4	10.5	66.9	27.1	67.8
1979	220.6	10.8	68.9	28.0	70.0

*In millions, as of July 1

Sources: USDA; Bureau of Census; LBKL Research

Coffee market shares by company

	Regular Coffee—	Per cent of market		
	1976	1977	1978	1979
General Foods				
Maxwell House*	24.1%	24.9%	22.3%	22.3%
Sanka	4.0	3.5	2.0	2.1
Yuban	2.2	2.0	2.0	2.0
Max-Pax & Brim	4.5	4.0	3.5	3.5
Mellow Roast	—	0.8	1.8	1.6
Total	34.8	35.2	31.6	31.5
Procter & Gamble				
Folgers	21.4	21.4	26.5	27.3
Hills Bros.				
Hills Bros.	7.5	7.0	6.9	6.6
Standard Brands				
Chase & Sanborn	3.5	2.9	1.6	1.0
Coca-Cola				
Maryland Club	1.9	1.8	1.4	1.2
Butternut	2.8	2.7	2.7	2.5
Total	4.7	4.5	4.1	3.7
Subtotal	71.9	71.0	70.7	70.1
All Others	28.1	29.0	29.3	29.9
	Instant Coffee—	Per cent of market		
	1976	1977	1978	1979
General Foods				
Maxwell House	24.5%	24.0%	24.0%	23.4%
Maxim	5.3	4.5	4.0	3.7
Sanka	11.1	10.0	10.0	9.8
Yuban	2.0	1.3	1.3	1.3
Freeze Dried Sanka	3.1	2.5	2.5	2.5
Brim#	3.5	3.5	3.0	2.8
Mellow Roast	—	1.5	3.5	4.0
Total	49.5	47.3	48.3	47.5
Procter & Gamble				
Folgers	7.0	7.0	8.0	8.5
Hills Bros.				
Hills Bros.	0.8	0.5	0.3	0.2
Nestle				
Nescafe	12.6	12.0	10.5	10.0
Taster's Choice 100% Coffee	11.8	12.5	12.5	12.7
Decaf	1.0	1.0	1.0	1.0
Taster's Choice Decaffeinated	5.5	5.6	5.1	4.8
Sunrise	—	—	3.0	4.0
Total	30.9	31.1	32.1	32.5
Borden				
Kava	1.3	1.2	1.0	1.0
Subtotal	98.5	87.1	89.7	89.7
All Others	10.5	12.9	10.3	10.3
Grand Total	100.0%	100.0%	100.0%	100.0%

NA = Not Available

*Electra-Perk is roughly 6% in all years

#Brim and International after 1974

Source: Lehman Brothers Kuhn Loeb Research

Mr. Maxwell is with Lehman Brothers Kuhn Loeb Research, New York.

MPA adds 1 associate, 15 members in January

The Magazine Publishers Assn., New York, has added 15 new members and one international associate in January, bringing its member companies count to 171, representing about 650 publications, and the international associates to 22, representing more than 200 publications.

The new members are: Americana Magazine Ltd.; GPI Publications, publishers, of *Guitar Player, Contemporary Keyboard* and *Frets;* HMA Publishing, publishers of *Hawaii After Dark* and *Island Dining Guide;* Intercommunications Inc., publishers of *Coaching: Women Athletics; Journal of Applied Management;* Marco Communications, publishers of *Financial World;* U.S. Glass Publications, publishers of *U.S. Glass* and *Metal Glazing;* Walt Disney Publications, publisher of *Disney News;* Windsor Communications, publishers of *Impressions;* deMenil Publications, publishers of *Houston City;* Dolmatch Publications, publishers of *Barbara Cartland's World of Romance; Grantsmanship Center News; The International Review of Food & Wine Associates;* Palucci Publications, publishers of *Attenzione,* and *Prime Time.* The international associate added is Nederlanse Organisatie van Tijdschrift-Uitgevers, Amsterdam, the Netherlands.

Burrill agency relocates

John Burrill Associates, West Hartford, Conn., agency has moved to 630 Oakwood Ave., West Hartford 06119.

THE LOOK OF SOMEONE WHO WAS EXPECTING A TIMEX BUT GOT A CARAVELLE
CARAVELLE

Dig at Timex

Bulova is attempting to wrest market share from the wrist of Timex with a new campaign for its Caravelle low-price line. The campaign is the first work from Scali, McCabe, Sloves which won the Caravelle account last year.

Weisz changes name

Weisz/Greco Advertising is the new name of Thomas J. Weisz Ltd., following the formation of a partnership between Mr. Weisz and Tucker Greco, who joined the Weisz agency as creative and marketing manager two years ago. The agency, at Paradise Lane, New Paltz, N.Y. 12561, lists as clients IBM, Grolier Publishing, Sheaffer Eaton Textron, Raytheon medical imaging and the Ferroxcube division of Amperex Electronic Corp.

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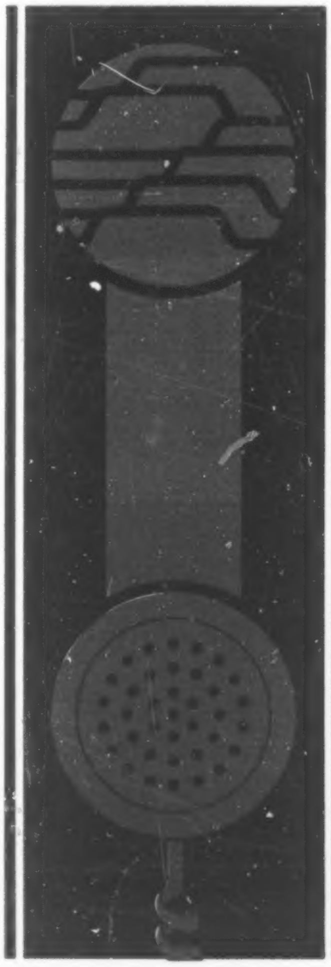

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Ad pages in farm publications for 3 months, 1980-1979

First-quarter figures for U.S. and Canadian publications reporting to Advertising Age

Key: (mon)-monthly; (sm)-semi-monthly; (bm)-bi-monthly); (bw)-bi-weekly; (w)-weekly; (d)-daily; (q)-quarterly.

General farm publications

	— Pages —	
	Jan.-Mar. 1980	Jan.-Mar. 1979
American Agriculturist & The Rural New Yorker	159.2	147.8
Measured in lines	120,937	112,407
◇Big Farmer	61.3	70.6
Measured in lines	26,277	30,269
†§California Farmer (sm)	260.9	243.2
Measured in lines	198,246	184,769
§Farm Futures	118.3	120.4
Measured in lines	50,750	51,652
Farm Industry News	189.1	185.3
Measured in lines	143,706	140,853
Farm Journal	339.4	299.2
Measured in lines	145,609	128,362
Farmer-Stockman Unit: (mon)		
Kansas Farmer-Stockman	47.4	49.2
Measured in lines	36,031	37,389
Oklahoma Farmer-Stockman	53.1	51.9
Measured in lines	40,377	39,501
Texas Farmer-Stockman	61.2	56.3
Measured in lines	46,587	42,823
A *Harvest Publishing Unit: (sm)		
Kansas Farmer	323.5	336.9
Measured in lines	245,892	256,010
Michigan Farmer	299.5	283.9
Measured in lines	227,595	215,826
Missouri Ruralist	375.2	363.7
Measured in lines	285,139	276,418
Ohio Farmer	422.8	418.4
Measured in lines	321,368	318,001
Pennsylvania Farmer	301.1	292.3
Measured in lines	228,827	222,167
High Plains Journal: (w)		
Central Kansas	274.7	236.0
Measured in lines	307,706	264,316
Colorado-Nebraska	272.5	227.5
Measured in lines	305,172	254,811
Oklahoma-Texas	299.9	267.1
Measured in lines	335,874	299,163
Western Kansas	337.8	280.0
Measured in lines	378,294	313,596
§Irrigation Age	139.0	134.3
Measured in lines	59,613	57,615
Kentucky Farmer (mon)	197.1	140.3
Measured in lines	149,854	106,629
Lancaster Farming	1,410.5	1,386.3
Measured in lines	1,895,733	1,863,297
Midwest Farm Paper Unit: (sm)		
The Farmer	572.8	503.7
Measured in lines	435,329	382,879
Nebraska Farmer	555.8	576.0
Measured in lines	422,421	437,767
§Prairie Farmer:		
#Illinois Edition	563.6	595.2
#Indiana Edition	540.3	599.2
Average 2 Editions	552.4	596.9
Measured in lines	419,831	453,665
§Wallaces Farmer	658.2	581.6
Measured in lines	500,230	442,029
Wisconsin Agriculturist	437.2	399.7
Measured in lines	332,272	303,742
▲Pecan South	36.2	27.7
Measured in lines	15,204	11,634
Progressive Farmer	252.8	224.2
Measured in lines	106,153	94,164
Specialized Agricultural Publications:		
►Flue Cured Tobacco Farmer	86.0	82.5
Measured in lines	36,636	35,145
Peanut Farmer	52.7	49.8
Measured in lines	22,450	21,214
§Successful Farming (mon)	328.9	333.6
Measured in lines	141,089	143,119
Tennessee Farmer (mon)	74.2	64.9
Measured in lines	56,407	49,332
Western Unit Farm Magazines: (mon)		
Arizona Farmer-Ranchman	121.7	137.8
Measured in lines	92,480	104,724
Colorado Rancher & Farmer	165.3	188.7
Measured in lines	125,606	143,430
Northwest Unit Farm Magazines: (mon)		
Idaho Farmer-Stockman	293.0	299.0
Measured in lines	222,692	227,263
Montana Farmer-Stockman	370.7	312.2
Measured in lines	281,765	237,244
Oregon Farmer-Stockman	227.9	242.0
Measured in lines	173,226	183,910
Utah Farmer-Stockman	197.7	191.8
Measured in lines	150,240	145,740
Washington Farmer-Stockman	238.8	261.9
Measured in lines	181,520	199,045
Wyoming Farmer-Stockman	247.6	242.0
Measured in lines	194,246	190,233
Total Group	11,413.4	10,906.6

§Sectional linage included but prorated to circulation of regional editions. †Published twice a month, except July, August and December, monthly. *Published twice a month except June, July and December, monthly. ▲Published six times a year. ◇Published 11 times a year. A Some figures are estimated. #Not included in totals.

Dairy & livestock

	— Pages —	
	Jan.-Mar. 1980	Jan.-Mar. 1979
§Beef Magazine	172.0	137.3
The Cattleman (mon)	349.9	271.0
Dairy Herd Management	185.0	114.9
§Drovers Journal	420.0	276.7
Feedlot Management	93.5	76.7
Florida Cattleman (mon)	219.7	233.5
§Hoards Dairyman (sm)	303.2	301.1
Hog Farm Management	201.6	212.7
†Livestock Breeder		

the Ohio farmer
MICHIGAN FARMER
Pennsylvania Farmer
FEBRUARY 23, 1980
Kansas Farmer
Missouri Ruralist
JANUARY 26, 1980
Florida Grower & Rancher
The Kentucky Farmer
JANUARY 1980
The Texas Farmer-Stockman
The Oklahoma Farmer-Stockman
Edited to Help Oklahoma Rural Families Grow Better Crops, Improve Their Livestock, Enjoy Modern Equipment and Achieve Finer Living
—March 1980—

Ad pages in farm publications for 3 months, 1980-1979

First-quarter figures for U.S. and Canadian publications reporting to Advertising Age

Key: (mon)-monthly; (sm)-semi-monthly; (bm)-bi-monthly); (bw)-bi-weekly; (w)-weekly; (d)-daily; (q)-quarterly.

	— Pages — Jan.-Mar. 1980	Jan.-Mar. 1979
Journal (mon)	294.1	356.0
National Hog Farmer	262.5	255.7
Pig American	106.5	75.3
Southern Beef Producer	61.8	62.1
**Southern Hog Producer	51.3	61.9
▲Sunbelt Dairyman (mon)	37.4	46.5
Dairy: (mon)		
Full Edition	60.1	45.0
Western Edition	69.7	37.4
◇Livestock: (mon)		
Central Edition	132.1	142.2
Western Edition	130.8	128.1
Southern Edition	90.5	96.5
Western Livestock Journal Weekly:		
Central Edition	131.3	106.9
Western Edition	169.1	136.7
Western Livestock Reporter/-Montwyo News (w)	298.2	253.9
Total Group	3,840.4	3,428.1

§Sectional linage included but prorated to circulation of regional editions. ▲Published ten times a year; July/-August, November/December issues combined. **Published January, February, March, April/May, August/September, October, November/December. †Excludes all state editions—1980. Includes 88.8 pp in Ky., Va., N.C., Ga. state editions.

Fruit & vegetable

	— Pages — Jan.-Mar. 1980	Jan.-Mar. 1979
American Fruit Grower (mon)	137.4	147.5
American Vegetable Grower (mon)	151.3	173.2
Citrograph	52.6	43.6
Citrus & Vegetable Magazine	104.2	83.3
The Citrus Industry	105.5	74.6
B Florida Grower & Rancher	52.5	36.6
Total Group	603.5	558.8

B Agate lines changed from 426 to 760 Jan. 1980.

Poultry

	Jan.-Mar. 1980	Jan.-Mar. 1979
Broiler Industry	180.3	196.4
Poultry Digest	89.0	114.7
Poultry Tribune	134.2	127.3
Total Group	241.5	438.4

Canadian

	Jan.-Mar. 1980	Jan.-Mar. 1979
Country Guide: (mon)		
#Eastern Edition	138.4	138.1
#National Edition	281.3	301.6
#Western Edition	187.8	174.3
Average 3 Editions	202.5	204.7
Le Bulletin des Agriculteurs (mon)	253.0	212.0
Total Group	455.5	416.7

#Not included in totals.

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Patrick Maloney, Eastern Mgr.

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James Watrus, Adv. Mgr., Pennsylvania Farmer

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James Murney, Adv. Mgr., The Ohio Farmer

LANSING, MICHIGAN 48914
3303 W. Saginaw St., Suite F-2, 517-323-4141
Paul Bundschu, Adv. Mgr., Michigan Farmer

ORLANDO, FLORIDA 32801
17 S. Lake Ave., 305-843-6742
Eric Benton, Adv. Mgr., Florida Grower & Rancher

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The Eschen Co., 3142 Wilshire Blvd.
213-382-8191
Henry Eschen

SAN FRANCISCO, CALIFORNIA 94104
The Eschen Co., 57 Post St., 415-781-7440
Rod MacDonald

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by
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Store Name

Twin troubles ended

Donmoor Stain-Less knit shirts makes its point with twins in a local tv and print campaign from Marsteller Inc. that seeks to increase awareness of a new soil-release finish. While one twin gets more stains, shirts come equally clean, ad from Donmoor Inc., New York, notes.

Census: '77 agency receipts 73% higher than '72

WASHINGTON—Advertising agency receipts (gross income) were up 73% and employment was up 52% between 1972 and 1977, according to results of the 1977 census of business that have just been made available by the Bureau of the Census.

A compilation of data for leading standard metropolitan areas shows continued decentralization, with New York's share of total agency receipts off from 38.9% to 37.5% and its share of agency jobs down from 33.3% to 30.5%.

▪ Decentralization was also reflected in combined totals for the three leading SMSAs in the two censuses. While the top three in 1972 (New York, Chicago and Detroit) had 55.6% of the industry's receipts and 48% of the jobs, the top three in 1977 (New York, Chicago and Los Angeles) accounted for only 53.1% of the receipts and 46.3% of the jobs.

Total receipts for all U.S. ad agencies with payrolls (receipts include commissions on media, materials and services; pr and service fees, and miscellaneous income) reached $3,168,560,000 in 1977, compared with $1,831,536,000 in 1972. The number of agencies with payrolls increased from 7,188 to 8,089. Employment was up from 74,566 to 82,515, and payrolls went from $961,562,000 to $1,467,071,000. The census was taken early in 1978.

Receipts of New York agencies went from $717,769,000 to $1,171,106,000. The number of New York agencies declined from 1,038 to 963, but employment increased from 25,169 to 25,413, and payrolls went from $372,548,000 to $549,807,000.

Agency count, receipts, employment and payroll results are available for 75 SMSAs. For others, including Minneapolis and St. Louis, which were eighth and ninth respectively in 1972, confidentiality considerations barred any disclosure beyond agency count. Chicago is available only consolidated with Gary, and Seattle has been consolidated with Tacoma. Officials explain that separate publication of Chicago and Seattle SMSA data might enable users to identify confidential facts about one of the six Gary or eight Tacoma agencies.

Growth rates varied widely. Among the top 10 SMSAs where data was reported, receipts increased in a range from 40.3% in Detroit to 130.3% in Atlanta. New York and Chicago, with increases of 63.2% and 56.9% respectively, remained unchallenged first and second. Los Angeles, up 75.8%, moved from fourth to third, displacing Detroit. Philadelphia, with a 67% gain, advanced from sixth to fifth, while San Francisco, up 57.5%, slipped to sixth.

Cleveland, which had ranked seventh in 1972, registered a gain of only 27.1%, and dropped to 11th in the 1977 listing. Boston and Dallas-Fort Worth, which had been 10th and 12th respectively in 1972, were up 90.7% and 106% respectively, and appear in seventh and eighth places in the new listings. Atlanta, 13th in 1972, ranks ninth, and Houston, up 85.1%, moved from 11th to 10th. #

Agency receipts, employment by metro areas: 1977 and 1972

	1977				1972			
SMSA	No.	Receipts (a) ($000)	Payroll ($000)	Employment	No.	Receipts (a) ($000)	Payroll ($000)	Employment
New York	963	1,171,106	549,807	25,413	1,038	717,769	372,548	25,169
Chicago (SCSA)	503(b)	343,157(b)	157,298(b)	8,183(b)	471	218,750	105,213	7,596
Los Angeles	417	163,118	72,758	4,316	421	92,776	48,951	3,883
Detroit	143	140,148	55,537	2,967	130	99,886	40,152	3,114
Philadelphia	223	74,747	36,243	2,289	203	44,753	27,284	2,175
San Francisco	140	69,784	34,243	1,825	151	44,307	21,861	1,635
Boston	175	50,881	24,829	1,419	176	26,677	16,633	1,290
Dallas-Ft. Worth	177	48,357	20,387	1,289	158	23,466	10,998	979
Atlanta	129	43,540	18,916	1,052	118	18,899	9,537	778
Houston	132	38,074	17,447	1,030	107	20,497	10,019	759
Cleveland	105	35,723	19,815	1,084	100	28,756	15,843	1,253
Pittsburgh	69	32,352	16,648	1,016	67	17,719	9,547	980
Newark	116	29,136	14,069	886	110	14,978	8,436	703
Milwaukee	91	27,718	14,016	872	85	15,673	9,721	699
Kansas City	90	27,364	14,483	849	72	12,163	7,753	628
Washington	117	25,986	12,996	778	111	16,890	8,563	673
Seattle (SCSA)	87(c)	24,496(c)	9,628(c)	601(c)	59	9,017	5,361	475
Baltimore	92	21,453	10,226	784	70	11,267(d)	8,416	651
Nassau/Suffolk	144	19,058	8,202	603	125	9,093	5,163	493
Miami	119	16,996	8,753	550	128	11,325	7,396	751
Cincinnati	70	16,828	9,009	628	72	8,494	4,951	463
Anaheim	101	15,997	6,987	465	61	NA	2,711	218
Denver	91	15,473	7,507	508	80	9,699	5,704	469
Providence	43	15,288	6,855	400	39	6,639	4,374	365
Rochester, N.Y.	38	14,272	5,962	362	38	5,880(e)	4,356	354
Portland, Ore.	66	12,974	6,300	411	62	6,466	3,896	349
San Jose	60	12,925	5,463	350	42	3,781	1,945	165
Indianapolis	52	12,612	6,175	364	43	3,820	3,580	261
Ft. Lauderdale	48	12,419	5,733	436	37	NA	2,584	269
San Diego	73	11,690	4,170	369	64	7,409	3,632	357
Hartford	51	11,254	5,659	421	49	11,064	6,071	469
Stamford	25	11,241	4,980	243	——	——	——	——
San Antonio	34	11,107	3,328	241	28	NA	2,026	200
Phoenix	63	10,121	4,925	323	——	——	——	——
Salt Lake City	52	10,084	4,613	373	——	——	——	——
Louisville	45	10,046	5,177	328	38	4,010	2,527	220
Nashville	44	8,980	4,211	270	36	3,996	2,476	234
Oklahoma City	52	8,537	4,272	341	32	3,389	2,165	207
Tulsa	43	8,485	4,227	266	——	——	——	——
Dayton	29	8,367	4,322	282	——	6,195	——	——
Tampa	61	8,179	4,006	315	54	5,382	3,269	352
Memphis	41	7,952	3,763	255	——	7,875(d)	——	——
Little Rock	39	6,746	3,229	234	22	3,020(d)	1,905	189
Omaha	37	6,730	4,363	267	29	4,961	3,192	270
Buffalo	45	6,082	4,773	308	——	5,440	——	——
Birmingham	32	5,991	2,960	205	28	3,296	1,790	174
Jacksonville	25	5,759	2,415	147	23	2,610(f)	1,648	146
Syracuse	31	5,742	2,977	208	28	NA	2,076	192
Charlotte	33	5,412	2,519	185	30	2,506(d)	1,728	185
Orlando	43	5,046	2,453	197	38	2,847	1,807	166
Akron	26	5,027	2,026	148	——	——	——	——
Albany	27	4,927	2,325	176	19	2,010	1,293	119
Raleigh	24	4,719	2,389	136	16	2,847	1,085	66
Des Moines	33	4,535	2,829	187	26	2,234(d)	1,390	111
Sacramento	35	4,355	1,298	103	18	NA	815	80
Knoxville	19	3,729	1,848	147	11	NA	1,718	157
Madison	20	3,613	1,938	146	——	——	——	——
Las Vegas	22	3,520	1,474	107	15	NA	742	51
Austin	20	3,391	1,704	135	16	NA	998	90
Fort Wayne	26	3,266	1,314	122	21	NA	1,203	122
Fresno	21	2,977	759	75	——	——	——	——
Toledo	23	2,925	1,455	112	18	NA	1,003	95
Davenport	20	2,915	1,412	103	——	——	——	——
Tucson	21	2,786	1,004	133	——	——	——	——
Chattanooga	16	2,723	1,138	104	——	——	——	——
Santa Barbara	10	2,459	1,398	77	——	——	——	——
Canton	13	2,446	1,276	87	——	——	——	——
Bridgepo.	14	2,378	799	66	——	——	——	——
Springfield, Mass.	18	2,188	1,074	77	21	NA	904	80
Shreveport	18	2,062	753	74	——	——	——	——
Allentown	14	1,987	1,020	80	10	NA	1,187	145
New Haven	15	1,580	667	66	——	——	——	——
Long Branch	9	676	288	19	——	——	——	——
Racine	3	450	118	41	——	——	——	——
Johnson City, Texas	7	334	109	14	——	——	——	——

Data was withheld to avoid disclosure of confidential information for the following cities (No. of agencies |1977| follows the city): Minneapolis, 134; St. Louis, 107; Columbus, O., 51; Honolulu, 34; Richmond, 47; New Orleans, 55; Peoria, 13; Greensboro, 27; Norfolk, 25; Greenville, S.C., 11; Albuquerque, 23; Colorado Springs, 15; Wilmington, Del., 25; W. Palm Beach, 22; Grand Rapids, 32; Lexington, 15; Baton Rouge, 22; New Brunswick, 15; Paterson, 18; Trenton, 18; Columbus, S.C., 18; Spokane, 21; El Paso, 18. Data was withheld for the Chicago and Seattle SMSAs.

(a) Receipts include media commissions, income from sales of materials and services; service fees; pr fees, and miscellaneous income.
(b) Chicago SCSA includes six Gary ad agencies.
(c) Seattle SCSA includes eight Tacoma ad agencies.
(d) Pr fees and miscellaneous income not included.
(e) Service and pr fees not included.
(f) Service and pr fees and miscellaneous income not included.
Source: 1977 census of business.

RIAA makes revisions on gold record awards

To make its gold and platinum record awards "more useful as marketing and merchandising tools," Recording Industry Assn. of America, New York, is delaying certification of such awards to 60 days after release. Last July, RIAA dropped its "instant" certifications in the wake of so many "hit" records suffering thousands of retailer returns as unsold; in the interim, RIAA had required record companies to wait 120 days before being awarded gold records. To receive a gold record, 1,000,000 singles or 500,000 albums must be proven as sold by audit, RIAA said, while a platinum record goes to titles selling 2,000,000 singles or 1,000,000 lps.

Beecham tries new line

Beecham Inc., Clifton, N.J., is introducing VitaEuropa Hydro-Therapeutic bath and shower gelee in recognition of the increased number of sports and exercise enthusiasts in the U.S. The line is priced higher than Beecham's other bath line, Vitabath, and is handled by the same agency, Shaller Rubin Associates.

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Top agency execs read signs of recession

An Advertising Age roundup

Though indications are that the long-awaited recession finally has begun to make its appearance, some agency executives say they can't find hide nor hair of it.

A number have adopted a see-no-evil, feel-no-evil attitude but others believe the prevailing economic winds contain cold breezes that may soon turn to icy gusts.

The signs include some softening among various media (AA, April 14). Ad pages have begun to slip for some areas of the business and consumer press, some newspapers cite dips in local advertising and, in some markets, radio has found the going tough.

Other preliminary signs of an economic shift include the movement of dollars from marginal to lead brands and a growing number of advertisers who are keeping their media plans flexible.

The recession "has started its squeeze," said Doyle Dane Bernbach chief Neil Austrian in New York. "Some budgets are being cut back, not significantly yet, but it is a trend." Mr. Austrian, a former Wall Street financial man, would not say how deep the cuts were nor which accounts were affected.

But he did admit that the elements coursing through the economy today have him worried. "A slowdown with interest rates of 20%? We've never seen a situation like this in American history, ever," he said. "We're looking at a major credit crunch which should be followed by a drop in spending and purchasing ability. Then advertisers will have to make some decisions." He expects this will occur in the second quarter.

At Interpublic Group of Cos., chief Philip H. Geier Jr., who earlier cautioned that 1980 profits may not be as dramatic as those of 1979, said that so far there have been no cuts. But, he said, he hears talk that some advertisers may move money from "behind marginal brands to leaders," and also may "sharpen their already sharp media buying pencils."

Despite research to show that ad expenditures actually grew in three of the past four recessions, and that marketers who kept their ad weights up when the gross national product went down came out winners, and even surveys that show that today's advertisers are believing and acting on these findings, the agency execs admit to growing unease.

"We're not getting any recession-inspired cuts, and no patterns attributable to a recession are emerging yet," said John E. O'Toole, president of Foote, Cone & Belding Communications. "There's no doubt that these are perilous economic times, and everybody's watching developments like crazy."

Those sentiments were echoed by the largely financial-oriented Doremus & Co., as well as J. Walter Thompson Co. and BBDO.

▪ Ogilvy & Mather chief William Phillips hasn't seen a hangman yet, but he has seen signs of the gallows going up in the marketplace. "We're seeing some selective budget cuts here and there, but for the most part the consumer products which we're very strong in are unaffected by economic swings."

The O&M chief noted that "a small number of clients for whom advertising is less directly related

(Continued on Page 86)

The spirit of Kif

Parfums Lamborghini, New York, envisions the spirit of Kif, its new women's fragrance, with this color ad from Waterman & Trainello. Ad schedule is weighted heavily for fall.

Credit cards start to unsell

By JOSH LEVINE

NEW YORK—With unrestrained use of credit nudging out gas guzzling as the nation's No. 1 consumer crime, Visa USA and Interbank, MasterCard's licenser, have joined oil companies in the ranks of advertisers whose primary task is unselling the products they market—at least for now.

Since March 14, when federal regulations put credit card use on an anti-inflation enemies list, Visa has been trying to dispose of the network time it had bought earlier for a "heavy duty" summer campaign.

Interbank opted instead to replace the broadcast spots it had scheduled for its own campaign with a 30-second message from Russell Hogg, Interbank's president. In the new commercials, created by William Esty Co., Mr. Hogg soberly urges MasterCard holders to limit use of the card to "necessities and emergencies."

At the same time, issuers of the three top travel and entertainment cards—American Express, Diners Club and Carte Blanche—regard the summer hibernation of the two bank card licensers and the banks that issue those cards as an opportunity to snare new cardholders. Issuers of t&e cards, as they are known, are bound by the current federal restraints, but the heavy skewing of their cardholder base toward business customers and their nonissuance of revolving credit reduces the impact.

In the case of both Visa and Interbank, the recent advertising shifts were carried out at the behest of member banks, which are taking whatever steps they can to deflate unprofitable charge card volume.

Even before the March 14 anti-inflation program, the high cost of

(Continued on Page 84)

last minute news

Firestone names BBDO; spending drop expected

AKRON, O.—Firestone Tire & Rubber Co. has named BBDO, New York, as its agency, effective Nov. 1, with responsibility for passenger tires, automotive services and corporate image advertising, previously handled in-house and by Murray & Chaney Advertising, Hudson, O. Murray & Chaney continues as the agency for truck, farm and off-highway tires. Firestone reportedly spent $20,000,000 on advertising last year, but that figure is expected to decline. Work on a one-year campaign for Firestone's 721 tire by James Jordan Inc., New York, has been completed.

Sony reportedly talking to agencies

NEW YORK—While Sony America denies it is considering an agency switch, its consumer products division reportedly has been in contact with Young & Rubicam, Doyle Dane Bernbach, and Wells, Rich, Greene to determine each agency's interest in the $10,000,000-plus account, which went to McCann-Erickson from DDB early last year.

Adams expected to replace Hesse at Four A's

WASHINGTON—Charles F. Adams, retired president-chief operating officer, D'Arcy-MacManus & Masius, reportedly will be named Washington representative of the American Assn. of Advertising Agencies, succeed-

(Continued on Page 8)

AA MAR81
DC20014CONGLIHAGNR 02115920013
R HAGERMAN SECY TO SR VP
CONGRESSIONAL INFO SERVICE
7101 WISCONSIN AVE
WASHINGTON DC 20014

Campbell-Ewald unit wins bidding

Paris store auctions ad budget

By CAROLYN PFAFF

PARIS—In a move without precedent in the French marketplace, the troubled department store chain Manufrance has just auctioned off its 1980 ad budget of $5,250,000 to Publi-Service/-Campbell-Ewald in return for a $1,000,000 investment in the company.

Thus the Interpublic agency in Paris, which recently suffered a dramatic $10,000,000 drop in business, becomes a stockholder in a chain of 80 stores that last year lost FF33,500,000 ($7,950,000).

In fact, Publi-Service was one of 10 agencies approached by the management of Manufrance to help save a desperate situation. None of the other agencies approached, including the big French agencies, was interested in investing the required amount, although eight asked to bid on the ad budget.

Manufrance employs 1,925 persons and has been in serious financial difficulties on and off for five years. It was restructured last year with a new president and new stockholders but it has been unable to secure more necessary cash from the banks. In recent weeks, it has had difficulty meeting its payroll.

The Campbell-Ewald participation has been prominently played up in French newspapers under the title: "The American advertis-

(Continued on Page 86)

'Unfair' out as FTC bill nears

WASHINGTON—Senate and House negotiators were reported moving last week toward agreement on legislation which clips "unfair" from the Federal Trade Commission's rulemaking jurisdiction over advertising, and establishes a two-house veto over any rules the commission issues.

Defying hints of an impending presidential veto, the formula developed by the Senate commerce committee leadership also restricts FTC's power to regulate funeral directors, agricultural cooperatives, life insurance, trademarks and standards-writing organizations.

Threats of a veto do not appear to upset Sen. Howard Cannon (D., Nev.), the Senate commerce committee chairman, who calls the bill "balanced and responsible." House leaders are not commenting, but there are signs agreement is near.

▪ The White House has indicated that a two-house veto is less objectionable than other restrictions proposed for FTC, but that the President will veto a bill which "substantially weakens" the commission. Since FTC's funds run out April 30, the congressional message to the President is that his veto might put FTC out of business.

Ad industry associations are particularly interested in sections of the formula which limit FTC ad rules to "deceptive" ads, instead of "unfair or deceptive." The change knocks out the proposed rule on children's advertising, and reassures cigaret industry executives who fear "fairness" could become the basis for future action against their ads.

"Unfair or deceptive" would remain as a basis for individual cases. FTC would also have power to use "unfair" for rules against tv ads to children for "a product found by a federal agency with jurisdiction over the product to be unsafe." #

50 sponsors await alternate fare

NBC mulls Olympic fill-in

By JAMES P. FORKAN

NEW YORK—NBC boss Fred Silverman is looking for the programing momentum to enable NBC-TV to keep its Moscow Olympics sponsor and ratings losses to a minimum.

Although NBC has leaked word that it is discussing "alternate advertising plans" with the 50 or so Summer Olympics accounts—thereby confirming what agency execs had long been anticipating (AA, Feb. 25)—the network officially is keeping quiet lest it jeopardize its Lloyds of London insurance policy.

Under terms of the policy, NBC would recover 90% of its $87,000,000 investment if the games are cancelled, terminated in progress, or if the U.S. team does not go.

NBC feels it should say nothing formally till the late May deadline when the U.S. Olympic Committee, which has voted not to send U.S. athletes, must inform the International Olympic Committee of its intentions. (When the insurance policy was written, fears that the 1980 Olympics might be a victim of U.S.-U.S.S.R. cold war friction stemmed from the Jewish dissidents' problems in Russia several years ago.)

After an Olympian sales effort that brought in more than $170,000,000 in sales for the 152 hours of coverage spanning July 19 to Aug. 3, NBC now must scramble for replacement fare without "going overboard" and advancing titles that might help in the fall Nielsen wars, some sources noted.

The "skeleton plan" NBC unofficially is giving inquiring agencies for the 67 hours of prime time Olympics substitutes calls for regular programing in the 8 p.m.-to-9 p.m. slot and movies and first-run long-form fare every night after 9 p.m. No titles are mentioned as definite.

Some affiliate sources indicated

(Continued on Page 84)

NEW from Clairol
SMALL MIRACLE
Try it now!
SAVE 20¢
NEW SMALL MIRACLE
20¢
20¢

Futuristic conditioner

Newspaper insert for Clairol's new Small Miracle conditioner states it is a "big advance" in conditioners because it "works through 3 shampoos." National introduction is set for June tv support (AA, April 7); Foote, Cone & Belding, New York, handles. This insert ran in Green Bay and South Bend recently.

CBS' Daly looks to fall with confidence

By COLBY COATES

NEW YORK—CBS Entertainment president Bob Daly plans two ratings victory parties this week. Then it's back to the screening room to resume the nonstop dash to May 1, the day CBS unveils next fall's prime time schedule.

Going into the final weekend with a razor-thin ratings lead, Mr. Daly last week suggested that "whatever the manner of judging, we've taken the position that we've won. We overcame the World Series, the Olympics, everything they threw against us."

At this point, CBS' top programer claims to have a better notion of who shot "Dallas" bad guy J.R. Ewing than the new schedule's makeup.

"We're at least a week away from having any strong feelings about the new schedule," he said. "Most of the pilots of our new properties are just being delivered now. Although we're very encouraged with much of what we know about the new properties, we haven't reached the point of pulling the schedule together."

▪ So while there are plenty of question marks about the 40 or so projects that are fall candidates (but have still to face any kind of prime time test), there is no confusion about the strategy CBS will employ next fall.

"I've become a firm believer in nurturing the viewing habit. I just don't think it's healthy if the viewer has to keep going back to a tv listing to find out what's on," he continued. "I can't say that our big nights (Sunday, Monday and Friday) will stay exactly intact, but the likelihood is that they will."

Although looking to "strengthen" Tuesday and Wednesday lineups, Mr. Daly ruled out any major shuffling "that would break up our present strength." Likewise, the CBS exec promises to resist further sweeping changes once ABC and NBC release their schedules, pledging not to "rip our schedule apart."

Even though Mr. Daly has been an advocate of a less rigid new show introductory process—and has even posed the possibility of premiering new programs either in late summer or after the baseball playoffs and World Series—upcoming plans depend on how many new programs are taped and how many are on film. Moreover, deep

(Continued on Page 84)

Mello Yello closing on Pepsi entry

ATLANTA—The next major marketing battle between archrivals Coca-Cola Co. and Pepsi-Cola is breaking out on the citrus-flavor drink front as Coca-Cola rolls out Mello Yello into more than 50% of the country by next month.

David Reddick, national brand manager for Mello Yello, said he expects his brand to overtake Pepsi's Mountain Dew by the end of this year.

He said the brand, touted as the "world's fastest soft drink" in advertising, ended 1979 with a 0.6% market share despite its limited distribution. If it had been national, its share would have been 2%, compared with the 2.4% share chalked up by Mountain Dew, according to Mr. Reddick.

In one major new market, New York, advertising begins running at a $20,000,000 annual national rate this week after some limited airing of tv spots during the last two weeks. In addition to commercials that ran in other markets earlier, Coca-Cola has filmed new spots showing athletes in a Mello Yello chugging contest.

Special ads have also been created for major markets. For example, transit and outdoor ads in New York note, "You've gotta be fast to make it in New York." McDonald & Little is the Mello Yello agency. BBDO handles the Pepsi entry. #

Gillette puts Swivel into razor warfare

By LOUIS A. FANELLI

ANDOVER, MASS.—Gillette Co. will mount major advertising drives for a disposable razor called Swivel and a self-adjusting shampoo called Silkience this year.

Swivel, a pivoting-head, disposable razor patterned after Gillette's highly successful Atra razor, will make its debut during the July 8 All-Star baseball game. For the introductory period, Gillette will be spending at an $11,000,000 annual rate for Swivel. Benton & Bowles, New York, handles Swivel; the agency already has Gillette's disposable Good News! razor.

Silkience shampoo (AA, Dec. 31) follows the tresses of Silkience conditioner, which was introduced last year by Gillette's personal care division. Gillette will spend $19,000,000 in promotion and another $10,000,000 in advertising when its Silkience shampoo campaign breaks June 30. That's the biggest budget ever for a shampoo in Gillette's history. Advertising to Women, New York, handles the Silkience line.

The new shampoo is called self-adjusting because it's formulated to clean hair where cleaning is needed and condition where hair is dry.

▪ Promotional plans of both products were revealed by Gillette at its annual meeting here last week.

Swivel marks Gillette's third entry into the men's disposable razor field. It joins Good News!, the largest-selling disposable, and the Gillette Single Blade disposable, still in test markets.

The newest razor is expected to retail for between 59¢ and 75¢ for two razors. It will compete in the double-blade disposable category with Warner-Lambert's Schick Ultrex, recently introduced, and Gillette's own Good News!. Bic Corp., Gillette's chief competitor in the disposable field, markets a single-blade disposable that sells for about 19¢.

During its introductory period, Swivel's purchasers will be offered a full money-back refund and a 15¢ coupon for the next purchase.

Some observers have suggested that the money-back offer may

(Continued on Page 83)

highlights

Monday, April 21, 1980

JWT completes its reorganization by naming William Ross to head international and Denis Lanigan to head administrative. *See Page 4.*

Conference attendees voted overwhelmingly not to fold their City & Regional Magazine Assn. into the larger Magazine Publishers Assn. *See Page 10.*

Families, *Reader's Digest's* sibling, will bow on Sept. 23. *See Page 12.*

"Kramer vs. Kramer" producers spent less than $200,000 on trade advertising and promotions to win the movie its five Oscars. *See Page 12.*

After years of bumbling and fumbling, WNBC has become a significant factor in the New York radio marketplace. *See Page 18.*

Thrift institutions are looking for relief through Federal Reserve moves to curb money funds. *See Page 30.*

The National Advertising Division reviewed 10 challenges to national advertising last month and reversed a ruling it made four years ago. *See Page 34.*

Zoecon Industries, Dallas, plans on snatching some shares of the $179,000,000 flea and tick collar market as a result of its new marketing program. *See Page 39.*

General Foods reorganizes its U.S. domestic grocery business. *See Page 42.*

USA, formerly MSG cable network, plans a more varied, longer program day. *See Page 45.*

Richard C. Douglas introduces the creative director whom Dustin Hoffman used as a model to create his Oscar-winning role of Ted Kramer in "Kramer *vs.* Kramer." *See Page 51.*

Don Kobrin proposes the formation of an Advertising Liaison Assn. to shorten the client/agency communication chain that he describes as overlong and fragile. *See Page 51.*

Dick Wasserman elaborates on the bureaucratic skills creatives should learn to help them move up the agency ranks. *See Page 54.*

Louis J. Haugh explores what he describes as the "last largely uncharted frontier in marketing"—promotion research. *See Page 56.*

Tracy-Locke will rejoin the Four A's soon. *See Page 60.*

In what has been billed as a "battle of the giants," two South African publishers have launched free sheets aimed for the black audience of Soweto, a town of about 1,500,000 near Johannesburg. *See Page 62.*

U.K. advertisers and agencies have no reason to grumble about the expected high cost of Britain's second commercial channel, ITV-2. *See Page 64.*

N W Ayer ABH moved to crystallize its network of affiliates in the Pacific by buying a minority share of MacHarman Advertising, New Zealand. *See Page 66.*

Prince Matchabelli's new men's fragrance is being introduced with a $4,500,000 budget. *See Page 69.*

HR Television, after a brief stint with a conglomerate, seeks new growth opportunities on its own. *See Page 70.*

National food advertising costs $28 per family a year, according to the Agriculture Department. *See Page 79.*

Hawaiian-style potato chips dip into California markets. *See Page 82.*

Scripto is looking to get back in the mainstream with an erasable pen entry. *See Page 87.*

Campbell Soup gives its condensed soup assignment to Backer & Spielvogel. *See Page 86.*

Section 2

Supermarkets, 50 years old this year, are taking on various identities today. Second 2/Grocery Marketing explores what is happening to them and takes a look at the products on their shelves—beginning opposite Page 46.

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Advertising Age / Section 2

APRIL 21, 1980

GROCERY MARKETING

Carting the supermarket into the '80s

BY THEODORE J. GAGE

CHICAGO—Some experts have said the "superstore" will characterize the grocery business during the 1980s. Others say box and warehouse stores are the wave of the future. Still others disagree, saying the standard full-service grocery store will continue to dominate.

As the supermarket industry celebrates its 50th anniversary in 1980, it faces a cornucopia of questions about its future.

"Until recently, there was a widespread feeling that superstores and box stores were the way to go," says Henry Jicha, a grocery specialist with Bache, Halsey, Stuart, Shields, New York. "Today, there's more of a feeling that any number of formats are valid. It's just a matter of deciding the right kind of store to fit a particular location."

Although retailers in this $206 billion industry have one common goal—making a profit—they are taking a number of paths toward achieving that goal.

The options

During the past few years, there has been heavy speculation that superstores would dominate grocery marketing in the coming decade. Generally speaking, the industry defines a superstore as having more than 30,000 sq. ft. of selling area, weekly sales that exceed $120,000 and 30% or more of the selling space devoted to nonfood items, or general merchandise.

Superstores offer a number of advantages to the consumer and store owner. For the customer, a large store with items ranging from imported cheeses to ironing boards offers the possibility of one-stop shopping. That means added convenience and less gasoline consumption. If the store, because of its high volume, can offer bargain prices, so much the better for consumers.

▪ For the retailers, superstores can mean increased profits. Statistics show that overhead does not increase proportionally to increases in a store's selling area. Also, superstores sell more general merchandise than conventional grocery stores, and general merchandise has a higher profit margin than food items.

Those factors combine to give superstores a profit advantage. In 1978, they had an average of $6.11 in sales per square foot, compared with the conventional stores' $5.64, according to the Food Marketing Institute, Washington.

In most cases, companies that make a commitment to superstores design and build their facilities—as opposed to buying and redesigning an existing facility—in suburban or low population density areas. They often stand as the major food retailing outlet in a five to 10-mile radius.

Using the superstores' increased volume and variety, retailers hope to get a bigger percentage of the customer's dollar. They also count on the nonfood items to create better profit margins for the entire outlet. But there are other ways retailers can increase profitability.

▪ "The quest people have been on is to maximize sales per square toot," says Robert Wunderle, economist and vp-public affairs with Supermarkets General Corp., Wood-

(Continued on Page S-53)

Theodore J. Gage, a free lance writer from Evanston, Ill., is a frequent contributor to Section 2.

Marketing mix adds a pitch to food editors

BY CAROL GALGINAITIS

CHICAGO—Take one overworked food editor, add a generous helping of culinary conscious readers; set aside. Gather myriad corporate-based recipes and feature stories; separate brand names from copy. Discard former, toss latter with reserved editor and readers; mix well. Release on Wednesday night.

The resulting Thursday food section will be one of the most heavily read parts of the newspaper, a fact not lost on marketers. Many of their execs are well aware of the publicity they will garner from, for instance, a recipe built around fresh citrus or frozen spinach.

▪ The companies, therefore, provide editors with a vast array of material ranging from recipes and press releases to background data and free samples.

But how do the editors respond to this barrage of literature? Do their silent vetoes affect subsequent offerings? Are some approaches more popular with editors, and thus more effective from the marketer's advertising point of view?

To the marketer trying to answer these questions, recipe campaigns seem to offer many advantages. They appeal to consumers, they aid the overworked, understaffed food editors, they can be tied to seasonal promotions and they occasionally offer the chance for brand name identification.

"Women today look for convenience but still want to do something on their own," explains Mary Lynn Coyle, public relations manager of The Kitchens of Sara Lee, Deerfield, Ill. "So we develop recipes using our products to which people can add their own finishing touches. For instance, we have a recipe for turning a cheesecake into a fruit flan. We try to look for

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Carol Galginaitis, a free lance writer from Evanston, Ill., is a frequent contributor to Section 2.

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Supermarket of 1980s finds the paths lead everywhere

How leaders feel about grocery retailing outlook

	Very optimistic	Somewhat optimistic	Neutral	Pessimistic
Chain execs	32%	37%	21%	11%
Co-op execs	18	70	7	5
Voluntary execs	33	41	16	10
Independent execs	35	42	13	10
Chain store mgrs	36	50	8	6
Independent mgrs	36	42	12	10
Academics	4	46	24	26
Manufacturer execs	21	51	20	8
Total, all groups	27	47	15	11

Source: *Progressive Grocer*, "Grocery Retailing in the '80s"

(Continued from Page S-1)

bridge, N.J. "There are a couple of ways to do that."

The first, he explains, is to build a large store and attempt to attract a bigger percentage of the shopper's dollars. The second, which is completely opposite to the superstore concept, is to sell only a limited amount of goods and to cut out extras such as meat, produce and frozen food sections. These outlets, called box stores, limited assortment or warehouse stores, usually have far fewer employes than conventional supermarkets, carry a smaller assortment of items and display the items in their cut-away shipping cartons instead of on shelves.

The box store increases its profits by cutting down significantly on overhead, especially wages.

Box stores, moreover, are easy to start and can turn a profit with relatively low sales volume. Whereas conventional grocery stores may need $110,000 sales per week and superstores need more than $150,000 sales per week to make a profit, industry experts say box or no-frills stores can turn a profit with sales as low as $20,000 a week.

A retailer also can open a box store for as little as $50,000, according to industry estimates, while it may take $500,000 or more to open a conventional supermarket and at least $1,000,000 to open a superstore.

"You can take out a short-term lease on a building, spruce it up a little, stock it with boxed items and start selling," says Fredrick W. Kopf, a retail investment analyst with Dean, Witter, Reynolds, New York. "If it works, great. If it doesn't work, you retreat and lick your wounds without taking much of a financial loss."

The choices

Bargain stores and superstores have helped revolutionize the grocery business during the 1970s. Conventional supermarkets, of course, still dominate the industry. But as energy costs and inflation threaten to steal away dollars once reserved for the weekly food budget, retailers are looking at every marketing alternative. Which one should they choose? That depends on corporate philosophy, store location and available capital.

"We are committed to superstores," says Peter Magowan, chief executive officer of Safeway Stores, Oakland, Cal., the nation's largest food chain. "This is the right philosophy in an era of gasoline lines and working wives."

Safeway has made a strong move toward the superstore concept. Although the number of Safeway stores has remained near 2,000 for the past few years, the average square footage per store has increased.

In 1978, Safeway had 26 superstores—by the company's definition, stores with at least 35,000 sq. ft. and a minimum of 1,100 lineal ft. of grocery items and 600 lineal ft. of nonfood items. Today, the company operates 350 superstores, and a Safeway exec says the majority of its 140 stores to be built in 1980 will be superstores.

- Another chain following the same line is Supermarkets General. Its 114 Pathmark supermarkets, located on the Eastern Seaboard, are all superstores, as will be 10 new outlets planned for 1980.

Pathmark, like many other chains that have adopted the superstore format, got into it by acquiring a drugstore chain in 1964. Safeway and Lucky Stores, Dublin, Cal., both acquired drugstore chains and consequently offered more nonfood items.

"Food chains were big on acquisitions and diversification in the early and mid-1970s," said one industry executive. "Some came out all right; others failed miserably. Jewel didn't succeed with its Turnstyle stores, and Kroger failed at making the superstore concept work eight years ago because it didn't have enough people who knew how to market general merchandise. Today, Kroger is succeeding with nonfood sales, even though it hasn't acquired anybody, because it has brought in people who know how to market general merchandise."

Grocery chains, agree industry officials, have indeed become much more sophisticated in marketing techniques during the past few years. "You can sell appliances, auto products and so on in a supermarket," says Mr. Kopf of Dean Witter. "But you have to be competitive on price, display it properly, make sure it gets sold properly and provide service if it breaks. You can't just put this stuff on a shelf and expect it to walk off by itself.

Yet, although many of the major chains have at least dabbled in the superstore format, there are some

(Continued on Page S-54)

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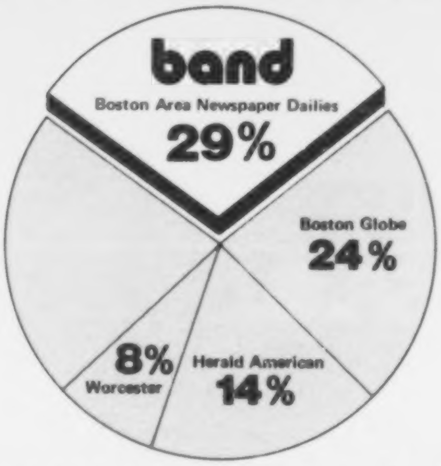

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1980s supermarket? Trends are unclear

(Continued from Page S-53)

notable exceptions.

The prime example is Winn Dixie stores, Jacksonville, Fla., one of the nation's largest grocery chains. None of Winn Dixie's 1,200 outlets stocks a significant number of nonfood items, other than such standard household items as sponges, work gloves and car wax. The chain's largest store, moreover, is only 30,000 sq. ft.

■ "We are running the kind of stores we know best," says B.L. Thomas, president of Winn Dixie stores. "We are in the food business, and we have plenty of room to improve that without worrying about anything else."

So, while analysts may have spent the 1970s trying to decide which trend would revolutionize the grocery marketing business, they may spend the 1980s trying to figure out what company will lean toward which format and why.

"Clearly, there is a trend to build larger supermarkets with increased amounts of nonfood merchandise," says Robert J. Schweich, vp-research with Wertheim & Co., New York, brokers. "Moreover, some large entities like Winn Dixie are sticking primarily to the store format, emphasizing traditional supermarket items, including more limited amounts of nonfood items."

Or, in other words, Mr. Schweich says, "there are no clearcut trends anymore." The percentage of superstores and limited assortment outlets may increase in proportion to the total number of supermarkets, but they may never grab 40% of the grocery market, as some industry officials predict.

An increasingly popular move—especially with new construction costs skyrocketing and financing either unavailable or at 20% interest rates—is to refurbish existing stores.

"Dumping existing stores in favor of building new superstores used to be an easy move," says an executive with a major grocery chain. "But when we need to borrow a million bucks and 23% interest stares us in the face, we think two or three times about building."

Such talk of the economy brings to mind the box store alternative, and suggests that a worsening economy might give that a push.

■ "The superstore has a greater ability to satisfy the customer's everyday needs," says Willard Bishop, president of Willard Bishop Consulting Economists, Barrington, Ill.

But he says there has been "no great clamor for one-stop shopping, even with the gas crisis."

Because superstores need a large site, they are usually located away from populated areas. "Would a consumer rather drive 16 miles to one big store or make four trips of four miles and get the chance to shop for the best price at a variety of stores?" he asks.

The box store is attractive, he explains, because it can be located in heavily populated areas and offer lower prices to cost-conscious shoppers who don't mind going elsewhere to buy produce, meat and dairy products. He doesn't agree with the widely held opinion that box stores can succeed only in suburban areas with shoppers who can lay out $200 each trip to realize a $15 or $20 savings.

"Contrary to what some analysts say, box stores tried in the city have been very successful," he says. "Consumers don't have to buy big volume to know they're saving money."

Many chains have adopted this no-frills concept. Great Atlantic & Pacific Tea Co., Montvale, N.J., opened its first limited assortment store—Plus Discount Foods—in August, and plans to have 100 open by the end of 1980. They are moderate in size, averaging 9,000 sq. ft. of sales space.

Jewel Cos. discount-style outlets, called Jewel T, carry a limited assortment of items at low prices. Jewel, Melrose Park, Ill., is also experimenting with no-frills stores different from the Jewel T stores. Five of them now being tested in the Chicago area have no frozen foods or fresh meat and require customers to bag groceries, but they do have produce and dairy sections.

The outlook

The 1980s will call for some astute planning by supermarket chain execs. "There will be no easy way to increase profitability," says analyst Mr. Kopf. "A company will have to examine every store and every location to find just the right formula."

In some locations, he explains, a conventional supermarket, backed up by aggressive advertis-

Census of retail grocery industry

Population (millions)	219.5
Households (millions)	78.9
Average household size	2.78
1979 food store sales	$206 billion
Supermarkets	
Total	33,500
Chain*	55%
Independent	45%
Per 100,000 population	15.3
Per 100,000 households	42.4
Supermarket sales	
Total	$155 billion
Chain	60%
Independent	40%
Per capita	$706
Per household	$1,965
Supermarket checkouts	
Total	235,000
Average per store	7.0
Average weekly sales per checkout	$12,680
Checkouts per 100,000 population	107.1
Supermarket size (Sq. ft.)	
Total	580,000,000
Average per store	17,313
Average weekly sales per sq. ft.	$5.13
Sq. ft. per checkout	2,468
Sq. ft. per employe	414
Sq. ft. per capita	2.64
Supermarket employes**	
Total	1,400,000
Average per store	41.8
Average weekly sales per employe	$2,129
Employes per checkout	6.0
Employes per 100,000 population	637

Source: Progressive Grocer, "Grocery Retailing in the '80s."

Note: Figures for the total U.S. are Progressive Grocer Data Center and Research Department projections and estimates.

* Chains are defined as those operating 11 or more stores.

** Employes are fulltime employes, with two parttime employes counted as one fulltime employe.

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Source: SM&M '79 Survey of Buying Power. Represented by Branham Newspaper Sales

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Top 15 grocery markets

	Population	Households	Food store sales (billions)	Number of stores	Per cent chains/-per cent independent
New York	15,712,371	5,899,486	$15.4	1,693	66.9/33.1
Los Angeles	10,502,311	4,058,810	10.5	1,305	78.3/21.7
Philadelphia	7,774,896	2,788,855	7.6	779	58.0/42.0
Chicago	7,741,914	2,757,486	7.1	824	54.0/46.0
Baltimore-Washington	6,829,081	2,414,612	6.5	824	73.8/26.2
Boston	6,768,058	2,422,072	6.7	827	56.3/43.7
Detroit	6,176,900	2,127,809	5.6	669	59.8/40.2
San Francisco-Oakland	5,114,704	1,970,422	5.3	703	62.6/37.4
Cleveland	4,545,224	1,605,451	4.3	561	49.2/50.8
Pittsburgh	4,341,870	1,572,343	3.8	568	38.9/61.1
Dallas-Fort Worth	3,267,037	1,214,425	3.2	538	71.7/28.3
Houston	3,151,652	1,113,600	3.2	508	61.2/38.8
Miami-Fort Lauderdale	3,078,000	1,226,013	3.5	404	81.7/18.3
St. Louis	3,048,258	1,095,615	2.7	445	44.3/55.7
Minneapolis-St. Paul	3,021,326	1,041,419	2.5	419	46.1/53.9

Source: *Progressive Grocer*, "Grocery Retailing in the '80s"

ing, spruced up with redecorating and bolstered by outstanding service, may be the answer. In other locations, consumers may respond most favorably to stores that promote a cut-rate image and offer cut-rate prices.

"There's little doubt that competition for the consumer's attention and dollars will get more and more fierce—particularly if inflation continues at its present rate," says Alex Wilson, general manager of Dansico Associates, a marketing/promotion company with a number of food industry clients. "Superstores and limited assortment stores have their ways to get a competitive edge—the very nature of their formats appeals to certain market segments. We're trying to give conventional supermarket chains a competitive edge through effective marketing."

In analyzing the current state of grocery marketing, Mr. Schweich of Wertheim & Co. agrees that strong merchandising efforts by conventional supermarkets could keep them from losing out to the alternative stores.

"There is some evidence that the large, well managed supermarket chains have developed effective competitive merchandising measures," he says. "This might preclude the rapid, sustained expansion of these [alternative] formats."

Some of the merchandising techniques include games, copper cookware, intrastore stamp redemption that rewards consumers for their loyalty by giving them discounted food items when they present a certain number of stamps and aggressive advertising that emphasizes a store's service and selection.

Point of purchase advertising may also play a key role in keeping conventional supermarkets healthy. Attractive floor and shelf point of purchase displays that are easy to assemble should become increasingly popular among store managers, says Howard Stumpf, president of the Point Of Purchase Advertising Institute (POPAI), New York. "Self-contained sales units let store managers cut down on the amount of time and manpower they might otherwise need to arrange shelf displays and so on," he explains.

■ Although POPAI has a vested interest in promoting point of purchase items, industry observers agree that p.o.p. will play a major role.

"Box stores and the like may be great," said one company executive, "but people are still going to have to go to a regular store for milk, meat, frozen foods and produce. There's still a very big place for conventional stores, and how well they do depends on how well they advertise and what they do with the customer once she's in the store."

As one analyst puts it: "Inflation and zooming energy prices have cast a cloud over the entire industry. Anyone who claims to know the future of the grocery business is lying."

But one or two conclusions are obvious. The supermarket industry will become increasingly segmented, with a variety of format stores to appeal to various consumer needs and wants. And strong merchandising efforts will be crucial to the success of any supermarket or chain, no matter what formats they use. #

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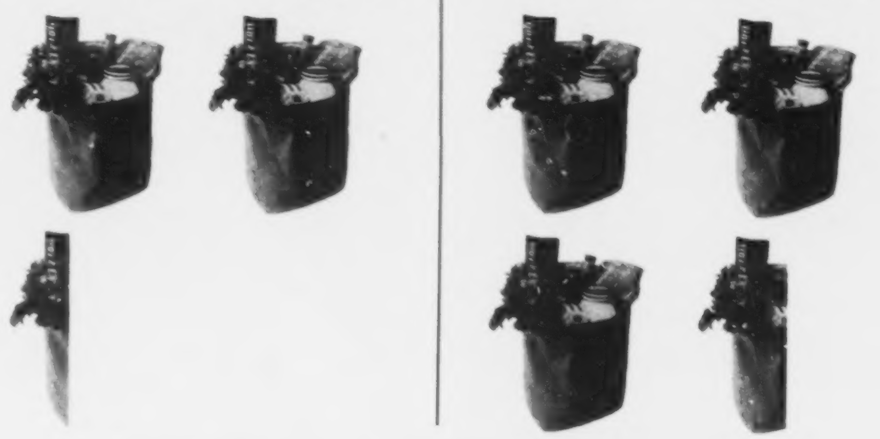

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Bread supplies meals — and the messages

BY HENRY R. BERNSTEIN

DALLAS—The average consumer may not attempt to eat the morning newspaper for breakfast or last week's news magazine for dinner, but there is a medium that's made to be eaten, is tasty and right with any meal. It's bread.

The bakers across the country—not unlike publishers, broadcasters and other members of "the media"—are always working to improve their product to attract both consumers and advertisers.

While a publisher may worry about pictures being off register and a broadcaster may worry about the quality of a signal, the baker has the problem coupons, which are printed in dull, bland colors (approved by the Food & Drug Administration) and may get crumpled and be partially hidden in the bread bag.

■ A new Dallas company, Target Group, hopes to solve bread's media problems with Vu-Pak, a packaging method developed by its parent company, Glopak Industries of Montreal, Canada.

Target Group's Lee Pearlman, who, along with A. Leonard Goffman, has been traveling the country preaching the virtues of his company's product to both bakers and advertisers, admits unabashedly that he considers Vu-Pak "to be the Cadillac of couponing."

Vu-Pak offers a "new method of fixing a coupon in permanent position inside a bread bag," he explained. The coupon can be removed without destroying the bag, which is good for the baker and the consumer, and it can be seen from outside the bag. "That means lots of impressions for the couponer," he said.

Bakeries now use equipment to blow a coupon into a bag. "The problem with that method is that it's not 100% accurate. Some bags will end up without coupons—and the method slows down the automated packaging process. We will be far more accurate, and the bakeries will get the bags with the coupons already inside," he said.

■ Target Group is aiming for a summer launch of its program, offering a weekly drop of 6,500,000 digest-size coupon pages through participating bakeries. The program offers only 104 positions a year—one coupon on each side of the digest size page—per market. "We are the antithesis of coupon clutter," Mr. Pearlman said. A major objective of using the page, which is folded, is to get the impact of a full page ad with the coupon.

Because the coupon page is enclosed within its own pouch inside the bread bag, the page does not come in contact with the bread. For the advertiser, this Vu-Pack feature means bright inks can be used in the ad printing to achieve magazine quality. By contrast, standard blow-in coupons, because they come in contact with the bread, must be printed with the duller FDA-approved inks.

Almost everyone seems to know someone who is dieting these days, and dieters often talk about cutting back on bread. In an atmosphere like that, why would an advertiser want to put his money in a bread bag? To Mr. Pearlman the answer is simple.

Although bread news hasn't been all good in recent years, there seems to be no reason to call bread a dead medium. "Bread targets your market and it is the third most frequently purchased item in the supermarket," he said. "Bread is purchased and consumed fresh. The person buying today is likely to be back within a week buying another loaf.

"We reach the markets because bread goes into practically every home in the country, including rural areas not served by Sunday newspapers."

■ It's no secret to anyone who has visited a supermarket bread section in recent years that the medium has been converting from a traditional plain white to color. It reflects the fact that per capita consumption of white bread has been declining for several years and that to some extent the decline has been offset by increasing consumption of variety breads, buns and muffins.

The total retail value of bakery goods is estimated by *Bakery Pro-*

Henry R. Bernstein is an ADVERTISING AGE *senior editor based in Dallas.*

The hot dog market

(Continued from Page S-43)

A more underlying problem is cited by Pat Ciez, vp-marketing and sales, Peter Eckrich & Sons, Fort Wayne, Ind. Mr. Ciez points out that many homemakers worry about just how nutritionally adequate hot dogs are and about the kind of preservatives and meat that go into them. This concern, which sparked much controversy in 1972 after the appearance of critical articles in "Consumer Reports" and *Life*, appears to be increasing again.

■ "When you talk about hot dogs to the consumer, his impression is not where we like it to be," said Mr. Ciez. "He does not see them as being that nutritious a product for the family. But when you get into specific brands, that kind of changes things around. Consumers do trust certain brands of hot dogs as having better ingredients than others."

He said the company has attempted to bolster a good image by appearing on a number of tv shows trying to present a story for the processed meat industry, not just Peter Eckrich.

"We've just been working on extensive media tours in which we covered a number of markets," he added. "We've conducted surveys in given markets to determine what kind of information and perception consumers had of products *vs.* what the facts were.

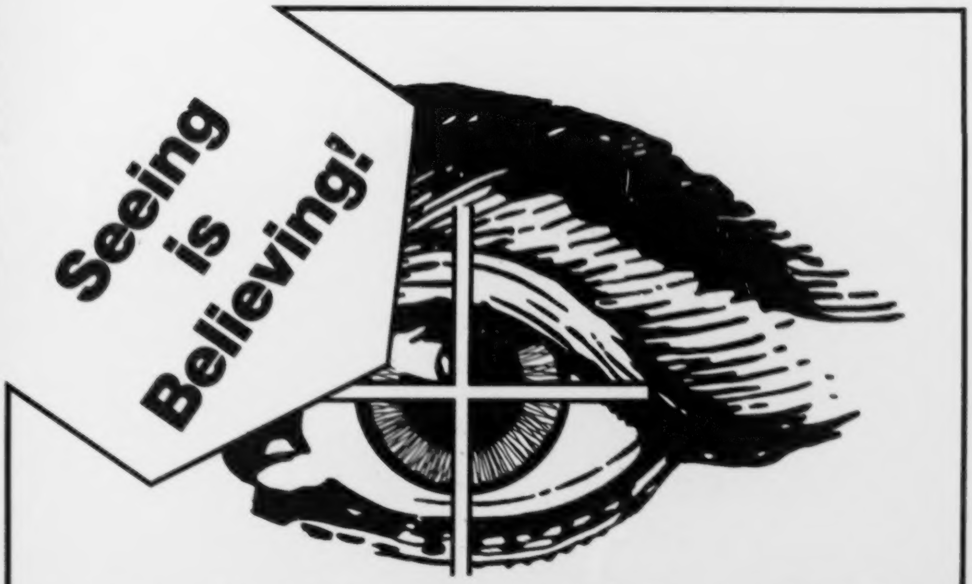
"Beyond that, we've gone to nutritional labeling on all of our hot dog packages. We've also gone to considerable length in our tv advertising to communicate quality about our hot dog. We are very concerned about communicating, 'Hey, these hot dogs are good. They're good tasting and they don't have bad stuff in them.' "

■ Eckrich puts out all meat and beef franks in 12 and 16-oz. packages. They are marketed in the Midwest, Southeast and Southwest and eventually will be distributed nationally. More than 90% of Eckrich's advertising budget is in tv, with the rest in radio and print.

"It's anywhere from 3% in a new market to 35% in some markets where we've been doing business for some time," said Mr. Ciez. "In many Indiana markets we're up in the 30s."

One of the company's main concerns is its competitors' increasing use of poultry in hot dogs.

"They have not affected us, at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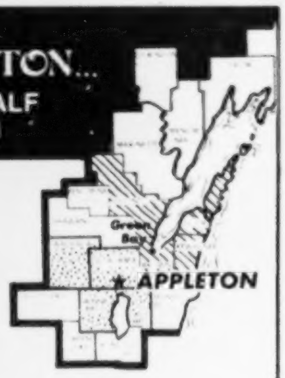

The 4-county Applaton Metro Market is dominant in the ADI accounting for more than one third of the entire potential a far bigger share than Green Bay's

The major ADI dailies, The Post-Crescent of Appleton, and the Green Bay Press-Gazette, deliver different segments of the ADI. More important to advertisers — the Post-Crescent delivers the biggest share by far

	THE POST-CRESCENT	% OF ADI	GREEN BAY PRESS-GAZETTE	% OF ADI
Counties	4		4	
1978 Population	332,400	34%	250,000	26%
1977 Retail Sales	$1,096,590,000	36%	$795,190,000	26%

Represented Nationally by Cresmer, Woodward, O'Mara & Ormsbee

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duction & Marketing at $17 billion. Of that total, an estimated 8% is sales at the growing number of instore supermarket bakeries, which bake on premises. The publication estimates that the instore bakery percentage of the total retail volume of bakery goods will probably double in the next five years.

At the instore bakeries, an estimated 35% of the sales are for bread and rolls, 35% represent cake sales, 15% doughnuts and 15% sweet goods, including cookies and pie.

In sheer tonnage, America is continuing to eat plenty of bakery products. Using figures from the Census of Manufacturers of the Department of Commerce, *Bakery Production & Marketing* projects that total bakery foods will reach 24.7 billion lbs. in 1982, up from 23.5 billion lbs. in 1977 and 22.8 billion lbs. in 1972. The publication projects that total bread and rolls will hit 15.4 billion lbs. in 1982, up from 14.9 billion lbs. in 1977 and 14.8 billion lbs. in 1972.

▪ As a part of the total bread and roll tonnage, white bread—continuing its trend—is projected by the publication to hit 5.7 billion lbs. in 1982, down from 6.7 billion lbs. in 1977 and 8.6 billion lbs. in 1972. At the same time, variety breads (not including hearth bread) are projected to hit 2.6 billion lbs. in 1982, up from 2.0 bilion lbs. in 1977 and 1.5 billion lbs. in 1972.

The "hot 'n' ham" market, otherwise known as hot dog and hamburger bun business, is projected to hit 3 billion lbs. in 1982, up from 2.6 billion lbs. in 1977 and 2.3 billion lbs. in 1972. (There are said to be 20 plants across the U.S. that make a single product—buns for McDonald's hamburgers.)

The hard crust hearth breads and rolls which include Italian and French bread, is projected to hit 2.6 billion lbs. in 1982, up from 2 billion lbs. in 1977 and 1.1 billion lbs. in 1972.

Championship race driver Cale Yarborough appears in commercials for Campbell-Taggart bread.

A subcategory of this group, brown and serve rolls, has apparently been losing ground in the marketplace to variety bread and is projected by the publication to hit 185,000,000 lbs. in 1982, down from 264,000,000 lbs. in 1977 and 376,000,000 lbs. in 1972.

▪ Meanwhile, in the highly competitive and very regional bread business, according to U.S. government figures, there were 3,062 wholesale baking plants in the U.S. in 1977, most of them small. *Milling & Baking News*, in its Baking Directory, lists only 781 plants with more than $1,000,000 in annual sales.

In an effort to keep up with apparently changing consumer inter-

(Continued on Page S-46)

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this point," Mr. Ciez said. "They represent 6% to 10% of the business. They're sold primarily because of the price. That's a good price point for shoppers interested in buying less expensive hot dogs."

From a food service point of view, meanwhile, the market is in "real good shape," says Larry Dessyn, products manager at Dubuque Packing Co., Dubuque, Ia.

▪ The cost of hot dogs, compared with other types of sandwiches, and the ease of their preparation are advantages for this segment of the industry.

"These are the things we try to utilize every day as sales tools when we're trying to get people to put hot dogs on their menu," said Mr. Dessyn. "They're a terrific standby for any kind of restaurant or fast-food operation."

Dubuque markets meat and beef hot dogs but has done some tests with chicken.

Dubuque is also trying a new strategy through its "Super Mex Dog." "Mexican food," Mr. Dessyn said, "gives us another beautiful outlet for sales of hot dogs. I've had some positive comments from a couple of research departments, and I think someone will, if they go on with this, try to use a smaller hot dog to keep the total cost down. It shows a lot of potential to me."

Mr. Dessyn's version of the Super Mex is a quarter pound hot dog inserted in a folded burrito shell. It is topped with taco meat, lettuce, tomatoes, cheese and hot sauce.

▪ For its part, Armour & Co., Phoenix, is—for the first time in its history—taking a new road in its marketing attack: It is sponsoring network tv specials. The first came last month with the Bob Hope special.

"In the past we have done network tv advertising," said Kathy Meell, director of media relations. "But for these specials we have a 90-second corporate commercial about our entire food product line.

"We also do point of purchase, newspaper couponing, spot tv and radio for our hot dogs."

One point of purchase promotion in January was a knitted cap and scarf for $4.95 and two proofs of purchase of any size Armour Star hot dogs. "Usually there is something else around the Fourth of July but it is still undecided as to what it will be," said Ms. Meell.

Americans and hot dogs have had a love affair for years and this apparently won't abate much, if at all. Good products brought in at both the premium and regular price ends will keep this alive. The major concern is the higher prices the consumer must pay, but comparing this to other meat products, hot dogs are a bargain. And they are still doggone good eating. #

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We deliver Houston everyday so well that The Post is the fastest growing metropolitan newspaper in the United States.

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source: 1979 Houston Market Study by RICI
1978 Major Market Index

The Houston Post
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For information contact your Branham Newspaper representative
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Bread, baked products still American favorites

(Continued from Page S-45)

ests, bakeries have been willing to try new ideas for expanding the market. Because of the growth of variety breads during the 1970s, *Bakery Production & Marketing*, in a 1978 survey, zeroed in on that segment of the business and found that more than three-quarters of the bakeries produced one or more types of variety breads and had plans to introduce more.

Whole wheat is the most popular variety nationally, with raisin bread running second in most parts of the country. Preferences differ by region, however. For example, in the 1978 survey, cracked wheat was baked by almost 68% of the bakeries in the western states, ranking third in popularity. But cracked wheat didn't make the top six among bakeries in the Northeast and South. Franchise variety breads were found to be produced by 45% of the bakeries, with Roman Meal the most widely franchised, followed by Hollywood.

In the early 1970s, as Americans went on a health kick that called for more fiber in the diet, bakeries responded with high fiber variety breads. For a few years, fiber breads looked as if they would be the greatest development in the business since sliced bread and by 1978 they were the sixth most popular variety bread.

> "People buy (bread) for taste, not health. That's why fiber bread hasn't taken off."

■ What some saw as the promise for fiber bread, however, did not develop, and 1978 proved to be something of a peak year. Commented one industry observer: "It's never been more than just another variety bread." Commented another: "People buy for taste, not health. That's why fiber bread hasn't taken off."

It isn't known whether a well publicized squabble between the federal government and ITT Continental Baking Co., Rye, N.Y., over Fresh Horizons, the leading fiber product, might have dampened consumer interest in the category. After its introduction in 1976, Fresh Horizons, with strong ad support, rose to the top in the category and has remained there despite the fights with the government.

In March, 1979, ITT Continental agreed to Federal Trade Commission demands that Fresh Horizons ads disclose that its highly promoted fiber content comes from wood or the pulp of trees. Before the agreement with the FTC, the Food & Drug Administration required the addition of the term "special formula" to the labeling because Fresh Horizons did not meet the standard definition of a bread product.

Elsewhere, as part of the push to keep up with consumers in the 1970s, bakers added yogurt bread to supermarket shelves. Then last year, Mrs. Baird's Bakeries, Fort Worth, Tex., began testing the first use of processed cottonseed kernels in a bread, ProTeina. The product continues to be available in supermarkets served by Mrs. Baird's, but ad support has been suspended. The product is believed to have suffered from both a lack of strong, sustained ad support and pricing problems.

■ When ProTeina, a franchised bread from Feuer Food Products, Northfield, Ill., was launched with newspaper, radio and point-of-sale advertising, the strength of Mrs. Baird's in Texas, and the ability of company president and on-camera spokesman R. Vernon Baird to move its products, suggested that consumers would snap up ProTeina if Mr. Baird would feature it in one of his tv spots. But Mr. Baird didn't make the spot. ProTeina was launched as a premium price bread, but the price rapidly escalated, breaking the $1 barrier.

While bakers have been trying new products, an old product—English muffins—is enjoying the growing interest in variety breads. At S.B. Thomas, subsidiary of CPC International, the major product is English muffins, delivered fresh daily. Dick Zuver, director of marketing, wouldn't disclose research figures, but admits the market has been "growing quite rapidly over the past decade."

■ As the market grows, so do the ways people serve muffins. The Thomas company, Totowa, N.J., has at times advertised various serving suggestions, but the product remains primarily a breakfast item. Current Thomas advertising—on television—suggests "Thomas tastes better than toast."

English muffin preferences—like preferences for other bread products—vary by region. But the basic regular flavor continues to hold a lion's share of the business. #

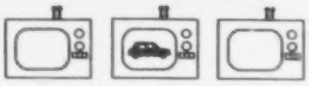
Top bread bakers

Marketer	Baked food dollar volume (in millions)
ITT Continental	$1,300
Campbell Taggart	1,000
Quality Bakers of America*(Sunbeam)	970
W. E. Long & Co.* (Holsum)	850
Interstate Brands	536
American Bakeries Co.	485
Beatrice Foods	300
Flowers Industries	230
American Bakers Cooperative*	200
Safeway Stores	175**
Arnold-Orowheat	120**
Pepperidge Farm	127**
Metz Baking Co.	120
S. B. Thomas	110**
Stroehmann Brothers	100
Kroger Co.	75**

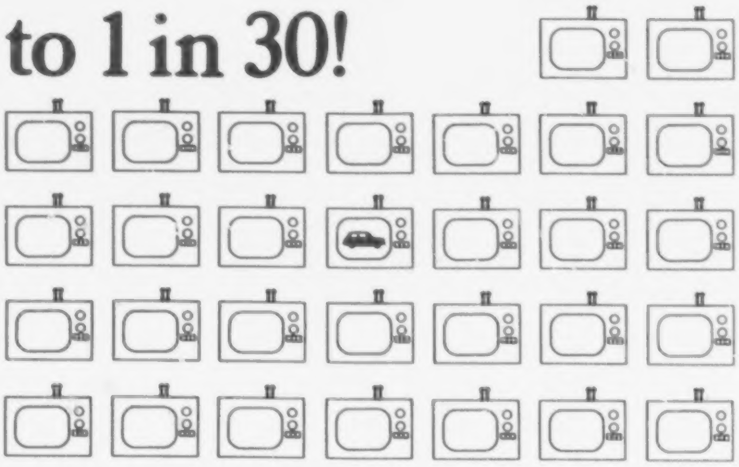
*A cooperative organization.
**AA estimate.

Source: *Milling & Baking News: 1980 Baking Directory.*

The chance of having your product seen by Tulsa TV viewers has dropped from 1 in 3



to 1 in 30!



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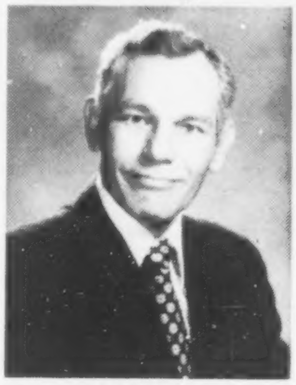

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Atlanta up 14.7% in spot tv $

By MAURINE CHRISTOPHER

NEW YORK—Atlanta evidenced the greatest strength in spot tv prices in the April SQAD analysis of prime time buying on affiliates in the top 20 markets. Nine other markets also registered double-digit gains over 1979 levels.

In Atlanta, buys on affiliates were averaging an $86 cost per household rating point—a hike of 14.7% over April 1, 1979. Next in line in terms of increases were: Tampa, 13.2%; Miami, 13.1%, and Baltimore, 12.5%.

This monthly budget and buying guide covers the country's 51 largest markets. It is based on schedules placed by 14 major ad agencies through March 28.

Subscribers also get a budget planner offering projected cpps for 200 markets for the next six quarters. The estimates are broken down for various time periods.

Marvin Richfield, president of Spot Quotations & Data, noted that prime prices in the largest cities continued to show seasonal increases but not on the same "dramatic scale" as in the last mid-March report.

In the No. 1 market, New York, he saw the transit strike affecting retail advertising slightly. However, he pointed out that most major stores have suburban branches within the viewing area, and retailers reportedly plan to advertise heavily to get customers back in once the buses and subways are running again.

Late news in this city—and lots of people certainly weren't getting home in time for the early news—continued to climb. Estimates there ranged from $240 for April to $243 for May.

And ABC's new late night newscast continued to boost the rates for spot fringe periods following the show, Mr. Richfield said. The newscast itself carries some spot availabilities for local sale.

- Random late news cpps for other cities in April and May include: Los Angeles—$162, April, and $163, May; Chicago—$141 and $145; Boston—$130 and $131; Philadelphia—$121 and $123; San Francisco—$120 and $121; Dallas—$91 and $93; Houston—$82 and $83; Baltimore—$64 and $65, and San Diego—$47 and $48.

Next to New York, late fringe was commanding the highest fees in April in Los Angeles at $120; Boston, $108; Philadelphia, $107; San Francisco, $96; Chicago, $85, and Detroit, $68.

Mr. Richfield characterized the second quarter as "looking normally strong." Some second quarter prime time estimated cpps in markets below the top 20 are: Denver, $76; Hartford, $69; Sacramento, $60; Phoenix, $59; Portland, Ore., $53; Buffalo, $48, and Cincinnati, $46. Affiliates are included in all these estimates; independent stations are excluded from day and prime time breakouts. #

April 'street' prices for spot tv on net affiliates

Average cost per household rating point for 30-second spot

Nielsen market rank	Prime time '80 vs. '79
1. New York	$348 (+ 7.7%)
2. Los Angeles	276 (+ 7.4%)
3. Chicago	203 (+ 9.1%)
4. Philadelphia	149 (+ 8%)
5. San Francisco	166 (+ 5.7%)
6. Boston	158 (+10.5%)
7. Detroit	123 (+11.8%)
8. Cleveland	77 (+11.6%)
9. Washington	100 (+ 4.2%)
10. Dallas	118 (+11.3%)
11. Pittsburgh	81 (+ 9.5%)
12. Houston	110 (+ 8.9%)
13. Minneapolis	79 (+11.1%)
14. St. Louis	57 (+ 7.5%)
15. Miami	95 (+13.1%)
16. Atlanta	86 (+14.7%)
17. Seattle	80 (+ 8.1%)
18. Tampa	77 (+13.2%)
19. Baltimore	81 (+12.5%)
20. Indianapolis	61 (+10.9%)

Market combinations at a glance

Ranked by market size	Prime time cpp	cpm
1-10	$1,718	$6.87
11-20	807	8.47
21-30	523	7.73
31-40	341	6.32
41-50	268	5.85

Source: Spot Quotations & Data, 950 Third Ave., New York 10022. Average cpps for a 30-second spot were determined from ad agency conventional buys on affiliates as of March 28. Excluded are spots bought on a 52-week basis or calling for 150-plus gross rating points weekly. These averages are a yardstick and not a listing of the market's lowest price. Ratings used are an Arbitron/-Nielsen average. These guides can be applied to 60s—200%—and 10s—50%. Percentage gain over April, 1979, is shown in parentheses.

Knock 'em dead with Tussy Red

When the offer is refused

"Everytime I made someone an offer, they refused," says this diner, echoing a theme from "The Godfather." But with Tussy Red deodorant, "when I make people an offer they can't refuse . . . they can't refuse." The Lehn & Fink campaign (AA, March 3) is via Warren, Muller, Dolobowsky.

sweep'stakes

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Advertising pages in April consumer publications

Current and April '79 figures for U.S., Canadian and foreign publications reporting to Advertising Age

Women's

	Pages			
	April 1980	April 1979	Jan.-April 1980	Jan.-April 1979
†§Bride's Magazine	—	—	598.9	494.2
§Cosmopolitan	239.0	235.3	751.7	693.9
Essence	84.0	84.0	274.0	256.0
§Family Circle	182.0	201.2	530.5	580.8
▲Family Health	26.1	26.7	102.1	99.4
§Good Housekeeping	178.8	180.5	610.5	587.9
Ladies' Home Journal	117.1	107.1	399.7	405.7
Lady's Circle	8.1	7.3	36.0	39.5
McCall's	111.7	108.4	384.4	402.4
○McCall's Working Mother	—	—	116.3	—
†Modern Bride	—	—	499.7	506.9
Ms.	59.7	54.8	188.2	161.5
○New Woman	—	—	62.8	78.2
§Parents Magazine	58.5	46.7	227.2	191.8
Playgirl	46.0	34.6	191.2	142.8
Redbook	107.1	121.9	425.1	465.3
Self	69.3	43.5	196.8	146.8
Seventeen	127.1	119.7	389.4	386.5
Soap Opera Digest	10.4	8.8	51.2	29.8
'Talk	13.0	14.3	64.1	59.7
'Teen Magazine	53.9	43.5	162.9	154.2
§True Story	52.1	54.0	206.6	207.8
§Woman's Day	216.5	202.2	546.2	522.3
The Workbasket	25.7	23.6	124.8	107.0
Working Woman	51.2	31.7	161.9	106.3
Total Group	1,836.3	1,749.6	7,302.2	6,806.7

General

▲ A.D. Publications	18.0	11.0	55.8	48.2
After Dark	32.5	30.6	125.5	120.6
Air Progress	21.7	26.0	89.6	90.2
American Forests	13.8	14.7	64.4	61.1
§American Legion	24.8	30.0	117.3	128.1
○Americana	—	—	55.1	71.4
Apartment Life	57.7	52.2	181.5	202.6
§▲Architectural Digest	139.5	107.4	406.9	333.2
§The Atlantic	55.0	34.9	133.5	134.2
○Audubon Magazine	—	—	64.9	69.2
Blueboy	25.1	22.6	110.8	97.5
§Bon Appetit	82.1	67.9	267.4	210.1
Book Digest	42.4	52.0	133.5	189.8
Christian Herald	42.8	43.3	159.8	177.1
Christian Life	27.1	33.3	108.6	123.1
'Christianity Today	49.0	49.8	241.7	234.0
Complete Men's Group	25.0	24.3	99.3	97.3
Country Journal	47.4	39.2	192.3	176.8
Creative Computing	85.1	48.7	326.7	201.1
▲Cuisine Magazine	49.6	35.6	137.1	100.7
Ebony	94.1	93.9	335.2	334.7
Elks Magazine	22.5	25.7	100.4	112.2
§Esquire	53.7	39.5	161.0	114.0
50 Plus	38.8	25.2	108.7	66.1
Flying	61.2	54.9	222.5	195.0
§Gentlemen's Quarterly	107.8	88.2	319.7	257.3
Golf Digest	91.8	116.3	306.1	343.4
§Golf Magazine	62.7	76.5	362.5	321.9
Gourmet	69.8	71.9	230.9	221.7
§Harper's Magazine	49.7	29.0	136.0	132.3
○Hi-Fi/Stereo Buyer's Guide	18.8	26.2	45.2	48.7
'High Fidelity	63.2	68.2	240.6	272.6
Income Opportunities	42.4	43.7	184.2	186.1
Kiwanis Magazine	16.2	19.3	61.5	63.8
Let's Live	91.5	91.4	386.5	357.3
Life	66.3	43.4	229.8	175.1
Lion Magazine	5.0	18.0	20.0	76.2
Modern Photography	134.1	135.8	381.7	372.4
§Money	85.8	81.5	286.7	262.4
Moneysworth	18.2	20.3	80.6	91.1
Moody Monthly	52.5	50.0	209.2	230.0
○Moose Magazine	22.0	22.0	84.0	84.0
○Mother Earth News	63.2	42.2	121.0	87.2
○Museum	—	—	24.6	—
National Geographic	36.0	37.5	124.8	123.3
National Jewish Monthly	28.9	33.8	114.8	114.9
▲Natural History	63.3	43.8	192.2	179.7
Omni	51.4	30.4	192.2	104.1
§Oui Magazine	24.1	17.6	89.1	63.0
§Penthouse Magazine	82.2	70.2	282.9	256.7
Petersen's Photographic	49.5	46.2	171.2	202.8
Playbill	46.1	40.1	173.8	170.8
§Playboy	124.6	118.9	424.6	421.4
Popular Photography	148.9	164.5	562.5	628.8
Prevention	91.6	111.1	348.7	444.6
Prime Time	17.5	—	69.2	—
Psychology Today	65.3	63.4	216.5	206.3
▲Quest '80	29.0	32.3	103.0	77.0
§Reader's Digest	104.9	134.6	367.1	433.2
Rotarian	17.1	21.1	116.4	86.8
††Saturday Evening Post	51.5	52.3	151.9	146.5
Scientific American	86.1	91.9	339.3	283.7
Signature	48.8	46.9	178.5	162.8
C. Smithsonian	84.0	71.5	314.6	267.8
Stereo Review	73.3	79.2	299.1	302.4
A. Success Unlimited	20.3	44.5	92.5	156.7
Tennis Magazine	74.4	72.6	217.1	231.8
Town & Country	111.6	86.7	342.6	285.8
Travel/Holiday	77.2	65.6	223.3	205.3
Travel & Leisure	109.7	95.5	360.9	323.9
VFW Magazine	29.5	23.7	129.2	118.2
Weight Watchers	19.8	19.9	76.4	79.3
World Tennis	56.6	55.8	194.4	158.1
Writer's Digest	19.4	23.7	76.3	76.4
Yankee Magazine	87.0	92.5	365.8	399.5
Total Group	4,103.5	3,894.4	14,621.2	13,983.4

Fashion & service

Glamour	199.1	201.5	589.3	593.8
Harper's Bazaar	103.5	93.1	310.0	266.1
Mademoiselle	166.5	146.4	453.8	441.6
††L'Officiel/USA	—	—	100.3	108.5
	Pages			
	April 1980	April 1979	Jan.-April 1980	Jan.-April 1979
E. Vogue	196.0	197.7	713.1	653.6
▶"W"	62.0	63.0	242.9	218.6
Total Group	727.1	701.7	2,409.4	2,282.2

Arts & antiques

American Artist	46.3	72.7	202.5	228.3
Antiques	157.1	132.3	614.5	526.5
Antiques World	59.5	68.7	204.5	224.3
○Art & Antiques	—	—	117.1	88.9
▲Artnews	116.0	88.0	436.3	390.0
Total Group	378.9	361.7	1,574.9	1,458.0

Home

§Better Homes & Gardens	134.3	137.3	497.6	519.0
○Colonial Homes	—	—	114.0	72.6
▲Decorating Showcase	21.0	—	94.8	40.6
▲Family Handyman	60.2	52.0	248.6	226.9
Flower & Garden	36.0	38.6	136.4	143.2
The Hometown Magazines:				
Dallas-Fort Worth Home/Garden	54.4	43.3	190.5	125.2
Houston Home/Garden	121.9	106.3	407.4	404.0
Horticulture	32.1	39.4	127.8	153.5
House Beautiful	119.0	118.3	369.7	354.8
House & Garden	139.5	142.5	435.7	428.7
†Homeowners How-To	—	—	55.3	40.0
Hudson Home Magazine	48.9	50.2	184.7	187.3
Indianapolis at Home	54.5	67.4	216.0	260.5
Living:				
○Dallas	—	—	228.9	235.8
○Houston	—	—	192.7	227.5
○Denver	—	—	187.6	163.3
‡Austin	—	—	46.1	47.3
‡San Antonio	—	—	46.3	37.0
○Phoenix	37.5	28.8	80.0	53.6
○Tampa	31.1	—	64.9	—
▲1001 Decorating Ideas	31.2	—	98.0	77.5
Organic Gardening	82.0	76.1	385.6	364.6
○Plants Alive	29.7	24.4	54.4	74.1
San Diego Home/Garden	60.9	—	195.7	—
D. Southern Living	166.2	158.6	484.9	536.2
§Sunset Magazine	169.4	163.8	493.4	530.5
▲Texas Homes	59.0	57.9	400.3	507.3
○Workbench	—	—	130.7	127.6
Total Group	1,488.8	1,304.9	6,168.0	5,939.5

In-flight

#Aboard Group	—	—	384.0	348.0
Air California	60.0	63.8	223.0	232.2
Aloft/National Airlines	55.9	84.9	221.9	142.2
American Way	68.9	59.3	257.0	211.8
Braniff's Flying Colors	30.2	37.7	137.0	118.3
Clipper	32.5	—	139.3	—
Delta Sky	46.2	48.3	177.0	189.2
East/West Network:				
○Air New England Flying Your Way	—	—	34.2	—
Eastern Review	89.6	90.9	321.5	345.9
Hughes Airwest Sundancer	82.8	77.6	309.1	317.9
Continental Extra	77.3	71.8	274.2	266.1
Ozark Flightime	53.5	63.5	231.1	242.5
PSA Magazine	122.3	116.8	438.3	444.8
Texas International/The Texas Flyer	63.8	59.8	241.7	210.0
United Mainliner	102.3	111.5	379.7	381.1
○Pace	20.0	20.0	37.5	37.2
Scene	25.2	—	102.4	—
Southwest Airlines	64.9	45.7	241.1	167.6
○Spirit of Aloha	—	—	54.5	32.2
USAir	40.9	—	133.0	—
Webb Publications:				
○Frontier Magazine	—	—	77.5	79.0
Passages	27.2	28.0	105.0	112.1
TWA Ambassador	51.9	45.8	192.9	179.2
Total Group	1,115.4	1,025.4	4,712.9	4,057.3

Metropolitan

○Aloha	22.0	5.0	39.5	13.0
Atlanta	76.4	78.3	296.4	273.0
Baltimore	75.7	77.5	291.1	299.7
Bay Life	68.5	45.0	239.5	171.0
◇Bay Views	29.0	28.0	128.7	130.3
Birmingham	23.5	26.5	91.3	112.5
Boston	106.4	90.4	391.6	337.8
Broward Life	73.6	50.8	214.9	206.9
Brown's Guide to Georgia	59.0	40.0	151.4	162.0
Central Florida Scene	19.5	22.3	59.3	54.3
○Charlotte	—	—	44.7	40.6
Chicago	166.2	158.6	536.7	564.1
▲Chicago's North Shore	44.8	42.5	143.9	76.1
Cincinnati	57.7	67.3	247.0	212.1
Cleveland	72.2	107.1	289.6	318.6
Columbus Monthly	91.5	84.1	307.3	296.9
Commonwealth	13.0	21.2	59.0	75.0
Connecticut	64.5	67.0	258.3	286.6
D/Magazine, Dallas/-Fort Worth	119.1	98.6	397.7	365.6
Delaware Today	40.9	43.2	148.8	131.8
Denver Monthly	26.8	24.3	100.3	88.8
Monthly Detroit	47.7	47.2	157.1	143.2
Exclusively Yours Wisconsin	121.0	132.3	299.3	328.3
Gold Coast of Florida/-Indian River Life	128.2	122.2	532.5	491.0
Grand Rapids	38.1	32.3	127.2	92.7
Honolulu	77.8	80.9	281.3	277.6
Houston City	33.1	41.6	133.2	128.6
Indianapolis	31.4	26.0	145.7	109.8
Kansas City	28.8	45.6	113.2	127.2
Lansing	38.0	—	127.6	62.0
Los Angeles	201.0	207.0	717.8	744.5
	Pages			
	April 1980	April 1979	Jan.-April 1980	Jan.-April 1979
Madison	26.5	21.7	136.0	90.5
Mesa	43.2	27.3	270.4	203.7
Miami	68.9	51.9	227.0	197.9
Mpls./St. Paul	73.0	74.9	271.4	191.9
Monterey Life	34.7	—	155.0	—
Nashville!	57.1	52.4	215.0	204.9
New Jersey Monthly	70.0	73.1	269.4	241.3
New Mexico	24.1	19.0	80.9	63.1
New Orleans	44.3	52.5	180.9	196.9
Ohio	22.0	37.9	101.5	161.3
Omaha	23.9	24.0	99.6	81.0
Oregon	16.9	22.3	69.6	67.4
Palm Beach Life	91.7	57.5	315.9	229.9
Palm Springs Life	140.5	126.5	635.0	560.5
Philadelphia	144.0	148.5	492.0	526.9
Phoenix	110.7	90.9	442.4	361.7
Pittsburgh	51.5	58.5	175.9	200.0
Pittsburgher	43.7	30.7	160.6	110.5
○Roanoker	—	—	88.8	97.0
SA, The Magazine of San Antonio	28.0	24.7	146.2	88.9
Sacramento	31.5	34.2	91.1	143.8
St. Louis	96.0	103.0	327.5	370.0
San Diego	177.0	174.3	578.4	582.4
San Francisco	74.5	50.5	223.3	193.2
San Francisco Focus	37.2	22.3	119.1	89.2
††Sarasota Town & County	36.0	40.0	164.0	92.0
▼Shenandoah Valley	—	—	75.0	—
Spokane	37.5	38.3	129.1	137.7
Texas Monthly	126.9	126.4	401.6	383.8
○Triad	18.0	33.0	35.0	61.0
Tucson	34.3	48.0	148.0	184.3
Twin Cities	26.9	22.9	96.5	64.8
Washington Dossier	55.0	44.0	180.0	169.0
The Washingtonian	124.0	127.0	437.0	466.0
Westchester	35.0	30.7	160.7	116.0
Westchester Illustrated	45.0	42.3	174.1	141.3
Wichitan	44.5	60.5	170.2	203.4
Total Group	4,111.4	3,904.5	15,116.0	14,014.8

Movie-romance-radio-tv

○Complete Women's Group	26.0	29.7	49.0	55.7
Ideal Women's Group:				
Daytime Stars	27.5	30.6	86.6	89.1
Intimate Story	26.7	33.1	111.5	119.7
Personal Romances	26.7	33.1	111.2	119.9
D. Soap Opera	—	—	29.5	—
KMR Women's Group:				
Real Romances	17.8	16.7	45.8	57.6
Real Story	17.8	16.7	45.8	57.6
○Teen Bag	—	—	19.5	29.9
Macfadden's Women's Group:				
Modern Romances	29.2	31.0	120.0	135.4
Photoplay	32.8	35.0	99.9	124.6
Secrets	29.2	30.3	120.0	133.8
True Confessions	30.5	31.5	122.6	134.7
True Experience	29.2	31.0	120.0	134.4
True Love	29.2	31.0	120.0	134.4
True Romance	29.2	31.0	120.0	134.4
Sterling Women's Group:				
Daytime TV	32.6	32.5	125.0	127.5
Modern Love	29.6	31.5	61.2	123.6
Modern Screen	32.6	33.0	126.5	127.5
○Movie Mirror	—	—	63.6	63.5
Photo Screen	—	33.0	32.3	64.0
Real Confessions	—	92.1	93.4	123.6
TV Movie Screen	—	—	63.6	64.6
TV Picture Life	32.6	33.0	64.9	64.0
Total Group	479.2	635.8	1,953.9	2,219.5

Youth

Boys' Life	23.2	28.6	88.7	89.6
Campus Life	29.7	28.5	153.0	111.4
††Scholastic Magazines	31.3	40.8	129.9	152.6
Total Group	84.2	97.9	371.6	353.6

Mechanics & science

○Elementary Electronics	24.1	35.4	48.5	70.2
§Mechanix Illustrated	90.9	89.8	339.2	372.4
Popular Electronics	53.8	62.4	242.1	229.4
Popular Mechanics	139.5	143.2	467.6	488.9
§Popular Science	110.9	107.1	372.9	389.2
Total Group	419.2	437.9	1,470.3	1,550.1

Boating & yachting

Boating	145.7	126.0	524.3	521.8
Chesapeake Bay	27.9	28.5	123.6	115.3
Cruising World	116.4	111.9	456.1	404.0
Motorboat	65.5	86.6	237.0	339.4
Motor Boating & Sailing	142.9	140.1	582.7	593.0
§Sail	141.3	156.9	577.8	604.1
§Sea	100.0	102.7	434.9	406.7
Trailer Boats	38.9	44.7	127.9	124.4
Yachting	194.3	195.0	757.1	842.6
Total Group	972.9	992.4	3,821.4	3,951.3

§Sectional linage included but prorated to circulation of regional editions. **Sectional linage included but NOT prorated to circulation of regional editions. †Published 6 times a year. ○Published every other month. ▲Published 10 times a year. ††Published 9 times a year. ‡Published 3 times a year. #Published quarterly. ☆Published twice a month. ‡‡Published 7 times a year. ◇Published 11 times a year. ▼Published 8 times a year. **Published weekly. ▶Published every two weeks. A. Figures reflect larger page size. B. Preprinted inserts included. C. Adjusted figures. D. Figures reflect corrected 1979 linage. E. Figures not available.

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Advertising Age

50 YEARS 1930-1980

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C-P sets $49 million for Fresh Start

By NANCY GIGES

NEW YORK—Colgate-Palmolive's decision to invest $49,000,000 in advertising and promotion for the national launch of Fresh Start laundry detergent is indicative of new management's contention that the company's future lies in its traditional businesses.

Following the annual meeting here last week, Keith Crane, who added the title of chairman to that of president and chief executive officer, reiterated his philosophy that "we must spend time against basics." He told stockholders this means a revival of the "dynamics of the basic fundamentals that made this company great, [including] attention to product quality, to better creative media advertising and much more of it, attention to better selling and distribution methods, attention to business-building programs and area marketing." Last year media spending worldwide rose 9% to $273,000,000.

■ According to Colgate, Fresh Start is getting the biggest introductory budget in company history. Of the total, $19,000,000 is going into advertising and the remainder into promotion.

A company spokeswoman noted that the heavy promotion budget is "designed to generate immediate consumer trial to capitalize on the brand's extremely high conversion rate." In recent expansion areas, the brand has attained a share that puts Fresh Start among the leaders, the spokeswoman noted.

Colgate-Palmolive restructures to follow trend to less internal competition among brand managers. Exclusive report, Page 88.

The brand, which previously was in 60% of the country, is exceeding a 5% market share in many areas, making it Colgate's biggest selling heavy-duty detergent. Nationally, the market totals $1.8 billion.

In older markets, a Kenyon & Eckhardt-created campaign has just replaced introductory advertising. New commercials open with a song, "Start the day fresh, America, get a Fresh Start every day." Morning scenes involving fabrics include a man donning a t-shirt, a woman getting out a tablecloth. An announcer notes, "Now you don't have to wake up to the same gray dingy clothes. Fresh Start combines the best of powders and liquids to clean the gray even the leading detergent leaves behind."

Fresh Start is the first one-quarter cup concentrated granular detergent. It is packaged in a clear hard plastic bottle.

■ Commenting on Colgate's divestiture efforts, Mr. Crane expressed hope that he can soon announce the sale of its Helena Rubinstein subsidiary. Other companies that do not fit into Colgate's plan and have been or are being divested are Ram Golf, Leach Racquetball, Lum's and Ranch House Restaurants and Hebrew National. #

New FTC plan

President keeps kid tv issue alive

WASHINGTON—President Carter's personal intervention apparently has broken the deadlock over the future of the Federal Trade Commission.

The compromise reached suspends rulemaking on "unfair" ads for three years, but leaves a spark of life in the commission's children's tv rule.

Negotiators from the House and Senate were rushing toward the draft of a "final" bill last weekend after an Oval Office meeting where the President warned that he would not sign any bill that terminates ongoing FTC proceedings. Both congressional negotiating teams indicate agreement on a formula likely to be acceptable to the President, and there were predictions that the issues would be resolved before FTC runs out of operating funds April 30, barring a floor fight in either House.

■ The big battle over Congress' right to veto FTC rules apparently was resolved, with all groups accepting last week's Senate team proposal for a two-house veto procedure (AA, April 21). Rep. Elliott Levitas (D., Ga.), who led the fight for a one-house veto, indicates he will accept the two-house alternative "if it includes expedited procedures" that assure that veto motions are not locked in committee.

Another key compromise apparently involved the future of FTC's power to issue rules regulating advertising on the basis of "fairness" as well as the future of the children's ad rule. Ad industry groups, alarmed by FTC's attack on advertising addressed to chil-

(Continued on Page 87)

Ugly duckling fable with a new twist

A duck that was different from all the other ducks is taken home to the refrigerator in this tv "fable" from Carling National Breweries promoting its Red Grape and Apple Malt Duck. Campaign began April 21 in Greensboro, N.C., and moves to New York, Philadelphia and Tallahassee this week. Other markets will be added later. Agency is W.B. Doner & Co., Baltimore.

Life Savers tries saccharin gum

By NANCY GIGES

NEW YORK—Life Savers Inc. is aiming to breathe new life into the declining sugarless gum market by introducing what it terms a better-tasting entry called Supradent.

The move comes on the heels of a thrust in the sugarless candy/-mint market, which Life Savers' senior vp-marketing Lawrence K. Hathaway claims has put his company in the No. 1 slot.

The new gum, available in five flavors, gets its better taste from the use of saccharin as a sweetening agent.

Supradent is the first major entry to return to saccharin, which most companies replaced with manitol and/or sorbitol two years ago, when animal studies indicated potential health risks.

Until that time, the sugar-free gum market had been growing about 25% a year. By the end of 1978, when the switch occurred, unit sales were down about 4%, and last year the market eroded another 14%. Major marketers recognize that the declines are due primarily to the inferior taste of the reformulated gums.

■ Mr. Hathaway said that his company believes consumers want the option of a better-tasting sugarless gum and will buy it despite the warning it must bear: "Use of this product may be hazardous to your health. This product contains saccharin, which has been determined to cause cancer in laboratory animals."

Supradent is now being presented to the trade. A campaign to break this summer has not been finalized, according to Mr. Hathaway. He said several copy approaches are still under consideration, and no decisions have been made on whether the advertising will be comparative.

Since Life Savers already markets the leading sugarless gum—Care*Free, with a 44% share—a comparative effort most likely would name archrival Trident, marketed by Warner-Lambert's

(Continued on Page 88)

DDB admits Heinz role

NEW YORK—Doyle Dane Bernbach has admitted that it participated in the H. J. Heinz Co. income juggling scheme by "prebilling and issuing bills that did not accurately or adequately describe services performed." In addition, DDB "at times received payment from the client."

The agency, one of eight agencies and marketing consulting companies that are part of Heinz audit committee investigation into improper income management practices, admitted its involvement in a 10-K report filed with the Securities & Exchange Commission.

The income juggling practices reportedly were arranged to assure Heinz U.S.A. managers that they would get their results-related bonuses even in lean times. When they met their goals in one specific period, the operating managers would pre-pay expenses to get a head start on the next period.

When Heinz learned of the practice, it notified the Internal Revenue Service and the SEC, and it asked its audit committee, made

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NEWSPAPER

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last minute news

Avis expected to award account to BBDO

NEW YORK—Avis Rent A Car reportedly is set to award its $15,000,000 worldwide account to BBDO International. Doyle Dane Bernbach currently handles Avis in the U.S., Canada, United Kingdom, Holland and Belgium. Local shops are employed in other countries.

Maybelline signs Lynda Carter for presenter role

MEMPHIS—Maybelline Cosmetics will launch its Moisture Whip skin care line April 29 at a New York reception that also will introduce Lynda Carter, star of the former "Wonder Woman" tv series, as Maybelline's new spokeswoman. Agency is Marschalk Co.

Watchman resigns as president of Swift & Co.

CHICAGO—Swift & Co. president-chief executive officer William Watchman Jr. is resigning his post at the key Esmark unit July 31, and

(Continued on Page 8)

Competitors hit movie tie

Getty cable plan draws fire

By MAURINE CHRISTOPHER

NEW YORK—Despite cries of "price-fixing," "antitrust" and "illegal-cartel," Getty Oil Co. and four top Hollywood movie houses are moving full speed ahead to launch their new pay cable satellite network (AA, April 21).

Negotiating one major obstacle with ease, Getcom Inc., which plans a Jan. 1 start, has leased a transponder on the much fought-over, crowded, No. 1 cable bird, RCA's Satcom I.

The Justice Department said it will investigate anti-trust charges leveled against Getty and its movie associates by the three largest pay cable networks. Their charges will be included as a part of a probe started in 1978 following complaints of excessive dominance in the catv industry by the top programer, Home Box Office, which claims more than 4,000,000 of pay cable's 6,400,000 subscribers.

Ed Taylor, president of Satellite Syndicated Systems, has sublet nighttime on transponder 21 to the newcomers for $5,000,000 a year. This provides him with capital for two uhf subscription tv start ups.

- Mr. Taylor will keep daytime for his advertisers-supported Satellite Program Network, but some SPN shows, such as the upcoming "Women's Channel" and "Video Concert Hall," may have to be shifted to Comstar D-2.

Current pay cable networks' charges of illegality against their prospective rivals stem mainly

(Continued on Page 88)

ABC, CBS plot fall lineups

By COLBY COATES

NEW YORK—The midnight oil was burning away along network row over the weekend as ABC and CBS entertainment execs strung together next fall's prime time schedules.

NBC executives, however, hied to the West Coast for their planning sessions. The latest word had NBC announcing on May 8.

Honors for being first out of the gate go to ABC, which unveils its schedule this morning at the Waldorf Astoria. Although some agency executives are more interested in seeing the final programing package than knowing just individual program titles, there was a flurry of guessing games late last week. More often than not, the hot program titles noted by one agency were the same ones being talked about elsewhere.

The hottest news about ABC was that "Mork & Mindy" might not return next fall. Reports that star Robin Williams is becoming "too uncontrolable" and is more interested in playing Robin Williams than "Mork" has ABC execs asking whether the ratings will outweigh the grief.

Two movie spin-offs, Paramount's "Foul Play" and Fox' "Breaking Away," were said to be among the strongest contenders for the ABC lineup. With Deborah Raffin and Barry Bostwick starring, the hour "Foul Play" was viewed as either an 8 p.m. or 9 p.m. show, possibly allowing ABC to insert it in a perrenial problem area, 8 p.m. to 9 p.m. Friday or Saturday. "Breaking Away," which some sources had seen as a possible solution to ABC's chronic Sunday 7 p.m. to 8

(Continued on Page 88)

When I play ball I play hard. Fast. Flat out. But I get so sweaty and dirty, even my mother wouldn't recognize me. That's why I give my body to Lifebuoy. Nothing powers away dirt, sweat and odor better. Lifebuoy gets me back to feeling fresh and clean. And sets me up with some solid deodorant protection. So why not give your body to Lifebuoy? You'll get a lot in return.

George Brett

GEORGE BRETT
KANSAS CITY ROYALS

Safe Kansas City Royals star George Brett and other celebrities are featured in new print and tv campaign for Lever Bros.' Lifebuoy soap. SSC&B handles.

Nielsen study plays back videocassette data

By JAMES P. FORKAN

NEW YORK—A.C. Nielsen Co.'s new HomeVideo unit, in issuing its first study on videocassette owners, has come up with findings to please and concern those involved in or competing with the vcr business.

Dwight Cosner, assistant to the Nielsen Station Index exec vp, gave ADVERTISING AGE a preview of the report's data before shipping free copies to several thousand NSI and Nielsen Television Index advertiser, agency and station clients this week.

The executive, after formally unveiling the vcr presentation April 28 before the Radio & Television Research Council here, will note that nonclients can obtain the study for "giveaway" prices ranging from $50 (for those buying its pay cable reports) to $200 for most nonsubscribers and $750 for vcr marketers. Other reports on nonbroadcast media such as discs are likely, but "nothing is on the drawing boards," he said.

- Nielsen undertook the project for its own purposes, as well as to help its clientele cope with new technology. Advertisers want to know what effects vcrs may have on commercial exposures; broadcasters worry about impact on viewing patterns, and Nielsen wants to be sure its own methodology keeps up with changing technology, Mr. Cosner explained.

"There are lots of implications on our future methodology," Mr. Cosner said. Nielsen some day may issue special diaries to vcr homes to learn audience composition for shows played back after taping off the air. "The meters accurately record time and duration of off-air recording and playback," he said. "We know what's recorded, although we don't know what's played back." The meters already can distinguish between vcr's and videogames, so that's one less problem to worry about, he added.

Asking questions of greatest interest to advertisers and their agencies, Nielsen learned that "commercials were deleted [to some degree] by 14% of the vcr households using the pause control." But, Mr. Cosner emphasized, sponsors are not losing exposures entirely, since the commercials "had to be seen to be removed." Another 22% evaded "some or all"

(Continued on Page 88)

highlights

Monday, April 28, 1980

A panel of liquor and wine marketers discussed changes in industry advertising at Impact's annual seminar. *See Page 4.*

JWT names Ronald Sherman to head its new entertainment division. *See Page 6.*

Charles N. Blakemore names two as co-creative directors at Benton & Bowles, New York. *See Page 6.*

Newspaper publishers are getting several aspects of their trade organized nationally, some reported at the American Newspaper Publishers Assn. convention last week. *See Page 10.*

The U.S. Postal Service is delivering a heavy package to bulk mailers in its new plan that would sharply hike postal costs in that area. *See Page 12.*

Time Inc. decides to go ahead with *Discover*. *See Page 20.*

Media Access Project reports that heavy corporate spending washes away consumer group input on election referendum issues and backs up those claims with three case histories. *See Page 38.*

Texas Instruments isn't just talking about giving machines a new voice in the market—they're ready to help equipment marketers add vocal capabilities to their products. *See Page 38.*

Dow Jones & Co. chairman Warren Phillips discussed the company's 1979 performance and plans for 1980 at its annual stockholder's meeting. *See Page 46.*

Revlon becomes the focus of an attack by a group seeking to protect rabbits from Draize testing. *See Page 46.*

Alvin Toffler, international soothsayer and author of "Future Shock" and "The Third Wave," is interviewed on what the future could look like in advertising. *See Page 53.*

Electronics magazine, at age 50, has a record $1,350,000 ad revenue anniversary issue. *See Page 50.*

Hooper White looks at the animation offered by Hal Silvermintz and how it was used to explain a new numbers game in the Pennsylvania Lottery. *See Page 56.*

Alan B. Eirinberg explores the merits of being a follower as opposed to being a leader. *See Page 58.*

Gene Mahany looks at some of the newer entries in the promotional game—the airlines. *See Page 60.*

The Australian Broadcasting Commission—government-operated, highly credible and in need of money—wants the right to accept paid sponsorship of its programs. *See Page 62.*

During World War II, Australian agencies were asked to forsake their commissions on work done for the government. Decades later, that system remains intact; but not for much longer, if Australia's biggest agency gets its way. *See Page 64.*

The growing oriental noodle market has taken on a slightly different flavor—a touch of Americanization has been added. *See Page 70.*

Kellogg Co. is boosting its ad expenditures by 20% to keep its cereal and prepared food marketing apace, and has several new products ready to expand national. *See Page 84.*

Jordache Enterprises is working on lawsuits filed by two of the jeans marketer's former ad agencies. *See Page 84.*

Philip Morris Inc. faces the '80s with a positive outlook. *See Page 90.*

A Northern California bank says people lose by saving with it in a newspaper and tv ad campaign. *See Page 92.*

Section 2

Reaching today's youth can net big bucks and brand loyalty for advertisers, many of whom recognize that acceptance and popularity themes have a strong appeal. This week's Section 2 focuses on youth marketing in many of its most celebrated forms and several lesser known adjuncts, beginning opposite Page 48.

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NEWSPAPER AD EXPENDITURES—FEBRUARY 41

Vol. 51, No. 18—Advertising Age (ISSN-001-8899) is published weekly except semiweekly the third week in March, the first week in September and the third week in December at 740 Rush St., Chicago, Il. 60611. Second class postage paid at Chicago and additional mailing offices.

Taste

That's key to Schlitz drive

By JACQUES NEHER

MILWAUKEE—Despite stockholder complaints about the current advertising for Jos. Schlitz Brewing Co.'s ailing flagship brand, the company will continue to advance the "Go for it!" theme this year, while supplementing it with some "specialized advertising" that reportedly will feature president Frank Sellinger in taste test situations (AA, April 14).

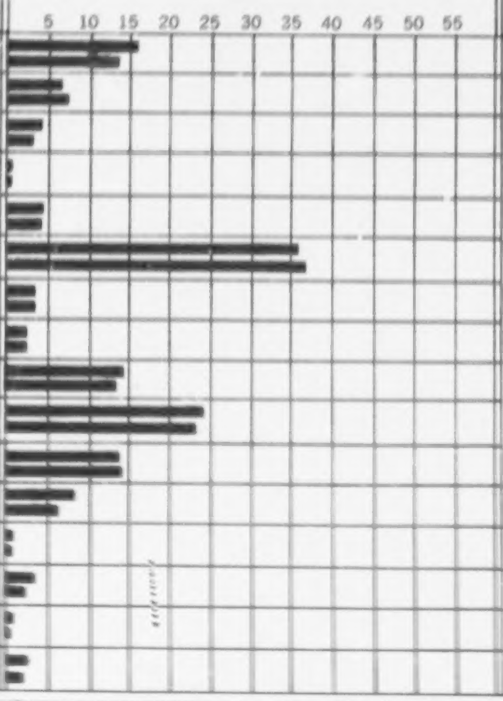
New commercials already have been shot "that speak to the quality and good taste of Schlitz," chairman Daniel McKeithan Jr. told stockholders at the company's annual meeting last week. They will go on the air, he added, "as soon as the research is in." According to sources, the company had prepared some blind taste test commercials last year in which drinkers learned to their amazement that they had picked Schlitz, but the campaign was scrapped after pretesting in focus groups showed the commercials to be beyond belief.

Sources report that the new commercials, to run nationally through May, will feature Mr. Sel-

(Continued on Page 90)

FLASH REPORT: Newspaper advertising investment for February

Source: Media Records Inc.



FEBRUARY—1980 CATEGORIES	YEAR	DOLLARS 1980	DOLLARS 1979	CHANGE ACTUAL $ G OR L	CHANGE % G OR L
Amusements	1980 1979	$15,441,384	13,255,115	+ 2,186,269	+ 16.5
Apparel & accessories	1980 1979	7,417,736	7,607,355	− 189,619	− 2.5
Auto supply, service shops	1980 1979	3,790,366	3,573,009	+ 217,357	+ 6.1
Building contractors	1980 1979	1,056,799	916,678	+ 140,121	+ 15.3
Building matls, hardware	1980 1979	4,795,880	4,264,001	+ 531,879	+ 12.5
Department stores	1980 1979	35,902,365	36,898,779	− 996,414	− 2.7
Drug stores	1980 1979	3,432,782	3,362,987	+ 69,795	+ 2.1
Eating & drinking places	1980 1979	2,867,850	2,244,612	+ 623,238	+ 27.8
Food stores	1980 1979	14,379,463	13,142,470	+ 1,236,993	+ 9.4
Furniture & furnishings	1980 1979	23,979,438	22,929,491	+ 1,049,947	+ 4.6
General mdse stores	1980 1979	13,742,122	14,899,904	− 1,157,782	− 7.8
Real estate	1980 1979	7,724,287	6,221,043	+ 1,503,244	+ 24.2
Shoe stores	1980 1979	670,223	673,233	− 3,010	− 0.4
Sptg & leisure time equipment	1980 1979	3,039,083	2,335,056	+ 704,027	+ 30.2
Public service utilities	1980 1979	1,035,220	643,719	+ 391,501	+ 60.8
Banks & trust companies	1980 1979	2,524,264	1,902,933	+ 621,331	+ 32.7

This Flash Report of newspaper advertiser investment, compiled for ADVERTISING AGE by Media Records, is derived from tabulations that cover 35 dailies and 25 Sunday editions in 15 cities—Atlanta, Baltimore, Boston, Chicago, Cleveland, Dallas, Denver, Detroit, Los Angeles, Miami, New York, Philadelphia, Pittsburgh, San Francisco and Washington. The report indicates marketplace strengths and weaknesses.

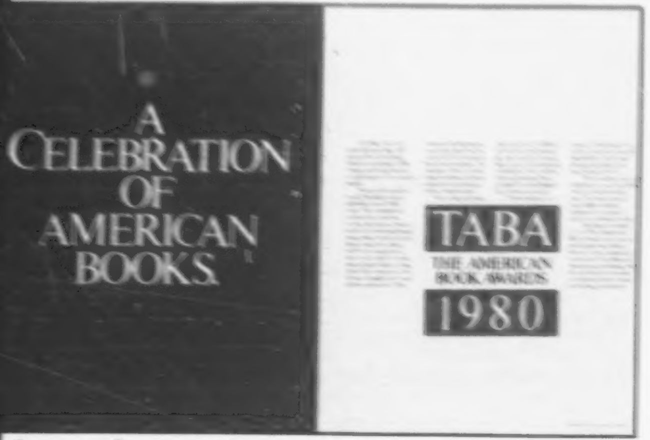
Public service utilities ads jump 60.8% in Feb.

NEW YORK—Public service utilities newspaper advertising showed a 60.8% increase in dollar spending during February, 1980, compared with February, 1979, according to the February Flash Report prepared for ADVERTISING AGE by Media Records, Inc.

Of the 16 categories monitored for AA by Media Records, 12 showed increases and four declined in February ad volume in the 15 cities whose newspapers are measured (see chart).

Department stores, newspapers' leading dollar category, dropped 2.7%. Of the remaining four categories in the top five dollar group (furniture and furnishings, amusements, food stores, and general merchandise stores), general merchandise stores showed a 7.8% dip while the rest gained.

■ Percentage gains of 15% or better were registered by banks and trust companies (32.7%), sporting and leisure time equipment (30.2%), eating and drinking places (27.8%), real estate (24.2%), amusements (16.5%) and building contractors (15.3%). #



Awards controversy

This ad for The American Book Awards (TABA) is running in consumer magazines such as *Time*, *The New Yorker*, *New York*, *Book Digest* and *Playboy*. The first of four consumer and trade press ads, it explains the new book awards program, successor to the National Book Awards. Several of the nominated authors have asked to have their books withdrawn from consideration, charging that TABA is too commercially oriented. Herman & Rosner Enterprises, New York, handles TABA's account.

Hewlett debuts computer

Hewlett-Packard's Corvallis, Ore., division is set to introduce a portable electric typewriter-size personal computer with national ad backing in *Scientific American*, the *Wall Street Journal* and technical publications via Dancer Fitzgerald Sample, San Francisco.

Hanes rolls Winteralls

Hanes Hosiery Underalls division, Winston-Salem, will launch its Winteralls brand nationally this September via agency Case & McGrath. Network tv will support the brand, which previously had been in test.

Govatos/Dunn moves

Govatos/Dunn, a Washington advertising agency, has moved to 441 N. Lee St., Alexandria, Va. The agency also announced creation of Govatos/Dunn Public Relations.

VENTURA ASSOCIATES INC. INDEPENDENT JUDGING ORGANIZATION
SWEEP-STAKES
VENTURA ASSOCIATES, INC.
Sweepstakes & Promotion Design & Administration
200 Madison Avenue
New York, N.Y. 10016
(212) 889-0707

How to reach business all-stars without a major league budget.

You want to reach business executives and entrepreneurs. They're people on management teams with the money and the power to act on your advertising.

We've got your prospects. And your most efficient medium. In our local weekly business journals.

They're cost efficient. You stretch your dollar by talking to your best prospects, because our readers are almost exclusively professional and business leaders.

They lead in income. In investments. In decision-making. In management.

Your advertising in Cordovan Business Journals reaches an executive audience. And we'd be glad to show you statistics to prove it.

Call the advertising department of one of our business journals. We'll help you get a solid base hit.

Cordovan Business Journals

Atlanta Business Chronicle (404) 325-2442, Dallas/Fort Worth Business (214) 692-5846,
Houston Business Journal (713) 688-8811, Los Angeles Business Journal (213) 385-9050,
San Diego Business Journal (714) 283-2271, San Francisco Business Journal (415) 552-7690,
Seattle Business Journal (206) 522-9310

BEST COPY AVAILABLE

U.S. potential in French Africa unlimited

By RAYMOND FRANJOU

PARIS—If you go on a trade mission to French-speaking Africa, you will see American equipment and products there—but you won't see many, and that will surprise you.

A look at the figures shows American exports to French-speaking Africa account for less than 1% of total U.S. exports and that figure is decreasing.

But there is a market for American industries, and some U.S. companies are already well established: Equipment items, particularly equipment for public works (Caterpillar); electrical equipment (Motorola); transportation equipment (Beechcraft); data processing (IBM); electrical materials (Union Carbide); air-conditioning equipment (General Electric); food products (Africa buys U.S. orange juice and peanut butter, as well as cereals); synthetic textiles; paper; and tobacco.

- Consider which products France, itself, imports from the U.S. These items comprise a list of product areas in Africa, in which the French do not compete. There is also the fact of America's new energy sources (water pumps, solar energy), all of which are well adapted to Sahel (tropical) Africa.

Moreover, new French-speaking African countries produce oil. Algeria and Gabon are producers today, and tomorrow there will be Cameroon and Congo Brazzaville (both at more than 5,000,000 tons, and they export 3,000,000), and even the Ivory Coast (already rich thanks to cacao and coffee). Uranium is also produced, in Niger and Gabon. Tomorrow these new resources will be used to buy either equipment or food products.

While the American commercial presence is weak in this area on an over-all basis, it is variable, depending on the African countries in question. It is respectable in Algeria, whose per-capita GNP makes it an intermediate country with more than $1,000 per year per inhabitant, and in Morocco. Due to a political choice at the beginning of the century, Morocco is traditionally open to all exporters (per-capita GNP is more than $500 a year). The U.S. sells equipment to Algeria and Morocco, but could also export food products.

U.S. exports to the other French-speaking countries are very low even though some of these nations are not truly poor, with per-capita GNPs between $500 and $1,000: Senegal, Ivory Coast, Gabon, Cameroon, Congo Brazzaville, Tunisia. They all need equipment and food products. Others are very poor, with per-capita GNP of less than $500: Mali, Chad, Upper Volta, Benin, Guinea, Central African Republic, Togo, Madagascar, Zaire, Ruanda and Burundi. They can buy only small quantities of appropriate equipment, *i.e.*, solar energy equipment, while they lack money for buying food products—with the possible exception of cereals.

But if America sells so little, the reasons are not merely technical and financial ones. As Deputy Assistant Secretary of State for African Affiars Lannon Walker observed in Paris last December after returning from an African tour of French-speaking countries organized by the International Communication Agency (ICA), American businessmen have little experience in the African markets, where they are "subject to misadventures."

It is time for America to discover French-speaking Africa.

A varied composition

What do we mean by "French-speaking Africa," with its population of 135 million inhabitants? First there is French-speaking North Africa, the "Maghreb," *i.e.*, Algeria, Tunisia and Morocco. Although these are Arabic-speaking countries, business is done in French.

Then there is French-speaking Africa south of the Sahara. People who are not French say West Africa and Central Africa; French businessmen say "Africa" for this region. The members are former French colonies. The currency, the CFA franc or, simply, CFA, meant French Colonies of Africa before becoming African Financial Community. Oddly enough, this Africa includes Madagascar in the Indian Ocean!

Finally, there is the new French-speaking Africa, in which not all the countries use French, such as Guinea-Bissau and Cape Verde (Portuguese-speaking), but in which others use it: Zaire, Rwanda, Burundi (all three formerly Belgian), Mauritius (in the Indian Ocean, formerly British), and Dijbouti and Mayotte (formerly French).

As a matter of curiosity, Haiti in the Americas is part of the same agencies as French-speaking Africa; but French Guyana, French Antilles, New Caledonia, Tahiti, etc., are French territories.

The French system

In economic terms, the French are colonizers, They Frenchify and turn countries into "Little Frances." They do not distinguish cultural aspects from economic. They sell machines through schools and in marketing language, they sell a machine that speaks French.

There are 50,000 French teachers, outside of France (five times more than the U.S. has), 90% of whom are based in Africa, and two ministries, each of which has an embassy for one country, an aid and cooperation mission for another, several banks for aid credits and export credits, and specialized government companies for technical assistance by professional sectors.

Instructors, businessmen and government administrators all have a strong attachment to France and long experience of Africa (some of them were born there, as were their parents). From a technical viewpoint, they have good knowledge of the tropical soils, climate, appropriate equipment, and of the psychology of African industrial workers.

Afro-French ties were not broken when countries gained independence. Abidjan (Ivory Coast) had 10,000 Frenchmen before independence; now there are more than 50,000. Oddly enough, the French language and economic system are making progress in the English-speaking countries of Africa, as well. The currency of West Africa and Central Africa, the CFA, a stronger unit than those of its English-speaking neighbors, remains linked to the French franc (1F.CFA = 0.02 FF) at a fixed parity and there is no exchange control between the countries.

U.S. exports to Africa (000,000)

	1978	1977		1978	1977
Egypt	$1,134.1	$ 982.4	Liberia	$107.8	$ 90.9
South Africa	1,079.6	1,054.4	Gabon (F)	96.6	29.6
Nigeria	985.4	958.3	Ivory Coast (F)	92.8	89.2
Libya	425	313.7	Canaries	91	84.6
Morocco (F)	406.4	371.6	Tunisia (F)	83	111.3
Algeria (F)	374	526.5	Zaire (F)	82.6	113.9
Sudan	156.8	87.1	Cameroon (F)	52.1	53.6
Kenya	137.7	76.2	Tanzania	48.3	38.7
Ghana	124.8	145.5	Senegal (F)	48.3	36.3

(F) French-speaking

- Certain manufacturers in the U.S. have talked about a "French private reservation," and its impenetrability. There are two reasons why this is not the case. First is the fact that many of these African governments seek economic independence, and secondly, France is in favor of it. Perhaps France realizes it is not the best competitor in certain technical fields. Indeed, in many of these fields, France imports its own equipment from the United States.

The only real obstacles to American exports to Africa are lack of information and psychological misunderstanding.

In 1979, a U.S. trade mission went to Central Africa and came back without contracts—but then, none of its members spoke French correctly. Participants told me they "had not understood anything about African public administration copied from the French system," and yet they wanted to sell to the state.

- Take, by contrast, a small U.S. firm involved in data processing equipment which asked a French consultant to find a partner for it in West Africa. The consultant found three in a week.

These two examples are a good illustration of the commerical situation of U.S. companies in French-speaking Africa. American businessmen must understand the French-speaking cultural-economic complex. The idea that you can do business in English (the world language for business) is not true in this region and an attempt to sell to government agencies without an understanding of their structure and philosophy is bound to fail. Passing up the help of French companies and consultants is giving up a strategic trump card. #

Raymond Franjou is director for Africa of CEGOS *management consultants, Suresnes (near Paris), which has branches in Algiers, Tunis, Casablanca, Abidjan and Libreville, with branches in Dakar, Yaounde and Douala in formation. Specialized departments for Africa include public management (organization of governments), business organization, training and technical assistance, and market surveys.*

O&M to launch Camels in China

WINSTON-SALEM—Reynolds International recently announced the appointment of Ogilvy & Mather to handle advertising for the launch of Camel Filters in the People's Republic of China. The account will be handled by O&M's Hong Kong office, which already handles Camel Filters in Hong Kong and Macau.

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May 22. . .N.Y. . . .Radio Special
June 5 . .N.Y. . .Newsp. Special

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Miami, Florida 305-821-2067
New York 212-888-5491

YOUR PROMOTION HERE
Optional "Take One" Tray
#1600TN

DOUBLE FACE DISPLAY FRAMES

Now available in Gold or Natural anodized aluminum finish.

Just insert 2 standard size poster cards, 28" high X 22" wide. Ideal for high traffic areas, lobbies, hallways, at elevators, etc. Posters load from top.

To offer additional information on your promotion, specify (2) "Take One" Trays as illustrated.

QUANTITY PRICES

Natural Finish—#1600TN		Gold Finish—#1600TG	
1-4	$50.30	1-4	$59.65
5-19	$45.90	5-19	$55.25
20-49	$42.60	20-49	$51.95

Price includes (2) "Take One" Trays. FOB Memphis, TN

We manufacture various other sizes and types of advertising frames. Tell us what you need.

NATIONAL GUARD PRODUCTS, INC.
P. O. Box 7353-A · Memphis, TN 38107

5/5/80 C 2710-1 U

TWENTIETH CENTURY ADVERTISING AND THE ECONOMY OF ABUNDANCE

A review of 50 years of American advertising: its economic and social importance, and its contribution to the American standard of living

Advertising Age
50 YEARS
1930
1980

AA MAR81
DC20014CONGLIHAGNR 021159200I3
F HAGERMAN SECY TO SR VP
CONGFESSIONAL INFO SERVICE
7101 WISCONSIN AVE
WASHINGTON DC 20014

BEST AVAILABLE COPY

Advertising Age
50 YEARS
1930
1980

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Advertising Age

Federal Expert Tells Food Advertisers to Get Housewife's View

Why We Are Here

Advertising Age

FTC drops nutrition issue in industry's lap

Games airlines play

P&G, B-M roll hair care items

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A noted social scientist and analyst of the American social structure takes an exhaustive look at advertising's role and finds it useful and valuable

What Is Advertising?
S.R. Bernstein 28

A long-time observer and commentator on the advertising scene and a former editor of Advertising Age defines advertising in terms of how it works and what it does, and refutes some misconceptions of its role

How Advertising Helps Promote the 'Good Life'
Louis F. DeMarco 46

The publisher of Advertising Age celebrates advertising's role in promoting material things that add to life's pleasures

Advertising's Movers and Shakers 48

The first of four pages picturing leaders of advertising, marketing and communications through the years. Additional pictures are on Pages 66, 82 and 134.

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Nancy Millman 50

How Procter & Gamble has marketed Ivory Soap through a century and more and kept it as an enduring example of pleasant, effective and truthful advertising

How Advertising Achieved Respectability Among Economists (Well, Almost)
Richard H. Holton Ph.D. 56

A noted economist, consumer counselor and authority on marketing and economic development reviews economists' concepts of advertising and believes they are beginning to give it serious consideration

The Impact of Advertising on the Social Sciences
Florence Skelly 68

The executive vice-president of Yankelovich, Skelly & White, motivational researchers, takes a look at how advertising has been affected by the social sciences, and vice versa

How Market Research Came to Advertising 68

Charles Coolidge Parlin introduced market research into advertising while attempting to sell Campbell Soup Co. a schedule in the *Saturday Evening Post*

Advertising and the Arts
Stephen O. Frankfurt 74

The fine arts—painting, photography, music, film making, etc.—have played major roles in the development of modern advertising, and conversely, the demands of advertising have greatly influenced the arts

Want to Sell Point of View? Use Advertising
Norman Cousins 78

Famed editor, writer and lecturer delves into his personal experience to relate how advertising can sell ideas as well as products

A Portfolio of Advertising Through the Years 85

Sixteen pages of color advertising demonstrating how style and content have changed through the years

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The Advertising Council makes huge contribution to public service; other groups rely more and more on advertising to inform the public and seek support

Parker Pen's Annual Report Tells About Advertising 116

Four full pages, replete with color illustrations, informed Parker Pen stockholders of the importance of advertising in the company's 1978 annual report

Ads Helped GM's Chevy from Sputtering Start to Purring Preeminence 118

The car named after a Swiss-French race driver made good use of advertising in its rise to first place in U.S. automobile sales

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A quick look at the promotional activities of the pioneer soft drink

Armstrong, Jenner Help General Mills Growth 124

How a set of celebrities—some real, some imaginary, have served General Mills well

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Advertising Age

The International Newspaper of Marketing

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GROSS NATIONAL PRODUCT AND ADVERTISING DOLLAR VOLUME

U.S.—PROJECTION (1980 to 2000)

	1980	1985	1990	1995	2000
Gross National Product (Billions)	$2,600.0	$4,000.0	$5,900.0	$8,800.0	$12,200.0
Advertising Volume* (Billions)	$ 56.8	$ 92.5	$ 140.5	$ 211.0	$ 305.0

*Including Miscellaneous

ADVERTISING DOLLAR VOLUME PROJECTIONS (1980 TO 2000)

(Billions)

By Media Category*
—A Supposition

	1980	1985	1990	1995	2000
Newspapers	$15.9	$24.8	$35.5	$50.0	$74.2
Magazines	3.4	5.8	9.2	14.4	21.0
Television	12.4	22.8	38.7	64.3	98.9
Radio	3.8	6.0	8.9	13.0	17.8
Direct Mail	7.6	11.3	15.8	21.6	27.5
Business & Farm Publs.	1.9	2.8	3.9	5.4	7.0
Outdoor & Transit	.6	.8	1.0	1.2	1.3

*Excluding Miscellaneous

Estimated annual U.S. ad expenditures: 1935-1958 (in millions of dollars)

	1935	1940	1941	1942	1943	1944	1945	1946	1947	1948	1949	1950	1951	1952	1953	1954	1955	1956	1957	1958
Newspapers																				
Total	761	815	844	797	899	886	919	1,155	1,471	1,745	1,911	2,070	2,251	2,464	2,632	2,685	3,077	3,233	3,268	3,176
National	148	161	162	141	180	191	203	238	323	379	463	518	529	537	606	607	712	754	768	724
Local	613	654	682	656	719	695	716	917	1,148	1,366	1,448	1,552	1,722	1,927	2,026	2,078	2,365	2,469	2,500	2,452
Magazines																				
Total	130	186	201	187	259	305	344	405	464	477	458	478	535	575	627	629	691	758	777	734
Weeklies	54	103	117	107	154	172	188	202	246	258	245	261	297	325	351	363	397	440	451	425
Women's	51	49	52	52	66	82	97	127	133	133	129	129	143	149	158	152	161	166	165	151
Monthlies	25	34	32	28	39	51	59	76	85	86	84	88	95	101	118	114	133	152	161	158
Farm Publications	10	19	19	18	25	29	32	36	49	56	55	58	64	70	71	71	72	73	71	67
Television																				
Total	—	—	—	—	—	—	—	—	—	—	58	171	332	454	606	809	1,035	1,225	1,286	1,387
Network	—	—	—	—	—	—	—	—	—	—	30	85	181	256	320	422	550	643	690	742
Spot	—	—	—	—	—	—	—	—	—	—	9	31	70	94	145	207	260	329	352	397
Local	—	—	—	—	—	—	—	—	—	—	19	55	81	104	141	180	225	253	244	248
Radio																				
Total	113	215	247	260	314	393	424	455	506	562	571	605	606	624	611	559	545	567	618	620
Network	63	113	125	129	157	192	198	200	201	211	203	196	180	162	141	114	84	60	63	58
Spot	15	42	52	59	71	87	92	98	106	121	123	136	138	141	146	135	134	161	187	190
Local	35	60	70	72	86	114	134	157	199	230	245	273	288	321	324	310	327	346	368	372
Direct Mail	282	334	353	329	322	326	290	334	579	689	756	803	924	1,024	1,099	1,202	1,299	1,419	1,471	1,589
Business Papers	51	76	89	98	142	177	204	211	233	251	248	251	292	365	395	408	446	496	568	525
Outdoor																				
Total	31	45	53	44	42	56	72	86	121	132	131	142	149	162	176	187	192	201	199	192
National	23	34	37	31	29	39	50	60	79	89	88	96	101	109	119	126	130	136	134	130
Local	8	11	16	13	13	17	22	26	42	43	43	46	48	53	57	61	62	65	65	62
Miscellaneous																				
Total	342	420	444	427	487	528	555	658	837	958	1,022	1,122	1,267	1,402	1,523	1,600	1,793	1,948	2,012	2,020
National	168	225	242	228	270	309	327	368	466	522	557	608	696	767	846	899	1,002	1,111	1,169	1,184
Local	174	195	202	199	217	219	228	290	371	436	465	514	571	635	677	701	791	837	843	836
Total																				
National	890	1,190	1,280	1,220	1,455	1,655	1,740	1,950	2,500	2,795	2,990	3,260	3,710	4,100	4,515	4,820	5,380	5,940	6,250	6,340
Local	830	920	970	940	1,035	1,045	1,100	1,390	1,760	2,075	2,220	2,440	2,710	3,040	3,225	3,330	3,770	3,970	4,020	3,970
GRAND TOTAL	1,720	2,110	2,250	2,160	2,490	2,700	2,840	3,340	4,260	4,870	5,210	5,700	6,420	7,140	7,740	8,150	9,150	9,910	10,270	10,310

Prepared for Advertising Age by Robert J. Coen, McCann-Erickson, 1978, 1979

Estimated annual U.S. ad expenditures: 1959-79 (in millions of dollars)

	1959	1960	1961	1962	1963	1964	1965	1966	1967	1968	1969	1970	1971	1972	1973	1974	1975	1976	1977	1978	1979
Newspapers																					
Total	3,526	3,681	3,601	3,659	3,780	4,120	4,426	4,865	4,910	5,232	5,714	5,704	6,198	7,008	7,595	8,001	8,442	9,910	11,132	12,707	$14,585
National	773	778	744	722	702	773	784	887	846	889	943	891	991	1,103	1,111	1,194	1,221	1,502	1,677	1,787	2,085
Local	2,753	2,903	2,857	2,937	3,078	3,347	3,642	3,978	4,064	4,343	4,771	4,813	5,207	5,905	6,484	6,807	7,221	8,408	9,455	10,920	12,500
Magazines																					
Total	832	909	895	942	1,002	1,074	1,161	1,254	1,245	1,283	1,344	1,292	1,370	1,440	1,448	1,504	1,465	1,789	2,162	2,597	$ 2,930
Weeklies	479	525	508	519	540	583	610	658	651	657	662	617	626	610	583	630	612	748	903	1,158	1,315
Women's	168	184	187	200	218	231	269	280	282	284	308	301	340	368	362	372	368	457	565	672	735
Monthlies	185	200	200	223	244	260	282	316	312	342	374	374	404	462	503	502	485	584	694	767	880
Farm Publications	71	66	62	65	66	66	71	70	68	68	64	62	57	59	65	72	74	86	90	104	$ 120
Television																					
Total	1,529	1,627	1,691	1,897	2,032	2,289	2,515	2,823	2,909	3,231	3,585	3,596	3,534	4,091	4,460	4,854	5,263	6,721	7,612	8,979	$10,195
Network	776	820	887	976	1,025	1,132	1,237	1,393	1,455	1,523	1,678	1,658	1,593	1,804	1,968	2,145	2,306	2,857	3,460	3,975	4,540
Spot	486	527	548	629	698	806	892	988	988	1,131	1,253	1,234	1,145	1,318	1,377	1,497	1,623	2,154	2,204	2,581	2,890
Local	267	280	256	292	309	351	386	442	466	577	654	704	796	969	1,115	1,212	1,334	1,710	1,948	2,423	2,765
Radio																					
Total	656	693	683	736	789	846	917	1,010	1,048	1,190	1,264	1,308	1,445	1,612	1,723	1,837	1,980	2,330	2,634	2,942	$ 3,265
Network	44	43	43	46	56	59	60	63	64	63	59	56	63	74	68	69	83	105	137	147	170
Spot	206	222	220	233	243	256	275	308	314	360	368	371	395	402	400	405	436	518	546	610	670
Local	406	428	420	457	490	531	582	639	670	767	837	881	987	1,136	1,255	1,363	1,461	1,707	1,951	2,185	2,425
Direct Mail	1,633	1,830	1,850	1,933	2,078	2,184	2,324	2,461	2,488	2,612	2,670	2,766	3,067	3,420	3,698	4,054	4,124	4,786	5,164	5,987	$ 6,650
Business Papers	569	609	578	597	615	623	671	712	707	714	752	740	720	781	865	900	919	1,035	1,221	1,400	$ 1,595
Outdoor																					
Total	193	203	180	171	171	175	180	178	191	208	213	234	261	292	308	309	335	383	418	466	$ 535
National	130	137	122	115	115	117	120	118	126	137	138	154	172	192	200	203	220	252	290	307	350
Local	63	66	58	56	56	58	60	60	65	71	75	80	89	100	108	106	115	131	128	159	185
Miscellaneous																					
Total	2,206	2,342	2,320	2,430	2,567	2,773	2,985	3,257	3,304	3,552	3,814	3,848	4,086	4,597	4,958	5,277	5,571	6,653	7,487	8,658	$ 9,815
National	1,280	1,364	1,366	1,437	1,520	1,630	1,745	1,896	1,909	2,020	2,131	2,126	2,202	2,437	2,575	2,755	2,882	3,474	3,899	4,485	5,060
Local	926	978	954	993	1,047	1,143	1,240	1,361	1,395	1,532	1,683	1,722	1,886	2,160	2,383	2,522	2,689	3,179	3,586	4,173	4,755
Total																					
National	6,855	7,305	7,315	7,695	8,120	8,720	9,340	10,150	10,210	10,800	11,400	11,350	11,775	13,030	13,775	14,810	15,340	18,555	20,850	23,980	$27,060
Local	4,415	4,655	4,545	4,735	4,980	5,430	5,910	6,480	6,660	7,290	8,020	8,200	8,965	10,270	11,345	12,010	12,820	15,135	17,070	19,860	22,630
GRAND TOTAL	11,270	11,960	11,860	12,430	13,100	14,150	15,250	16,630	16,870	18,090	19,420	19,550	20,740	23,300	25,120	26,820	28,160	33,690	37,920	43,840	$49,690

83 agencies with gross income over $5,000,000

Figures shown in this table (000,000 omitted from dollar totals) represent the best information available to Advertising Age and are constructed either from answers to questionnaires (sometimes revised on the basis of other information) or on the best data available. In some cases, income and billings figures are also included in the parent company totals. All material on this page and throughout the issue copyright, 1980, by Crain Communications Inc. Quotation or reproduction in whole or in part without written permission is expressly prohibited.

1979 World Income Rank	1979 U.S. Income Rank	Agency	World Gross Income		U.S. Gross Income		World Billing		U.S. Billing		Data for U.S. only Capitalized Fees		Total Employes	
			1979	1978	1979	1978	1979	1978	1979	1978	1979	1978	1979	1978
1	2	J. Walter Thompson Co.	253.9	221.5	118.2	107.2	1,693.0	1,476.0	788.0	710.0	101.5	82.2	6,200	5,835
2	10	McCann-Erickson	250.4	211.0	69.4	59.6	1,670.3	1,407.1	463.2	397.1	66.2	50.1	1,241	1,159
3	1	Young & Rubicam	247.6	203.8	149.7	118.1	1,921.1	1,359.5	1,157.5	787.7	151.5	100.0	3,650	2,550
4	3	Ogilvy & Mather International	206.2	168.4	106.8	89.8	1,392.6	1,131.9	712.1	598.9	—	—	1,565	1,796
5	4	Ted Bates & Co.	181.0	133.1	98.4	54.9	1,203.0	904.0	652.7	424.8	65.0	29.5	1,831	1,007
6	23	SSC&B Inc.	153.2	133.1	33.3	31.1	1,021.6	887.6	222.4	175.9	2.4	7.0	545	445
7	7	BBDO International	144.8	120.4	91.3	80.1	985.5	817.3	625.6	541.5	38.0	43.0	1,653	1,542
8	6	Leo Burnett Co.	141.1	128.3	94.5	89.0	950.7	866.1	639.8	604.0	14.1	16.2	1,462	1,530
9	5	Foote, Cone & Belding	137.6	111.0	95.9	75.7	918.1	740.5	639.9	504.8	89.9	84.0	2,210	2,024
10	14	D'Arcy-MacManus & Masius	128.0	104.7	57.4	50.0	853.6	698.8	382.5	333.7	5.5	3.7	1,505	1,197
11	8	Grey Advertising	106.3	90.3	74.7	65.2	710.0	602.0	498.3	434.7	—	—	1,482	1,440
12	9	Doyle Dane Bernbach	104.0	90.0	72.1	64.5	701.0	600.0	492.0	430.0	40.7	37.4	1,300	1,905
13	11	Benton & Bowles	95.4	77.0	63.8	50.2	638.0	551.8	432.4	369.8	73.3	58.7	1,352	1,228
14	20	Campbell-Ewald	84.2	71.9	39.6	35.0	561.9	480.0	263.8	233.8	47.8	50.8	769	816
15	19	Compton Advertising	77.7	66.1	40.9	36.0	524.6	457.9	281.5	246.2	9.4	6.0	868	799
16	12	Dancer Fitzgerald Sample	68.4	56.5	59.7	51.5	469.9	459.0	420.0	362.0	133.0	123.0	1,084	973
17	13	N W Ayer ABH International	63.9	46.5	58.0	46.5	428.4	325.1	388.5	310.5	36.3	44.1	1,358	998
18	15	Wells, Rich, Greene	56.6	45.4	55.3	44.1	377.6	302.5	368.7	293.8	59.9	54.7	961	761
19	21	Marsteller Inc.	54.3	45.9	37.8	32.9	362.5	306.2	251.9	219.4	61.2	49.1	954	824
20	18	Needham Harper & Steers	50.4	47.0	41.0	38.1	336.2	315.0	273.6	254.1	40.2	24.1	844	916
21	22	Kenyon & Eckhardt	49.2	41.7	33.5	26.7	328.3	278.3	223.3	178.3	15.4	7.8	696	511
22	42	Norman, Craig & Kummel	48.0	46.2	11.3	13.6	323.1	321.3	75.2	90.4	18.4	24.2	176	243
23	16	William Esty Co.	45.6	41.2	45.6	41.2	304.0	275.0	304.0	275.0	—	—	597	584
24	17	Bozell & Jacobs International	45.2	34.5	44.7	34.1	301.3	230.3	298.1	227.2	56.2	49.0	1,225	1,033
25	24	KM&G International	37.7	31.0	30.2	24.5	245.1	195.3	201.6	163.2	37.7	28.6	804	776
26	25	Cunningham & Walsh	29.3	28.9	29.3	28.9	225.2	222.6	225.2	222.6	10.8	11.6	602	652
27	26	Ross Roy Inc.	26.9	25.0	26.9	25.0	179.0	167.0	179.0	167.0	75.0	66.0	454	497
28	27	Campbell-Mithun	23.8	21.2	23.8	21.2	158.4	141.0	158.4	141.0	19.4	17.0	589	522
29	38	Wunderman, Ricotta & Kline	22.7	17.4	13.7	10.8	151.2	115.7	91.3	69.9	—	—	247	209
30	29	Nationwide Advertising Service	18.2	11.8	16.7	10.9	69.8	52.0	63.4	48.1	—	—	195	189
31	35	Scali, McCabe, Sloves	18.0	12.1	14.9	11.4	114.4	80.4	99.0	76.2	—	10.1	264	215
32	28	McCaffrey & McCall	16.8	12.8	16.8	12.8	115.1	102.2	115.1	102.2	—	—	290	238
33	30	Marschalk Co.	16.6	14.4	16.6	14.4	111.0	95.9	111.0	95.9	24.0	23.9	276	268
34	31	Keller-Crescent	16.2	13.9	16.2	13.9	85.3	80.3	85.3	80.3	41.7	39.5	590	605
35	32	Della Femina, Travisano & Partners	15.6	12.4	15.6	12.4	111.0	88.1	111.0	88.1	11.1	7.2	235	192
36	33	Tracy-Locke	15.5	12.7	15.5	12.7	110.4	90.6	110.4	90.6	25.9	23.2	349	308
37	34	Creamer Inc.	15.3	13.1	15.3	13.1	102.0	87.3	102.0	87.3	9.0	4.0	370	323
38	36	Leber Katz Partners	14.8	13.7	14.8	13.1	105.0	97.8	105.0	93.5	15.7	13.5	190	177
39	37	Doremus & Co.	13.9	11.9	13.9	11.9	90.9	77.6	90.9	77.6	41.0	32.8	370	356
40	40	Warwick, Welsh & Miller	13.7	12.2	12.8	11.3	91.0	81.0	85.0	75.0	21.6	22.8	310	310
41	39	Tatham-Laird & Kudner	13.3	13.3	13.3	13.3	89.2	89.0	89.2	89.0	23.0	21.5	340	290
42	41	W. B. Doner & Co.	12.3	10.8	12.3	10.8	82.0	72.0	82.0	72.0	16.0	12.2	311	266
43	46	Sudler & Hennessey	10.9	8.8	8.5	7.5	56.0	50.3	—	—	—	—	163	NA
44	43	Daniel & Charles Associates	10.8	10.4	10.8	10.4	72.0	69.0	72.0	69.0	5.0	5.0	172	169
45	44	C. T. Clyne Co.	10.4	9.1	10.4	9.1	68.8	60.3	68.8	60.3	2.4	2.1	128	131
46	74	Dailey & Associates	10.4	9.3	5.8	4.6	77.0	68.0	46.0	36.7	10.1	8.1	250	240
47	45	Bloom Advertising	9.0	7.8	9.0	7.8	60.0	51.9	60.0	51.9	—	—	274	239
48	47	Eisaman, Johns & Laws	8.3	7.3	8.3	7.3	55.6	48.5	55.6	48.5	1.9	2.3	136	126
49	48	Rosenfeld, Sirowitz & Lawson	8.1	6.9	8.1	6.9	62.3	52.2	62.3	52.2	10.2	4.9	151	135
50	49	Cole & Weber	8.0	7.4	8.0	7.4	58.5	50.6	58.5	50.6	15.3	13.5	178	171
51	50	Diener/Hauser/Bates	8.0	5.1	8.0	5.1	63.8	33.0	63.8	33.0	—	—	150	122
52	57	Nadler & Larimer	7.9	7.2	6.9	6.3	52.5	48.0	46.0	42.0	—	—	150	150
53	51	DKG Advertising	7.8	7.6	7.8	7.6	55.0	53.0	55.0	53.0	9.5	8.5	170	176
54	52	Rumrill-Hoyt	7.8	6.9	7.8	6.9	51.3	46.1	51.3	46.1	13.2	12.1	179	179
55	53	David W. Evans Inc.	7.6	7.0	7.6	7.0	50.7	46.7	50.7	46.7	17.4	16.5	210	181
56	54	Lewis & Gilman	7.6	6.4	7.6	6.4	50.9	42.5	50.9	42.5	16.3	13.0	208	203

Continued on next page

1979 World Income Rank	1979 U.S. Income Rank	Agency	World Gross Income 1979	World Gross Income 1978	U.S. Gross Income 1979	U.S. Gross Income 1978	World Billing 1979	World Billing 1978	U.S. Billing 1979	U.S. Billing 1978	Data for U.S. only: Capitalized Fees 1979	Data for U.S. only: Capitalized Fees 1978	Data for U.S. only: Total Employes 1979	Data for U.S. only: Total Employes 1978
57	55	Waring & LaRosa	7.6	6.4	7.3	6.2	50.5	42.5	48.5	40.9	6.0	5.0	120	105
58	58	A. Eicoff & Co.	7.4	6.6	6.7	6.0	49.4	44.3	44.9	40.3	1.5	1.4	137	121
59	56	Lee King & Partners	6.9	6.5	6.9	6.5	46.3	43.0	46.3	43.0	7.4	6.2	175	176
60	59	McDonald & Little	6.6	6.6	6.6	6.5	44.1	43.8	44.1	43.6	15.4	17.1	147	148
61	60	de Garmo Inc.	6.5	5.8	6.5	5.5	58.7	53.0	58.7	51.0	14.8	11.6	—	—
62	61	F. William Free & Co.	6.5	6.2	6.5	6.2	53.4	50.3	53.4	50.3	4.7	4.5	85	83
63	62	Case & McGrath	6.4	6.1	6.4	6.1	42.4	40.4	42.4	40.4	2.0	2.0	96	105
64	63	Henderson Advertising	6.4	4.8	6.4	4.8	42.4	32.3	42.4	32.4	5.8	2.4	128	101
65	73	Meldrum & Fewsmith	6.4	5.2	5.9	4.8	45.0	36.5	40.0	30.0	—	—	175	176
66	75	AC&R Advertising	6.3	5.8	5.7	5.5	43.0	37.9	37.6	35.8	1.1	1.4	156	124
67	64	Griswold-Eshleman Co.	6.3	6.4	6.3	6.2	41.5	44.0	41.5	43.1	4.1	6.6	144	182
68	65	William Douglas McAdams	6.3	6.0	6.3	6.0	42.5	41.0	42.5	41.0	3.8	5.0	123	166
69	66	Advertising to Women	6.1	5.2	6.1	5.2	41.0	32.0	41.0	32.0	—	—	77	67
70	67	Hicks & Greist	6.1	5.4	6.1	5.4	41.5	37.0	41.5	37.0	2.0	2.0	112	116
71	70	Al Paul Lefton	6.1	5.2	6.0	5.1	41.8	35.0	39.8	34.0	—	—	185	175
72	68	Manoff Geers Gross	6.1	5.5	6.1	5.5	42.8	38.2	42.8	38.2	4.8	3.1	100	95
73	69	Abeison-Frankel	6.0	4.8	6.0	4.8	38.5	30.4	38.5	30.4	32.8	25.0	120	109
74	71	Arthur Meyerhoff Associates	6.0	5.3	6.0	5.0	50.7	44.1	50.7	41.9	0.2	0.4	137	142
75	72	Humphrey Browning MacDougall	5.9	5.8	5.9	5.8	41.3	39.5	41.3	39.5	2.5	2.4	131	123
76	76	Avrett, Free & Fischer	5.5	3.6	5.5	3.6	43.4	28.8	43.4	28.8	5.0	4.8	67	49
77	77	Fahlgren & Ferriss	5.5	4.5	5.5	4.5	36.6	30.1	36.6	30.1	11.6	8.9	132	122
78	78	Wyse Advertising	5.5	5.0	5.5	5.0	36.2	31.2	36.2	31.2	7.2	11.1	120	120
79	80	Hoffman-York	5.3	4.5	5.3	4.5	35.4	30.3	35.4	30.3	—	—	102	94
80	79	Hill, Holliday, Connors, Cosmopulos	5.3	4.0	5.3	4.0	33.7	23.8	33.7	23.8	13.8	12.1	110	85
81	81	Ally & Gargano	5.2	6.7	5.2	6.6	38.8	45.2	38.8	45.2	2.2	0.2	91	92
82	82	MCA Advertising	5.2	3.2	5.2	3.2	41.2	25.8	41.2	25.8	—	—	47	—
83	83	Sieber & McIntyre	5.0	4.6	4.8	4.2	41.8	40.1	41.1	39.4	29.4	27.6	98	94

Billings of the 25 largest agencies in 1970

Figures shown in this table (000,000 omitted from dollars totals) represent the best information available to Advertising Age and are constructed either from answers to questionnaires (sometimes revised on the basis of other information) or on the best data available.

1970 Billing Rank World	1970 Billing Rank U.S.		World Billing 1970	World Billing 1969	Data for U.S. Only: U.S. Billing 1970	U.S. Billing 1969	Space/Time 1970	Space/Time 1969	Capitalized Fees 1970	Capitalized Fees 1969	Gross Income 1970	Gross Income 1969	Total Employes 1970	Total Employes 1969
1	1	J. Walter Thompson Co.	$764.0	$740.0	$436.0	$445.0	$391.0	$407.0	$45.0	$38.0	$ —	$ —	2,830	2.902
2	7	McCann-Erickson*	546.9	511.1	246.5	353.3	190.0	195.0	26.0	28.0	—	—	1.110	1,534
3	2	Young & Rubicam	520.2	522.9	356.4	371.2	117.3	113.8	29.6	21.1	52.0	53.8	2.165	2,315
4	5	Ted Bates & Co.	414.2	375.1	254.0	229.9	218.6	203.0	7.5	5.1	38.6	35.4	1.779	1.497
5	4	Leo Burnett Co.	389.0	359.9	283.0	289.9	236.6	246.7	11.1	7.3	—	53.0	1,510	1.557
6	3	Batten, Barton, Durstine & Osborn	350.4	356.2	324.4	336.4	253.1	262.6	29.4	29.0	47.6	49.6	1.663	1,837
7	6	Doyle Dane Bernbach	291.4	269.9	249.7	234.7	209.5	198.9	11.6	9.6	37.2	34.6	1,350	1,433
8	8	Grey Advertising	251.4	228.1	201.0	183.8	194.0	177.8	7.0	6.0	14.4	13.9	1.177	1,324
9	12	Ogilvy & Mather	250.2	225.6	159.0	152.3	138.5	131.3	—	—	—	—	850	903
10	9	Foote, Cone & Belding Communications	240.6	260.6	179.0	197.9	158.8	181.0	10.3	6.8	36.1	39.1	1.008	1.106
11	17	SSC&B Inc.	218.5	115.9	122.4	115.9	111.6	104.0	1.1	2.6	—	—	519	583
12	15	Benton & Bowles	186.9	175.9	139.3	136.4	134.9	132.0	4.3	4.4	20.6	20.2	802	826
13	18	Compton Advertising	186.0	180.0	120.0	120.0	90.0	97.4	12.2	7.8	18.0	17.9	617	796
14	10	William Esty Co.	170.0	169.0	170.0	169.0	157.0	156.0	—	—	—	—	750	781
15	11	Dancer-Fitzgerald-Sample	168.0	163.0	163.1	158.9	144.7	144.1	4.8	1.8	—	—	724	803
16	13	Lennen & Newell	160.0	126.3	140.0	116.0	119.3	102.0	7.4	5.0	—	—	790	764
17	28	Norman, Craig & Kummel	153.5	140.0	67.5	69.0	58.5	60.5	9.0	8.5	—	—	410	430
18	13	N. W. Ayer & Son	143.6	148.6	140.0	144.2	108.1	110.9	16.8	19.1	—	—	968	1.082
19	16	Needham, Harper & Steers	141.1	115.0	130.8	104.5	103.6	81.1	11.9	13.3	18.4	15.0	636	607
20	19	MacManus, John & Adams	120.0	125.8	108.0	115.8	76.0	82.5	14.0	12.2	16.2	16.6	636	720
21	22	Kenyon & Eckhardt Advertising	113.7	106.5	95.2	95.0	68.6	70.3	11.0	10.0	—	—	600	600
22	21	Ketchum, MacLeod & Grove	105.7	95.2	96.7	92.1	72.0	65.0	14.7	16.1	—	—	655	665
23	20	Campbell-Ewald Co.	100.8	123.8	98.5	120.7	77.8	97.3	3.7	2.8	—	—	580	750
24	23	Wells, Rich, Greene	96.9	80.2	91.2	75.8	75.3	62.5	3.4	3.1	13.7	11.4	296	338
25	27	Marsteller Inc.	83.5	74.1	69.3	63.0	29.5	27.5	23.0	19.5	10.4	9.5	445	486

Top 20 Advertisers Through the Years

(Advertising expenditures and sales rounded to the nearest million)

	1978				1970				1960				1955			
	RANK	ADV. EXP.	SALES	ADV.AS % OF SALES	RANK	ADV. EXP.	SALES	ADV.AS % OF SALES	RANK	ADV. EXP.	SALES	ADV.AS % OF SALES	RANK	ADV. EXP.	SALES	ADV.AS % OF SALES
PROCTER & GAMBLE	1	$554	$9,329	5.9	1	$265	$3,178	8.3	2	$127	$1,542	8.2	2	$85	$ 966	8.8
SEARS ROEBUCK	2	418	17,946	2.3	3	130	9,262	1.4	11	43	4,134	1.0				
GENERAL FOODS	3	340	5,473	6.2	2	170	2,000	8.5	3	110	1,160	9.5	3	75	825	9.1
GENERAL MOTORS	4	266	63,221	0.4	4	130	18,752	0.7	1	169	12,736	1.3	1	170	12,400	1.4
K MART	5	250	11,696	2.1												
PHILIP MORRIS	6	237	6,632	3.6	17	66	1,510	4.4								
WARNER LAMBERT	7	211	2,878	7.3	5	126	1,257	10.0								
FORD MOTOR	8	210	42,784	0.5	9	90	15,000	0.6	4	91	5,238	1.7	4	73	5,594	1.3
BRISTOL-MYERS	9	193	2,450	7.9	7	117	981	11.9	13	40	147	27.2				
CHRYSLER	10	189	13,600	1.4					9	57	3,007	1.9	5	69	3,466	2.0
AM. HOME PRODS	11	183	3,277	5.6	8	100	1,050	9.5	7	65	447	14.5				
R. J. REYNOLDS	12	183	6,622	2.8	11	85	2,485	3.4	10	50	1,418	3.5	14	27	866	3.1
AM. TELE & TELE	13	173	40,933	0.4	10	87	17,000	0.5	20	35	7,920	0.4				
GENERAL MILLS	14	170	3,745	4.5					18	36	576	6.3	11	29	516	5.6
MOBIL CORP.	15	163	37,331	0.4												
PEPSICO	16	156	4,300	3.6												
BEATRICE FOODS	17	150	7,468	2.0												
LEVER BROS.	18	145	1,812	8.0	18	65	525	12.4	5	81	389	20.8	8	55	250	22.0
NORTON SIMON INC	19	145	2,429	6.0												
ESMARK INC.	20	141	5,864	2.4												
COCA-COLA					12	77	1,606	4.8					15	26	253	10.3
STERLING DRUG					13	77	405	19.0								
RCA					14	76	3,326	2.3					19	24	1,055	2.2
GENERAL ELECTRIC					15	71	8,727	0.8	6	73	4,198	1.7	7	61	3,095	2.0
SEAGRAMS					16	67	n.a.	n.a.	19	35	768	4.6	10	30	736	4.1
KRAFT *					19	65	2,751	2.4	12	43	1,547	2.8	9	35	1,260	2.8
AMERICAN BRANDS **					20	65	2,674	2.4	16	36	1,215	3.0	13	27	1,091	2.5
DU PONT									14	40	2,143	1.9	20	23	1,298	1.8
WESTINGHOUSE									15	38	1,956	1.9	18	25	1,020	2.5
EASTMAN KODAK									17	36	945	3.8				
COLGATE					6	121	540	22.4	8	59	275	21.5	6	62	281	22.1
GILLETTE													12	28	177	15.8
SCHENLEY													16	25	404	6.1
PHILCO													17	25	373	8.7

Source: Advertising Age annual 100 Leading National Advertisers issue. 1978 figures appeared in AA, September 8, 1979; 1955 figures appeared in AA December 24, 1956 (the first year that the 100 Leading Advertisers issue was published).

*Kraft Inc. was formerly National Dairy Products

**American Brands was formerly American Tobacco Co.

World's top 50 ad agencies in 1979

Figures shown here in millions are based on total equity interest in foreign shops. AA must stress that this table represents only estimates due to reporting procedures of a few agencies that varied slightly from those requested.

Rank	Agency	Gross Income	Billings
1	Dentsu	$352.8	$2,437
2	J. Walter Thompson	253.9	1,693
3	McCann-Erickson	252.3	1,687
4	Young & Rubicam	247.6	1,921
5	Ogilvy & Mather	206.2	1,393
6	Ted Bates	181.0	1,177
7	SSC&B	153.2	1,021.6
8	BBDO	144.8	985.5
9	Leo Burnett	141.1	950.7
10	Foote, Cone & Belding	137.6	918.1
11	*D'Arcy-MacManus & Masius	128.0	853.6
12	Hakuhodo	127.4	896.3
13	Grey Advertising	106.3	710.0
14	Doyle Dane Bernbach	104.0	701.0
15	†Benton & Bowles	95.4	640.4
16	Campbell-Ewald	84.2	561.9
17	Compton	77.7	524.6
18	Eurocom	77.2	519.7
19	Dancer Fitzgerald Sample	$68.4	$469.9
20	Naito Issui Sha	65.0	370.3
21	N W Ayer	63.9	428.4
22	Daiko Advertising	62.5	491.8
23	Wells, Rich, Greene	56.6	377.6
24	Marsteller	54.3	362.5
25	Needham, Harper & Steers	50.4	336.2
26	Kenyon & Eckhardt	49.2	328.3
27	Norman, Craig & Kummel	48.0	323.1
28	William Esty Co.	45.6	304.0
29	Bozell & Jacobs Intl.	45.2	304.0
30	Intermarco-Farner	43.5	291.6
31	Dai-Ichi Kikaku	38.4	272.6
32	KM&G Intl.	37.7	245.1
33	Tokyu	34.4	239.9
34	Yomiko	30.7	172.9
35	Cunningham & Walsh	$29.3	$225.2
36	Publicis Conseil	29.2	201.2
37	Ross Roy	26.9	179.0
38	Asahi Kokoku Sha	26.0	165.4
39	Campbell-Mithun	23.8	158.4
40	MPM/Casabranca	23.1	86.7
41	Wunderman, Ricotta & Kline	22.7	151.2
42	TBWA	22.6	150.8
43	Dai-Ichi	22.2	158.1
44	Alcantara Machado Periscinoto	20.8	83.1
45	Asahi Tsushin	20.8	143.9
46	††Groupe Roux Seguela Cayzac & Goudard	18.9	97.3
47	William Wilkens & Co	18.6	93.7
48	Nationwide Ad Service	18.2	69.8
49	Orikomi	18.1	134.6
50	GGK	17.8	118.4

*D'Arcy-MacManus & Masius figures exclude de Garmo, which was merged into the D'Arcy New York office in January

†Figures include 20% ownership in Gestion et Recherche Publicitaire, a French agency group comprising B&B Publicite, Feldman, Calleux and Concurrence

††Groupe RSCG includes the main Paris agency, RSCG, plus Chevassus & Vadon, Dire Immediat and four smaller units

Top Ten Agencies in World Billings

(U.S. Agencies: Billings in millions)

Rank	Agency	1979	1978
1	Young & Rubicam	$1,921.1	$1,359.5
2	J. Walter Thompson Co.	1,693.0	1,476.0
3	McCann-Erickson	1,670.3	1,407.1
4	Ogilvy & Mather Int'l.	1,392.6	1,131.9
5	Ted Bates & Co.	1,203.0	904.0
6	SSC&B	1,021.6	887.6
7	BBDO Int'l.	965.5	617.3
8	Leo Burnett Co.	950.7	866.1
9	Foote, Cone & Belding	918.1	740.5
10	D'Arcy-MacManus & Masius	853.6	698.8

Top Ten Agencies in World Income

(U.S. Agencies: Gross income in millions)

Rank	Agency	1979	1978
1	J. Walter Thompson Co.	$253.9	$221.5
2	McCann-Erickson	250.4	211.0
3	Young & Rubicam	247.6	203.8
4	Ogilvy & Mather Int'l.	206.2	168.4
5	Ted Bates & Co	181.0	133.1
6	SSC&B	153.2	133.1
7	BBDO Int'l.	144.8	120.4
8	Leo Burnett Co.	141.1	128.3
9	Foote, Cone & Belding	137.6	110.0
10	D'Arcy-MacManus & Masius	128.0	104.7

Top Ten Agencies in U.S. Income

(U.S. Agencies: Gross income in millions)

Rank	Agency	1979	1978
1	Young & Rubicam	$149.7	$118.1
2	J. Walter Thompson Co.	118.2	107.2
3	Ogilvy & Mather Int'l	106.8	89.8
4	Ted Bates & Co.	98.4	54.9
5	Foote, Cone & Belding	95.9	75.7
6	Leo Burnett Co.	94.5	89.0
7	BBDO Int'l.	91.3	80.1
8	Grey Advertising	74.7	65.2
9	Doyle Dane Bernbach	72.1	64.5
10	McCann-Erickson	69.4	59.6

Top Ten Agencies in Income Outside U.S.

(U.S. Agencies: Gross income in millions)

Rank	Agency	1979	1978
1	McCann-Erickson	$181.0	$151.1
2	J. Walter Thompson Co.	135.7	114.9
3	SSC&B	119.9	100.9
4	Ogilvy & Mather Int'l.	99.4	82.5
5	Young & Rubicam	97.9	85.8
6	Ted Bates & Co.	82.6	76.0
7	D'Arcy-MacManus & Masius	70.6	54.7
8	BBDO Int'l.	53.5	52.3
9	Leo Burnett Co.	46.6	39.2
10	Campbell-Ewald	44.6	36.9

ADVERTISING AGENCY VITAL STATISTICS

(for agencies with payrolls)

Year	Number	Receipts 1/ $000	Employment	Payroll (Year) $000
1939	1,628	$ 97,000	16,936	$ 54,000
1948	3,279	395,000	38,739	194,000
1954	3,267	519,200	45,607	307,800
1958	4,240	772,648 2/	61,327	462,345
1963	4,459	1,024,500 2/	65,555	583,661
1967	5,747	1,365,300 2/	75,412	782,918
1972	7,188	1,831,536	74,566	961,562
1977	8,089	3,168,560	82,515	1,467,071

Source: Census of Business

1/ Receipts include commissions on media, materials and services; public relations and service fees and other receipts.

2/ Projected by Advertising Age from published census data for agencies doing 98% of the media billings in 1956 and 1963, and 84% in 1967.

TOP TEN AGENCIES OUTSIDE THE U.S.

	1979	1978
Dentsu	$2,437 billion	$2,210 billion
Hakuhodo	896,300,000	740,300,000
Eurocom (France)	519,700,000	278,500,000
Naito Issue Sha	370,300,000	---
Daiko Advertising	491,800,000	464,200,000
Dai-Ichi Kikaku	272,600,000	201,200,000
Tokyu	239,900,000	207,300,000
Publicis-Conseil (France)	201,200,000	180,800,000
Yomiko	172,900,000	157,200,000
Asahi Kokoku Sha	165,400,000	159,400,000

All agencies are Japanese unless otherwise indicated.

TEN-YEAR RECORD OF A.A.A.A. MEMBER AGENCIES' COSTS AND PROFITS

(Percent of gross income unless otherwise stated)*

	1969	1970	1971	1972	1973	1974	1975	1976	1977	1978
Number of agencies represented	209	220	215	240	248	230	233	231	240	242
Rent, light and depreciation	6.88%	7.30%	7.81%	7.74%	7.29%	7.37%	7.81%	7.36%	7.13%	7.22%
Taxes (other than U.S. income)	2.77	2.93	2.98	3.27	3.67	3.81	3.84	3.94	4.05	4.11
Other operating expenses	15.08	15.40	15.86	15.95	15.83	16.20	16.52	16.47	16.61	16.89
Total payroll	65.79	66.67	65.26	64.53	64.37	64.11	63.23	61.86	61.41	61.02
Payments into retirement plans	2.21	1.67	1.87	1.96	1.85	2.03	2.00	2.31	2.80	2.32
Insurance for employee benefit	0.94	0.99	1.14	1.19	1.22	1.23	1.44	1.56	1.50	1.71
Total expenses	93.68	94.96	94.92	94.64	94.23	94.75	94.84	93.52	93.59	93.27
Profit before U.S. income tax for all agencies	6.32	5.04	5.08	5.36	5.77	5.25	5.16	6.48	6.41	6.73
U.S. income taxes	2.13	1.58	1.76	1.60	1.51	1.59	1.28	1.71	1.68	1.64
Net profit	4.19	3.46	3.32	3.76	4.26	3.66	3.88	4.77	4.73	5.09
Profit before U.S. income tax for incorporated agencies	6.57	4.92	4.80	5.42	5.70	5.27	5.43	6.38	6.19	6.58
U.S. income tax for incorporated agencies	2.54	1.81	1.93	1.80	1.83	1.84	1.52	1.86	1.83	1.84
Net profit for incorporated agencies	4.03	3.11	2.87	3.62	3.87	3.43	3.91	4.52	4.36	4.74
Net profit for incorporated agencies (as percentage of sales — i.e., billing)	0.80	0.66	0.58	0.75	0.82	0.65	0.77	0.97	0.95	0.99

COMMERCIAL TELEVISION STATIONS

	Total	UHF	VHF
1950	96	0	96
1951	107	0	107
1952	108	0	108
1953	125	6	119
1954	354	120	234
1955	411	114	297
1956	440	96	344
1957	471	90	381
1958	494	84	410
1959	510	77	433
1960	515	75	440
1961	527	76	451
1962	541	83	458
1963	557	91	466
1964	564	88	476
1965	569	88	481
1966	587	101	486
1967	611	119	492
1968	637	138	499
1969	662	163	499
1970	677	176	501
1971	682	179	503
1972	693	185	508
1973	696	186	510
1974	697	184	513
1975	706	192	514
1976	701	190	511
1977	711	196	515
1978	716	201	515
1979	725	210	515

Source: Television Digest
January each year

CATV OPERATING SYSTEMS AND SUBSCRIBERS

	Operating Systems	Total Subscribers	% of TV Households
1950	-	-	-
1951	-	-	-
1952	70	14,000	0.1
1953	150	30,000	0.1
1954	300	65,000	0.3
1955	400	150,000	0.5
1956	450	300,000	0.9
1957	500	350,000	0.9
1958	525	450,000	1.1
1959	560	550,000	1.3
1960	640	650,000	1.4
1961	700	725,000	1.5
1962	800	850,000	1.7
1963	1,000	950,000	1.9
1964	1,200	1,085,000	2.1
1965	1,325	1,275,000	2.4
1966	1,570	1,575,000	2.9
1967	1,770	2,100,000	3.8
1968	2,000	2,800,000	4.9
1969	2,260	3,600,000	6.2
1970	2,490	4,500,000	7.6
1971	2,639	5,300,000	8.7
1972	2,841	6,000,000	9.6
1973	2,991	7,300,000	11.1
1974	3,158	8,700,000	13.0
1975	3,506	9,800,000	14.3
1976	3,681	10,800,000	15.3
1977	3,715	11,930,000	16.5
1978	3,911	13,000,000	17.6
1979	3,997	14,100,000	19.1

Source: Television Digest; Jan. 1 each year

1977 ad expenditures in 50 countries

Source: International Advertising Assn. and Starch INRA Hooper

	Total Measured Media Advertising Expenditures (a) (In Millions of U.S. Dollars)		Print Expenditures		Television Expenditures		Radio Expenditures	
	1976	1977	1976	1977	1976	1977	1976	1977
Argentina	$ 367.5	$ 382.2	$ 172.3	$ 181.6	$ 140.8	$ 120.9	$ 33.2	$ 51.3
Australia	1,116.0	1,186.4	534.3	594.1	334.7	339.6	104.7	110.7
Austria	251.9	306.9	155.9	187.8	58.6	72.2	22.1	29.2
Belgium	219.6	295.4	159.4	216.4	7.9(b)	22.0(b)	0.6(c)	1.0(c)
Brazil	1,206.5	1,610.9	384.9	483.8	506.9	697.1	246.1	337.6
Canada	1,737.3(d)	1,699.8(d)	931.2	935.5	368.9	353.5	268.7	252.8
Colombia	77.5	167.8(g)	19.6	36.4(g)	35.0	91.0(g)	17.8	29.0(g)
Cyprus	2.4	3.2	0.8	1.0	1.0	1.4	0.3	0.5
Denmark	315.9	444.6	303.4	430.1	(e)	(e)	(e)	(e)
Dominican Republic	29.4(f)	41.1	9.5	12.3	15.5	18.8	3.8	6.3
Egypt	45.7	36.7	34.0	20.1	4.4	8.9	1.1	1.1
Finland	271.7	380.7	218.9	320.2	42.5	44.1	(e)	(e)
France	1,574.1	1,720.0	968.5	972.0	230.0	279.5	146.6	184 9
Greece	61.6	71.9	27.7	34.8	28.7	31.3	3.1	4.5
India	121.4	143.8	74.2	88.6	1.2	2.2	7.3	9.2
Indonesia	50.9	63.3	28.5	35.5	6.4	7.9	3.9	4.6
Ireland	49.7	62.6	25.3	33.4	15.4	19.7	4.5	5.9
Israel	55.1	81.3	44.3	62.1	(e)	(e)	5.2	8.0
Italy	581.0	648.7	342.0	409.6	100.0	112.1	48.0	57.2
Japan	3,714.7(d)(f)	4,779.0(d)(f)	1,782.4	2,255.5	1,697.7	2,218.2	234.6	305.3
Kenya	9.3	10.7	5.2	6.1	0.2	0.2	1.7	2.0
Lebanon	23.2	13.6	11.9	6.3	5.8	4.9	(e)	2.2
Malaysia	42.1(f)	45.6(f)	28.5	30.9	7.3	7.8	2.2	2.4
Malta	2.4	2.1	1.1	1.1	1.0	0.8	0.3	0.1
Mexico	451.8(f)	298.3(f)	57.7	37.3	298.0	202.0	72.1	46.6
Nepal	0.5	0.5	0.4	0.4	(e)	(e)	*	0.1
Netherlands	817.8	1,031.0	696.6	859.8	71.8	74.1	7.9	9.9
New Zealand	121.2	176.8	86.5	107.6	15.6	45.1	14.5	21.8
Nigeria	38.9	42.3	18.6	20.9	4.5	4.4	8.6	10.1
Norway	240.5	376.3	227.1	364.1	(e)	(e)	(e)	(e)
Pakistan	13.5	16.9	3.0	4.8	6.0	7.0	1.7	1.8
Philippines	59.0	81.4	26.2	34.5	16.5	22.4	14.6	16.5
Puerto Rico	96.3(d)(f)	130.6(d)(f)	35.9	38.9	42.7	62.7	17.7	29.0
Singapore	50.3	53.7	40.0	40.0	6.4	9.6	0.8	1.4
South Africa	274.6	307.1	204.1	233.6	(e)	6.9	41.6	42.0
South Korea	175.3	189.0	77.9	76.3	54.7	75.0	36.1	32.1
Spain	521.0	551.3	275.6	283.5	137.4	157.5	45.3	53.4
Sri Lanka	4.2	5.1(f)	3.1	3.9	(e)	(e)	0.6	0.9
Surinam	1.5(f)	1.9(f)	0.6	0.7	0.3	0.4	0.6	0.8
Sweden	392.4	532.8	365.7	494.6	(e)	(e)	(e)	(e)
Switzerland	523.2	550.4	455.7	468.9	41.2	49.0	(e)	(e)
Syria	10.0	17.3	4.0	6.0	3.5	6.0	0.2	0.4
Taiwan	94.9	118.4	35.1	45.4	42.0	52.4	8.8	10.3
Thailand	79.9	99.2(g)	14.7	25.5(g)	40.4	42.0(g)	9.2	12.5(g)
Trinidad & Tobago	10.9	12.7	4.0	4.6	4.1	5.0	2.4	2.6
Turkey	209.0	107.0	77.0	41.0	92.0	36.0	16.0	5.0
United Kingdom	2,051.3	2,568.9	1,379.4	1,709.6	544.3	702.2	37.2	45.9
United States	22,254.0(d)	25,269.0(d)	12,820.0	14,605.0	6,721.0	7,612.0	2,330.0	2,634.0
Venezuela	240.1	280.2	93.1	108.7	79.6	92.7	41.7	48.8
West Germany	2,482.4	3,148.9	1,930.2	2,485.1	335.0	386.7	80.4	109.0

*Less than $0.05 million.

(a) Reported advertising expenditures in print, "outdoor and transportation," cinema, radio and television, where these media are available for advertising.
(b) Television not available for advertising in Belgium. Expenditure for Tele-Luxembourg.
(c) Radio not available for advertising in Belgium. Expenditure for Radio-Luxembourg.
(d) Expenditure for cinema not reported.
(e) Medium not available for advertising.
(f) Expenditure for "outdoor and transportation" not reported.
(g) 1978 data.

HOW TV VISUALIZES AD VOLUME AND ITS SHARE, 1980-85
(TvB Estimates)

	Millions	% Change	Millions	% Change	% Of Ad Vol.
1980	55,500	+13	12,015	+18	21.6
1981	61,050		13,490		22.1
1982	67,160		15,170		22.6
1983	73,870	+10*	17,070	+12.5*	23.1
1984	81,260		19,210		23.6
1985	89,380		21,645		24.2

Sources: **Ad Volume, McCann-Erickson 1960-79**
TvB estimates 1980-85
TV Ad Volume, McCann-Erickson 1960-78
TvB estimates 1979-85

HOURS OF TV USAGE
Per TV Home Per Day

	1977	1978	1979
Jan	7:16	7:08	7:20
Feb	6:55	7:00	7:11
Mar	6:32	6:36	6:41
Apr	6:05	6:05	6:26
May	5:32	5:46	5:53
Jun	5:24	5:28	5:50
Jul	5:13	5:32	5:46
Aug	5:35	5:42	5:55
Sep	5:55	6:09	6:16
Oct	6:12	6:25	6:32
Nov	6:30	6:44	6:56
Dec	6:46	6:51	6:53
Yearly Average	6:10	6:17	6:28

Source: A.C. Nielsen

Top 100 Magazines by Advertising Sales

	Title	Est. ad sales ($000)	Rank
1	Time	212,129	2
2	TV Guide	211,812	1
3	Newsweek	159,656	4
4	Parade	129,921	13
5	Sports Illustrated	115,160	7
6	Business Week	109,793	14
7	Reader's Digest	101,467	3
8	Better Homes and Gardens	90,401	9
9	Woman's Day	88,987	10
10	Family Circle	88,084	8
11	Good Housekeeping	81,423	12
12	People Weekly	78,366	6
13	Family Weekly	75,870	22
14	McCall's Magazine	67,903	15
15	U.S. News & World Report	62,286	20
16	Playboy	60,391	5
17	Ladies' Home Journal	53,753	18
18	Redbook Magazine	46,475	21
19	Cosmopolitan	45,863	19
20	Fortune	44,203	24
21	The New Yorker	38,513	27
22	Forbes	33,878	28
23	Glamour	31,936	25
24	National Geographic Magazine	30,305	17
25	New York Times Magazine	30,127	40
26	Southern Living	28,931	29
27	Sunset	25,782	32
28	Penthouse	25,638	11
29	Vogue	23,938	30
30	House & Garden	22,877	36
31	Popular Photography	21,992	41
32	New York News Sunday	20,540	61
33	National Enquirer	20,150	16
34	Field & Stream	19,496	38
35	Popular Mechanics	18,507	33
36	Farm Journal	18,087	53
37	New York Magazine	17,944	48
38	Seventeen	17,736	35
39	Ebony	17,215	45
40	Popular Science	16,702	34
41	Outdoor Life	16,348	39
42	House Beautiful	15,846	50
43	Computerworld	15,256	71
44	Prevention	15,193	42
45	Golf Digest	14,809	55
46	Psychology Today	14,562	49
47	Smithsonian	14,275	37
48	Mechanix Illustrated	13,472	51
49	L.A. Times Home Magazine	13,353	88
50	Mademoiselle	13,219	47
51	Travel & Leisure	13,005	63
52	Machine Design	12,860	94
53	Engineering News	12,668	85
54	Industry Week	12,512	99
55	Stereo Review	12,373	79
56	Advertising Age	12,301	86
57	Medical Economics	12,270	91
58	Golf	12,164	74
59	Plant Engineering	12,078	103
60	Chemical Engineering	12,074	92
61	Scientific American	11,880	52
62	Esquire/Fortnightly	11,781	58
63	Progressive Farmer	11,624	72
64	Successful Farming	11,357	87
65	Car and Driver	11,331	70
66	Money	10,960	56
67	Chicago Tribune Magazine	10,900	119
68	Barron's	10,789	68
69	Oil & Gas Journal	10,723	105
70	Electronic News	10,500	111
71	Aviation Week & Space Technology	10,161	90
72	Rolling Stone	10,154	59
73	Design News	10,084	126
74	Electronics	9,954	115
75	Electronic Design	9,735	127
76	Modern Photography	9,726	81
77	Iron Age	9,566	129
78	Detroit News Sunday Magazine	9,474	136
79	United Mainliner	9,232	143
80	Cycle	9,198	97
81	Road & Track	9,087	78
82	Architectural Digest	9,075	60
83	Datamation	9,041	125
84	Parents' Magazine & Better Living	8,949	76
85	Nation's Business	8,888	46
86	The Star	8,860	23
87	Institutions/Volume Feeding	8,798	151
88	New West Magazine	8,737	114
89	Bon Appetit	8,596	66
90	Modern Bride	8,532	107
91	Bride's Magazine	8,408	109
92	Prairie Farmer	8,326	134
93	Billboard	8,283	93
94	Motor Trend	8,165	77
95	New Equipment Digest	7,885	166
96	Life	7,688	44
97	Harper's Bazaar	7,621	82
98	Eastern Review	7,559	174
99	Hot Rod Magazine	7,467	73
100	Journal American Medical Assn.	7,449	161

Top 50 Magazines 1979

		Est. total sales ($000)	Est. advertising sales ($000)	Est. subscription sales ($000)	Est. newsstand sales ($000)	Est. ad pages	Average circ.	Average no. subs.	Average newsstand sales	Issues / year	Magazine type	Auditing org.	Pd. / contrld.	B/w rate 1X
1	TV Guide	552,326	211,812	114,457	226,057	3,700	20,044,375	7,623,635	12,420,740	52	C	ABC	P	55,000
2	Time	348,868	212,129	121,557	15,182	3,225	4,293,387	4,001,418	291,969	52	C	ABC	P	40,960
3	Reader's Digest	239,605	101,467	122,997	15,141	1,462	18,036,216	16,689,315	1,346,901	12	C	ABC	P	64,500
4	Newsweek	236,479	159,656	62,667	14,156	3,397	2,929,888	2,691,219	238,669	52	C	ABC	P	29,275
5	Playboy	176,143	60,391	34,596	81,156	1,431	5,995,605	2,683,096	3,312,509	12	C	ABC	P	31,310
6	People	169,833	78,366	11,946	79,521	3,440	2,394,660	355,672	2,038,988	52	C	ABC	P	19,000
7	Sports Illustrated	168,728	115,160	47,447	6,121	2,812	2,280,047	2,182,812	97,155	52	C	ABC	P	25,900
8	Family Circle	154,507	88,084	—	66,423	1,737	7,948,017	—	7,948,017	16	C	ABC	P	44,900
9	Better Homes & Gardens	143,951	90,401	44,350	9,200	1,707	8,023,592	7,250,490	773,102	12	C	ABC	P	44,395
10	Woman's Day	142,562	88,987	—	53,575	1,633	7,809,827	—	7,809,827	14	C	ABC	P	44,960
11	Penthouse	137,698	25,638	4,287	107,773	849	4,632,141	233,233	4,398,908	12	C	ABC	P	20,700
12	Good Housekeeping	135,923	81,423	28,524	25,976	2,117	5,270,124	3,461,550	1,808,574	12	C	ABC	P	33,130
13	Parade	129,921	129,921	—	—	918	21,035,928	—	—	52	C	ABC	N	111,945
14	Business Week	129,300	109,793	18,036	1,471	5,003	793,524	770,422	23,082	51	C	ABC	P	15,560
15	McCall's Magazine	122,837	67,903	43,560	11,374	1,440	6,519,804	5,568,191	951,613	12	C	ABC	P	38,675
16	National Enquirer	116,225	20,150	4,821	91,254	1,404	5,186,800	495,130	4,691,670	52	C	ABC	P	16,600
17	National Geographic	115,653	30,305	85,283	65	401	10,037,676	10,033,316	4,360	12	C	ABC	P	54,280
18	Ladies' Home Journal	105,907	53,753	37,566	14,588	1,394	5,832,279	4,819,252	1,013,027	12	C	ABC	P	30,240
19	Cosmopolitan	95,398	45,863	2,364	47,171	2,362	2,733,496	112,897	2,620,599	12	C	ABC	P	14,855
20	U.S. News & World Report	95,011	62,286	29,253	3,472	1,995	2,052,250	1,985,481	66,769	52	C	ABC	P	19,800
21	Redbook Magazine	88,028	46,475	26,627	14,926	1,474	4,457,061	3,461,996	995,065	12	C	ABC	P	25,145
22	Family Weekly	75,870	75,870	—	—	1,000	12,218,539	—	—	52	C	ABC	N	63,630
23	The Star	69,717	8,860	660	60,197	936	3,199,044	109,076	3,089,968	52	C	ABC	P	12,300
24	Fortune	57,020	44,203	11,672	1,145	2,153	669,040	639,680	29,360	26	C	ABC	P	14,650
25	Glamour	55,959	31,936	5,654	18,369	2,031	1,889,711	773,725	1,114,986	12	C	ABC	P	11,650
26	The New Yorker	49,998	38,513	9,316	2,169	4,104	498,382	456,671	41,711	52	C	ABC	P	7,600
27	Hustler	49,838	1,922	649	47,267	205	1,546,118	36,303	1,509,815	12	C	ABC	P	7,500
28	Forber	46,803	33,878	12,402	523	2,411	671,855	658,614	13,241	26	C	ABC	P	10,990
29	Southern Living	43,680	28,931	13,012	1,737	1,594	1,685,964	1,586,969	98,995	12	C	ABC	P	14,115
30	Vogue	39,918	23,938	5,983	9,997	2,270	988,799	441,029	547,770	12	C	ABC	P	9,300
31	Midnight Globe	39,033	6,754	699	31,580	1,008	1,690,442	63,944	1,626,498	52	C	ABC	P	6,700
32	Sunset	36,689	25,782	9,392	1,515	1,744	1,378,132	1,245,226	132,906	12	C	ABC	P	11,590
33	Popular Mechanics	34,490	18,507	10,836	5,147	1,434	1,630,719	1,240,800	389,919	12	C	ABC	P	12,690
34	Popular Science	33,793	16,702	11,747	5,344	1,128	1,812,183	1,515,308	296,875	12	C	ABC	P	14,205
35	Seventeen	33,767	17,736	5,765	10,266	1,329	1,411,539	556,033	855,506	12	C	ABC	P	9,525
36	House & Garden	33,678	22,877	5,307	5,494	1,394	1,054,236	643,616	410,620	12	C	ABC	P	11,900
37	Smithsonian	31,193	14,275	16,895	23	865	1,761,267	1,759,737	1,580	12	C	ABC	P	15,000
38	Field & Stream	30,695	19,496	9,355	1,844	1,101	2,047,288	1,893,628	153,660	12	C	ABC	P	15,400
39	Outdoor Life	30,243	16,348	11,299	2,596	1,046	1,741,976	1,525,661	216,315	12	C	ABC	P	13,900
40	N.Y. Times Sunday Magazine	30,127	30,127	—	—	2,865	1,412,481	—	—	52	C	ABC	N	8,450
41	Popular Photography	28,977	21,992	4,264	2,721	1,919	825,834	644,414	181,420	12	C	ABC	P	17,920
42	Prevention	27,977	15,193	12,213	571	1,271	2,268,097	2,220,541	47,556	12	C	—	P	10,745
43	Consumer Reports	27,900	—	25,800	2,100	—	2,229,000	2,150,000	140,000	12	C	—	P	NA
44	Life	27,890	7,688	9,065	11,137	447	1,328,598	503,619	824,979	12	C	—	P	15,000
45	Ebony	27,758	17,215	7,621	2,922	949	1,256,411	1,012,918	243,493	12	C	ABC	P	10,638
46	Nation's Business	26,294	8,888	17,406	—	571	1,212,360	1,212,360	—	12	C	ABC	P	12,600
47	Mademoiselle	26,221	13,219	2,212	10,790	1,461	974,046	315,561	658,485	12	C	ABC	P	7,375
48	New York Magazine	25,686	17,944	5,997	1,745	2,592	402,685	368,474	34,211	51	C	ABC	P	6,500
49	Psychology Today	24,523	14,562	6,957	3,004	823	1,176,920	1,009,176	167,744	12	C	ABC	P	14,540
50	House Beautiful	23,892	15,846	4,370	3,676	1,193	849,070	542,720	306,350	12	C	ABC	P	9,715

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Circulation and costs of magazines

Year	Number Magazines or Groups	Total	Circulation Per 100 Adults	Average Single Copy Price	Average Yearly Subscription Price	U.S. Periodicals
1950	249	149,679,475	140.2			6,960
1955	260	166,286,858	152.1			7,648
1960	269	187,913,626	162.8	$.39	$4.58	8,422
1965	279	211,659,541	171.0	.46	5.32	8,990
1970	303	245,306,055	182.9	.63	7.16	9,573
1975	322	249,135,713	169.7	.87	10.14	9,657
1976	335	253,299,791	169.5	.88	11.52	9,872
1977	362	257,462,933	169.3	1.09	12.70	9,732
1978	375	266,801,128	172.5	1.21	14.86	9,582
1979	391	268,435,664	170.5	1.25	15.18	9,719

RADIO REVENUES

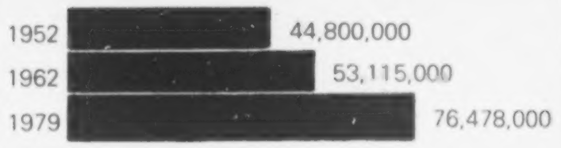
RADIO REVENUES
...UP 351% SINCE 1960
(IN MILLIONS OF DOLLARS)

YEAR	Spot	Local	Network	Total
1960	$208.0	$ 401.6	$ 44.9	$ 654.5
1961	205.6	397.7	47.7	651.0
1962	218.2	434.2	44.9	697.3
1963	231.0	465.0	51.5	747.6
1964	244.1	504.2	54.0	802.3
1965	261.3	553.0	54.3	868.7
1966	292.6	607.6	57.4	957.7
1967	298.3	641.2	58.2	997.6
1968	342.2	733.4	54.7	1,130.4
1969	349.6	799.9	50.9	1,200.4
1970	355.3	852.7	48.8	1,256.8
1971	378.0	954.6	55.1	1,387.7
1972	384.3	1,098.4	65.0	1,547.7
1973	382.3	1,205.4	59.4	1,647.1
1974	386.8	1,308.8	60.3	1,755.9
1975	416.3	1,403.3	72.7	1,892.3
1976	494.6	1,639.3	92.2	2,226.1
1977	521.3	1,873.1	118.1	2,512.5
1978*	579.0	2,248.0	126.0	2,953.0

*Estimated

RADIO: PENETRATION IN AND OUT OF HOME

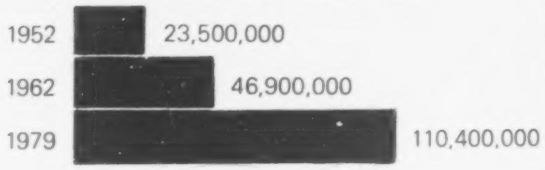
RADIO HOUSEHOLDS UP 71%



VIRTUALLY EVERY HOME HAS A RADIO
ONLY 1.1% OF HOMES
WITH NO RADIO

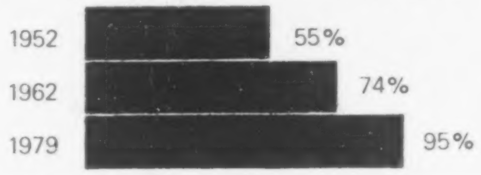
98.9% of all U.S. homes have at least one working order radio. Average household has **5.7** sets.

RADIO SETS IN AUTOS UP 370%



98% of company-owned cars are radio equipped.

PERCENT OF CARS WITH RADIOS:
AUTO RADIO NEAR SATURATION POINT



Costs of cigaret advertising: 1978-1972

Per carton and per million cigarets sold

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The top cigaret brands based on 1978 sales, related to the amount invested for each brand in general magazines, newspapers (including Sunday sections), network tv, spot tv, network radio, spot radio and outdoor. The figures are not offered as complete records of expenditures; tobacco companies spend large sums for point of purchase materials and in other nonmeasured media. Sales figures for this study were taken from the 1978 Maxwell Report. Advertising expenditures were compiled from figures supplied by Broadcast Advertisers Reports; Institute of Outdoor Advertising; Leading National Advertisers; Radio Advertising Bureau; Radio Expenditure Reports, and Television Bureau of Advertising. Newspaper expenditures for 1975, 1976, 1977 and 1978 were supplied by sources in the tobacco industry; newspaper totals for the years previous to 1975 were compiled from figures supplied by the Newspaper Advertising Bureau (compiled by Media Records).

	1978	1977	1976	1975	1974	1973	1972
Marlboro (Philip Morris)^{1,2,3,4}							
Sales (billions)	101.25	96.9	94.2	91.3	86.1	78.8	69.5
Ad investment	$43,681,500	$41,690,000	$31,558,100	$22,093,000	$25,622,046	$20,968,982	$21,472,445
Ad cost per million	$431.42	$430.23	$335.01	$241.98	$297.44	$266.03	$308.96
Ad cost per carton	8.6¢	8.6¢	6.7¢	4.8¢	5.9¢	5.3¢	6.2¢
Winston (Reynolds)^{1,2,3,4}							
Sales (billions)	84.7	88.1	90.1	91.5	90.1	87.9	84.5
Ad investment	$41,912,000	$44,290,900	$30,646,800	$31,733,000	$32,874,523	$22,131,689	$21,915,149
Ad cost per million	$494.82	$502.62	$340.14	$346.80	$364.54	$251.78	$259.35
Ad cost per carton	9.8¢	10¢	6.8¢	6.9¢	7.3¢	5¢	5.2¢
Kool (Brown & Williamson)^{2,4,5}							
Sales (billions)	59.0	59.3	60.7	61.8	60.8	56.1	49.9
Ad investment	$37,313,900	$28,857,200	$23,062,400	$20,064,100	$17,093,560	$15,915,007	$20,103,779
Ad cost per million	$632.43	$486.38	$379.94	$324.18	$281.05	$283.64	$402.88
Ad cost per carton	12.6¢	9.7¢	7.5¢	6.4¢	5.6¢	5.7¢	8.1¢
Salem (Reynolds)^{2,4}							
Sales (billions)	54.4	53.7	52.6	50.5	50.8	49.0	47.0
Ad investment	$43,948,900	$33,919,500	$24,749,700	$23,778,500	$21,704,195	$20,114,633	$17,611,766
Ad cost per million	$807.88	$631.64	$470.52	$470.86	$426.82	$410.50	$374.72
Ad cost per carton	16.1¢	12.6¢	9.4¢	9.4¢	8.5¢	8.2¢	7.5¢
Pall Mall (American Tobacco)^{3,4,5}							
Sales (billions)	37.3	40.2	43.2	49.9	51.6	52.5	53.2
Ad investment	$9,542,200	$10,668,600	$12,411,500	$10,379,700	$9,551,971	$6,224,501	$9,722,289
Ad cost per million	$255.82	$264.79	$265.20	$208.01	$185.04	$118.61	$182.79
Ad cost per carton	5.1¢	5.2¢	5.3¢	4.1¢	3.7¢	2.4¢	3.7¢
Benson & Hedges (Philip Morris)^{1,3,4}							
Sales (billions)	27.6	26.1	26.2	26.2	25.2	20.8	18.5
Ad investment	$29,993,800	$27,990,600	$14,110,700	$14,804,600	$18,336,538	$16,127,011	$15,475,415
Ad cost per million	$1,086.73	$1,069.97	$538.57	$565.06	$727.04	$776.08	$836.51
Ad cost per carton	21.7¢	21.3¢	10.7¢	11.3¢	14.5¢	15.5¢	16.7¢
Camel (Reynolds)^{1,5}							
Sales (billions)	26.4	24.3	26.0	27.4	28.9	29.9	29.9
Ad investment	$36,008,600	$6,601,000	$6,643,000	$9,946,500	$11,208,661	$6,667,037	$6,658,795
Ad cost per million	$1,363.96	$270.64	$255.50	$363.01	$386.77	$222.97	$222.70
Ad cost per carton	27.2¢	5.4¢	5.1¢	7.2¢	7.7¢	4.5¢	4.5¢
Vantage (Reynolds)^{1,2,3,4}							
Sales (billions)	18.5	17.3	14.3	12.2	9.6	7.3	6.0
Ad investment	$30,786,300	$34,887,300	$20,069,700	$15,480,100	$10,121,232	$8,128,622	$6,191,707
Ad cost per million	$1,664.12	$2,010.79	$1,403.47	$1,268.86	$1,055.39	$1,113.50	$1,040.62
Ad cost per carton	33.2¢	40.2¢	28¢	25.3¢	21.1¢	22.3¢	20.8¢
Merit (Philip Morris)^{1,2,3,4}							
Sales (billions)	16.9	14.2	8.5	—	—	—	—
Ad investment	$44,149,000	$42,698,600	$44,597,000	—	—	—	—
Ad cost per million	$2,612.36	$2,990.09	$5,246.70	—	—	—	—
Ad cost per carton	52.2¢	59.8¢	$1.05	—	—	—	—
Kent (P. Lorillard)^{1,3,4}							
Sales (billions)	15.9	30.1	27.8	26.9	29.0	29.9	29.5
Ad investment	$12,726,400	$29,114,800	$22,724,000	$16,678,900	$15,056,823	$15,629,561	$12,206,782
Ad cost per million	$795.40	$967.26	$817.41	$620.03	$517.59	$522.38	$413.79
Ad cost per carton	15.9¢	19.3¢	16.3¢	12.4¢	10.3¢	10.4¢	8.3¢
Golden Lights (P. Lorillard)^{1,2,3,4}							
Sales (billions)	14.7	—	—	—	—	—	—
Ad investment	$26,101,200	—	—	—	—	—	—
Ad cost per million	$1,775.59	—	—	—	—	—	—
Ad cost per carton	35.5¢	—	—	—	—	—	—
Tareyton (American Tobacco)^{1,2,3,5}							
Sales (billions)	13.4	14.9	16.5	18.2	18.9	19.3	19.1
Ad investment	$14,477,900	$14,749,700	$7,263,500	$8,902,900	$10,914,698	$5,155,306	$6,397,147
Ad cost per million	$1,080.44	$985.28	$440.21	$489.17	$575.97	$266.70	$334.93
Ad cost per carton	21.6¢	19.7¢	8.8¢	9.7¢	11.5¢	5.3¢	6.7¢
Raleigh (Brown & Williamson)^{1,3,5}							
Sales (billions)	12.4	12.4	12.9	14.1	15.4	16.4	16.6
Ad investment	$11,901,000	$9,332,100	$6,065,300	$5,601,500	$10,166,600	$7,695,799	$7,215,266
Ad cost per million	$959.75	$748.96	$470.17	$397.26	$660.16	$470.40	$434.65
Ad cost per carton	19.2¢	14.9¢	9.4¢	7.9¢	13.2¢	9.4¢	8.7¢
Viceroy (Brown & Williamson)^{1,3}							
Sales (billions)	11.9	12.8	14.2	15.9	17.5	18.5	19.0
Ad investment	$10,313,400	$9,117,700	$5,622,000	$10,012,400	$13,119,464	$9,166,193	$9,837,991
Ad cost per million	$866.67	$708.99	$395.91	$629.71	$750.11	$495.74	$517.79
Ad cost per carton	17.3¢	14.1¢	7.9¢	12.5¢	15¢	9.9¢	10.4¢
True (P. Lorillard)^{1,2,3,4}							
Sales (billions)	11.5	10.8	8.9	9.3	8.9	8.8	8.6
Ad investment	$16,086,000	$10,675,300	$12,140,800	$7,322,800	$8,249,496	$6,965,228	$6,367,000
Ad cost per million	$1,392.72	$980.28	$1,364.13	$787.39	$922.76	$787.11	$740.35
Ad cost per carton	27.8¢	19.6¢	27.2¢	15.7¢	18.4¢	15.7¢	14.4¢
Carlton (American Brands)^{1,2,3,4}							
Sales (billions)	10.1	7.9	7.3	5.0	2.9	2.4	1.9
Ad investment	$23,847,100	$22,477,100	$21,433,700	$10,161,600	$3,647,000	$2,098,000	$967,500
Ad cost per million	$2,361.15	$2,834.43	$2,936.12	$2,032.20	$1,257.58	$1,098.94	$509.21
Ad cost per carton	47.2¢	56.6¢	58.7¢	40.6¢	25.1¢	21.9¢	10.1¢

5/6/80 C 2710-1 U

Advertising Age

50 YEARS 1930-1980

$1 a Copy; $30 a Year • The International Newspaper of Marketing • In Two Sections. Section 1. • May 5, 1980

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Packing it in

FTC commissioner Paul Rand Dixon packed up key documents when the agency was ordered shut down May 1. Emergency funding legislation put FTC back in business the next day.

B-M, AHP fight Tylenol

Aspirin capsules rolling

By NANCY GIGES

NEW YORK—Bristol-Myers and American Home Products are making another attempt to reverse their eroding analgesic shares by introducing extra-strength capsule forms of their Excedrin and Anacin brands.

These companies have not been able to stem the declines of their brands since Johnson & Johnson's Tylenol nonaspirin analgesic became an advertised brand some five years ago. Extra-strength capsules—until now represented by a single major brand, Tylenol—have been the fastest growing segment of the market.

▪ Both Anacin Maximum Strength Capsules and Excedrin Extra Strength Capsules are expected to get heavy media support this summer. During the introductory period, AHP is expected to devote the majority of the Anacin budget to them.

Last year AHP invested $34,000,000 in adult strength Anacin, $1,700,000 in Maximum Strength tablets, $4,800,000 in Arthritis Pain Formula and $3,200,000 in Anacin-3 nonaspirin pain reliever. House shop John F. Murray Advertising handles adult and Maximum Strength Anacin; William Esty Co. Anacin-3.

In the last year, Extra-Strength Tylenol has boosted its share to 17% from 14.8%. The only other brands to gain have been Bayer aspirin to 9.5% from 9.3% and Maximum Strength Anacin, which

(Continued on Page 70)

May 1, the day that FTC died

By STANLEY E. COHEN

WASHINGTON—Mixed feelings of anger and relief predominated at the Federal Trade Commission last week as the long fight over the commission's future reached a dramatic—and almost comic—climax, which shut down FTC entirely for one day.

Fundless on April 30, with Congress still deadlocked on legislation, FTC got orders from the Attorney General to shut down. On May 1, the commission and its staff, in an almost carnival atmosphere, went about carrying out that instruction with enthusiasm.

The shutdown was short-lived. When word went out that FTC intended to self-destruct May 1, President Carter personally reentered the battle. Before breakfast, he phoned Rep. Jamie Whitten (D., Miss.), whose appropriations committee had voted that FTC would not get another dime until the deadlock over its future power was resolved. Before noon, the committee reversed itself and voted enough money to fund FTC for another 30 days. The House and Senate leadership teamed up to get the emergency funding resolution to the President before nightfall.

(Continued on Page 69)

Ad execs happy with new FTC bill

By RICHARD L. GORDON

WASHINGTON—There are no signs of celebration, but executives of the major advertising industry associations appear satisfied with the gains they've made in the Federal Trade Commission compromise bill heading for final passage this week.

While still awaiting the exact legislative language, top officials at the American Assn. of Advertising Agencies, Assn. of National Advertisers and the American Advertising Federation mentioned these as major items for advertisers in the compromise package:

- Suspension through Sept. 30, 1982, of the commission's authority to write rules against "unfair" advertising, with Congress promising that advertisers will have a chance to argue for permanent restrictions before the suspension expires.
- The two-house congressional veto, which provides a new safety valve for business targets of FTC rules by permitting the Senate and House, acting jointly, to kill rules before they take effect.
- Regulatory reforms aimed at making FTC's rule-writing process, heavily criticized by industry attorneys, more reasonable and fair.

▪ If there is disappointment, it is because Congress left FTC's controversial children's tv advertising rulemaking wobbling but alive. "Obviously, we all would have wished that section of the bill to be a little stronger," said AAF exec vp Jonah Gitlitz.

Suspending FTC's power to write rules against unfair ads means that FTC staffers must drop their initial theory that FTC could regulate, and even ban, otherwise truthful tv ads to children simply because it is "unfair" to advertise to such a vulnerable audience.

Under the new ground rules, FTC staffers must propose a rule targeted to actual deceptive ad practices, a switch that could still leave the door open for attacks on sugared food ads to children that don't disclose sugar content or carry dental health messages.

But the ad association execs aren't yet fretting over the shortfalls in the FTC package.

"We feel satisfied by the results of the conference," said Four A's vp Robert Purcell. "It contains the basic principles we were supporting: The legislative veto and doing something about 'unfairness'."

The Four A's, he said, will probably urge Congress to permanently forbid FTC from writing industry-wide rules against unfair ads when the legislators open their inquiry into what more should be done.

ANA president Peter Allport and AAF's Mr. Gitlitz were both optimistic that reforms in the way FTC goes about developing its rule proposals will help ease causes of friction with the industry.

"From our point of view, the

(Continued on Page 69)

Affiliates ready CBS news fight

By COLBY COATES

NEW YORK—For the 200-plus CBS-TV affiliates converging on Los Angeles for the annual network-affiliate love-in, the recent prime time victory over ABC, the first in four years, is worthy of a celebration that would rival Perle Mesta's best.

However, some cheering affiliates say the merriment won't dissuade them from screaming loud and long if the network pushes for an expansion of the 30-minute evening newscast at the expense of the station's local access time. Even the dangerously seductive prospect of being part of the ceremonial passing of the anchorman's baton from Walter Cronkite to Dan Rather can't stem the opposition that's based both on economic and philosophical concerns.

▪ Those affiliates upset by the idea of surrendering from 15 to 30 minutes of "their" time can take comfort in the Westinghouse Broadcasting Corp.-orchestrated anti-expansion effort. As the company that fought hardest to get that access time in the first place, not to mention the one most responsible for pressuring the Federal Communications Commission to launch its current network inquiry, Group W could be a formidable opponent if it decides to take one of its strong stands.

Listening to CBS execs, however, suggests that drawing battle lines may be unnecessary, or at the very least, premature.

"We simply have no plans to make any sort of announcement to the affiliates about news expansion," said Gene Mater, vp-assistant to CBS Broadcast Group president Gene Jankowski.

"Of course we're going to talk about it, but we're not going there with any plans."

▪ Mr. Mater said there has been no substantive talks about news ex-

(Continued on Page 69)

Magnin's moms

I. Magnin stores salute Mother's Day with ads featuring well-known moms. The two-week campaign, prepared in-house, features photos by Victor Skrebneski and runs in newspapers in San Francisco, Los Angeles, Chicago and Washington.

Fall lineups for

C

NEWSPAPER

AA MAR81
[illegible]
S HAGERMAN SECY TO SR VP
RESSIONAL INFO SERVICE
ISCONSIN AVE

last minute news

No-frills 'recession Safeway' plan mulled

OAKLAND—Safeway Stores is preparing to try out what execs are calling a "recession Safeway" concept by opening a cash-only, no-frills Food Barn store in San Francisco. City approval is needed for elimination of item pricing for this Jewel T-type store. Initially in-house ads support. Botsford Ketchum handles Safeway advertising and new approaches chainwide.

Bergin not talking on rumored shift to McCann

NEW YORK—SSC&B exec vp-creative director John Bergin would not comment on reports that he planned to move to sister agency McCann-Erickson to head the Coca-Cola business worldwide. "Those rumors are all over the place, but right now I'd have to say no comment," he said. Currently, Charles J. Hamm, based in Atlanta, is exec vp-worldwide for all the soft drink marketer's brands. A McCann spokesman said, "We've heard the rumors too, but they're not true."

(Continued on Page 8)

BEST AVAILABLE COPY

Europeans thirst for big U.S. liquor market

By JOSH LEVINE

NEW YORK—The British and the French are scrapping over the colonies again, but the current skirmish between Grand Metropolitan and Pernod Ricard for all or part of Liggett Group's liquor business could be only the beginning of a broader foreign push for outposts in the U.S. wine and spirits field, analysts say.

In addition to the U.K.'s Grand Met and France's Pernod Ricard, Germany's Peter Eckes Co. is forming Eckes International to distribute the huge beverage marketer's brandies and cordials in the U.S. Eckes is joined by Anton Riemerschmid Distillers, also looking to control distribution of its own cordial line here.

U.S. liquor consultants report that their phones are ringing with calls from European clients looking for a gateway here, either through acquisition of existing U.S. companies, like Liggett, or formation of independent subsidiaries.

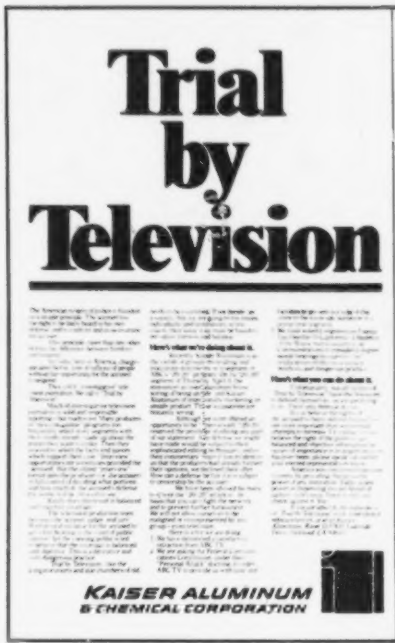
▪ "The U.S. is still the land of opportunity as far as Europeans are concerned," said R.G. Sheniker, an industry consultant with several thirsty clients overseas. "The American flirtation with imported brands is deepening, while current exchange rates make foreign acquisitions here extremely profitable."

Despite the declining percentage of U.S. disposable income spent on beverage alcohol in recent years, the American drinker's reputation for free-spending self indulgence hasn't suffered in the slightest. But whereas European concerns have long sought a match with eligible American distribution companies, the dowry always has been too high. It isn't anymore.

"Look at the valuation of U.S. stocks and you can see why it has always been prohibitively expensive to buy into the U.S. market," a liquor exec said. "The same companies are a bargain today."

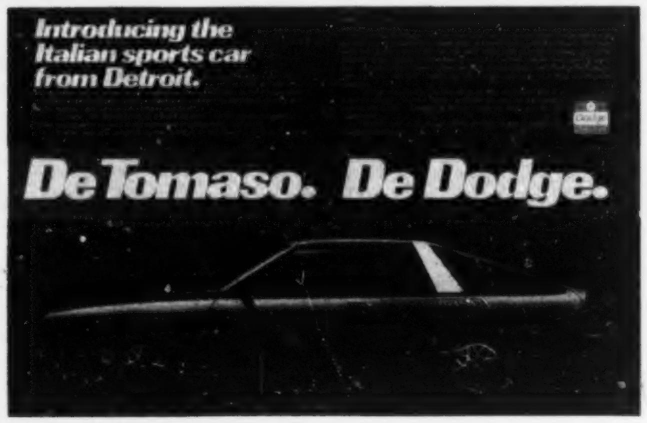
Far from daunting European suitors, the declining disposable income allocated to liquor is seen

(Continued on Page 70)


Trial by Television
KAISER ALUMINUM & CHEMICAL CORPORATION

Rap at ABC

Kaiser Aluminum & Chemical, Oakland, Cal., placed page ads in 16 newspapers in 10 markets criticizing an ABC "20/20" report that Kaiser says wrongly accused it of selling unsafe aluminum house wiring. The ads, via Allen & Dorward, San Francisco, asked for a "satisfactory retraction." An ABC spokesman said last week the network "has no response at this time."



Semi-foreign

If people are buying imports, Chrysler Corp. won't deny them at least a semi-import. "Introducing the Italian sports car from Detroit" is the headline for the "De Tomaso. De Dodge." Colors of the Italian flag are used in the Kenyon & Eckhardt ad with white headline on green bar and red against a black background. Ad will appear in buff books. Underneath the paint, lettering, louvers and other trim, the car is really an Omni O 24.

Bic seeks shaver rebound

By LOUIS A. FANELLI

NEW YORK—After sustaining losses on its disposable razor for three consecutive years, Bic Pen Corp. expects to turn the corner on profitability next year via a price increase retail to 24 cents and better distribution.

According to the company's annual report, its low-price single blade disposable razor has lost over $22,000,000 since its 1977 introduction.

The company notes that while the shaver's distribution has improved from 50% to between 60% and 65% last year, "One of the obstacles to faster expansion of the Bic shaver market share has been the difficulty of establishing adequate distribution against the dominant competition."

▪ According to a Wall Street analyst, however, Bic's distribution problems stem from its low price—previously advertised at 19¾ cents. The low price, she said, makes it more difficult to distribute because of the lower profits to the trade.

Previously, the price to the trade was approximately 7¾ cents per shaver. With the price increase, the cost will be about 10.8 cents each to the trade.

Bic notes that "Thus far, profitability has been more difficult to achieve than was the case for the [Bic] lighter, which was an immediate success and instantly profitable." Continuing, the company said, "In contrast, the shaver is a new product concept in essentially a stable blade market which exhibits a high degree of brand loyalty. As a result, the pace of shaver progress has been slower than we saw with the lighter. However, we have seen a substantial shift in sales momentum occurring in the latter half of 1979, both at the retail and wholesale level."

▪ While Bic has been able to capture an estimated 11% share of the 2 billion-unit blade market, industry sources estimate its dollar share at about 4½%.

Meanwhile, Gillette Co., Boston, the leader in the disposable field with its Good News! double blade, has approximately a 12% to 13% unit share and about a 10% dollar share due to its higher price.

Although Bic maintains that disposables could grow to 40% of the blade market in the U.S., analysts

(Continued on Page 72)

Magazine

Beginning this week, ADVERTISING AGE Features gets a new look, a new focus and a new name—ADVERTISING AGE Magazine...beginning on Page 41.

highlights

Monday, May 5, 1980

G.D. Searle & Co. looks to worldwide expansion in consumer products. *See Page 4.*

Maybelline to introduce Moisture Whip skin care line via a $3,000,000 introductory campaign in August. *See Page 4.*

Bonnier Magazine Group chief Lukas Bonnier is shopping for an unusual publishing partner. *See Page 12.*

A battle is building between Sterling Drug's Diaparene baby powder and Johnson's baby corn starch. *See Page 14.*

The appliance industry holds its own in the first quarter, thanks to built-in defenses. *See Page 20.*

The car industry is going to have some rough riding for the next three to six months, but sales should be better by as early as late 1980, a General Motors executive forecasts. *See Page 28.*

FTC predicts dramatic changes in the way information and advertising is presented to the public in the next two decades. *See Page 34.*

Market research execs see rising expenditures and slow growth for the next several years. *See Page 34.*

Western Electric launches its first residential campaign—for its Trimline phone, saying "put the whole phone in your hand." *See Page 38.*

James P. Forkan chronicles the phases Pepsi advertising has passed in the last two decades and finds that the "Pepsi generation" has aged very little. *See Page 41.*

William D. Tyler reports that another "P" for successful product introductions has been added by modern advertising—Positioning. *See Page 44.*

Louis J. Haugh presents some statistics on the "average refunder" and what those stats could mean to manufacturers during recessionary times. *See Page 48.*

After opening three new offices in the U.S. in a year, Wells, Rich, Greene is poised to set up in Canada by July 1. *See Page 50.*

Some 500 Egyptian businessmen and media people recently rubbed shoulders in Cairo, where Impact/BBDO celebrated its first year of partnership. *See Page 52.*

The 12th Asian Advertising Congress, to be held Sept. 15 to 19 in Singapore, promises to be a meaty learning session for both Western and Asian execs. *See Page 54.*

Tobaccoless Free smokes will spend $5,000,000 to roll out nationally, saying it has "news for cigaret smokers." *See Page 65.*

About 75 restaurants in Paris are refusing to honor two American credit cards—Diners Club and American Express. *See Page 65.*

John F. Webster has won a trademark fight against CBS, which contended that his use of the name *Man's Day* for a men's service magazine would lead to confusion with CBS' *Woman's Day*. *See Page 66.*

Will Time-Life and BBC break up after all these years? *See Page 71.*

Philadelphia agency head Elliot Curson, who created Ronald Reagan's current ad campaign, has incurred the wrath of the Red Book's publishing company because of his humorous false listings. *See Page 71.*

Who's that person out there selling network? Why he's from cable. *See Page 72.*

American Business Press elects new officers at its annual meeting. *See Page 74.*

Air Time Inc. still is trying to firm its trust agreement plan with clients. *See Page 74.*

Section 2

Premiums' debt to advertising, co-op tv trends, a novel setting (shopping malls) for a classy promotional approach, specialty incentives and some sources for those valuable promotion ideas are all part of the mixed bag o' tricks appearing in Premiums and Promotion/Section 2 beginning opposite Page 38.

REGULAR FEATURES

ADBEAT .66
ADVERTISING AGE MAGAZINE .41
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ADVERTISING STOCK PRICES .74
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FIGURES TO FILE

FEB. NIELSEN DEMOGRAPHIC RATINGS FOR TOP SYNDICATION SHOWS .60

Vol. 51, No. 20—Advertising Age (ISSN-001-8899) is published weekly except semiweekly the third week in March, the first week in September and the third week in December at 740 Rush St., Chicago, Il. 60611 Second class postage paid at Chicago and additional mailing offices.

Wendy's to tout taste, new items

By RICHARD KREISMAN

CHICAGO—In a new advertising campaign to be unveiled this week at its national franchisees meeting in Las Vegas, Wendy's International will tell consumers about the taste and quality of the fast-food chain's entire product line, not just its "hot 'n juicy" hamburgers.

The commercials, described by one informed source as "upbeat and entertaining in the same way as Dr Pepper's are," reportedly feature singing and dancing and attempt to give the chain a flexible campaign that can be adapted later this year when Wendy's introduces its salad bars nationwide.

At its annual meeting last week, Wendy's officials said the chain—founded on a limited menu concept—additionally is testing breakfasts, a breaded chicken sandwich, a fish sandwich, a children's menu featuring smaller portions called the "Fun Feast" and developing a dessert that may be tested this summer.

Although the chain's execs refused to comment on the new ad campaign, William Leiter, vp-fin-

(Continued on Page 72)

Favorites flex muscles in Nielsen syndie ratings

By MAURINE CHRISTOPHER

NEW YORK—The Nielsen syndication rankings for the February sweeps demonstrate once again the strength of entrenched favorites in local station time periods. But they also include many clues that should help a patient buyer hone in on the precise people his client wants to reach most. (See table.)

If homes ratings are to be the chosen yardstick, the first three ribbons go to Group W's "PM Magazine" with an 18.3, ITC's "Muppets" with 15 and 20th Century-Fox' "M*A*S*H" with 14.9. If estimated total homes reached per average telecast in the designated market areas are to be the standard, the rank order becomes "Muppets" (10,353,000); "M*A*S*H" (9,847,000), and Yongestreet's "Hee Haw" (9,133,000).

"PM Magazine," which mixes features provided by the syndicator with a local wraparound, still has quite a way to go to reach the station lineup level of "Muppets" or "M*A*S*H." Both were rated on more than 140 stations on this report. "PM Magazine" had 43 stations in February but this is expected to be up to 95 by September.

If women are the advertiser's meat, "PM Magazine" looked enticing in all age categories. This 30-minute strip was first with females 18 to 49 and 25 to 54 and second with the 50-plus category.

Since women do so much of the shopping, these subdivisions may get a great deal of study from spot tv buyers and planners as well as from reps who use these detailed audience data to advise their stations on viewing trends and scheduling strategy.

Lawrence Welk, distributed by Don Fedderson for advertisers like Geritol, is still the most striking example. He ranked first with older women, drawing a network-like rating of 21.9 with them on 189 stations. For women 18 to 49, he was in 61st place, with a 3.2. For women 25 to 54, he was 35th with a 4.6.

For men, Nielsen offers only a contrast of the 18-to-49 and 50-plus categories, there is no 25-to-54 pullout. An Operation Prime Time drama, "Top of the Hill," fared well with young men, placing 13th. Oldies like "Kung Fu" (Warner Bros.) and "Star Trek" (Paramount) also made this top 20 list.

Sitcoms scored resoundingly with teens, taking eight of the top 13 spots. "I Love Lucy," a hit of more than a generation ago, and "Hogan's Heroes," from a somewhat later period, tied for 17th with a 6.4 score.

Children appeared most likely to be watching cartoons or situation comedies. The "Muppets" during February were pulling an average of 6,349,000 children 2 to 11 nationally per telecast. There were few surprises on this list, but one of them may have been "PM Magazine" as the 25th ranked show with an 8.5, unless the youngsters were the captive audience of the grownups.

- In the hotly contested talkers rivalry, Multimedia's Phil Donahue, on the basis of measurements on 181 stations—but not his full list—was credited with almost twice as many homes as runner-up Mike Douglas. Mr. Douglas came in about 100,000 homes ahead of Metromedia's Merv Griffin. Both of them had homes totals more than double that of Fox' Dinah Shore.

Paid religion, an increasingly significant source of spot revenue for stations, included 57 programs for the survey month. The leaders here were Oral Roberts, 1,943,000 homes; Rex Humbard, 1,576,000; Billy Graham's "Hour of Power," 1,444,000, and Jimmy Swaggart, 1,132,000. #

February Nielsen demographic ratings for top syndication shows

Program	Syndicator	No. of Stations	Ratings (% of DMA)
HOMES			
1. PM Magazine	Group W	43	18.3
2. Muppets	ITC	149	15.0
3. M*A*S*H	20th Century	141	14.9
4. Evening Magazine	Group W	5	14.5
5. Family Feud PM	Viacom	123	13.4
6. Hee Haw	Yongestreet	188	12.8
7. Happy Days Again	Paramount	135	12.7
8. Let's Go to the Races	Vipro	6	12.5
9. Lawrence Welk	Don Fedderson	189	12.0
9. Tic Tac Dough	Colbert	118	12.0
WOMEN 18-49			
1. PM Magazine	Group W	43	12.3
2. M*A*S*H	20th Century	141	10.7
3. Muppets	ITC	149	10.3
4. Dance Fever	20th Century	69	9.9
5. Family Feud PM	Viacom	123	8.9
6. Evening Magazine	Group W	5	8.7
7. Happy Days Again	Paramount	135	8.6
8. Let's Go to the Races	Vipro	6	7.5
9. Hee Haw	Yongestreet	188	7.5
10. Name That Tune	Ralph Edwards	74	6.9
WOMEN 25-54			
1. PM Magazine	Group W	43	13.8
2. Evening Magazine	Group W	5	10.6
3. Muppets	ITC	149	10.5
4. M*A*S*H	20th Century	141	10.3
5. Family Feud PM	Viacom	123	9.8
6. Dance Fever	20th Century	69	9.7
7. Hee Haw	Yongestreet	188	8.8
8. Let's Go to the Races	Vipro	6	7.9
9. Name That Tune	Ralph Edwards	74	7.6
9. Match Game PM	Rohrs/Victory	38	7.6
WOMEN 50 +			
1. Lawrence Welk	Don Fedderson	189	21.9
2. PM Magazine	Group W	43	17.4
3. Tic Tac Dough	Colbert	118	15.7
4. Evening Magazine	Group W	5	15.0
5. Family Feud PM	Viacom	123	14.2
6. Hee Haw	Yongestreet	188	13.4
6. Name That Tune	Ralph Edwards	74	13.4
8. Match Game PM	Rohrs/Victory	38	13.3
9. Price Is Right	Viacom	34	13.1
10. Joker's Wild	Colbert	101	12.7
MEN 18-49			
1. M*A*S*H	20th Century	141	10.6
2. PM Magazine	Group W	43	10.2
3. Muppets	ITC	149	9.1
4. Dance Fever	20th Century	69	7.5
5. Evening Magazine	Group W	5	7.3
5. Hee Haw	Yongestreet	188	7.3
7. $1.98 Beauty Contest	Sandy Frank	26	7.0
8. Happy Days Again	Paramount	135	6.9
9. Family Feud PM	Viacom	123	6.5
10. Championship Fishing	————	68	6.1
MEN 50 +			
1. Lawrence Welk	Don Fedderson	189	16.9
2. PM Magazine	Group W	43	15.8
3. Hee Haw	Yongestreet	188	14.6
4. Evening Magazine	Group W	5	12.9
5. Tic Tac Dough	Colbert	118	12.5
6. Family Feud PM	Viacom	123	12.1
7. Match Game PM	Rohrs/Victory	38	11.3
8. Name That Tune	Ralph Edwards	74	11.1
8. Let's Go to the Races	Vipro	6	11.1
10. David Horowitz-Byline	Bert Rosen	8	11.0
TEENS			
1. Happy Days Again	Paramount	135	15.8
2. What's Happening	Columbia	9	11.6
3. M*A*S*H	20th Century	141	11.4
4. Dance Fever	20th Century	69	10.8
5. Good Times	Tandem	32	10.6
6. Muppets	ITC	149	10.0
7. Sanford & Son	Tandem	98	9.4
8. Brady Bunch	Paramount	95	9.2
9. PM Magazine	Group W	43	8.5
10. Gilligan's Island	United Artists	98	7.9
CHILDREN 2-11			
1. Muppets	ITC	149	22.1
2. Happy Days Again	Paramount	135	17.6
3. Tom & Jerry	MGM-TV	80	16.0
4. Brady Bunch	Paramount	95	15.2
5. Woody Woodpecker	MCA-TV	39	14.3
6. Bugs Bunny	Warner	101	13.3
7. Gilligan's Island	United Artists	98	12.8
8. Dance Fever	20th Century	69	12.4
9. Flintstones	Columbia	72	12.2
10. World of Super Adventure	————	5	11.5

Source: Nielsen rankings of syndication programs based on February, 1980, sweeps. Shows must be in at least five markets to be included. This report also offers separate rankings for all men and all women.

Sportschannel moving into pay cable's court

NEW YORK—Pay cable, mixed with commercials, is inching forward in this area as Sportschannel, which pioneered in this sales concept, adds new systems to its metropolitan New York-New Jersey coverage.

The most recent additions are Teleprompter Manhattan, covering uptown New York, and Suburban Cablevision of East Orange, N.J.

Headed by cable systems operator Charles Dolan, Sportschannel provides feeds of nonbroadcast games of the baseball Yankees and Mets, basketball Nets, hockey Islanders and soccer Arrows, as well as St. John's and Columbia University meets.

- Sportschannel already is running on five suburban systems, including several owned by Mr. Dolan's Cablevision group. He has told industry associates that adding commercials and charging a premium for sports previously available as a part of the basic monthy cable fee of about $10 has not lost him one subscriber.

Teleprompter Manhattan began offering this sports service to its 60,000 subscribers May 1 at an extra fee of $5.95 monthly. Twelve events, mainly pro baseball, are on the month's schedule.

Whenever a premium sports pay tier is added, the basic subscriber usually loses something he may have wanted when he signed up for cable in the first place. In Teleprompter's case, according to systems manager Chris Conley, only the Islanders games will be pulled out of basic for inclusion in pay. The Knicks and the Rangers stay in the basic menu.

- Teleprompter Manhattan this season has carried most of the Islanders games, including the playoffs. Janet Foster, program director for the system, attributed the trend to tiering sports on the high cost of rights, which, unlike other cable fare, cannot be amortized over several repeats. Team owners negotiate pay rights based on how well the specific events sell to subscribers; in the case of basic cable, rights are predicated on the total number of subscribers on the system, she noted.

Sportschannel cablecasts are produced by Nassau Sports Productions with Jay Merkle as president. He also sells the local network to advertisers. His technique has been to pitch not the entire package, but a specific team's games, since advertisers are accustomed to buying in that fashion in spot tv.

- The biggest attraction with sponsors so far has been the New York Islanders, one of this area's few pro teams with something to rejoice about of late. The games carry 12 national minutes, plus three for systems' commercials. Minutes are priced at $400. Sponsors include Budweiser, Chemical Bank, Chevrolet, Eastern Airlines and Wendy's. #

Review of new products

(Continued from Page 58)

Noxell Corp.—Readying national rollout of Marathon mascara (waterproof and smudge-proof). SSC&B. 4/7, P. 8.

Ogilvie—Introducing Hair Repair Conditioner. Print. Warren, Muller, Dolobowsky. 4/7, P. 8.

Pabst Brewing Co.—Working on a not-so-light beer for launch later this year. The new brew will be "at least a premium." O&M. 4/14, P. 4.

Parfums Rochas—Is launching Macassar men's fragrance line with an aftershave and eau de toilette. Radio. Geer DuBois. 4/14, P. 87.

Procter & Gamble Co.—Rolling out Pert Shampoo, previously tested in Tennessee and Wisconsin. Pert, a creamy pearlescent liquid in a bright green bottle, is aimed at frequent shampooers, with ad copy stessing its gentleness. Product is supposed to have conditioning properties. Tv, couponing, sampling. Compton. 4/7, P. 1. Also, has begun airing commercials for Folger's in a "flavor locked bag." It began selling in five southern states 18 months ago. Price is slightly less than Folger's in a can. Tv. C&W. 4/21, P. 8.

R. J. Reynolds Industries—Tobacco company introducing new less than 0.1mg tar version of Now cigarets. Leber Katz Partners. 4/14, P. 1.

Schering-Plough—Maybelline Cosmetics launching its Moisture Whip skin care line, with actress Lynda Carter as new spokeswoman. Marschalk. 4/28, P. 1.

Scripto Inc.—Has introduced nationally an erasable, disposable ballpoint stick pen. A budget of $1,500,000 will support. The new entry sells for 98¢ with blue or black ink. Print. Burton-Campbell. 4/21, P. 87.

G. D. Searle & Co.—Testing Unitol decongestant tablets in Boise. S. R. Leon Co. 4/7, P. 8.

Squibb Corp.—Life Savers Inc. introducing a new sugerless gum called Supradent, which uses saccharin as a sweetening agent. Supradent is the first major entry to return to saccharin. A multi-million-dollar ad campaign is planned. DFS. 4/28, P. 1.

Stouffer Foods—Has begun national rollout of frozen Italian sandwiches, including meatball, mild sausage and hot sausage, packaged in a box containing meat and sauce in one pouch; the roll in another. Initial markets will be Baltimore/Washington, Chicago, Cleveland, New York, Philadelphia, plus the New England states, Colorado and Texas. Tv, print, direct mail, couponing. Creamer. 4/21, P. 4.

Van Munching & Co.—Introducing Amstel Light Bier to U.S. markets. Amstel is the first light beer brewed and bottled in Europe. Doremus Uptown. 4/28, P. 8.

Welch Foods—Has expanded Welch's Lite grape and strawberry spreads to Charlotte, Raleigh, Denver, Kansas City, Portland, Ore., and Phoenix. The product is claimed to have one-third less sugar and more fruit than regular jams and jellies. Newspapers, couponing. James Jordan Inc. 4/14, P. 78.

Wiki Wiki Corp.—Introducing Wiki Wiki Hawaiian-style potato chips that "taste like potatoes," rather than "oil and salt." New chips are "thicker, crunchier, have no preservatives, and the skin is left on." Radio. 4/21, P. 82.

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Advertising Age

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50 YEARS 1930-1980

$1 a Copy; $30 a Year *The International Newspaper of Marketing* • *In Two Sections. Section 1.* *May 12, 1980*

Backe out; what bugged Paley this time?

By MAURINE CHRISTOPHER

LOS ANGELES—Having fired his last two choices, the 78-year-old William Paley is searching for still another executive to take over when he finally steps down as chairman of CBS Inc.

John Backe's departure as president and chief executive late last week was as abrupt as that of Arthur Taylor in 1976. Wednesday night, Mr. Backe—the only man to whom Mr. Paley ever surrendered the ceo title—was here at the gala affiliates convention banquet celebrating CBS-TV's return to the top in prime time ratings.

▪ The next day, back in New York, the onetime publishing executive got off the plane to hear he was through at Black Rock, the CBS headquarters. The shock reverberated from coast to coast but no one, except Mr. Paley, appeared to know why he asked Mr. Backe to resign.

Speculation centered around a *TV Digest* interview in which Mr. Backe had confirmed CBS' long-rumored plan to move promptly into satellite cable programing. Mr. Backe also said in a session with affiliates that CBS was checking with Washington to see if it could get the rules revised to allow the parents of the major tv networks to own cable systems.

Affiliates accepted CBS' cable aspirations fatalistically, but Mr. Paley was said to be "off the wall" at the prospects of what these new technology projects might do to his beloved television network.

Other reasons suggested for Mr. Backe's downfall: The president may have settled the antitrust programing suit with the Justice Department without clearing with the chairman; even good financial reports (though first-quarter profits were down) weren't impressive enough for Mr. Paley.

However, veteran Paley watchers suspect that the founder of CBS is having trouble turning over his corporate child to anyone. Mr. Taylor's 1976 departure was never clearly explained, but it was believed Mr. Paley did not feel Mr. Taylor was the one he wanted eventually to take the reins of CBS.

There was no doubt on Wall Street that Mr. Backe was fired solely on the "bizarre" decision of chairman Paley.

Analysts speculated a variety of

(Continued on Page 66)

Hits Supradent

W-L plans counter to saccharin

By SAM HARPER

NEW YORK—Originally expected to offer a new gum with saccharin to counter Life Savers' introduction of Supradent, Warner-Lambert Co.'s American Chicle division has turned the tables on its long-time rival by announcing a marketing campaign that will emphasize its Trident brand contains no saccharin.

Scheduled to break this summer, the Trident broadcast and print campaign will conflict with Life Savers' multi-million-dollar effort on behalf of its new gum (AA, April 28).

While a Chicle statement issued last week indicated the campaign is meant to eliminate possible confusion between Trident and Supradent, which have packaging similarities, an industry source said the campaign was created to minimize the effectiveness of the Life Savers effort by questioning the use of saccharin.

▪ The main focus of the campaign will be a boldly designed sticker, applied to all Trident packages, stating that the brand "contains no saccharin."

Life Savers' president W. Mack Morris is confident that the use of saccharin in its product is safe. "We feel that our actions in the market are socially responsible," he said, "Especially when you consider that one 12-oz. can of diet soda has about the same saccharin content as 200 pieces of Supradent."

Mr. Morris added that a report conducted by a group of health organizations, including the National Cancer Institute, proved that the moderate consumption of saccharin is not harmful to human beings. "With those reports in

(Continued on Page 66)

Dancing crew and celebrities praise Wendy's 'taste'

"Wendy's has the taste," tout the singing and dancing crew members in a new national campaign scheduled to break June 1 (AA, May 5). The new spots feature the fast-food chain's full menu as well as its new salad bars. Such celebrities as Peggy Cass, Kaye Ballard and Jack Carter are shown, but not identified, in the spots. Ads are the first for new agency Colarossi/-Griswold-Eshleman, New York. Total budget put at $48,000,000.

Allstate: No security breach by Burnett

CHICAGO—Both Leo Burnett Co. and client Allstate Insurance Co. said there is no conflict between the two over the fact that Burnett sent ads for a nonsmoking insurance policy to another client, Philip Morris, before the campaign began.

"Whether or not direct contact was made between Burnett and Philip Morris is irrelevant, since no attempt was made to keep our campaign under wraps, either inside the agency or outside," said a statement attributed to both Archie Roe, chairman of Allstate, and Burnett chairman C. R. (Jack) Kopp.

"We are absolutely not concerned that the tobacco industry had advance notice of the campaign," the statement continued. The two executives said they consider the issue a "a non-problem."

The statement further noted that "It is Allstate's intention to distribute its advertising in the widest possible manner to its agents and employes before any campaign begins."

Mr. Kopp told ADVERTISING AGE the matter revolved around "an interpretation of whether or not the campaign was public." Mr. Kopp

(Continued on Page 66)

last minute news

Armour-Dial to test Spirit deodorant soap

PHOENIX—Armour-Dial will test Spirit, a scented deodorant soap similar to P&G's Coast, in western Michigan markets including Grand Rapids, Kalamazoo and Muskegon. Tv support for the bath and family-size bars, through Foote, Cone & Belding/Honig, San Francisco, breaks June 16. Packages, carrying a 10¢-off coupon, tout Spirit's "unique droplets of natural liquid scent." Sampling also is planned.

GF gives Bates $24,000,000 in billings

WHITE PLAINS, N.Y.—The eight-month General Foods search for a fifth agency ended with Ted Bates & Co. winning $24,000,000 in billings: Maxim coffee, $7,500,000, and Good Seasons, $7,500,000, both from Ogilvy; Mellow Roast, $4,500,000, from Grey, and Log Cabin, $4,500,000, from Y&R. GF also added two products to the Benton & Bowles list: Yuban coffee, $3,500,000, from Grey, and Gaines Full Course dry dog food, from O&M. Full Course, now in test, may get $10,000,000 in ad support as it rolls national. FCB was runner-up to Bates.

(Continued on Page 8)

Korda wants residuals for writers

PALM SPRINGS—Noting that all the talent used in broadcast commercials get residual payments based on how often the commercial is used, creative expert Reva Korda proposes that agency copywriters get residuals, too.

Ms. Korda, head of Reva Korda Associates, an independent subsidiary of Ogilvy & Mather, plans to make her unusual proposal next Saturday at the Western States Advertising Agencies Assn. conference here.

Admitting that her suggestion is "prompted by greed," she added that "if writers got residuals I guarantee the commercials they wrote would be better.

"Good campaigns, sound campaigns, tend to stay on the air a long time," she continued. "Despite the most valiant efforts of changing creative directors and nomadic brand managers, the really excellent commercials manage to last."

If writers got residuals, "I bet you'd see a lot more basic thinking, a lot less babbling about positioning and psychographics, a lot more talking to the consumer and a lot of happier faces on clients," she predicted.

▪ Ms. Korda admitted that such rewards for the copywriter would lead to the question of similar remuneration for "the art director and the agency producer and the nice young account man who hovered around them urging them on and the research people who pointed the way.

"We can deal with that down the road," she said. "Right now I'm talking about somebody especially dear to my heart—the copywriter."

She added that she refused to worry about the complicated bookkeeping for residual payments. "Agencies that don't already have computers can get together and share time. What they cannot get together and share is the kind of exceptional talent and intuition that leads to a campaign so strong and simple that no sane client will allow anyone to take it off the air."

Ms. Korda has a bagful of copy-

(Continued on Page 68)

je 3

NEWSPAPER

Recovery and then some

BBDO on a hot streak

By BERNICE KANNER

NEW YORK—At 10:48 on the morning of March 1, 1979, Chrysler Corp. chairman Lee Iacocca stepped out of a board meeting to telephone Batten, Barton, Durstine & Osborn chairman Bruce Crawford with some bad news—the No. 3 U.S. auto maker was ditching its agency of 35 years to move in with Kenyon & Eckhardt.

The internal memo carrying the "stunning news" bemoaned Chrysler's ax as "a bad move for BBDO and the advertising agency business," warned that "consequences will be very significant" but vowed that BBDO "will not only survive but continue to flourish."

- Just over a year later, BBDO has shown the world more than a stiff upper lip. It has shown, in the words of its flaxen-haired leader, that the Chrysler loss "hasn't meant a damn thing to BBDO or the agency business; it's turned out to be a nonevent." The reason, of course, is BBDO's astounding recovery.

- In the last month, the domestic agency, with 1979 domestic billings of $625,000,000, set a blistering new business pace, bringing in five additional accounts with an estimated worth of more than $50,000,000. Following the loss of Chrysler the agency had added three new chunks of business estimated to bill $60,000,000 in 1979.

Though BBDO lost its largest client in March 1979—Chrysler billings were $80,000,000 in 1978—an almost immediate business gain helped cushion the blow. Jos. Schlitz Brewing Co. turned its Old Milwaukee beer and about a $5,000,000 budget over to BBDO. The brand previously had been at Cunningham & Walsh (AA, March 12, '79).

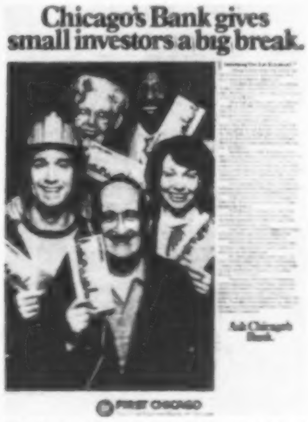
Then, after months of "suffering silently," the agency, which had brought good things to life for General Electric consumer products, won GE ranges, ovens, refrigerators and home laundry business. The new assignments, previously at Young & Rubicam are expected to ring up another $25,000,000 in the BBDO billings register this year (AA, Sept. 17).

Two months later, the R. J. Reynolds Tobacco Co. Camel strolled out of William Esty Co. into BBDO following the move of the Winston brand from Dancer Fitzgerald Sample to Esty (AA, Dec. 3). The dromedary is believed to carry a $25,000,000 allowance.

- But the first sign that the agency had really started to sizzle came in early April when Timex Corp.

(Continued on Page 65)

Guiding the rebound of BBDO are agency chairman Bruce Crawford and newly named president Allen Rosenshine.


Chicago's Bank gives small investors a big break.
Ask Chicago's Bank.
FIRST CHICAGO

Aiming at small investors, the First National Bank of Chicago last week introduced its "First Rate Investments," short-term, discounted portions of banker's acceptances yielding interest rates similar to money market funds. Foote, Cone & Belding handles.

Givens waves red flag—will Detroit heed?

By RALPH GRAY

DETROIT—When Chrysler's Jack Givens said that it is Detroit's own fault U.S. car sales are down and import sales up (AA, May 5), the response here was similar to that given the "emperor's new clothes."

Though some execs thought the marketing clothes are merely ill-fitting, others—like the urchin in the fable—said it was about time somebody noticed the "emperor" was naked.

Mr. Givens told his marketing peers at the Adcraft Club of Detroit that importers "are out-marketing us in our own backyard. They've beaten us at our own game. Their cars offer the ambience, the practicality and the operating economy that Americans want.

"People are buying imports today because they like them, because they're right for the times. Any other excuse we use for their success just won't hold water."

It was the first time a top-level auto exec has admitted that and it drew a standing ovation from the packed house. Later reaction also has been favorable, Mr. Givens said. Asked why he spoke out, Mr. Givens replied, "It seemed appropriate. The industry is in trouble and it seemed like a timely topic." Not everyone completely agreed.

Mr. Givens was "overly harsh on the industry. We've moved as swiftly as humanly possible," one veteran marketer maintained. "In a couple of years, American manufacturers will be able to compete more aggressively in the segments owned by the imports," he predicted.

That may be true, countered another seasoned marketer, but right now, the industry lacks true import fighters in any quantity. The Chrysler K-car (Aries and Reliant) seemingly are aimed at General Motors X-body compacts and Ford won't have enough subcompact Escorts and Lynxes to make a dent on imports. "We're going into model 1981 and they still ain't ready," he groused.

Another ranking automotive marketer said Mr. Given's Detroit mea culpa was "pretty tough but that says it. We have been competing with ourselves and not going after the real problem. We had warnings 10 years ago. The West Coast has always been a trend setter.

"It's nonsense to say things will straighten out by themselves. They won't unless we do it. Givens is dead on when he says the imports are beating us on quality and efficiency. Now the imports are out to get us on design. They're after us on this.

"The pity is now the sleeping giant [Detroit] has awakened, there is no way to beat the time lapse. We'll get there [fully competitive]—no question about it. But it will be painful in the meantime."

Officially GM, Ford Motor Co., American Motors, Toyota, Datsun and Volkswagen had no comment on the speech by Mr. Givens, director of marketing for Chrysler Corp. He previously had been the head of Wells, Rich, Greene on the West Coast and a long-time Ford marketing exec.

Speaking from those years of experience, Mr. Givens charged that "For too long, Detroit has been more a seller than a marketer." He defined selling as "preoccupied with the seller's need to convert his product into cash." Marketing is "assessing consumer needs and wants, developing and designing products to meet them and advertising those products.

"We in Detroit look at consumer trends, appraise consumer needs and assess their wants. But all of us

(Continued on Page 68)

highlights

Monday, May 12, 1980

Several major marketers displayed new products for retailers at the annual Food Marketing Institute convention in Dallas. *See Page 4.*

A Food Marketing Institute survey reports food stores can expect increased consumer activism. *See Page 4.*

Liggett Group and Standard Brands are proposing to merge. *See Page 6.*

Bonne Bell Inc. launches Collage makeup line for active women. *See Page 10.*

A San Francisco radio network and NBC-TV will be bringing Wimbledon action to U.S. tennis fans. *See Page 12.*

The National Advertising Division of the Council of Better Business Bureaus turned down the Civil Aeronautics Board's request for a probe of trucking deregulation ads. *See Page 14.*

A former ad executive is trying to market a new fuel made from hydrogen and the method for converting cars to that fuel. *See Page 28.*

Grocery publications face declining times and tough times. *See Page 34.*

Motel and hotel chain executives are making ad plans to attract summer vacationers who might have gas and recession worries. *See Page 38.*

Elisa Kaplan presents the empire the late Charles D. Tandy built over the last two decades in his hometown of Fort Worth, Tex. The Tandy Corp., now headed by Mr. Tandy's boyhood chum, Phil North, is best known as the parent organization of the worldwide chain of Radio Shack stores. *See Page 41.*

Bob Stone offers a survey he conducted on what direct marketers expect to see in the way of response rate this year and presents some production saving hints for catalogs. *See Page 46.*

Gary Knisely interviews Susan Denison, a former package goods marketer who is now using her skills to market programs for the cable industry. *See Page 48.*

The BBC, broke but haughtily refusing to accept advertising, has had its halo knocked askew by a silly series called "Buccaneer." *See Page 52.*

Spain's Iberia Airlines, a publicly owned company tired of its bad reputation, has made a fresh start by dumping its agency, hiring another and developing a new image. *See Page 54.*

Israeli companies got their first chance to advertise on the country's popular radio station *Galei Zahal* last month when the station conducted a telethon. *See Page 55.*

WPIX puts prime time national newscast on Westar. Thirty stations set for June 9 start. *See Page 61.*

Video games invade the pinball market. Is there room for everyone? *See Page 62.*

O&M chief William Phillips sees bright future for direct response internationally. *See Page 62.*

The New Orleans morning *Times-Picayune* and afternoon *States-Item*, both owned by Newhouse Newspapers, will be combined into one all-day newspaper in June. *See Page 67.*

ABC unveils a demographic study asserting its supremacy with the age groups most prized by advertisers. *See Page 70.*

Section 2

Latin American countries, while certainly having their differences in the political-economical-social spectrum, exhibit considerable similarities. While solutions to problems for marketers may be different in each particular culture, the problems are somewhat generic to the vast continent. These ideas are central to the group of articles appearing in Section 2/Latin America, which begins opposite Page 36.

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COLD CEREAL-PER CENT OF MARKET 61

Vol 51, No. 21—Advertising Age (ISSN-001-8899) is published weekly except semiweekly the third week in March, the first week in September and the third week in December at 740 Rush St., Chicago, IL 60611 Second class postage paid at Chicago and additional mailing offices

PBS eyes cigs, liquor as sponsors

By RICHARD L. GORDON

WASHINGTON—Public tv sales specialists eager to tap more corporate advertising/pr budgets are eyeing two of commercial tv's untouchables—cigaret and liquor companies.

Public Broadcasting Service execs are talking to local stations this month about a possible policy switch that would make the cigaret and liquor marketers eligible to underwrite public tv shows.

Public tv also is considering dressing up its drab, plain-text only, on-air ID's for underwriters to make them more productive by including corporate logos as well.

PBS senior vp Neil Mahrer said last week he can't predict how the stations will react to the cigaret/-liquor proposal, but he said the logo plan is getting "100% support" inside the public tv system.

Federal Communications Commission approval would be needed to put the logos on the air.

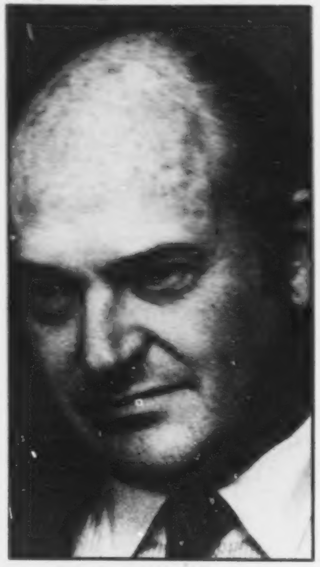
- Worried about financing in the future, PBS and the public tv stations have been regularly reviewing their underwriting codes

(Continued on Page 68)

Argentina recovers from 'fantasy period' of '70s

ARTURO CAROU

TEOFILO TAIT


FEDERICO ORTIZ

OSCAR MARCOVECCHIO

(Continued from Page S-4)

vestments on a weekly basis.

Endicott: What areas do you, if any, see offering potential for imports?

Ortiz: I don't think it is easy to come here in main consumer product categories, even though the packaging is bad and the distribution systems are extremely complicated and merchandising very primitive. There are a lot of things missing in the consumer products universe, but it is always a question of jockeying in. It is expensive. Advertising is expensive. This is a country where for the last 15 years everyone has been using shampoos and brushing their teeth, which is not the case with Brazil.

Daschuta: If you walk into some little general stores in the Catamarca (in the Andean area of Argentina) you will find just about everything on the shelves. There is some technology missing, but an incoming marketer would have to have a clear technological advantage, otherwise it would be very difficult to compete against those who have already established themselves in a market where distribution patterns in relation with trade are a very delicate matter requiring a sort of intuitive knowhow. Anyway, even in the main consumer products, not even 25% of what is produced goes to supermarkets. This is a country of the small grocer.

Carou: A distinct opportunity does exist in supermarket development, however. There are very few supers here. The ones we had went bankrupt for lack of sufficient capital, a problem related to what we call "bicycling" in Argentina—using negative working capital provided by one's suppliers. These former supermarket owners would get funds from suppliers, and not necessarily through the best fair trade practices either, and use the money to buy and/or build new outlets. Things would go well until they had to pay back the money. Not having it anymore, they paid the suppliers with funds borrowed from somewhere else, *i.e.* the bicycle funds. It is called bicycling because when you get on top of this contraption you have to keep peddling so you won't fall off. Our supermarket owners were the greatest cyclists of all times. They never had a red cent. They sold merchandise on consignment, some on a 90-120 day basis which invariably took 180 and 210 days to repay.

I'd say the trend of the future will be increased buying through supermarkets. This will take a change in consumer attitudes, but I think people will respond to the convenience and good service of supermarkets. Unfortunately the ones we have at present have not worked.

Ortiz: There are opportunities in small categories like confectioneries. The candy bar is very popular. Cake mixes have been poorly marketed along with icings and toppings. These would be very small markets initially. We've looked into opportunities in such products and they do look good.

Whittaker: An area with unlimited possibilities would be amusement parks. We don't have anything like the theme parks in the States.

Endicott: In Brazil, marketers allow for a surge in initial sales of a new product for the first three months as people rush to buy the item because of its newness. Then sales begin to decline rapidly. Does a similar pattern exist in Argentina?

Tait: The Argentine consumer is a very good judge and very demanding. This is a very European market with special characteristics. In that sense we are somewhat isolated from the rest of Latin America. Half of our population, for example, is considered middle class.

Ortiz: We are suspicious by nature. In that way we are very much like the French. But in some massive consumer categories like cigarets and beverages, we usually give the products a pretty good trial.

Marcovecchio: But unlike the French, our suspicion enters the picture on the first repeat buy. Our tendency is to buy the first time because the product *must be good*. Our curiosity gets the best of us. We somewhat confidently say after the first buy that the product was as bad as we had suspected.

Ortiz: You know, the real reason for this traces back to the rough times of the '70s when all prices were frozen. Any new launch came out at "x" price, a price whose profit margin continued to dwindle since your costs depended on factors beyond the government control such as imported basic products. So what happened? You left your product at the same price and deteriorated it in quality. Then you launched a new product that would be profitable for the next six months before you had to let it go like the other ones.

Marketing

Endicott: It almost sounds as if you market goods by-guess-and-by-golly, with a sort of intuitive feeling. How is market research brought into play?

Ortiz: Marketing is not in the paleolithic, but neolithic era. It pays lip service to everything—to research, packaging, promotional activities, merchandising. But there is really a great deal to be done.

Carou: We require a definite improvement in the marketing services field. Research companies here are in a more primitive state than companies marketing products.

Tait: I think you will agree as well that there was a primitive demand toward those companies as there was a primitive demand towards the ad agencies.

Ortiz: We have a great deal of difficulty buying market research. I think it is a cultural problem. The main problem with market research is that all those who have gone into market research are very academic. They are mostly psychologists, when not psychiatrists, and seem to believe that, unless market research comes packaged as a great intellectual exercise, it is no good. Hence, you have to work your way through wads and wads of paper.

There is obsessive preoccupation with very deep down questions of conviction and a lot of Peruvian stuff gets thrown into dance. These are tremendous sociological exercises. This is ridiculous! When it comes to most consumer products, 25% of the people buy completely by impulse anyway. Whether they adopt a product or not probably depends on what elements of the product you push to strengthen their con-

(Continued on Page S-23)

Top 10 Argentine Agencies

Agency	Gross Income 1979	Gross Income 1978	Billings 1979	Billings 1978
1 J. Walter Thompson Argentina	$ 6,503,872	$ 1,902,718	$ 43,359,147	$ 12,684,786
2 Ortiz, Scopesi & Cia	6,134,400	1,661,400	26,213,500	7,085,800
3 Casares Grey & Asociados	4,349,000	1,399,000	28,994,000	9,325,000
4 Lintas Limitada	3,973,000	1,785,000	26,595,000	11,976,000
5 Gomez Ferran Inter-Americana	1,820,000	660,000	10,070,000	3,300,000
6 Johnson/Benton y Bowles	1,634,230	439,547	5,657,280	1,453,388
7 Solanas	1,300,152	566,205	18,573,600	7,077,564
8 Gowland/McCann-Erickson	707,160	——	23,039,173	7,984,944
9 Walter Martinez	326,316	272,640	2,952,180	1,533,600
10 Young & Rubicam de Argentina	140,000	——	934,000	——

Source: Ad Age, April 14, 1980

WE REALLY KNOW PANAMA...

it's almost 2 million people,
it's two main television networks,
it's 4 daily newspapers,
it's 40 radio stations,
the ever increasing purchasing
power of its consumers.

Yes, we really do know Panama
so well, that our Advertising
Campaigns, concepts, productions,
media strategies and marketing mix
are the reason why we have
top class clients.

● Advertising ● Public Relations ● Marketing.

tony fergo y
asociados, s.a.

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Apartado 4758, Panamá 5

Mexican ad expenditures in 1979

Medium	(Estimated) Expenditure (U.S. $*)	% of Total
Television	$293,700,000	60
Radio	112,585,000	23
Press	48,950,000	10
Magazines	19,580,000	4
Outdoor	4,895,000	1
Cinema	4,895,000	1
Misc.	4,895,000	1
Total	$489,500,000	100

*One U.S. $ = 22.47 Mexican pesos

Source: de Armas Publications

Top 10 Mexican Agencies

Agency	Gross Income		Billings	
	1979	1978	1979	1978
1 Noble y Asociados	$ 5,610,872	$ 5,124,665	$ 37,424,411	$ 34,181,740
2 McCann-Erickson	4,558,000	2,844,000	30,401,000	18,570,000
3 Publicidad Ferrer	4,312,095	2,449,725	29,493,888	16,331,500
4 Panamericana Ogilvy & Mather	2,565,915	1,823,655	15,215,707	11,255,785
5 J. Walter Thompson de Mexico	2,470,000	1,965,000	16,466,000	13,100,000
6 Young & Rubicam	2,448,000	1,876,000	16,328,000	12,513,000
7 Publicidad D'Arcy	2,177,000	2,004,000	15,063,000	13,185,000
8 Arellano, Norman, Craig & Kummel Publicidad	2,136,000	1,521,900	14,247,000	10,146,000
9 Leo Burnett	1,940,000	1,620,000	12,941,000	10,805,000
10 Doyle Dane Bernbach de Mexico	1,722,551	1,028,484	11,258,500	6,854,157

Source: Ad Age, April 14, 1980

Growth in Mexican supers stimulates promo use

By RUBEN TREVINO

MONTERREY—Mexican food sales have long been dominated by the corner store in which selection is limited and marketers can find their poster material hung from walls and pillars like so many pieces of fine art, whether or not their products are on display.

But consumer habits are not as stubborn in Mexico as they are in Argentina, for example, where supermarkets have come and gone while housewives persistently make their daily trek to the neighborhood mini market for fresh produce. Mexicans have championed the advent of the supermarket.

While the small grocer is still most popular, with some 375,000 existing on street corners today, supermarkets are moving in rapidly and now number 550, some 320 of those located in the three biggest cities, Mexico City, Monterrey and Guadalajara. Supermarkets in these three cities, for example, have charted a marked growth in numbers since 1975, showing an increase of 63%.

Add the increasing acceptance of convenience stores in Mexico, where Southland Corp.'s 7-Eleven stores already number seven in the market, and one can safely chart the growth of below-the-line promotional activities in Mexico.

Now that a competitor's products parade side-by-side in heavily trafficked aisles, marketers have turned to direct marketing techniques with considerable results. While statistical data is limited, with respect to how successful promotional activities have been in pesos, a casual observance of the response made by one competitor to another's new promotion is enough to ascribe success to such advertising adventures.

- For example, Gamesa's Pronto, the nation's leading cake mix, with 45% share of market, introduced an in-pack promotion which offered prizes (color tv sets, kitchen gadgets, washing machines, etc.) if consumers got the lucky coupon inside the pack.

Not to be outdone, Lance, a manufacturer just bought out by Ralston Purina, and producer of Tres Estrerrellas, a hotcakes mix, introduced an in-pack promotion in which packages of hotcakes mix contained 16 different animal-shaped molds. In turn, Gamesa, the market leader, has just launched a strong advertising campaign to build up the image of its hotcakes flour.

- Kellogg's introduction of a highly successful on-pack promotion game called Turisteando, the object of which is to collect each of the 16 different pieces of a map of Mexico in order to play a "travelog" sort of game, attracted a response in kind from Maizoro, a competitive brand. Maizoro packs contained mini calculators.

Store space crowded with competitors also has encouraged new package design. One of the most intriguing designs has come from General Foods, which packaged two years ago its Tang orange drink in a reusable 1-liter pitcher. The response apparently has been good, because GF has just come out with a half-litre sized pitcher for Tang and a similar, though lemon-flavored drink, Limolin.

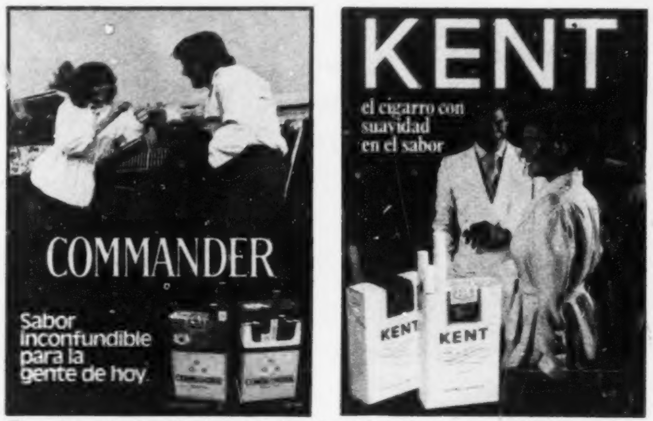
Direct mail is a growth area, although its potential is still stunted by the poor postal system. One of the more popular vehicles for direct mail, given the reluctance of marketers to use the post office, is popular magazines. *Alarma* and *Vanidades*, which like most magazines are distributed almost solely on newsstands, often carry a marketer's sole effort in direct mail promotion.

While old habits may die easily for Mexicans in general food purchasing, Mexicans still have not cottoned on to coupons as a money-saving device. Manufacturers are reluctant to use them because the rebate is hard to handle, especially given the fact that most Mexicans still do most of their buying at the corner store.

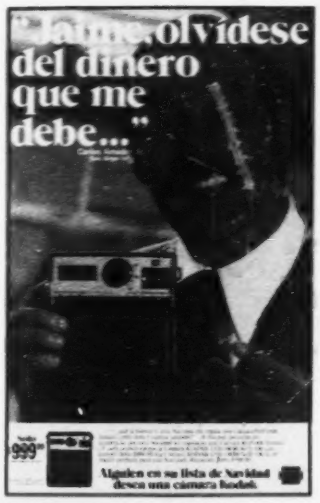
Advertisers believe the answer to this problem will come through consumer education. Such instruction should meet with less resistance among Mexicans who continually see inflation eating up the value of their pesos.

There is a chance for advertisers, too, to piggyback government efforts in this area. The government's consumer protection forces in fact have just launched a $500,000 media campaign to show consumers how to make better buys. #

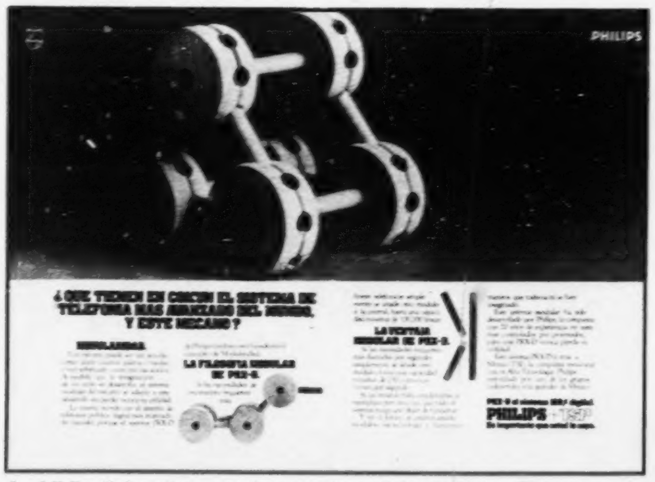
Mr. Trevino Martinez is the assistant lecturer of sales promotion at the Instituta Tecnologico de Monterrey; president of the Consorcio de Mercado Tecnia Integra, a marketing company; and manager of marketing research at Gamesa S.A., a large biscuit company.


COMMANDER
Sabor inconfundible para la gente de hoy.
KENT
el cigarro con suavidad en el sabor
KENT
KENT

The cigaret manufacturer is the biggest user of p.o.p. material (shown here) in Mexico. Largest producer, Cigarrera la Moderna, with 74% share of market, spends 5% of its ad budget on p.o.p. material, and some 15% on various promotional activities.


olvidese del dinero que me debe..."
999
Alguien en su lista de Navidad desea una cámara Kodak.

Mr. Man on the Street and Mrs. Everyday Housewife were placed in a series of J. Walter Thompson ads for Kodak in Mexico. Each asked, in fact encouraged, friends to give them a Kodak for Christmas. Dealers reported dramatic increases in the 1979 Christmas period as a result.



A child's tinker toy was the visual used by J. Walter Thompson de Mexico to explain the complicated digital communications system PRX-D by Philips' telecommunications division, to senior businessmen and the Mexican government. The toy cleverly illustrated the features and advantages of the PRX-D system without having to show the product. Newspapers and magazines were used.

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ARGENTINA: *La Nacion*
BRAZIL: *Jornal do Brazil*
Folha do Sao Paulo
CHILE: *El Mercurio*
COLOMBIA: *El Tiempo*
ECUADOR: *El Comercio*
MEXICO: *El Excelsior*
PERU: *El Comercio*
VENEZUELA: *El Universal*
...and many others!

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MIAMI
MEXICO
VENEZUELA
COLOMBIA
PERU
BRAZIL
BOLIVIA
CHILE
ARGENTINA

Tv development of 4 Andean Pact nations

Country	Total population	Capital city population	tv ownership	(: 60s tv rates) AA	AAA	b&w sets	color sets	Household tv penetration	Weekly broadcast hours	Weekly hours in color	Transmission comments
Colombia	25,000,000	Bogota 5,000,000	State-owned: Two channels (7 & 9) with national reach	$1,540	$2,554- $3,300	2,800,000 (91.8%)	250,000 (8.2%)	2,340,000	Ch. 7 - 93.5 Ch. 9 - 60.5	Ch. 7 - 26.5 Ch. 9 - 19.5	30% color transmission
Venezuela	13,500,000	Caracas 3,000,000	2 state-owned channels (5 & 8) 2 private-owned channels (2 & 4)	$1,542	$3,738	1,950,000 (93.1%)	143,000 (6.9%)	1,920,400	Ch. 5 - 70 Ch. 8 - 14 Ch. 2 - 140 Ch. 4 - 119		Only 14 hours/week in color. All will be able to transmit as many hours as they can produce by June
Ecuador	8,000,000	Quito 850,000	6 private-owned channels; two have national reach	$124	$230	400,000 (80%)	100,000 (20%)	240,000	Ch. 8 (Quito) 93.5 Ch. 2 (Quito) 86.5 Ch. 4 (Quito) 65 Ch. 2 (Guayaquil) 99 Ch. 10 (Guayaquil) 114 Ch. 5 (Cuenca) 35		
Peru	18,000,000	Lima 5,000,000	3 channels owned 50/50 by state and private interests with reach to Andean region.	$1,100	$1,600	2,200,000 (95.6%)	100,000 (4.3%)	778,750 (Lima only)	Ch. 5 - 100 Ch. 4 - 100 Ch. 7 - 65.5	Ch. 4 - 50 Ch.5 - 50	

Toiletries prop Beecham's sales in Venezuela

(Continued from Page 15)

cham in a big way to a new distribution system through perfumeries. Condess is already on the shelves of the more than 700 half-drugstore, half-cosmetic counter operations, but a Jovan hit could provide the entree for Beecham to properly merchandise 2nd Debut through the popular perfumeries. 2nd Debut is Beecham's up-market skin conditioning cosmetic that came with the acquisition of Fleetwood in 1974.

Beecham plans to support Jovan sales in the perfumeries during high traffic times (Mother's and Father's days, Christmas) with sales personnel, a very expensive proposition, but one that Beecham hopes will become permanent. Such a personalized sales force could give 2nd Debut a fresh face-lift at the counters. "It is neither fish nor fowl," he says, referring to 2nd Debut's heavy-duty nature and product positioning (aimed at older women). "This way we will be able to market it like a toiletry and price it like a franchise cosmetic."

Jovan bears the same package as its U.S. equivalent and same heterosexual image conveyed in the JWT advertising stateside. Tv is the prime medium, although Beecham is looking into outdoor to "show off" the distinct packaging.

Beecham, while expecting the lion's share of its growth to come from this new thrust in the toiletries sector, is trying to revitalize its traditional breadwinners which have become somewhat stagnant as a result of the general economic malaise.

At the head of the revamp list is Brylcreem, which totally dominates the men's hair cream market, a market if there ever was one in need of a new coiffure. To change Brylcreem is to change men's grooming habits. In a way, that is just what Beecham intends by shifting its thrust away from the "young guy" to men in their 30s and 40s "who probably used Brylcreem years ago but stopped during the '60s when hair dressings gave way to daily shampooing and the dry look," says Mr. Fraioli.

Second Debut skin products, with limited distribution in major chain stores, hopes to ride the Jovan launch into the perfumeries. But to stay there it must modify its image of a heavy duty product for older women with wrinkles to include a younger audience where the buying clout is heavier (half the population is under 18)—more in line with one of Beecham's chief competitors, Oil of Olay. In fact, it is against Oil of Olay that Beecham pulled off a bit of marketing chicanery. Recently anticipating an Oil of Olay launch into Venezuela, Beecham infused extra ad bolivares into print for 2nd Debut, producing Oil of Olay-type ads with the 2nd Debut imprint, of course. Beecham likes to think the ripoff threw this rival off balance. Studies show 2nd Debut has yet to lose any of its 12% market share to Oil of Olay (2%).

- Mistral is a mature deodorant in the women's sector, and because a line extension or companion men's deodorant might "prove confusing to the customers," according to Mr. Fraioli, no changes are in the works.

Eno, which was first produced in Venezuela under license in the early 1900s, remains in a sector—proprietary drugs—still under government controls. Beecham has not been able to raise the price of this antacid product since 1958. Eno has retained its 40% market share, according to Beecham, through new production equipment, automation and packaging changes including thinner foil for the envelopes. All advertising has stopped now that Beecham has run out of cost-saving measures.

Little wonder the new interest in toiletries and general product re-evaluation at Beecham, especially given the fact that 25% of the company's sales come from proprietary products like Eno, and given the fact that the boys back in Middlesex in the U.K. might demand sales be more "useful." #

One of the 700 drugstore/cosmetic shops in Venezuela

Advertisers reject fixed commission bid

CARACAS—The economic conditions which are making it difficult for agencies to hold down operating costs prompted them last year to seek from their clients an across-the-board 20% fixed commission on production costs.

Advertisers tended to pooh-pooh the idea, citing that "freedom is a constitutionally recognized principle in Venezuela and in all democratic countries ... and that freedom of contract between parties concerned should be respected."

- The advertisers, through their association, the Asociacion Nacional de Anunciantes-Venezuela, also took issue with an agency association agreement with the two private television stations, that advertisers would not be given discounts for their purchases of space. "They (the advertisers) are the actual purchasers of space and therefore have a legitimate right to enjoy the discounts and other benefits accruing on account of the volume and duration of their contracts," said a prepared ANDA rebuttal to the agency move.

One local advertiser told AD AGE that "the larger agencies are doing okay, but the smaller ones are hurting. They are moving into fees as remuneration and smaller advertisers are even paying higher commission. Good people are incredibly expensive here. I can understand how the small to medium-sized agency is having a rough go."

His own company, a major consumer goods business, and one of the country's largest advertisers, holds the position that "if there is a profitability problem for the agency on our account, we expect the agency to come to us and talk about it. We recognize their right to make and our obligation for them to make a profit."

Such words, however, may be little comfort for the beleaguered small to medium fry shop. #

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Free market liberates Chilean economy

SANTIAGO—The economic system here has undergone a thorough transformation the past half decade since Chile turned away from the controlled environment imposed on the country by Marxist president Salvador Allende Gossens.

Elements of the new economic model now include a free competitive market void of price controls, import incentives through reductions in customs duties and less red tape for consumer and capital goods as well as services, and the fact that private enterprise as opposed to the state is now the prime generator of economic development.

Such a model runs full circle to conditions the first half of the decade when the popularly elected Allende government nationalized much of the nation's industries and put up high customs barriers to shut off imports.

The advertising business, reflecting general economic conditions, ground to a halt. Most multinational agencies withdrew from the market, leaving local associated agencies as representatives. For example, in the beginning of 1974, just after the military overthrow of Allende, only McCann-Erickson, represented by local unit C.C.C., and Sertec/K&E were in the market. These shops have been joined the past five years by J. Walter Thompson; Grey, associated with Fabres; Ogilvy, associated with Promoplan; Unitros; Lintas, associated with Northcote, Merino y Silva.

- Advertising, like the general business climate, has shown steady improvement since 1975. While per capita income has increased from 1975 to 1979 (estimated figures) from $587 to $1,050, inflation dropped from 340.7% to 38.9%, unemployment dropped from 16.5% to 12.5% and the Gross Domestic Product accelerated from $9.2 billion to $11.4 billion, advertising was making its general comeback. Ad expenditures have shot up from $60,000,000 in 1976 to an estimated $126,000,000 this year, with some 74% of that placed through agencies; as a percentage of GNP, ad expenditures have risen from 0.56% in 1975 to an estimated 1.04% this year; and per capita ad expenditure has jumped from 3.2% in 1969 to 10.4% in 1979.

Once the economy was "liberated," new products gushed onto the market, according to Henry G. Northcote, board chairman of the ACHAP (Assn. of Chilean Advertising Agencies) and managing director of Northcote, Merino y Silva agency. As controls came down, banking sector growth shot up to the point where virtually all major international banks are now represented in Chile. Services and fast foods also experienced considerable growth as expendable income increased.

"Our market, which is relatively small, is virtually flooded with quality goods and competitive brands. For example, we now have strong competition among 50 financial institutions, 22 different automobile models, 105 different wines, 25 competitors in the chocolate market, 20 in soaps, 25 in beers and 10 in margarines," says Mr. Northcote.

"This highly competitive environment has forced the agency business to upgrade itself, both in human and in technological resources. Chilean agencies, lacking sophisticated production facilities for cinema and tv commercials at home, have been travelling to Spain, Brazil, Argentina and the U.S. for such services. But such an exodus is not expected to continue, given the fact that Chilean production houses are beginning to attract quality personnel and equipment.

As in Argentina, a certain amount of reaccommodation has asserted itself among Chilean advertisers. Efficiency is paramount in this highly competitive market, now that strong external pressure from imports—customs duties now do not exceed 10% except in the automotive industry—are bumping products from less efficient producers off the shelves.

"There is ever-increasing pressure from multinational North American, European and Japanese companies, especially in the area of household appliances, electronics, soft goods and automobiles. This has forced national companies to improve production and marketing as well as their executive and administrative capacity, often incorporating executive personnel with international experience, contracting new licenses and introducing advanced technologies," says Mr. Northcote.

The accent today is on the consumer, he says. The interest of the consumer is paramount, ranging from production and market research to finished product. Catering to consumers are new marketing formulas—hypermarkets, modern promotion systems—and new credit systems for soft goods and services, including for the first time in Chile the recently introduced credit card systems, Diner's Club, Visa and American Express.

Television has been the big growth area, especially since the introduction of color in April 1978. Color penetration now is 80% of the upper and upper middle class in Greater Santiago, while black and white sets are held by 95% of the upper and middle class in urban areas and 80% of the lower class in the urban zones. The rush to get into tv, especially when color was inaugurated, produced considerable clutter, which brought about the need for an anticlutter policy backed successfully by the ACHAP. At present, 12 minutes of advertising is accepted per hour.

The popularity of tv as an ad medium is seen in the fact that 70% of the media billings of tne 10 principal Chilean agencies is absorbed by tv, which took some 39% of total ad pesos in 1978 (the last available data, which also ranked newspapers No. 1 with 41% of the total) but takes in considerably more today.

Radio has increased penetration, though still small. For example, fm radio presently covers 13% of the zones monitored for electronic media. Press and magazines have remarkably improved their printing techniques, but still have a long way to go, says Mr. Northcote. #

Chile ad agencies

Agencies	Billings
J. Walter Thompson	$14,436,954
Northcote Merino Silva/Lintas	11,033,000
CCC/McCann (estimate)	8,500,000
Fabres/Grey	7,400,351
Promoplan/Ogilvy & Mather	7,340,542
Epoca	5,099,215
Publiart	4,380,000
Matte y Mendez	4,037,693
Sertec/K & E	3,427,693
Veritas	3,360,339
Cecom	2,831,847

SOURCE: Billings figures provided by ACHAP in Chilean pesos translated into dollars based on Ad Age rates (35.97 pesos = U.S.$1).

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Advertisers in Diario Las Américas, in addition to the 2.5-billion dollar Greater Miami Latin Market, get an extraordinary bonus:

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The list is endless.

These Spanish-speaking visitors have made Greater Miami the shopping center of all Latin America.

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(305) 633-3341

Multinationals press on quietly in Mexico

MEXICO CITY—Trying to get the multinationals operating in Mexico to talk about themselves in print is often an impossible task.

They fear damaging attacks from the left wing of Mexican politics and press if they are too much in the public eye. "We don't want to be known as a glamor company," said the American board chairman of a U.S. multinational.

"We are one of the 25 largest companies in Latin America. We have gotten where we are through quiet responsibility and by conservative methods . . . It looks to me as though the communists have a strategy of countering anything favorable they read about us, so we don't speak much," he added.

- A few days before, page 4 of *Excelsior*, one of Mexico's major newspapers, had carried the headline: "Large multinationals decide agricultural production." The story quoted Jorge R. Serrano, said to be a member of the Center of Economic Studies of the Third World, noting that credit, water and land in Mexico is principally at the disposal of "important farmers and 'transnationals,' " as the press in Mexico usually calls the multinationals.

Such companies, he added, decided what should be produced "but do not concern themselves with improving the living conditions of the workers nor with improving the consumer's nutrition. They are only interested in profits."

- The Center of Economic and Social Studies of the Third World is in southern Mexico City, a couple of blocks from the home of former Mexican president Luis Echeverria, who established it upon leaving office at the end of 1976.

Echeverria, highly critical of Mexico's private business sector when he was president, also saw himself as a Third World leader. The *Excelsior* story was one of many on the clash between corporate and Third World policies that have appeared in the Mexican press in recent years.

Of the 100 leading advertisers in the United States, 55 or so have major operations in Mexico, a fact which emphasizes this country's importance as a consumer market.

- "As far as such companies' business volumes are concerned, it has to be an awful lot," said Edward Noble, head of Noble y Asociados, one of Mexico's leading ad agencies. "In some cases it must be up to 40% of their total business."

Nevertheless, the Mexican government applies strict rules under which the multinationals must operate. In 1973 the Echeverria administration pushed through a "Mexicanization" law, which insisted that at least 51% of all companies' stock had to be sold into Mexican hands.

- "When the law came out we studied it," said the board chairman. "We said we would attempt to adopt the measures the government had outlined. We said we would submit our plan for the government's approval and we did. We complied with the letter of the law."

The money earned from the sale of 28,000,000 of his company's shares was reinvested in Mexico. Plants were expanded and re-modelled and the company's services extended throughout the country.

"Mexico is a great market," said the board chairman. "It's growing very rapidly and it is suffering from this. The infrastructure is not sufficient. There is a cash squeeze, a capital investment squeeze. This has created inflationary pressure."

- Said Jim Stanton, 65-year-old chairman and director general of Corporacion Interpublic Mexicana: "Business in general has been increasing this year. But it's a bit of a contradiction because, while industry as a whole is growing, we are all suffering from the effects of a tremendous shortage of money.

"The interest rates are very high and, even at these enormously inflated rates, the banks do not seem to have the funds available. It has been like this since late last year. We thought things might improve this year but the first quarter has shown little relief.

"We still have hopes this will be a growth year. Some industries are able to grow much faster than others. But the market's there in most industries."

- Corporacion Interpublic, known as McCann-Erickson-Stanton until December, 1976, closed 1979 with total billings equivalent to about U.S. $30,500,000.

"This year we estimate at least a 15% growth," said Mr. Stanton.

The new corporation functions with three divisions—McCann-Erickson, Campbell-Ewald and Marplan, which is a research division.

"Interpublic has experienced incredible growth the last two years," said Mr. Stanton, an American who recently celebrated 30 years in advertising in Mexico. "Not only have we acquired new business but our clients have expanded their business and increased their advertising budgets accordingly . . .

> ***"We thought things might improve this year but . . ."***

"There are great social problems in Mexico but I feel optimistic about the future. The blessing of having found an incredible amount of oil in the country will give the government the funds it needs to take care of a large proportion of the population that is really marginalized now."

That in turn would boost demand for many products, he added.

Mexico's proven oil reserves are about 50 billion barrels and the government expects to be exporting 1,000,000 barrels per day sometime this year.

Indeed, Mexico would have been in trouble had it not been for its oil exports. Gustavo Romero Kolbeck, president of Banco de Mexico, the central bank, said in his annual report that petroleum exports in 1979 were worth $3.7 billion—42.5% of total exports.

"The value of non-petroleum exports increased 13% which, in real terms, is equivalent to a virtual stagnation," Mr. Romero Kolbeck said.

The main reason was an increase in internal demand and "without doubt a reduction in the external demand."

As a result, the central bank's current account deficit was U.S. $4.2 billion, 61% higher than the previous year.

The positive side of the economy was a 6% real growth in the Gross Domestic Product and 7.5% increase in employment.

"But, for the moment, there is not the diversification that is needed," said an official closely connected with government policy-making.

"The growth rate of internal demand has been very high. That's why part of our traditional exports have stayed in the country. For example, five years ago we were net exporters of steel products. We are net importers now. The same is happening with cement. Imports of food are increasing." #

Argentina recovers

(Continued from Page S-23)

be that they simply want to see their product in color. But that will be the first six months and then the factor of higher rates will dilute the color advertisers.

Kodak does plan to take full advantage of color tv. Color is basic to our product. We've always been strong in cinema. We will increase our participation in television with color. Currently our ad budget allows us about two or three tv campaigns a year. #

Encienda
el nuevo televisor color
Philips 26."
PHILIPS

Philips, doing battle with Japanese color set manufacturers in Argentina, is positioned as having "natural color," as opposed to the more glamorous and high-contrast color tv delivered by most Japanese sets. Agency: Ortiz, Scopesi y Cia.

Brazilians toss luck into car buying pool

SAO PAULO—Brazil, which is trying to climb rapidly out of the past into an industrialized future, has adopted many of industrialized West's values, including the penchant toward materialism: possessions are a sign of upward mobility.

Brazil's '71-'78 media ad expenditures

	1971	1973	1975	1977	1978
Television	39.3%	46.6%	53.9%	55.8%	56.2%
Magazines	17.0	15.6	14.1	12.4	12.4
Newspapers	24.8	20.9	19.8	20.2	20.2
Radio	12.7	10.4	8.8	8.6	8.0
Cinema	0.9	1.4	0.7	0.6	0.5
Outdoor	5.3	5.1	2.7	2.4	1.5

But how has a nation, where about 30% of its people are actual "consumers," and annual family income no more than $1,500, managed to purchase an average of one tv set per every two households and buy all those cars that produce bumper to bumper traffic in Sao Paulo?

You don't apply industrialized West's system. The classic example of this "necessity" being the mother of invention is illustrated in a peculiar way of buying cars called the Consorcio, a real *jeito* Brazilian method.

The Consorcio was invented in 1967 because the middle class lacked resources to purchase automobiles. The first groups were created privately among friends. Later the activity was recognized legally, and began to be handled by specialized firms. Today the Consorcio competes with automobile financing as a means of purchase, being used by about 10% of all buyers.

Every automobile maker has its own Consorcios, as do many authorized dealers, but the lion's share continues in the hands of the specialized firms. The largest Brazilian Consorcios deal in automobiles, trucks, tractors, boats and even aircraft. (Note: Brazil is the world's third largest market for private airplanes.)

A typical VW Consorcio works this way: a group of 72 persons who want the same model is formed; each makes payments for 36 months. The payments include a 10% administration charge plus a 2% reserve against drop-outs, and are corrected when the price of the car is increased.

Each month two cars are distributed, one by drawing and one by bidding (the high bid gets the car). After 36 months, everyone has received a car by one means or the other.

The principal advantage of the Consorcio is to open up new market segments to people who could not buy normally—with large downpayments and co-signers. The participants pay no interest, and leave the time of delivery of the car for luck to decide. #

Top 10 Brazilian Agencies

Agency	Gross Income 1979	Gross Income 1978
MPM/Casabranca Propaganda	$23,119,000	$13,358,000
Alcantara Machado, Periscinoio Comunicacoes	20,800,000	14,109,000
Salles/Inter-Americana de Publicidade	14,812,000	7,600,000
McCann-Erickson Publicidade	12,378,000	8,169,000
Standard Ogilvy & Mather Publicidade	11,044,000	5,670,000
J. Walter Thompson Publicidade	10,805,000	7,300,000
Norton Publicidade	10,550,000	6,456,000
DPZ-Duailibi, Petit, Zaragoza Propaganda	10,144,880	6,161,200
Denison Propaganda	10,085,800	6,541,000
SSC&B: Lintas	7,569,000	5,739,000

Source: Ad Age, April 14, 1980

Brazil's Editora Abril

Publisher sees future in newsstand sales

SAO PAULO—Editora Abril has never lacked vision. Ever since Victor Civita called on Donald Duck to launch his publishing empire in 1950, the company has made a beeline toward the future.

Today from the company's massive printing and editorial office compound on the outskirts of Sao Paulo, corporate officers seek out any available street corner spots for potential newsstands—viewed as a locomotive factor for the future.

"This company was built on newsstands. Some 60% of our total revenues are still based on newsstand sales, and we plan to add 1,000 more per year," says Roberto Civita, son of the founder, who still keeps a hand on company movements.

The lion's share of those newsstand sales comes from Editora Abril publications, which accounted for total sales of $100,000,000 in 1979. In short, Editora Abril produces the Brazilian equivalent of *Business Week (Exame), Time (Veja), Playboy (Homen), Cosmopolitan (Nova), Good Housekeeping (Claudia), Road & Track (4 Quatro)* and *Sports Illustrated (Placar).*

▪ The remainder comes from a bevy of publishing-related operations including the publishing of a number of "great thinkers" series (the company has sold more than 170,000 volumes of Plato's philosophy), and classical records—all this in newsstand sales although catalog sales are entering the initial stages.

However, when Robert Civita talks of adding newsstands to Editora Abril's distribution network he now talks of company-backed operations and not of wholesale arrangements.

The company only recently began its packaged kiosk whereby it teaches small operators, or even wholesalers, how to get a newsstand, set one up and finance it, with Editora Abril financing the stand on a long-term basis with a six-month grace period before payments begin.

▪ "We also have offered our competition a 'free ride' if they want to take us up on our offer to help them set up newsstands," says Mr. Civita. When taking the whole market, Editora Abril rests right at the top as a wholesaler. There are 600 wholesalers of print material in Brazil. Editora Abril has Sao Paulo locked in its camp, which is a pretty good indication of its power.

Newsstands dominate magazine distribution in Latin America

The '80s also will bring in higher prices as paper, printing and distribution costs continue their march upward. So far Robert Civita has simply tackled that issue on average of every three months by raising the cover price on his magazines.

He also has little fear of competition from television. "We make no bones about it, if you want to sell soap you don't need us. Cars, yes. Brazil has a great advantage over the U.S. in magazines. We reach the elite, not the masses. Those with purchasing power read magazines, or, put more simply, they read. We don't reach deep into the pyramid," he remarks.

▪ Part of the 1980s, at least the unfurling of the decade, will probably see a flurry of skin magazines enter the market now that overt censorship has been lifted. The minister of justice, who handles such moral censorship, called publishers this February to deliver the words; "You're on your own now, see you around," chuckles Roberto Civita.

Brazil press had been under stern moral censorship since the mid-'60s when the military took over the government.

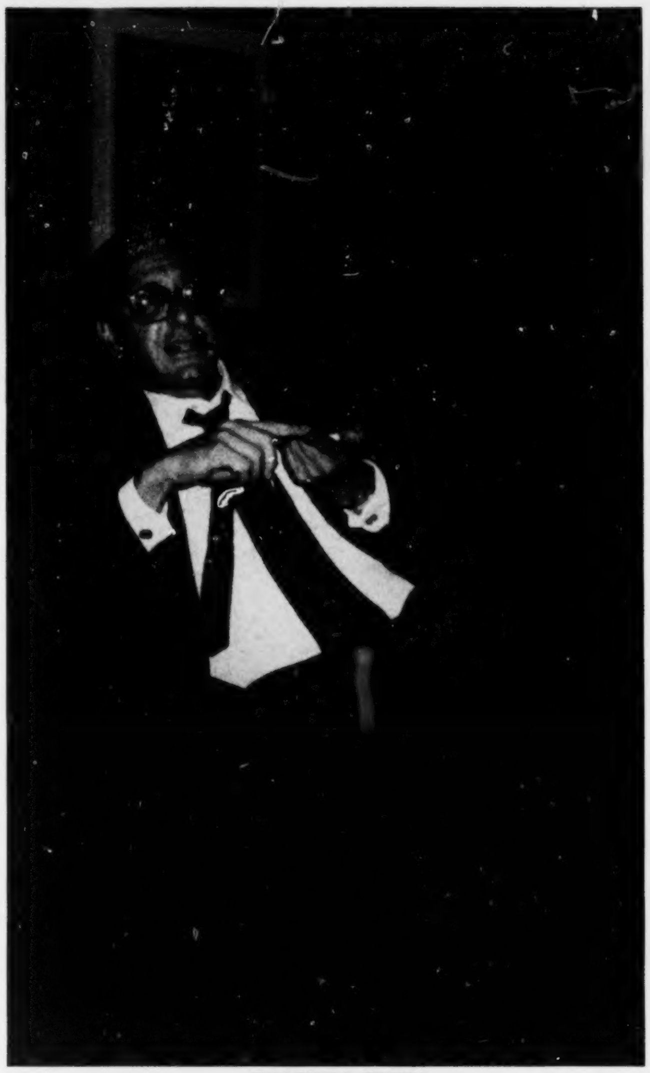
"Now you can get clobbered after you publish," Mr. Civita says. "The onus has shifted. Our girls will still coyly cross their legs," he continues, citing Editora Abril as selling advertisers while 'other' skin magazines don't. "We could sell twice the copies we now do by adopting the open-leg school of publishing."

▪ While most of the Editora Abril magazines rely on newsstand distribution, two magazines, *Exame* and *Veja* increasingly are finding stronger sales by subscription.

"It is just more convenient to get business and newsmagazine weeklies at the office or home," says Mr. Civita, who can thank a remarkably improved postal service for making such a venture possible. *Veja* now has 238,000 subscription sales, compared to 66,000 on the newsstand.

Exame is in the process of converting its circulation from non-paid controlled to paid controlled. *Exame*, which is the only magazine in Brazil that can provide its readers a quarterly audit, now has 53,544 controlled circulation.

One area of business launched in the '70s may indeed have "changed the face of Brazilian publishing" as Robert Civita fondly puts it—a book club. There are now 700,000 members in the club, who read an average of seven to eight books a year from Editora Abril, which launched the club in tandem with the big German publishing house, Bertelsmann. #

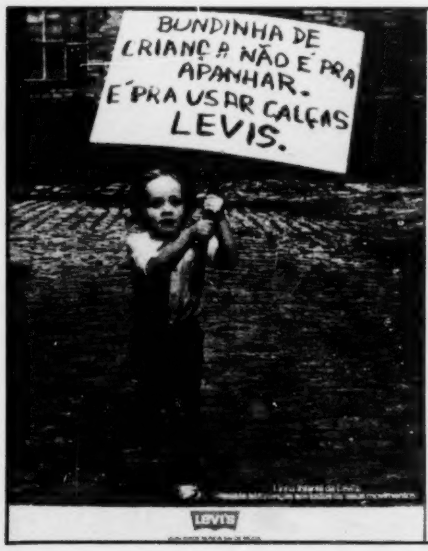


ROBERTO CIVITA

Growth Rates of the Brazilian Economy in %

Period	Agriculture (Primary Sector)	Industry (Secondary Sector)	Commerce (Tertiary Sector)	Transports & Communi-cations	National Product in Real Terms
1941/47	3.9	6.5	4.7	8.5	5.1
1948/56	3.9	8.8	4.9	8.8	6.4
1957/61	5.8	10.7	7.8	8.7	8.3
1962/67	3.9	3.7	3.4	5.6	3.7
1968/73	5.4	12.9	11.4	11.0	10.1
1974/75	5.9	6.2	3.5	11.8	6.8
1976	4.2	10.9	8.8	7.5	9.2
1977	9.6	3.9	3.5	4.1	4.7

Source: SIMONSEN, Mario Henrique. *Brasil 2002*. Getúlio Vargas Foundation, Rio de Janeiro, 1975.



Print, which offers an advertiser quick access to the public when he wants to take advantage of issues weighing on the public consciousness, was the medium for this Levi's ad which played on a major worker's strike plaguing Sao Paulo at the time. Agency: DPZ Sao Paulo.

Dê uma força para o seu filho.
io-iô
io-iô

Italian company, Star, entered the Brazilian market about a year ago by buying out small local fruit producer Agis. Agency Y&R, itself a late-comer in Brazil compared to other big American-based agencies, lived up to its full-service billing and then some by taking Star's popular chocolate spread in Europe (Nutella in Spain and Ciao Crem in Italy), giving it a new name (Io-Io crem), registering the name, designing the package, handling promotional aspects and working with distribution channels to market this sticky, dark brown, greasy kids stuff. Within one year of launch, Io-Io crem has grabbed sales larger than the whole market category prior to its entry.

Mild cold cereal growth seen

Bv JOHN C. MAXWELL JR.

Cold cereal volume in 1979 was up possibly 1% in pounds, but grew some 9% or so in dollars. The year's dollar volume probably approached $2.25 biilion against about $2.05 billion in 1977.

We anticipate that this year's unit volume probably will grow modestly, possibly in the 1% to 2% range, and price increases again will probably be in the 7% to 8% area.

Last year Kellogg Co. went national with Most, a fortified cereal that is covered under "all others" in our table, and with Graham Crackos. In test are Raisins, Rice and Rye and Smart Start (fortified with iron); Honey & Nut Corn Flakes is rolling national. While Kellogg has continued to lose market share in recent periods, we presume that these new products may help stabilize or increase share.

General Mills this year went national with Honey Nut Cheerios and it quickly became the company's most successful introduction. General Mills now has Crispy Wheat 'n Raisins rolling national. It was the only company to meaningfully increase share in 1979, and this situation continues.

- Quaker Oats went national with Quaker Corn Bran. Ralston's Cookie-Crisp seems to be flattening out at around a 1% share, and Ralston also has gone national with Honey Bran. In fact, it should be pointed out that most of the "all others" category belongs to Ralston. Obviously, if this is added to Ralston's own category, the company's market share now approaches that of Quaker Oats.

It is interesting to note that the top ten products as a whole have lost share over the past few years. This is contrary to most consumer areas, where the top sellers have been growing to the detriment of "all others."

- According to a 1978-79 Simmons Market Research study, on a national basis 80.7% of female homemakers report they purchase cereal at least once a month.

Given the high rate of usage of cereal already achieved, we continue to expect the cold cereal industry will grow at only a moderate rate. However, the recent baby boom may have longer-term positive ramifications. #

Mr. Maxwell is associated with Lehman Brothers Kuhn Loeb Research, New York.

Cold cereal—Per cent of market

	1978%		1979%	
	lbs.	$	lbs.	$
Kellogg Co.				
Sugar Frosted Flakes	5.4	5.0	5.4	5.0
Corn Flakes	7.1	4.9	7.2	5.0
Rice Krispies	4.2	4.6	4.1	4.5
Raisin Bran	4.8	4.4	4.9	4.4
Froot Loops	2.5	3.1	2.5	3.1
Special "K"	2.1	2.7	2.0	2.6
Bran products	3.1	2.4	3.0	2.3
Apple Jacks	1.2	1.7	1.2	1.7
Sugar Smacks	1.6	1.7	1.6	1.7
Sugar Pops	1.4	1.6	1.4	1.6
Frosted Mini-Wheats	1.2	1.3	1.6	1.6
Product 19	1.3	1.6	1.2	1.5
Frosted Rice	0.8	1.0	0.8	1.0
Cocoa Krispies	0.6	0.8	0.6	0.8
Cracklin Bran	0.8	0.8	0.6	0.6
Graham Crackos	—	—	0.4	0.4
Other	3.6	4.4	3.0	3.7
Total	41.7	42.0	41.5	41.5
General Mills				
Cheerios	5.8	6.1	5.5	5.8
Total	1.7	2.3	1.8	2.5
Wheaties	3.2	2.4	2.9	2.2
Lucky Charms	1.6	2.0	1.7	2.2
Trix	1.5	1.9	1.5	2.0
Golden Grahams	1.3	1.4	1.4	1.6
Honey Nut Cheerios	—	—	1.4	1.6
Monsters, etc.	0.8	1.1	0.7	1.0
Cocoa Puffs	0.7	0.8	0.7	0.8
Buc Wheats	0.6	0.7	0.5	0.6
Body Buddies	—	—	0.4	0.5
Crazy Cow	0.5	0.6	0.2	0.3
Other	1.1	1.1	0.9	1.1
Total	18.8	20.4	19.6	22.2
General Foods				
Raisin Bran	3.8	3.5	3.8	3.5
Grape-Nuts	3.1	2.4	3.1	2.4
Sugar Crisps	1.9	2.0	2.0	2.2
Honeycombs	1.3	1.7	1.3	1.7
Pebbles	1.0	1.4	1.0	1.4
Alpha-Bits	0.9	1.1	0.9	1.1
Bran Flakes	1.0	1.0	0.9	0.9
C.W. Post	1.1	1.1	0.8	0.9
Post Toasties	1.1	0.7	1.0	0.6
Grapenut & Oat Flakes	0.8	0.7	0.6	0.4
Other	0.6	0.4	0.6	0.3
Total	16.6	16.0	16.0	15.4
Quaker Oats				
Cap'n Crunch	2.9	3.5	2.8	3.4
Life*	2.7	2.4	2.7	2.4
100% Natural	1.8	1.6	1.7	1.5
Other	0.7	1.2	0.9	1.3
Total	8.1	8.7	8.1	8.6
Ralston Purina				
Chex	3.8	3.7	4.0	3.8
Cookie-Crisp	1.4	1.5	1.0	1.1
Other	0.5	0.5	0.7	0.7
Total	5.7	5.7	5.7	5.6
Nabisco				
Shredded Wheat	4.3	3.2	4.1	3.1
Other	0.9	1.0	1.1	1.0
Total	5.2	4.2	5.2	4.1
Pet				
Heartland	0.2	0.2	0.1	0.1
All others	**3.7**	**2.8**	**3.8**	**2.5**
Total	100.0	100.0	100.0	100.0

*Includes cinnamon
Sources: Lehman Brothers Kuhn Loeb estimates

Pernod spreads French 'scourge'

(Continued from Page 60)

in France as long as he could keep the government on his side. From the beginning he kept up a high powered image-making campaign, establishing a foundation to promote art and culture (rare in France), building a car racetrack, ceding over islands in the Mediterranean to the government for the benefit of tourists, sponsoring world yacht races and paying increasingly heavy taxes without protest.

In 1973, the old-fashioned Pernod company merged with the dynamic Ricard group and is now run by Paul Ricard's son, Patrick, 35.

- Since the 1973 marriage—"it was the equivalent of a merger between General Motors and Ford," says Jean-Jacques Bouffard, sales director of Pernod Ricard's export division—the company has embarked on a colossal reorganization and diversification.

As well as Pernod and Ricard aperitifs, which account for 46% of sales, the company makes Dubonnet (except in the U.S. where the rights were sold some 50 years ago), Cinzano, Suze, Cognac Bisquit and Ambassadeur. Through the purchase of Campbell it now sells White Heather and Glen Campbell whisky worldwide. In France it distributes Coca-Cola and owns an important soft drink group, and through another affiliate, Cusenier (8.5% of earnings), distributes Cutty Sark, Smirnoff, Old Crow and Gilbey.

But Pernod Ricard has some very pressing reasons for taking the export route. Not only is it taxed to the eyeballs at home but it also is constantly in need of good public relations *vis-a-vis* the French government and the French consumer. These days, the way to the government's heart is to help France's balance of payments problem.

However, in order to export pastis, the first step is to create a demand. "We find that foreigners are motivated by traditional drinking habits," Mr. Bouffard says. "Licorice or aniseed in a drink is very strange for them. Our tests show that media can stimulate a demand that already exists but it cannot create one."

- This year Pernod Ricard is spending $47,960,000 in Europe, particularly in England, Spain and Germany. The largest part of the budget will go toward public relations, point of sale promotions and gimmicks. In the four years of its export drive, the company has managed to bring foreign sales up to 18% of turnover.

In England, where Pernod always has had a small following, the results have been encouraging (sales up 34% last year). Pernod has thus managed to squeeze into 20th place in the hit parade of alcoholic drinks across the channel, although, to the Frenchmen's horror, the British have taken to mixing it with orange juice, Schweppes or even cassis.

- Added to the difficulties of changing national drink preferences is the distribution problem, which has been solved in Britain with the purchase of the Parkington Co., longtime Pernod supplier.

As for the states, Pernod Ricard president Patrick Ricard says that the Austin, Nichols purchase is the result of a two-year search during which he almost bought a vineyard in California.

Meanwhile the company has been testing pastis in the Boston area. Comments Mr. Bouffard dryly: "We are obliged to admit that our efforts have not been crowned with success at the moment."

Now, with the Austin, Nichols deal signed and sealed, it will be interesting to see how the famed Ricard flare for public relations and publicity will be applied to the challenge of the U.S. market. #

GF, B-M put backing behind new WPIX net

NEW YORK—General Foods and Bristol-Myers each has allocated $1,000,000 annually to get WPIX' new Independent Network News starting off looking healthy.

Leavitt J. Pope, president of WPIX, said the network will be operated as a division of the station. Heading the venture will be John Corporon, vp-news.

INN premieres June 9 with a nightly Westar III feed of a 30-minute newscast to 30 independent stations across the country. GF and B-M each bought a nightly 30-second position.

Produced here by WPIX, the program will star its current anchors, Pat Harper, Bill Jorgensen and Steve Bosh. The show will air here and in a number of cities at 10 p.m. (EDT).

- A news bureau is to be opened in Washington and foreign feeds will be secured from UPI and Visnews via satellite. Outlying stations will transmit stories to New York for use in the program.

Mr. Pope said transmission via the domestic bird can start promptly to most stations since they own or have access to the earth terminals required to pick up the show. A few still must get their dishes ready to receive.

The WPIX president stressed that this will bring the country its first national prime time tv newscast. (Cable News Network starts June 1, but with about 3,000,000 homes on the cable subscriber list.) The indies included in the initial lineup for Independent Network News together can be seen by 40,000,000 homes—or more than half the total number of U.S. households.

INN will have three minutes to sell at $4,000 a 30, and the stations will have three minutes. Between the local telecasters and the network, it's a straight swap.

- Mr. Pope thinks, with luck, this could be the start of that much-looked for fourth over-the-air tv network. Expansion hopefully will come on the station list as well as in the program lineups. Next on the schedule might be a second daily newscast, he said, or an extension of the first to seven days a week.

Also under consideration for this WPIX division: Independent Network Sports and Independent Network Special Events. #

WILLIAM MORIARTY

NAPA, CAL.—William F. Moriarty, 62, former ad manager in San Francisco for *Fortune*, died here on April 16. A native of Chicago, Mr. Moriarty served with *Fortune* in Chicago and Cleveland before transferring to San Francisco.

HELEN DEITCH

NEW YORK—Helen H. Deitch, 72, former co-owner of William Douglas McAdams Inc., the health care advertising agency, died of cancer on April 27 at her home here. Mrs. Deitch, who retired in 1972, joined the agency in Chicago in 1929 and served as a senior vp.

BARBARA PHILLIPS

NEW YORK—Barbara Phillips, 58, account executive at Doyle Dane Bernbach since 1965, died here May 5 after a long illness. Mrs. Phillips also had served at Grey Advertising and the old Clyne Maxon agency. At DDB, she worked on Polaroid, Avianca and the United Way Tri-State campaigns. #

Major W-L boost backs new candy, gum entries

NEW YORK—Warner-Lambert plans to boost ad spending 25% to $522,000,000 worldwide this year, with a major portion of the increase supporting new and reformulated candy and gum products.

According to Joseph D. Williams, president, the company plans to increase media spending for candy and gums in the second half of this year 30% over the same period in 1979. Mr. Williams' remarks were made here at the company's annual stockholder's meeting. Last year, W-L ad spending rose only 6% over the previous year to $415,900,000.

Mr. Williams noted that Freshen-Up liquid center gum and Trident sugarless mints have both been reformulated and Chewels liquid center sugarless gum has just rolled national.

The company next month plans to begin testing a new sugarless mint in the breath protection segment. Trident Candy Fruits sugarless roll candy positioned in the taste segment remains in test.

Another of W-L's most successful businesses, Entenmann's baked goods, is rolling into Atlanta to add another 2,000,000 consumers to its reach. Plans call for expansion into Pittsburgh in June.

- In Atlanta, Entenmann's plans an outdoor and newspaper effort intended to reach 80% of consumers 12 times during the introductory period. More than 1,000,000 coupons will be distributed, and advertising is set to appear on 77 outdoor boards. J. Walter Thompson Co. is the agency. The Pittsburgh introduction calls for a similar advertising and promotion program.

In response to a stockholder question, a W-L exec said the company has no plans at this time to enter the fast-growing weight control market. However, the company has applied for a trademark for Waistline in the appetite control product category. #

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Advertising Age

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50 YEARS 1930-1980

$1 a Copy; $30 a Year · *The International Newspaper of Marketing* • *In Two Sections. Section 1.* · *May 19, 1980*

Kummel · Matthews · Upson · Wheeler · Jenkins · English · Foley · Walsh

With the Greenbrier in the background, American Assn. of Advertising Agencies president Leonard Matthews welcomes incoming chairman Gene Kummel of McCann-Erickson International and outgoing chairman Stu Upson of Dancer Fitzgerald Sample. Visitors on hand for the Four A's annual meeting included David Wheeler of the Institute of Practitioners in Advertising, London; Geof Jenkins of Spitzer, Mills & Bates, Toronto; Mike English of Ted Bates Ltd., London; Larry Foley of the Institute of Canadian Advertising, and Oliver Walsh of the Institute of Advertising Practitioners in Ireland. A record number of agency people attended the Four A's meeting. Photos by Mary Cairns.

Time to trim down, Four A's told

WHITE SULPHUR SPRINGS, W.VA.—The advertising agency business, meeting here under sunny skies, felt the chill of recession as the American Assn. of Advertising Agencies' leadership spoke publicly of reduced client budgets, slower pay, lower profits and the need to improve advertising effectiveness and productivity.

Stu Upson, outgoing Four A's chairman and chairman of Dancer Fitzgerald Sample, predicted a "rough" recession—rough on agencies, its people and profits—because current ad budgets and new product investments will be trimmed.

Agency costs for rent, taxes, transportation and "mainly salaries" must go up, and he warned that if the agencies' best people can't keep up with their personal costs on their present salaries "they will find a job which pays more."

Mr. Upson also called on agency managements to "rethink your structure and operations. Are you too heavy at the top? Are there too many internal approval layers? Do your future stars have a clear growth path?" He advocated productive evaluation systems, avoidance of meetings "which should take ten minutes and take half an hour."

Once the agency house is in order, he said, clients can be approached with ideas for increasing productivity, such as: Be certain strategies are tight and agreed upon, eliminate excessive alternatives (they are costly) and develop an annual "mutual evaluation program" to deal with waste and problems before they get out of hand.

Mr. Upson also said agencies mustn't waste time on new products or concepts until management has agreed they are "rational opportunities," should "travel fewer people on both sides," and work with clients to streamline approval layers so that "the true decision maker sees the work early."

Mr. Upson concluded, "The only way to offset inflation is to enhance productivity, and productivity to us is a better use of our only asset, our great people and their very, very valuable time."

In his opening address, Four A's president Leonard S. Matthews warned that although billings and dollar profit volumes were on the rise, profit margins were not.

After noting that some 83% of the member agencies reported increased billings last year and 71% increased dollar profits, he said 40% of the 30 largest member agencies contacted in the last two

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last minute news

NBC asking $275,000 for Super Bowl spot

NEW YORK—NBC-TV is asking $275,000 per 30-second spot on its coverage of Super Bowl XV on Jan. 25. With a 6 p.m. (ET) start, the game originating from New Orleans will spill over into prime time. Among clients already booked is Chrysler. Last season, CBS charged $234,000.

Mandel to Hearst; report 'Media People' folding

NEW YORK—Charles Mandel, founder and publisher of *Media People*, has signed on at the Hearst Corp. as publisher for the magazine development group. It includes *Science Digest*, *Country Living* and other test projects. *Media People* reportedly has suspended publication.

Nadine Peterson leaves DDB, forms consultancy

NEW YORK—Nadine Peterson, senior vp-creative director, Doyle Dane Bernbach, is leaving the agency, effective May 31, to form her own consulting company. Ms. Peterson said her departure is based on personal considerations. No successor yet.

(Continued on Page 8)

United Vintners joins trend

Soft wines in hard drive

NEW YORK—When United Vintners talks about the "soft" wine market it will attempt to stimulate with an aggressive comparative campaign, they're not referring to half-hearted consumer demand.

Just the opposite, in fact. Soft, in this case, describes a line of three, low-alcohol generic wines that the Heublein subsidiary is pitting against two of the leaders in the brisk table wine market. The comparative tests that form the basis of United Vintners' campaign in three test markets have convinced the company that demand will be anything but soft.

Commercials with the theme, "Softness you can actually taste," feature consumers who rate the generic soft chablis over Paul Masson and Almaden offerings. While the three soft wines contain 10% alcohol or less, United Vintners has opted to focus on the sweeter, fruitier flavor of the new wines in positioning the product in the U.S.

- The three Lejon brand wines—a chablis with 10% alcohol, a burgundy with 8% alcohol and a rose with 9.5% alcohol—are being tested in Albany, N.Y.; Milwaukee and Seattle. The tv spot from McCann-Erickson promotes only the chablis and is due to break during the first week in June.

In pursuing a three-year yen to market the low-alcohol wines—an ambition hampered by California law until last December—United Vintners had a model for success in the category.

California regulations forbade the production of wines with less than 10% alcohol, but that didn't mean that Americans couldn't drink them. The most popular imported brand—Riunite—and the most popular import category—lambrusco—qualify as soft wines, though few consumers are aware

(Continued on Page 126)

Time picks its new team

NEW YORK—J. Richard Munro has been chosen to succeed retiring chairman and chief executive officer Andrew Heiskell as the top man at Time Inc.

The 49-year-old exec vp, who takes c Heiskell on Oct. 1.

the giant communications and forest products company. Ralph P. Davidson will move up to chairman.

Currently vp, Mr. Davidson will be second-in-command to Mr. Munro, with responsibility for relations with the federal government and business organizations, as well as directing its social responsibility programs.

Mr. Munro, an avowed early deck-hitter (he customarily arrives at Time headquarters from New Canaan at 7:15), has known about his planned ascension for "two to three months" and claims he has been preparing for it for the past 24 years.

Those preparations, of course, came to a head last August when he and Messrs. Davidson and new exec vp Clifford J. Grum were named a trio in the chairman's office. "They were giving us the deck

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companies—Page 3

Time Inc. executives

J. R. Munro, president-ceo · R. P. Davidson, chairman · C. J. Grum, exec vp

Paley in no hurry for successor

By MAURINE CHRISTOPHER

NEW YORK—Communications and financial circles continue to speculate over how, when and why John Backe was forced out as president and chief executive officer of CBS Inc. But William Paley, the founder and real boss there, showed no signs of being in a hurry to find a successor.

However, Mr. Paley is a master of surprise and could fool nearly everybody as he did when he started the events that led to Mr. Backe's departure the day after the CBS president had triumphantly returned from the CBS-TV affiliates meeting in Los Angeles.

Mr. Paley would not talk about what happened to change his mind about the man touted as a "wise choice" to head the CBS empire in the 1979 Paley autobiography. Mr. Paley was equally silent about what happens next.

- After a week of digging, reporters were being led to believe that Mr. Paley and the CBS board, which traditionally supports him, had been looking for a new president for some time and that Mr. Backe had jumped before he was pushed. But there is no successor in sight.

Industry observers like Mike Dann, former CBS-TV program chief, pointed out that Mr. Paley, relying on group and division presidents, would not miss Mr. Backe "all that much."

Supporting this theory was the fact that Mr. Paley, an active chairman who has always been the boss whatever his title, is quite comfortable running Black Rock in the interim until another president is found. And while talk of uncertainty at the top and Wall Street concern over a corporation which keeps dumping young heirs-apparent floated over his head, the man in charge obviously felt no instability.

- At CBS the main concern now rests with the May prime time sweeps and Bob Daly is in charge of that. So far, the Nielsens have CBS slightly ahead with a 16.4 homes rating to 16.2 for ABC and 15.2 for NBC.

Here and in Los Angeles, CBS sources noted how well Mr. Paley gets along with Mr. Daly, the president of the entertainment division. As a result, Mr. Daly has been mentioned as a Backe successor (though not as chief exec)—if a top Hollywood production name, say Mike Eisner of Paramount—can be hired to replace Mr. Daly.

Mr. Backe was not talking to reporters. He reportedly has a silence clause in his $1,000,000-plus settlement. Some people think it's more like $2,000,000-plus since $1,000,000-plus was what his predecessor, Arthur Taylor, left with when he was abruptly dismissed four years ago.

Such liberal settlements usually include prohibitions against working for the competition, but few, if any, people in broadcasting have been aggressive enough to put them to the legal test. Mr. Taylor has returned to an earlier career—high financing, setting up his own company to work with the Rockefellers and others. #

New!
100% Caffeine Free
RC 100
caffeine free
sugar free
LESS THAN 1 CALORIE
100% Sugar Free
save 40¢

Color newspaper pages support Chicago launch of Royal Crown's new RC 100 caffeine-free cola, via Don Tennant Co. (AA, May 5).

Two spots test new brew

Adolph Coors Co. is using two commercials in the test markets for its new Herman Joseph's 1868 beer (AA, May 5). The spot at top introduces a "big night" theme, when a big Herman Joseph character arrives. The other has two girl watchers deciding on the new beer over Lowenbrau and Michelob for that "once in a lifetime" occasion. Ted Bates & Co. handles.

DMMA discards Sat. mail

WASHINGTON—A Direct Mail/-Marketing Assn. group seemed ready to abandon Saturday mail delivery with few regrets last week, especially when its demise is linked to easing pressure for higher postal rates.

The more than 100 DMMA members, here for their annual government affairs meeting, showed their sentiments when Postmaster General William Bolger asked for a show of hands on the Saturday mail issue.

While the group split about evenly on continuing six-day delivery, the balance shifted strongly in favor of ending Saturday mail the moment the postmaster general suggested the service cutback could be a tradeoff for higher rates.

- DMMA members were meeting just as Senate and House budget committee members were trying to nail down a joint position on how deeply they will cut federal postal subsidies to balance the federal budget next year.

The exact size of the subsidy cut, observers said, could easily be in the $600,000,000-to-$700,000,000 range, more than enough to force the postmaster general to begin the process of ending six-day de-

(Continued on Page 126)

Cable hopefuls crowd in

By MAURINE CHRISTOPHER

DALLAS—Is there room in the expanding cable universe for Getty Oil, CBS Cable, another Home Box Office maxi service, Showtime, Warner Amex—and all the smaller names that are programing for wired tv?

That question is sure to come up repeatedly as the National Cable Television Assn. meets here for its biggest convention to date.

At a press conference, Getty's Getcom and its movie producer associates presumably will talk specifics about pricing and timetables for their upcoming Premiere pay cable network (AA, April 21). HBO will unveil a second service that is said to be somewhat more highbrow than the original HBO network.

CBS Cable, by contrast, just introduced to the catv industry via page ads in trade magazines, will come in quietly with a delegation of five. Leading the group will be Robert Shay, vp-general manager (AA, May 12), and his contingent will include Charlotte Schiff Jones, vp-marketing, a former exec with Teleprompter and *People*. They do not have a booth and will attend as observers.

Just when CBS will get rolling and with what is not clear. "We're enlarging our orbit" proclaims the

(Continued on Page 126)

highlights

Monday, May 19, 1980

Donald N. Smith leaves his position as head of Burger King to command a new food service division at PepsiCo. *See Page 4.*

Jovan Inc. is in the midst of litigation based on imitative practices. *See Page 6.*

National Advertising Division resolved 12 challenges to advertising last month. *See Page 10.*

Marketers may not like them, but auto rebates are becoming respectable. *See Page 14.*

Agencies host annual meetings and offer financial news. *See Page 20.*

Ampoules attempt a comeback in the U.S. skin care market. *See Page 28.*

Doyle Dane Bernbach took first place in the number of medals received from the Art Directors Club of New York in its 59th annual awards. *See Page 32.*

Backer & Spielvogel celebrates its first year in business. *See Page 34.*

Two major studies on the importance of market segmentation were presented at a Food Marketing Institute session. *See Page 40.*

Award-winning supermarket ads are shifting away from the hard-sell strategies of the past to a lighter approach, says Jay Burzon, advertising director of *Woman's Day*. *See Page 44.*

A monthly supplement of the *Santa Ana* (Cal.) *Register*, *Biarritz*, will become a monthly national magazine for women. *See Page 66.*

Though dogged by developmental problems, NASA's space shuttle has an eager core of marketers awaiting its first flight. *See Page 68.*

Paul Harper takes a look at trends and how they shaped the advertising industry during the last two decades. *See Page 75.*

Gene Gramm presents some new product ideas in The Idea Marketplace, including one with a twist on an old product. *See Page 80.*

Walter P. Margulies looks at how three banks approached a change in marketing strategy to stress a new corporate image. *See Page 85.*

NBC-TV has joined its rivals in seeking clients for the new fall Saturday children's tv season, with ratings front-runner CBS seen in the best selling stance. *See Page 100.*

Owners of Independent Television franchises in the U.K. have plenty of competition from bidders who would like to take over those franchises in 1982. LondonLiner Michael Thompson-Noel talks about the high stakes involved in the ITV auction and the moneyed participants whose hats are in the ring. *See Page 102.*

Regret and hope were key elements in the creative approach used in a successful promo campaign to foster awareness of cancer symptoms and treatment among India's populace. *See Page 104.*

The Canadian Government Office of Tourism has named two agencies to handle the $5,000,000-plus portion of its ad budget earmarked annually for U.S. media. *See Page 106.*

An injunction issued by the federal court for the District of Columbia calls for a redesigned logo on Hearst's *Science Digest*. *See Page 121.*

CBS is hoping that the ousting of John Backe as president of CBS Inc. won't put a damper on their celebration of a comeback year. *See Page 122.*

Speculation concerning the sale of Helena Rubinstein arises in the wake of executive reshuffling at the Colgate-Palmolive subsidiary. *See Page 130.*

Section 2

From an Olympic boycott to the growth of grass roots sports, marketers are finding 1980 full of surprise and change. How are they meeting the challenges? What trends are being set? This week's Section 2 focuses on sports marketing and begins opposite Page 72.

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Grey/2 acquires Conahay

NEW YORK—Grey/2 a subsidiary of Grey Advertising, is acquiring Conahay & Lyon for a reported $1,400,000. The two $10,000,000 shops will combine to form a $20,000,000 agency known as Grey, Conahay & Lyon Advertising.

Although the reported purchase price is considered high, it was said to be justified by the healthy cash-at-hand situation at Conahay & Lyon. The Interpublic Group of Cos. is rumored also to have been hotly in pursuit of C&L.

Effective July 1, the two shops will merge their account rosters and move to expanded headquarters in the Chrysler Bldg. on Lexington Ave.

Conahay & Lyon, which lost the $11,000,000 IBM corporate print account last October (AA, Oct. 29), has such clients as Borden Inc.'s chemical division (Elmer's glue, Krylon sprays and Wall-Tex wall coverings), Carter Products division of Carter-Wallace for new products, Pakistan International Airways, Times Mirror Publishing Co. magazines and Crane Co. plumbing fixtures.

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Top 23 Research leaders up 18%

Revenues of the U.S. marketing/advertising research industry grew 18% in 1979 over 1978. Since inflation was 13% in '79, this suggests a "real growth" rate of 5% compared to 12% in both 1977 and 1978.

This fifth annual compilation is based on the individual records of 23 leading for-profit organizations known to have had research revenues of $5,000,000 or more in calendar 1979. All are U.S.-owned, and their main function is the development of marketing and/or advertising research. (The total revenues of each, including nonresearch activities, are noted in the individual profiles that follow.)

research beat

BY JACK HONOMICHL

Industry growth, however, looks much different if based on the records of those 22 organizations other than A. C. Nielsen Co. Nielsen alone, as the table shows, had '79 research revenues of $302,100,000, or 42% of the 23-company total of $719,500,000. Nielsen's volume, in fact, is more than that of the next eight largest organizations combined.

Nielsen in 1979 had a growth rate of 22%, thanks in part to a built-in price escalation clause, based on government inflation rates, in many syndicated service contracts. Also, since much of Nielsen's research revenue comes from outside the U.S., revenues expressed in U.S. dollars were influenced by changing currency exchange rates.

The remaining 22 organizations had a combined growth rate of only 15% in '79—a bit ahead of the 13% inflation rate. In fact, only eight of the 22 organizations other than Nielsen had a 1979 growth rate in excess of 13%, and three are believed to have had a revenue decline.

▪ As the table shows, nine of the 23 research organizations showed significant revenues coming from operations outside the U.S. In total, these foreign revenues were about $205,900,000, or 29% of the total. Since the 23 alone account for about $720,000,000 in research revenues, it suggests a total industry size well exceeding $1 billion. To pin that total down, information would be needed on (1) approximately 350 other for-profit research organizations which are smaller than these 23, (2) nonprofit research organizations, (3) research conducted in-house by large manufacturers such as General Mills and General Foods, (4) research conducted directly by U.S. advertising agencies and (5) research conducted directly by agencies of the U.S. Government, and especially the

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How they rank in size

1979 Revenues:
Top U.S.-owned research companies

Rank	Organization	Research Revenues (in millions)	% Change vs. 1978	Revenues from Outside U.S. (millions)
1	**A. C. Nielsen Co.**	$302.1	+22	$126.9
2	**IMS International**	88.8	+18	60.4
3	**SAMI**	54.4	+13	—
4	**The Arbitron Co.**	44.1	+25	—
5	**Burke Int'l Rsch.**	42.6	+15	12.4
6	**Market Facts**	19.3	− 7	1.0
7	**Westat Inc.**	14.4	+50	—
8	**Audits & Surveys**	14.0	+ 8	—
9	**Marketing & Rsch. Counselors**	13.1	+13	—
10	**ASI Market Rsch.**	12.3	− 6	1.2
11	**Chilton Research**	12.0	+93	—
12	**Yankelovich, Skelly & White**	11.8	+26	.1
13	**Ehrhart-Babic Assoc.**	10.4	+13	.2
14	**National Family Opinion**	10.0	—	—
15	**NPD Research**	9.7	+16	—
16	**Data Development Corp.**	9.6	+13	—
17	**Louis Harris & Associates**	9.3	+ 3	2.8
18	**National Analysts**	8.7	+ 9	—
19	**Opinion Research Corp.**	8.2	+ 7	—
20	**Elrick & Lavidge**	7.1	+ 5	—
21	**Walker Research**	7.0	+ 1	—
22	**Starch INRA Hooper**	5.5	+24	.9
23	**Decisions Center**	5.1	+ 9	—
	Total	$719.5	+18% (av.)	$205.9

Note: These are research revenues only. Total revenues of each are noted in individual company profiles.

Charting Charter's growth

Eller's 2nd time around

By BERNICE KANNER

NEW YORK—Though Karl Eller has a reputation as a swashbuckling wheeler-dealer, Mr. Eller considers himself to be, above all else, an ad salesman

These sales skills plus tender loving care are the tools this modest, even shy, 52-year-old native Chicagoan plans to trade on as he begins fashioning a broad-based media empire from the economically lackluster foundation of Charter Media Co.

For Mr. Eller, CMC holds the promise of rebirth. This communications magnate—who began as an outdoor salesman in Tucson—by uncanny purchasing decisions and unparalleled financial finesse parlayed a shoestring operation into a multi-million-dollar public company, Combined Communications.

Within a decade of his outdoor board sales days, Mr. Eller had put together a group to buy two of the company's outdoor subsidiaries—and then borrowed enough to buy out his backers. After that he started racking up bank loans and snapping up radio and tv stations (beginning with Phoenix where his headquarters remain), newspapers, including the *Oakland Tribune*, and a raft of other outdoor companies. At the time of the purchases, the investment community shook its head and tsked about the steep prices; no one tsked later.

Mr. Eller's largest purchase—and some (but not Mr. Eller) say the one that did him in at Combined—was the *Cincinnati Enquirer*. To add the daily to Combined's properties, he had to trade away a significant portion of the company to *Enquirer* owner Carl Lindner. Reportedly, he and other outside investors collectively pressured Mr. Eller to sell Combined for a windfall. Mr. Eller

(Continued on Page 125)

"I just couldn't stay away from the media business"
—Karl Eller

Free tv and ABC will prevail, affiliates told

By COLBY COATES

LOS ANGELES—Although ABC-TV Network affiliates heard Leonard Goldenson, chairman of the board, ABC Inc., promise that free, over-the-air tv will "prevail" over "new technological competitors," they still reserved their loudest cheers for a dramatic appearance by the members of the U.S. Olympic gold medal-winning hockey team.

Emotions aside, however, Mr. Goldenson's reference to new technology as "aggressive competitors with nothing to lose and everything to gain out of ou. hides" was something the affiliates will remember long after they forget that Jim Craig was the hockey team's goalie or Mike Eurizone, the captain.

ABC's commitment to "free advertiser-supported tv" was also on exec vp Fred Pierce's mind. He told affiliates that despite rising programing costs and economic uncertainties, ABC management understands that to be competitive requires loosening the purse strings.

The ABC-TV boss gave another strong vote of confidence to Entertainment boss Tony Thomopoulos, but made no attempt at "glossing over our disappointment" about the results of the just concluded season. In addition, in what some interpreted as "sort of a comment" on the firing of John Backe as CBS president, Mr. Pierce stressed "the stable management of ABC," where "leadership depends on the quality of people, not only the quality of the programs."

▪ In looking to the 1980-81 season, Mr. Pierce promised affiliates, "We will prevail next fall in what promises to be the toughest season ever."

Network president James Duffy, in the opening address to the 207 ABC affiliates, picked up on what's become the network's rallying cry, No. 1 from sign-on to sign-off. He said ABC will continue as the full-day leader because of the "strength we have across the board in every category of programing."

Squire Rushnell, vp-early morning and children's programing, announced another first for "Good Morning America"—it surpassed NBC's "Today" as the leader in delivering the young male audience. "GMA" already has the women locked up, earning the biggest ratings among women 18-to-49 years for the last seven consecutive quarters.

As part of the network's effort to insure that the sign-on strength of "GMA" continues, Mr. Rushnell revealed that "French Chef" Julia Child and newsman Hughes Rudd are joining the program as regular contributors. He also said a permanent replacement for Sandy Hill, now a "GMA" special correspondent and ABC Sports personality, would be named by August.

Continuing the "across the board" concept, ABC Entertainment vp Seymour Amlen told affiliates that for the first four months of 1980, ABC daytime fare delivered 3,760,000 women, 18-49 years, per average minute, compared to CBS, which reaches 2,360,000, and NBC with 1,890,000. In addition to

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Top 23 Research leaders up 18%

(Continued from Page 3)

Demographic Survey Division of the U.S. Bureau of the Census, which alone does from $60,000,000 to $70,000,000 in survey research each year.

Based on the 23 organizations in this year's listing, the U.S. research industry is controlled by public corporations. Of the total revenues of $719,500,000, 58% is accounted for by stand-alone public corporations, and another 20% is accounted for by subsidiaries or divisions of larger public corporations. About 3% is attributable to organizations which are part of a larger, privately held corporation, and only 19% is accounted for by stand-alone privately held corporations. The image of a cottage industry populated by smail mom-and-pop operations is a myth.

There was significant change in this year's listing due to mergers and acquisitions. The most newsworthy was the sale of three research operations—AdTel, Market Audits and BASES—by Booz, Allen & Hamilton to Burke International Research Corp. This dropped Booz Allen out of its 7th place in last year's listing. However, another Booz Allen-owned research organization, National Analysts, continues on this year's listing.

Also in 1979, Equifax Inc., a public corporation based in Atlanta, acquired Elrick & Lavidge, a Chicago-based survey research company. A research subsidiary of Equifax, Marketing Information Service, was then merged into E&L, resulting in a combined operation with revenues exceeding $7,000,000 and a 20th place listing in this compilation.

Market Facts, another Chicago-based company, No. 6 on this year's listing, recently rebuffed an acquisition offer by Automated Marketing Systems, a Chicago-based communications service company.

The average age of presidents of the 23 organizations in this year's listing was 49, same as last year.

There follows a brief profile on each of this year's 23 leading U.S. research companies, along with their plans for expansion in 1980.

N.E. Harden
A.C. Nielsen Co.

David Dubow
IMS Int'l.

John Watters
SAMI

Theodore Shaker
Arbitron Co.

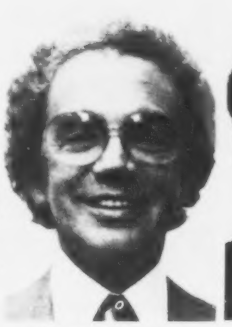
Jack E. Brown
Burke Int'l. Rsch

Jack Abrams
Market Facts

Joseph Hunt
Westat

R. L. Lysaker
Audits & Surveys

Cecil Phillips
Marketing & Rsch.


Pierre Marquis
ASI

D. J. Kilpatrick
Chilton Research

D. Yankelovich
Yankelovich, Skelly

No. 1. A. C. Nielsen Co., Northbrook, Ill. Public corporation traded o-t-c; founded in 1923. Research revenues: $302,100,000, up 22% over '78.

Gross revenues of Nielsen for the 12 months ending Nov. 30, 1979, were $420,500,000, and, based on data from its fiscal year ending July 3, 1979, 71.8% of that, or $302,100,000, was attributable to the two Nielsen research divisions—86% from the marketing research group and 14% from the media research group. (Note: The revenues of two subsidiaries—Compumark and Coordinated Management Systems—which are not strictly engaged in marketing research are included by Nielsen in marketing research group revenues.) About 58% of Nielsen research volume is in the U.S.; the balance comes from 22 foreign countries through subsidiaries.

In addition to the traditional custom and syndicated store audit and tv audience measurement services, Nielsen has a Store Observation Service (reporting on on-shelf conditions) and two new facilities—one in Rochester, N.Y., another in Seattle—which utilize data from UPC scanner-equipped stores. In Rochester, there is a consumer panel which links specific store purchases to individual households. Overseas, during 1979, Nielsen expanded its Household Appliance Index service to four new countries and its Photo Index service to four more.

In the U.S., starting this summer, Nielsen plans to launch a national product movement service based on a sample of all of the approximately 1,200 UPC scanner-equipped supermarkets.

It is estimated that about 12,300 Nielsen employes are engaged in research activities.

President is N. Eugene Harden, 45, a graduate of Lawrence University. Chairman and chief executive officer is Arthur C. Nielsen, Jr., son of the founder.

No. 2. IMS International, New York. Public corporation traded o-t-c; founded in 1954. Research revenues: $88,800,000, up 18% over '78. Gross worldwide revenues were $141,800,000, of which $88,800,000 came from market research activities through wholly owned subsidiaries in 51 countries. IMS America, the U.S. subsidiary, had research revenues of about $28,400,000.

IMS is to the world's pharmaceutical/medical industry what the A. C. Nielsen Co. is to the packaged goods industry. Research services include (a) retail outlet measures of ethical pharmaceutical sales; (2) panels of doctors reporting on diagnosis and treatment of patients; (3) customized audits of purchases by, for instance, hospitals and laboratories, and (4) custom studies, including surveys. The U.S. company also has an audit service of alcoholic beverage warehouse withdrawals in New York and Chicago; this will be expanded to California this year. Also, during 1979 the company developed an on-line data access system for clients.

There are about 2,150 IMS employes engaged in its research activities. President and ceo of IMS is David Dubow, 61, who resides in London. He is a graduate of the Columbia University Graduate School of Business. President of IMS America is Frank Osgood Jr.

No. 3. SAMI, New York. Wholly owned subsidiary of Time Inc.; founded in 1966.Research revenues: $54,400,000, up 13% over '78.

The basic activity of SAMI is to amalgamate warehouse withdrawal data to produce continuous movement data for thousands of individual brand items in each of 39 U.S. market areas. There are about 450 corporate clients for this service.

A new service, SIFT, for the institutional food market, was expanded from four to ten markets in 1979. Another new service, Scanner Store Data Service, which captures continuous store movement data from UPC scanner-equipped stores, was started in Kansas City during 1979; Portland, Me., is now being opened. Further, in Kansas City, SAMI started the Electronic Consumer Panel, which links specific store purchases to individual households. Early in '79, SAMI announced the intention of starting its basic service in Canada; this has not materialized to date.

SAMI has 400 fulltime salaried employes located in three offices.

President of SAMI is John A. Watters, 54, who is a graduate of the Columbia University Law School.

No. 4. Arbitron Co., New York. Wholly owned subsidiary of Control Data Corp.; founded in 1949. Research revenues: $44,100,000, up 25% over '78.

Arbitron had gross revenues of $47,900,000, of which 92% was attributable to research services.

The main business of Arbitron is measurement of television viewing and radio listening audiences at the local market level. Most of these data are collected via diaries placed in-home (supplemented by telephone interviewing), and about 2,000,000 households are contacted each year.

New in 1979 are services for local and national cable-wired households and a special survey, conducted in tandem with Video Probe Index, which will gather information on cable, pay cable, videocassette, videodisc, electronic games, subscription tv, and other electronic developments impacting viewer habits. In its basic radio services, Arbitron instigated during 1979 quarterly measurements (available in 22 markets in spring, 1980). Four markets—New York, Los Angeles, Chicago and San Diego—will be measured 48 weeks out of the year in '80. In addition, Arbitron has started Qualidata, which gives advertisers qualitative audience measures. A county coverage study, started in 1978, will again offer audience information on every county in the U.S.

There are about 600 fulltime employes at Arbitron engaged in research activities.

President of Arbitron is Theodore F. Shaker, 58, who is also a vp of the parent company. He has attended Colgate, Northwestern, and New York Universities.

No. 5. Burke International Research Corp., Cincinnati. Privately held corporation; founded in 1947. Research revenues: $42,600,000, up 15% over '78.

In August of '79 Burke bought four research operations from the Chicago-based consulting company of Booz, Allen & Hamilton: AdTel, Market Audits, BASES and the telephone research center in Cincinnati, which was later closed down.

The revenues cited above are annualized for all of 1979 and include the four Booz Allen properties plus the parent Burke volume, domestic and international. The growth rate was calculated against the same base for 1978.

In April of this year, Burke's principal owner, Donald L. Miller, announced that, according to a letter of intent, ownership would pass to a group of Burke employes in mid-year, and the new ownership had plans to sell off five Burke International subsidiaries in western Europe. Burke also has been divesting its interest in international subsidiaries in South America. However, the numbers above reflect, basically, the Burke situation as it existed during most of 1979.

The domestic operation, Burke Marketing Research, said it spent well over $1,000,000 in 1979 to produce market-by-market measures of radio listening audiences in competition with Arbitron; this service was abandoned in mid-year due to lack of industry support.

The basic business of BMR continues to be custom survey research in the areas of marketing and advertising, and especially day-after recall of tv commercials on-air, all of which is done by telephone surveys. All together, the Burke units had 250 fulltime salaried employes on average during 1979.

President of BIRC since mid-'79 has been Jack E. Brown, 35; he attended the University of Cincinnati. Previously, he was with Booz, Allen & Hamilton.

No. 6. Market Facts, Chicago. Public corporation traded o-t-c; founded 1946. Research revenues: $19,300,000, down 7% from '78.

These revenues include a wholly owned subsidiary, Market Facts-New York, but do not include Market Facts of Canada, in which the parent owns half interest. If Canada were added, total Market Facts revenues would be about $22,000,000.

MF activities include (a) field surveys, (2) Marketest store audit system, (3) national telephone center (CRT interviewing via WATS), (4) consumer mail panel (increased to 100,000 households in '79), and (5) Consumer Opinion Forum (three mail facilities).

MF has 556 fulltime salaried employes in seven offices (a client service office was opened in Dallas during '79).

In March, 1980, MF rejected a purchase offer of approximately $4,600,000 made by Automated Marketing Systems, Chicago.

President and ceo of MF is Jack Abrams, 49, who has an M.B.A. degree from Northwestern University.

No. 7. Westat Inc., Rockville, Md. Employe-owned corporation founded in 1961. Research revenues: $14,400,000, up 50% over '78.

Most of Westat revenues come from survey research studies conducted via personal interview, tele-

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Top 23

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L. J. Babic Jr.
Ehrhart-Babic

Jack Trumbull
Natl. Family Opinion

Tod Johnson
NPD Research

J. Goldstein

J. Rosenkranz

Data Development Corp.

Louis Harris
Harris & Assoc.

phone or mail for civilian agencies of the U.S. Government.

The company employs about 170 salaried professionals, as well as a telephone interviewing, support and survey processing staff (averaging about 250 employes), and a national field force (averaging about 150 employes).

During 1979, Westat developed samples and staff resources for studies of business establishments and added a focus group and organizational behavior staff.

President and ceo of Westat is Joseph A. Hunt, 44, who holds an M.S. degree from Massachusetts Institute of Technology. Edward C. Bryant, founder of Westat, continues as chairman.

No. 8. Audits & Surveys, New York. Privately held corporation; founded in 1952. Research revenues: Estimated at $14,000,000, up about 8% over '78.

This estimate for the parent includes the survey division, Test Audit division, National Total-Market Audit division, and CRT telephone interviewing facility, which in total have over 200 fulltime employes. It is not meant to include other organizations in which A&S or its principals have a position: A&S Latinoamerica, Total-Market Index in Canada, Market Probe International, a service bureau that also has survey research business, and Integrated Computer Systems, a service bureau.

During 1979, A&S discontinued TRAC-7, an attempt to enter the local-market radio audience measurement business.

President of A&S is Richard L. Lysaker, 47, who is a graduate of the University of Minnesota. Solomon Dutka, founder of A&S, is chairman.

No. 9. Marketing & Research Counselors, Dallas. Partially owned subsidiary (founded in 1965) of Tracy-Locke Co. Research revenues: $13,100,000, up 13% over '78.

M/A/R/C, a full-service, custom research house, utilizes a telephone survey WATS facility with 200 positions, 15 mall locations and five computers. There are 136 staff professionals, 216 hourly staff professionals and 1,500 hourly employes.

During 1979, M/A/R/C added offices in Boston and Sacramento, bringing the total to 12. Other new developments included the addition of a statistical services department and the completion of a CRT on-line interviewing and topline tabulation system.

President of M/A/R/C is Cecil B. (Bud) Phillips, 55, who is a graduate of Southern Methodist University.

No. 10. ASI Market Research, Los Angeles. Privately held corporation founded in 1962. Research revenues: $12,300,000, down 6% from '78.

Gross revenues in '79 were $14,800,000, 83% of which were attributable to research activities. About 90% of research revenues were domestic, with the balance coming from subsidiaries in Tokyo, Hong Kong, Seoul and Frankfurt.

ASI, originally founded as Audience Studies Inc., specializes in controlled audience pretesting of tv commercials, pilot films and phonograph records. In addition, the company does on-air testing of tv and radio commercials, print advertising pretesting, surveys and focus group interviews.

During 1979, ASI divested its operations in Tokyo, Seoul and Frankfurt—although it still maintains ties with those organizations—and this impacted revenue levels.

Alfred Goldman
National Analysis

Herbert Marsch
Opinion Research

Robert Lavidge
Elrick & Lavidge

There are 310 fulltime salaried employes and about 740 parttimers.

Chairman and ceo of ASI is Pierre Marquis, 53, who is a graduate of Boston University School of Law. President is Gerald Lukeman.

No. 11. Chilton Research Services, Radnor, Pa. Wholly owned subsidiary of American Broadcasting Cos.; founded in 1957. Research revenues: $12,000,000, up 93% over '78.

Ownership of this survey research organization changed in May, 1979, when ABC acquired the parent, Chilton Co.

CRS basically consists of a large-scale CRT/WATS interviewing system and personal, face-to-face interviewing (about 40% of total volume). There are two syndicated services: AGTRACK, a monthly survey of farmers, and (2) ADCHART, a longitudinal ad measurement program.

During 1979, Chilton opened a new 50-station telephone interviewing facility in Arlington Heights, Ill., and two new offices in Philadelphia related to personal interviewing. All told, the company has 170 fulltime employes, 700 parttimers.

Since April, 1979, the general manager of CRS has been Dean J. Kilpatrick, 35, who has an M.B.A. from the University of Delaware. He is also a vp of Chilton Co.

No. 12. Yankelovich, Skelly & White, New York. Wholly owned subsidiary of Reliance Group; founded in 1958. Research revenues: $11,800,000, up 26% over '78.

This survey research company, acquired by Reliance in 1969, does marketing and social research for industry, media and government. Standardized services include: (1) Laboratory Test Market, a simulation facility; (2) Monitor, tracking surveys of special social segments; (3) Corporate Priorities, tracking surveys on public policy issues; and (4) Market Alert, tracking surveys re consumerism pressures.

There are 206 fulltime YSW employes located in seven offices, one of which is in London. About 1% of the company's business is done outside the U.S.

Founder and president of YS&W is Daniel Yankelovich, 53; he is a

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(Continued from Page 92)

graduate of Harvard University.

No. 13. Ehrhart-Babic Associates, Englewood Cliffs, N.J. Privately held corporation founded in 1958. Research revenues: $10,400,000, up 13% over '78.

These revenues do not include an E-B service bureau subsidiary, E-B Data Services, but they do include those of National Retail Tracking Index, a wholly owned subsidiary.

E-B specializes in custom store audits, controlled mini-market store tests and syndicated distribution studies in a variety of retail outlets. During 1979, the company expanded its NRTI service to Canada. A new service planned for later in 1980 will take Ehrhart-Babic into scanner checkout data systems.

There are 136 fulltime employes and about 2% of revenue comes from outside the U.S.

President of E-B and one of the founders is Louis J. Babic Jr., 47, a graduate of Boston University. The other founder, Thomas A. Ehrhart, is chairman.

No. 14. National Family Opinion, Toledo. Privately held corporation; founded 1946. Research revenues: Estimated at $10,000,000, about the same as '78.

NFO does not cooperate with this industry roundup, but best estimates are that 1979 revenue showed no growth and perhaps declined a bit in 1979.

Main NFO activities are a standing mail panel of about 150,000 households and telephone interviewing via a WATS facility with about 100 stations, much of which is housed in a new facility in Greensboro, N.C. Other activities include syndicated diary panel service for a group of textile manufacturers; a national panel of auto owners, Automotive Petroleum and Aftermarket Services; and SIP (Share of Intake Panel) for the beverage industry.

There are about 350 employes, about 90 of whom are fulltime, salaried, located in seven offices.

President of NFO is Jack A. Trumbull, 53, son of the founder, Howard A. Trumbull. He attended the University of Toledo.

No. 15. NPD Research, Floral Park, N.Y. Privately held corporation; founded 1967. Research revenues: $9,700,000, up 16% over '78.

Services offered by this company, which specializes in continuous diary panel research, include the following syndicated services: Package goods diary service, Toy market index, textile and apparel market index, gasoline market index, record/tape market index, wine market index and CREST, which measures the away-from-home institutional food market. In development are two new services: National Eating Trends Report which will measure in-home preparation of food dishes, and a basic mail panel for mail survey research and product testing.

NPD employs about 400 people, of whom over 100 are fulltime marketing and computer specialists, and 200 are fulltime coders.

President-ceo of NPD is Tod Johnson, 35, who has an M.S.I.A. degree from Carnegie-Mellon University. Chairman is Henry Brenner.

No. 16. Data Development Corp., New York. Privately held corporation; founded in 1960. Research revenue: $9,600,000, up 13% over '78.

Included in addition to the parent, Data Development, are revenues from three affiliates: Central Location Testing, Field & Facts and the Telephone Centre. Together, these four organizations employ 120 fulltime salaried employes and from 70 to 90 hourly employes, who are located in three offices.

The company is planning to in-

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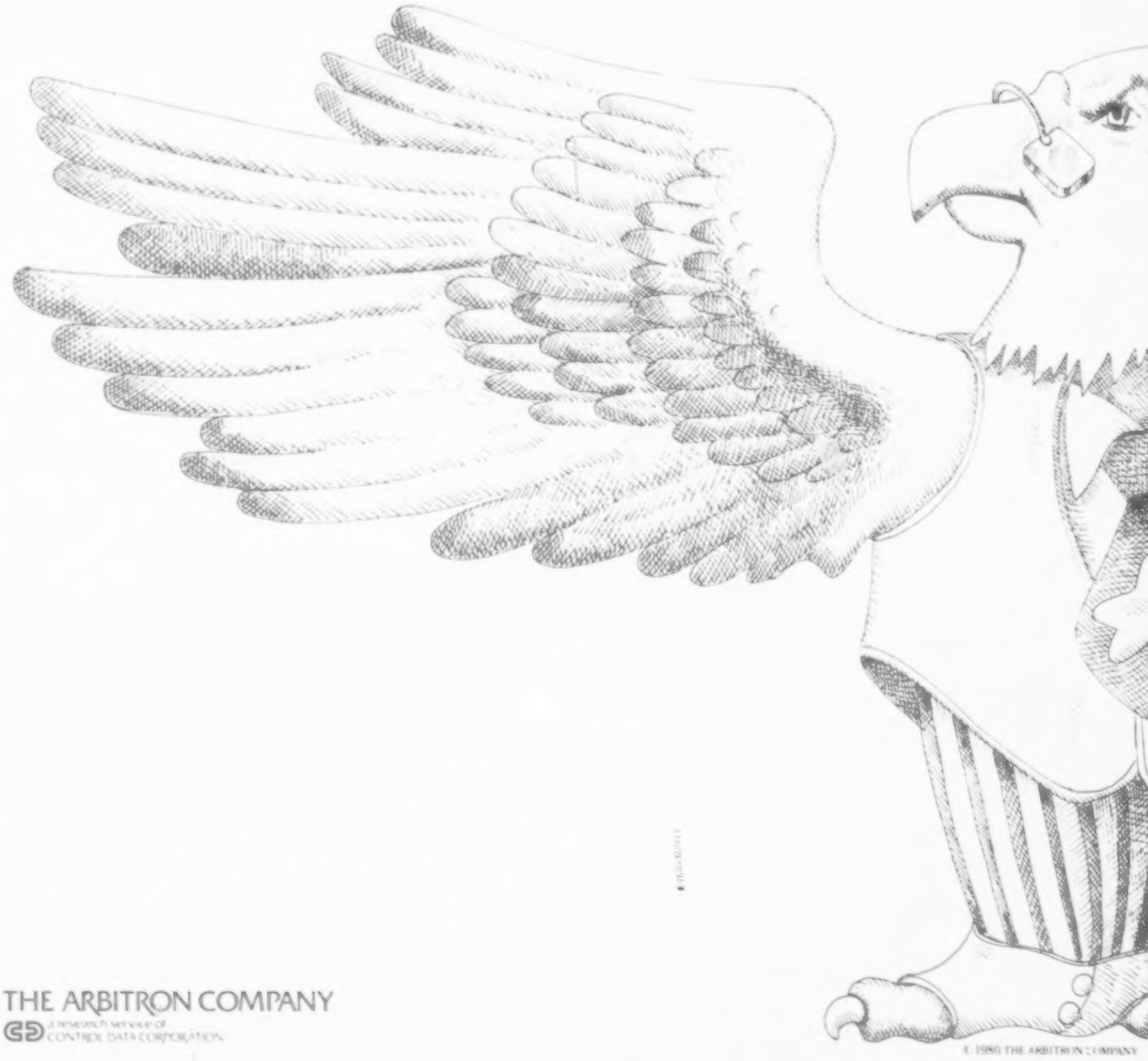
THE STAR-SPANGLED CLAIM CHECKER

ONE OF A SERIES



THE ARBITRON COMPANY
a research service of CONTROL DATA CORPORATION

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crease the capacity of its WATS telephone facility (now at 30 to 40 stations) in 1980 and enter into CRT interviewing.

DDC is jointly run by chairman Jerry Rosenkranz and president Joseph Goldstein. Both are 44 and graduates of the College of the City of New York.

No. 17. Louis Harris & Associates, New York. Wholly owned subsidiary of Gannett Co.; founded in 1956. Research revenues: $9,300,000, up 3% over '78.

About 30% of this survey research company's volume came from studies done outside the U.S., mostly through a London-based subsidiary, Louis Harris International. There are 135 fulltime employes.

LH&A conducts a variety of custom and syndicated surveys in the areas of public opinion, corporate policy and marketing research for business and nonprofit clients. Data collection is via personal interviewing by telephone through the 60-position National Center for Telephone Research facility in New York. During '79, the company opened a new office in Washington.

President and ceo of LH&A is Louis Harris, 59, the well-known pollster. He is a graduate of the University of North Carolina at Chapel Hill. Chief operating officer is Humphrey Taylor.

No. 18. National Analysts, Philadelphia. Subsidiary of Booz, Allen & Hamilton; founded 1943. Research revenues: $8,700,000, up 9% over '78.

This survey research organization, which was acquired by Booz Allen, the management consulting company, 1970, has 170 fulltime employes located in three offices. One especially large project for the U.S. Department of Agriculture accounted for about 25% of '79 revenues (50% in 1978).

NA does both quantitative and qualitative work in the fields of marketing and social science research, a good deal of which is in conjunction with Booz Allen consulting projects. In 1979, NA started Executive Associates, a group of semiretired executives trained to conduct in-depth interviews on technical subjects.

President is Alfred E. Goldman, 54, who has a Ph.D. from Clark University.

No. 19. Opinion Research Corp., Princeton, N.J. Subsidiary of Arthur D. Little Inc.; founded in 1938. Research revenues: $8,200,000, up 7% from '78.

This survey research company, which was acquired by ADL in 1975, has 146 fulltime employes located in four offices. Work is divisionalized as follows: Corporate research, employe relations research, marketing research, marketing profile service, Caravan Surveys (syndicated surveys), government research and political/-public policy research.

President of ORC is Herbert Marsch, 55; he is a graduate of the University of Cincinnati.

No. 20. Elrick & Lavidge, Chicago. Wholly owned subsidiary of Equifax Inc.; founded in 1951. Research revenues: $7,100,000, up 5% over '78.

In October '79, Elrick & Lavidge was sold to Equifax, and a research division of that company, Marketing Information Service, Atlanta, was merged into E&L. Revenues of the merged organizations have been annualized for 1979.

In total, this combined survey research organization has 99 fulltime salaried employes located in seven offices. A new addition to E&L's mall operation, the Opinion Center, was opened near Phoenix during 1979. The MIS WATS interviewing capacity in Atlanta was expanded to include 30 positions over those related to a new TELSAM operation.

President and ceo is Robert J. Lavidge, 58, one of the two founders of E&L. He has an

(Continued on Page 96)

DESCRIPTION OF STAR-SPANGLED CLAIM CHECKER: Also known as the Broadcast Rating Council, this is one of the more helpful and beneficial denizens of the ratings jungle. Can be spotted by its wisdom and constant devotion to making sure that rating services "do what they say they do."

HABITS: Assures that ratings services make full disclosure of their procedures and that they meet certain research standards.

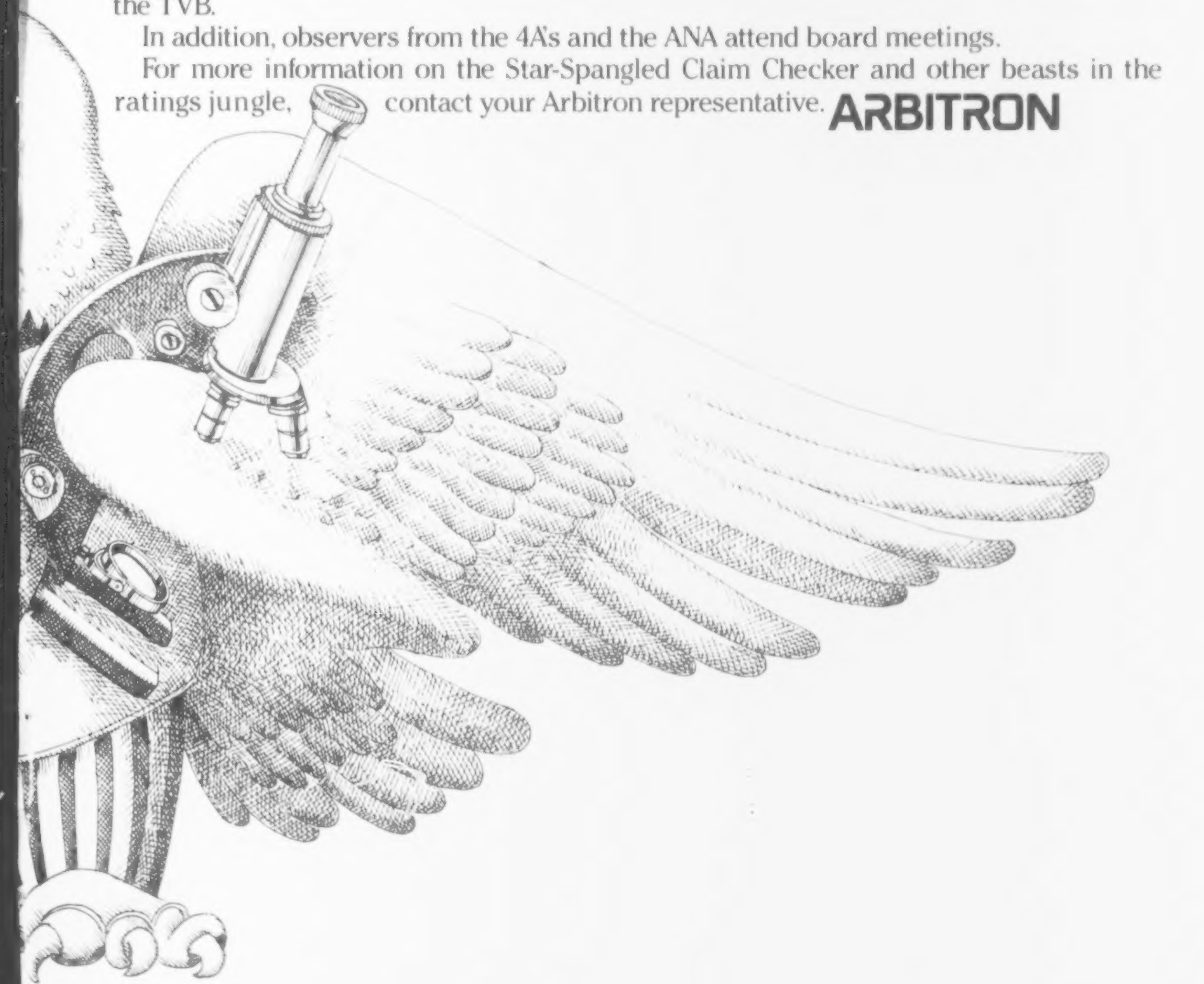
Rating services are audited yearly, and those that meet these conditions earn accreditation and are eligible to carry the Council's double check symbol on all reports.

CARE AND FEEDING: Arbitron believes that species such as the Star-Spangled Claim Checker deserve special care and attention. We are constantly listening to the Council's suggestions to make sure our services meet the highest research standards.

The Board of Directors of the Council is composed of representatives of the following industry groups: ABC, CBS, NAB, NBC, NRBA, RAB, the SRA and the TVB.

In addition, observers from the 4A's and the ANA attend board meetings.

For more information on the Star-Spangled Claim Checker and other beasts in the ratings jungle, contact your Arbitron representative. ARBITRON



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(Continued from Page 95)

M.B.A. degree from the University of Chicago. John F. Harris of MIS is exec vp.

No. 21. Walker Research, Indianapolis. Privately held corporation, founded in 1964. Research revenues: $7,000,000, up 1% over '78.

This custom survey research company, collecting data mainly through mall facilities and telephone interviewing, has 133 fulltime employes (58 of whom are salaried)and 746 parttimers located in six office sites and three WATS interviewing facilities.

The company is divided into four divisions: Custom research, utility research, data collection, and administrative/financial services.

Frank Walker
Walker Research

W. J. Wilson
Starch INRA

Bernie Levine
Decisions Center

President and ceo is Frank D. Walker, 45, son of Mrs. Tommie Walker Anderson, who founded the predecessor company, Walker Research Service, in 1939. Mr. Walker graduated from DePauw University.

No. 22. Starch INRA Hooper, Mamaroneck, N.Y. Public corporation traded o-t-c, founded in 1923. Research revenue: $5,500,000, up 24% over 1978.

This survey research organization is composed of six divisions: The Starch Ad Readership Service, INRA (International Research Associates), Associates in Diagnostic Research, C. E. Hooper, Daniel Starch (Canada) Ltd. and Media Audience Research. About 16% of revenue was from outside the U.S.

During 1979, the company launched a new syndicated service, National Readership Service, which is designed to measure the primary and total audiences of some 50 publications.

SIH employs 150 fulltime salaried employes.

President and ceo of SIH is William J. (Jay) Wilson, 43, who is a graduate of Yale University.

No. 23. Decisions Center Inc., New York. Privately held corporation; founded 1965. Research revenues: $5,100,000, up 9% over '78.

This custom survey company, which has 83 fulltime employes, is divisionalized as follows: DCI Qualitative, DCI International, DCI Youth Research, and Facts Center, a field and tab operation.

Currently, DCI is adding a WATS line telephone interviewing facility.

Co-ceo's at DCI are Bernie Ruderman, 48, who has an M.S. degree from Pennsylvania State University, and Bernie Levine, 54, who has an M.B.A. from New York University. #

BPA adds 7 members

Business Publications Audit of Circulation, New York, verifier of all-paid, all-controlled or paid-controlled combination circulation figures, has added seven publications as members. *California Business*, California Business News, Burbank, Cal.; *Microelectronic Manufacturing & Testing*, Lake Publishing, Libertyville, Ill.; *Mobile Times, Two Way Radio Dealer*, Titsch Publishing, Denver; *Oil & Gas Digest*, Hutton Publishing, Houston; *Pacific Goldsmith*, Allen-Pacific Co., San Francisco, and *Today's O.R. Nurse*, Charles B. Slack Inc., Thorofare, N.J. BPA publication members now number 778, up from 728 in March, 1979.

'New Shelter' plans fall expansion to newsstands

New Shelter magazine will increase its circulation rate base to 350,000 from 250,000 this fall. The monthly, aimed at environment and energy-conscious home improvers, is published by Rodale Press, Emmaus, Pa.

It will begin newsstand tests with the September issue, putting 70,000 copies on the stands. Its current circulation is 98% subscription. Cover price is $1.50.

'Science' ups frequency

Science 80, Washington, will increase its frequency from six to 10 times a year in November, its first anniversary. The publication of the American Assn. for the Advancement of Science guarantees 400,000 readers.

Direct Mail forms unit

Direct Mail Corp. of America, St. Louis, has formed Autodata Fulfillment, a new division that will supply literature, merchandise and premium items for U.S. distribution. The unit is at 701 N. 15th St.

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Advertising pages in May consumer publications

Women's

	Pages May 1980	May 1979	Jan.-May 1980	Jan.-May 1979
†§Bride's Magazine	212.5	190.5	811.4	684.7
§Cosmopolitan	236.7	254.1	988.4	948.0
Essence	108.0	78.0	382.0	334.0
§Family Circle	114.7	127.7	645.2	688.5
▲Family Health	28.9	24.8	131.0	124.2
§Good Housekeeping	176.7	180.4	787.2	768.3
Ladies' Home Journal	115.0	114.2	514.7	519.9
Lady's Circle	8.9	8.4	44.9	47.9
McCall's	117.6	127.8	502.0	530.1
○McCall's Working Mother	88.9	48.7	205.2	48.7
†Modern Bride	171.3	165.4	674.4	672.3
Ms.	44.7	53.3	232.8	214.8
○New Woman	48.8	50.7	111.6	128.9
§Parents Magazine	74.0	57.2	301.3	249.0
Playgirl	40.7	29.5	231.9	172.3
Redbook	114.3	149.2	539.6	614.4
Self	75.4	47.5	272.1	194.3
Seventeen	127.8	142.0	517.2	528.5
Soap Opera Digest	6.6	16.5	57.6	46.3
*Talk	—	—	77.9	59.7
'Teen Magazine	45.1	40.4	208.0	194.7
§True Story	41.5	61.5	24.8	26.9
§Woman's Day	99.9	127.5	646.1	648.2
The Workbasket	26.4	18.2	151.2	125.2
Working Woman	54.5	32.2	216.3	138.5
Total Group	2,178.9	2,145.7	9,274.8	8,908.3

General

	May 1980	May 1979	Jan.-May 1980	Jan.-May 1979
▲ A.D. Magazine	24.7	18.7	80.5	66.9
After Dark	30.0	30.3	155.5	150.9
Air Progress	26.0	30.2	115.6	120.4
American Forests	14.0	11.1	75.1	75.6
§American Legion	25.8	18.1	143.1	146.1
○Americana	—	—	55.1	71.4
Apartment Life	58.8	52.2	240.2	254.8
§▲Architectural Digest	169.8	116.7	576.7	449.9
§The Atlantic	34.3	32.3	167.8	166.5
○Audubon Magazine	35.6	38.0	100.5	107.3
Blueboy	28.8	21.1	139.6	118.6
§Bon Appetit	82.0	70.1	349.4	280.2
Book Digest	20.5	39.5	154.0	229.3
Christian Herald	41.5	39.8	201.3	219.9
Christian Life	25.2	25.1	133.8	148.2
*Christianity Today	58.4	61.5	300.1	295.5
Complete Men's Group	26.5	24.0	125.8	121.5
Country Journal	44.6	35.8	236.9	212.6
Creative Computing	87.1	68.3	413.8	269.4
▲Cuisine Magazine	40.1	32.2	177.2	133.0
Ebony	97.8	97.6	433.0	432.3
Elks Magazine	21.1	23.5	121.5	135.7
§Esquire	38.8	31.1	199.0	145.0
50 Plus	36.0	39.2	187.9	133.6
Flying	57.5	61.3	280.3	256.5
§Gentlemen's Quarterly	101.3	77.4	421.0	334.7
Golf Digest	79.0	95.4	385.1	438.8
§Golf Magazine	64.9	97.8	429.3	419.7
Gourmet	65.1	58.4	296.0	270.2
§Harper's Magazine	39.0	42.5	175.0	175.0
○Hi-Fi/Stereo Buyer's Guide	23.3	32.2	68.5	80.8
*High Fidelity	54.4	66.0	295.0	338.6
Income Opportunities	47.3	36.9	231.5	223.0
Kiwanis Magazine	16.2	15.1	77.7	78.9
Let's Live	90.3	85.4	476.3	442.7
Life	[illegible]	47.0	280.3	222.1
Lion Magazine	4.5	18.1	24.5	94.3
Modern Photography	134.1	126.6	515.9	496.5
§Money	91.1	72.8	377.8	335.2
Moneysworth	18.5	25.3	99.1	116.4
Moody Monthly	43.3	47.7	252.5	277.7
○Moose Magazine	—	—	84.0	84.0
○Mother Earth News	61.7	42.6	182.7	129.8
○Museum	14.2	—	38.8	—
National Geographic	35.7	38.3	159.0	163.1
National Jewish Monthly	27.3	27.8	142.1	142.7
Natural History	32.3	37.4	224.5	217.1
Omni	55.6	31.3	247.7	135.4
§Oui Magazine	22.1	17.4	111.2	80.4
§Penthouse Magazine	65.7	85.4	348.7	342.1
Petersen's Photographic	46.8	54.9	217.9	257.7
Playbill	44.7	34.0	218.5	204.8
§Playboy	127.6	131.0	552.2	552.4
Popular Photography	145.4	169.2	708.0	798.7
Prevention	86.1	101.4	434.8	546.0
Prime Time	21.2	—	90.3	—
Psychology Today	75.4	77.3	292.0	285.5
▲Quest '80	28.0	20.9	131.0	98.6
§Reader's Digest	120.5	140.2	487.1	573.4
Rotarian	21.2	21.5	137.6	108.3
††Saturday Evening Post	35.6	47.7	187.5	194.1
Scientific American	90.0	79.3	429.3	363.0
Signature	51.2	55.8	229.7	218.6
Smithsonian	85.6	72.6	400.2	340.4
Stereo Review	59.2	72.7	358.3	375.1
Success Unlimited	46.2	37.0	251.5	193.7
Tennis Magazine	99.3	74.5	316.4	306.3
Town & Country	122.6	105.0	465.4	390.8
Travel/Holiday	53.6	63.6	276.9	268.9
Travel & Leisure	91.3	96.1	452.2	419.9
VFW Magazine	23.9	25.2	153.1	143.4
Weight Watchers	22.1	19.9	98.5	99.2
World Tennis	61.4	49.0	255.8	207.1
Writer's Digest	26.3	20.2	102.6	96.6
Yankee Magazine	85.5	94.5	451.3	494.0
Total Group	3,997.0	3,866.7	18,806.0	17,916.6

Fashion & service

	May 1980	May 1979	Jan.-May 1980	Jan.-May 1979
Glamour	202.3	225.4	791.6	819.2
Harper's Bazaar	69.4	58.0	379.4	324.1
Mademoiselle	152.4	143.0	606.2	584.6
††L'Officiel/USA	—	—	100.3	108.5
Vogue	198.4	183.4	912.2	837.0
▶"W"	62.5	55.1	305.4	273.7
Total Group	685.0	664.9	2,994.8	2,838.6

Arts & antiques

	May 1980	May 1979	Jan.-May 1980	Jan.-May 1979
American Artist	68.8	55.7	271.3	284.0
Antiques	158.8	149.8	773.3	676.3
Antiques World	60.8	54.7	255.3	279.0
○Art & Antiques	55.8	47.5	172.9	136.4
▲Artnews	106.0	108.0	551.0	499.8
Total Group	450.2	415.7	2,023.8	1,875.5

Home

	May 1980	May 1979	Jan.-May 1980	Jan.-May 1979
§Better Homes & Gardens	170.2	150.6	668.5	669.6
○Colonial Homes	57.4	40.9	171.4	113.5
▲Decorating Showcase	20.1	15.2	114.9	55.8
▲Family Handyman	64.8	51.8	313.4	278.7
Flower & Garden	29.4	30.3	165.8	173.5
The Hometown Magazines:				
Dallas-Fort Worth Home/Garden	49.7	32.8	240.1	158.0
Houston Home/Garden	119.5	106.1	526.9	510.1
Horticulture	28.5	29.4	156.3	182.9
House Beautiful	122.4	141.3	492.1	496.1
House & Garden	161.5	144.5	597.2	573.1
†Homeowners How-To	23.9	30.4	79.2	71.3
Hudson Home Magazine	42.5	65.8	227.2	253.1
Indianapolis at Home	69.5	83.0	285.5	343.5
Living:				
○Dallas	123.7	128.5	352.6	364.3
○Houston	105.1	131.5	297.8	359.0
○Denver	88.7	88.6	276.3	251.9
‡Austin	54.2	46.1	100.3	93.4
‡San Antonio	—	—	46.3	37.0
○Phoenix	—	—	80.0	53.6
○Tampa	—	—	64.9	—
▲1001 Decorating Ideas	44.6	33.2	142.6	110.7
Organic Gardening	63.3	70.8	448.9	435.4
○Plants Alive	—	—	54.4	74.1
San Diego Home/Garden	55.3	—	251.0	—
Southern Living	178.2	164.0	663.1	700.2
§Sunset Magazine	183.5	202.4	676.9	732.9
▲Texas Homes	69.0	84.0	292.0	225.0
○Workbench	59.3	54.8	190.0	182.4
Total Group	1,984.3	1,926.0	7,975.6	7,499.1

In-flight

	May 1980	May 1979	Jan.-May 1980	Jan.-May 1979
#Aboard Group	—	—	768.0	716.0
Air California	64.3	54.3	287.3	286.5
American Way	79.9	66.8	336.9	279.6
Halsey Publications:				
Braniff's Flying Colors	44.8	30.5	181.7	155.0
Delta Sky	44.7	41.5	221.5	230.5
Clipper	58.2	—	197.5	—
East/West Network:				
Eastern Review	85.0	66.5	406.5	412.4
Hughes Airwest Sundancer	74.4	84.3	383.5	402.2
Continental Extra	76.8	71.8	351.0	337.9
Ozark Flightime	53.7	57.2	284.8	299.7
PSA Magazine	115.3	118.6	553.6	563.4
Texas International/The Texas Flyer	61.0	57.2	302.7	267.2
United Mainliner	107.9	114.4	487.6	495.5
○Pace	22.0	15.8	59.5	53.0
Scene	35.0	—	137.4	—
Southwest Airlines	76.0	57.0	317.1	241.7
○Spirit of Aloha	25.7	18.6	80.2	50.8
USAir	46.3	—	179.3	—
Webb Publications:				
○Frontier Magazine	48.9	35.5	126.4	114.5
Passages	28.2	20.1	133.2	132.2
TWA Ambassador	66.3	46.2	259.2	225.4
Total Group	1,214.4	956.3	6,054.9	5,263.5

Metropolitan

	May 1980	May 1979	Jan.-May 1980	Jan.-May 1979
○Aloha	24.0	8.0	64.5	21.0
Atlanta	83.5	88.5	379.9	361.5
Baltimore	79.3	93.4	370.4	393.1
◇Bay Views	41.5	32.0	170.2	162.3
Birmingham	31.2	30.8	114.8	143.3
Boston	126.7	106.9	518.3	444.7
Broward Life	45.4	45.3	260.3	256.2
Brown's Guide to Georgia	57.0	44.0	208.4	206.0
Central Florida Scene	16.2	18.9	75.5	73.2
○Charlotte	65.4	53.7	112.3	98.6
Chicago	155.2	180.1	719.3	744.2
▲Chicago's North Shore	66.0	47.3	209.9	123.4
Cincinnati	66.5	56.2	313.5	268.2
Cleveland	84.7	107.1	374.3	425.7
Columbus Monthly	88.5	84.1	395.8	381.0
Commonwealth	15.0	16.0	74.0	91.0
Connecticut	63.2	78.3	321.4	364.9
D/Magazine, Dallas/-Fort Worth	116.3	118.2	514.0	483.7
Delaware Today	39.3	37.7	186.2	167.0
Denver Monthly	20.3	27.0	120.6	115.8
Monthly Detroit	68.0	46.0	225.0	189.2
Exclusively Yours Wisconsin	61.3	72.3	361.2	400.6
Gold Coast of Florida/-Indian River Life	105.4	103.5	637.9	594.5
Grand Rapids	36.6	21.3	163.9	114.0
Honolulu	72.0	77.3	353.3	354.9
Houston City	41.2	47.6	174.4	176.2
Indianapolis	68.5	40.0	214.2	149.8
Kansas City	35.6	46.5	148.8	172.8
Lansing	35.0	27.0	162.6	89.0
Los Angeles	213.0	223.0	930.8	967.5
Madison	43.5	31.8	179.5	122.3
Mesa	30.5	—	300.9	234.2
Miami	56.4	45.2	283.4	243.1
Mpls./St. Paul	72.9	40.0	344.3	231.9
Monterey Life	40.6	—	195.6	—
Nashville!	54.6	66.5	269.7	271.4
New Jersey Monthly	100.3	63.1	369.7	304.4
New Mexico	30.7	16.3	111.6	79.4
New Orleans	45.2	53.4	226.1	250.3
Ohio	19.6	29.7	121.1	191.0
Omaha	31.0	25.7	130.6	106.7
Oregon	20.4	23.6	90.2	111.4
Palm Beach Life	42.0	40.7	391.7	270.6
Palm Springs Life	97.5	92.3	733.0	653.0
Philadelphia	151.9	157.2	644.2	684.1
Phoenix	102.9	94.9	545.4	446.7
Pittsburgh	48.0	60.5	223.9	260.5
Pittsburgher	38.0	32.0	198.5	142.5
○Roanoker	37.0	47.0	125.8	144.0
SA, The Magazine of San Antonio	31.2	30.5	177.4	119.4
Sacramento	27.2	33.5	118.3	177.3
St. Louis	96.5	104.0	424.0	474.0
San Diego	147.1	167.5	725.5	749.9
San Francisco	77.7	63.7	301.0	256.9
San Francisco Focus	42.0	18.0	161.1	107.2
††Sarasota Town & Country	29.0	37.0	193.0	129.0
▼Shenandoah Valley	—	—	75.0	—
Spokane	38.8	39.0	167.9	176.7
Tampa Bay Life	57.8	42.4	297.3	213.4
Texas Monthly	153.9	132.5	555.4	516.2
○Triad	—	—	35.0	61.0
Tucson	25.0	42.0	173.0	226.3
Twin Cities	51.5	23.1	148.0	87.9
Washington Dossier	42.0	43.0	222.0	212.0
The Washingtonian	133.0	135.0	570.0	601.0
Westchester	38.5	57.7	199.2	211.3
Westchester Illustrated	42.0	38.5	216.2	179.8
Wichitan	50.0	56.5	220.2	259.9
Total Group	4,168.0	3,961.8	19,340.0	18,040.0

Movie-romance-radio-tv

	May 1980	May 1979	Jan.-May 1980	Jan.-May 1979
○Complete Women's Group	—	—	49.0	55.7
Ideal Women's Group:				
Daytime Stars	29.7	28.5	116.3	117.6
Intimate Story	28.8	29.7	140.3	149.5
Personal Romances	28.8	29.8	140.4	163.2
○Soap Opera	—	—	51.2	29.8
KMR Women's Group:				
Real Romances	11.7	15.3	57.5	72.9
Real Story	11.7	15.3	57.5	72.9
○Teen Bag	7.2	12.0	26.7	41.9
Macfadden's Women's Group:				
Modern Romances	25.9	41.4	145.9	176.8
Secrets	25.9	41.4	145.9	175.2
True Confessions	25.9	40.1	148.5	174.9
True Experience	25.9	40.4	145.9	174.8
True Love	25.9	41.4	145.9	175.8
True Romance	25.9	40.4	145.9	174.8
Sterling Women's Group:				
Daytime TV	31.3	33.2	156.3	160.7
Modern Love	—	30.2	61.2	153.8
Modern Screen	31.6	33.2	160.1	160.7
○Movie Mirror	31.6	33.2	95.2	96.7
Photo Screen	—	—	32.3	64.0
Real Confessions	30.3	30.2	123.7	153.8
TV Movie Screen	31.6	33.2	95.2	97.8
TV Picture Life	—	—	64.9	64.0
Total Group	429.7	568.9	2,305.8	2,707.3

Youth

	May 1980	May 1979	Jan.-May 1980	Jan.-May 1979
Boys' Life	21.2	24.4	109.9	114.0
Campus Life	23.3	29.4	176.3	172.6
††Scholastic Magazines	—	—	—	—
Total Group	44.5	53.8	286.2	286.6

Mechanics & science

	May 1980	May 1979	Jan.-May 1980	Jan.-May 1979
○Elementary Electronics	25.6	34.7	74.1	104.9
§Mechanix Illustrated	98.5	105.7	437.7	478.1
Popular Electronics	59.6	53.5	299.9	282.6
Popular Mechanics	157.0	151.2	624.5	640.1
§Popular Science	107.8	94.8	480.7	484.0
Total Group	448.5	439.9	1,916.9	1,989.7

Boating & yachting

	May 1980	May 1979	Jan.-May 1980	Jan.-May 1979
Boating	126.5	123.2	650.8	645.0
Chesapeake Bay	34.5	27.9	158.1	143.2
Cruising World	113.4	109.6	569.5	513.5
Motorboat	58.3	78.0	295.3	417.4
Motor Boating & Sailing	131.2	134.1	713.9	727.1
§Sail	142.8	148.0	720.6	752.1
§Sea	95.4	96.3	530.3	503.0
Trailer Boats	33.0	27.9	160.9	152.3
Yachting	185.1	196.8	942.2	1,039.4
Total Group	920.2	941.8	4,741.6	4,893.0

Automotive & recreational vehicles

	May 1980	May 1979	Jan.-May 1980	Jan.-May 1979
Car & Driver	117.1	113.2	395.4	371.0
Car Collector & Car Classics	22.5	23.3	115.9	119.2
Car Craft	66.4	96.0	251.6	327.5
Choppers	16.0	12.0	82.0	72.3
○Custom Bike	—	31.1	41.1	119.5

§Sectional linage included but prorated to circulation of regional editions. *Sectional linage included but NOT prorated to circulation of regional editions. †Published 6 times a year. ○Published every other month. ▲Published 10 times a year. ††Published 9 times a year. ‡Published 3 times a year. #Published quarterly. ☆Published twice a month. ‡‡Published 7 times a year. ◇Published 11 times a year. ▼Published 8 times a year. **Published weekly. ▶Published every two weeks. A. Figures reflect larger page size. B. Preprinted inserts included. C. May figures not available.

(Continued on Page 114)

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Advertising Age

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50 YEARS 1930-1980

$1 a Copy; $30 a Year · The International Newspaper of Marketing • In Two Sections. Section 1 · May 26, 1980

Wyman takes giant step to CBS

Thomas H. Wyman moves from foods to broadcasting.

By COLBY COATES

NEW YORK—Once approached about a potential seat on the board of directors of CBS Inc., Thomas H. Wyman has instead ended up as the company's fifth president in nine years, and the second exec besides chairman William S. Paley to hold the chief executive officer's title.

"The scope and dynamics of the businesses of CBS" attracted him to the historically trouble-plagued job, he said in a telephone interview, "categorically" declaring himself a believer in the new technologies of the modern communications world.

Mr. Wyman also sought to dispel any "mythical questions" about "who's for new technologies and who's not at CBS," adding, "cable, videodisc, broadcasting, teletext are the dynamics of our business."

As John Backe's successor at the helm of the company that had 1979 revenues of $3.7 billion and net income of $201,000,000, Mr. Wyman reportedly will earn $800,000 per year, a $1,000,000 sign-on bonus, plus an arrangement for compensation for an additional two years should he be fired.

- According to a statement from Mr. Paley, the selection of the Pillsbury Co. vice-chairman concludes "an intensive reevaluation of the qualifications of the ceo post at CBS." Mr. Wyman's extensive experience in U.S. and international marketing, financial, technological and policy-making administrative posts are "the management talents CBS desires at the helm as the company faces the future," Mr. Paley said.

Mr. Wyman's broad-based background includes stints as president-ceo of Green Giant Co. and a variety of posts at Polaroid Corp. culminating in senior vp, general manager and chairman of the executive committee. At one time or another, he was widely touted as the heir apparent to Polaroid founder Edwin Land and Pillsbury chairman William Spoor.

He admits to having his work cut out for him at CBS, figuring "I'll be working very hard for the next two years understanding all of CBS' businesses." However, he already knows that "a central part of the management job at CBS is in understanding what happens in Washington.

"The regulatory function there must be managed with thought," he said, adding, "I'm very much in favor of building bridges between regulators and business and treating each other in a non-adversarial way."

With his consumer products background, it could be expected that Mr. Wyman is "obviously a believer in the enormous power of advertising," but he thinks that it also "must be used constructively and managed with responsibility. That goes for the media as well,"

(Continued on Page 62)

Pepper also vies for Crush

P&G bids for soft drinks

By LARRY EDWARDS
and JACQUES NEHER

CHICAGO—Procter & Gamble Co. made its expected jump into the soft drink business last week with a bid to acquire Crush International's U.S. and international (excluding Canada) businesses for $46,000,000.

But Dr Pepper Co. muddied the situation Friday morning with a bid for Crush that bettered P&G's price by $10,000,000. Canadian businessman James Pattison, who controls 65% of the Toronto-based company, was meeting with his board of directors in Vancouver later in the day—apparently on other business—and declined to discuss the situation.

The Cincinnati company responded to the news of Dr Pepper's offer by pointing out that it had a contractual agreement with Crush, already accepted "in good faith," and said it expected the transaction to "be closed promptly."

Dr Pepper--ironically with a new president, Charles Jarvie, recruited from P&G's food division—stated in making its bid for Crush that it offered the latter "single-minded" interest in the soft drink business.

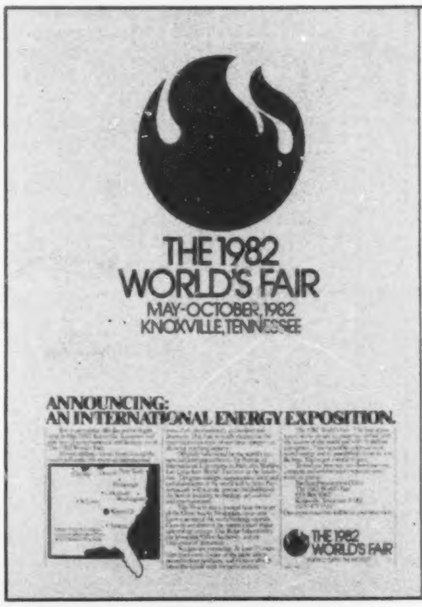
Observers Friday were betting that Crush would stick with the P&G deal. P&G's statement added, "We do not expect any third party to interfere with our contractual arrangements."

The buy would give P&G immediate entry in the $12 billion-plus market with Orange Crush, Hires root beer and Sun Drop lemon-lime soft drinks.

As if P&G's planned entry isn't enough to worry Coca-Cola, Pepsi-Cola and the other soft drink giants, General Foods is expected to bring out a carbonated soft drink this year. Its Country Time lemonade is already available to bottlers.

- P&G is bidding for the vehicle through which it might apply the technological work it has been doing on carbonated drinks for possibly the last 10 years. Although the more celebrated activity has been P&G's "carbonated cup" (AA, Jan. 24, '77), the more recent and probably more viable work has

(Continued on Page 62)



THE 1982 WORLD'S FAIR
MAY-OCTOBER, 1982
KNOXVILLE, TENNESSEE

ANNOUNCING:
AN INTERNATIONAL ENERGY EXPOSITION.

THE 1982 WORLD'S FAIR

Fair city

A page ad in last Thursday's *Wall Street Journal* kicked off a two-year $7,000,000 ad campaign for the 1982 World's Fair in Knoxville, Tenn. McCann-Erickson, Atlanta, is the agency for the "International Energy Exposition." (*See story on Page 65.*)

Grand jury looks at Riedl collapse

By JOHN J. O'CONNOR

NEW YORK—A federal grand jury in Newark, N.J., is investigating whether criminal conduct was involved in the 1978 financial collapse of Riedl Associates, a New Jersey ad agency.

According to a source, the grand jury action has zeroed in on Everest Industries, an investment group about which little is known, and its former chairman, Frank Dell'Aglio.

Mr. Dell'Aglio and Everest surfaced in June, 1978, when it was announced that Riedl, a Clifton, N.J., agency, and Meltzer, Aron & Lemen, another Everest-controlled shop, were to become the nucleus of a nationwide network functioning under the direction of the then newly formed Adolph Toigo Group.

- From the outset, ATG, headed by Adolph Toigo, then 72, was hampered by disclosures concerning Everest and Mr. Dell'Aglio. The most damaging revelations included Mr. Dell'Aglio's one-year federal probation in a securities fraud case in 1976 and an Everest "investors list" that contained names of execs who subsequently

(Continued on Page 61)

NEWSPAPER

AA MAR81
DC2001 4CCNGL I HAGNR 02115920013
R HAGERMAN SECY TO SR VP
CONGRESSIONAL INFO SERVICE
7101 WISCONSIN AVE
WASHINGTON DC 20014

last minute news

Five shops get assignments in race for Contac

PHILADELPHIA—SmithKline's Menley & James division has given creative assignments to five agencies in a competition for its $15,000,000 Contac cold remedy business. Agencies are James Jordan Inc.; Grey; Avrett, Free & Fischer, Ayer, and incumbent O&M.

Groves leaves Chilton for new Thomson unit

PHILADELPHIA—Richard H. Groves has resigned as Chilton Co. exec vp to become president of International Thomson Business Press Inc., a new U.S. subsidiary here of the London-based International Thomson Organization. At Chilton, Mr. Groves' duties go to vp-finance James Miades and vp-general manager of publications division Robert O. Sward, who become exec vps.

Dailey to aim for 'young at heart' Reagan image

LOS ANGELES—Reagan for President ad strategists, under new head Peter Dailey of Dailey & Associates, say they will aim for middle-of-the-road positioning of the candidate on most issues and a "young at heart" image to attract under age 40 voters. Mr. Dailey, who headed the Nixon presidential drives, will direct a Campaign '80 in-house Reagan agency now being organized. Ruth Jones Ltd., New York, will no longer be involved in Reagan's media handling, a campaign source said. C.T. Clyne Co. split with the Reagan campaign earlier.

Murphy: GM spending will be 'down somewhat'

DETROIT—General Motors' 1980 advertising will be "down somewhat" from last year reflecting slumping sales, chairman Thomas A. Murphy

(Continued on Page 8)

IAA hears warning on ad attacks

By CAROLYN PFAFF

DURBAN, SOUTH AFRICA Multinational bodies such as the United Nations and the World Health Organization are currently considering major new controls on advertising, which may have serious implications for the advertising industry, several speakers warned the 27th World Congress of the International Advertising Assn.

The MacBride Commission, whose members were appointed by UNESCO in 1977, has just released its report on communications and advertising, calling for ways and means to reduce the influence of market and commercial considerations in national and international communications.

IAA delegates also were informed about an action by the World Health Organization, which has drawn up an advertising and

(Continued on Page 65)

President expected to sign

Congress sends FTC bill along

By STANLEY E. COHEN

WASHINGTON—Congressional leaders assured each other last week they have done a remarkable job of reconciling their differences over the future of the Federal Trade Commission, but they aren't getting thanks from the White House.

The three-year battle ended last Thursday as the Senate voted 74-15 to accept the negotiated compromise, which suspends FTC's power to regulate "unfair" ads with industrywide rules and establishes closer congressional supervision of FTC, including a two-house "veto." Less than 24 hours earlier, the House voted 272-127 for the compromise.

Sen. Wendell Ford (D., Ky.), the principal architect of the bill, insisted during the debate, "The legislation does not reduce any of the powers the commission has traditionally exercised."

But the White House remains sufficiently uneasy that President Carter is expected to forego the usual public signing, with its handshakes, photo opportunities and souvenir pens.

▪ "We are relieved that the bill is above the bottom line which the President drew," a White House source said. "But we are concerned about procedures reflected in this legislation where Congress demonstrates its willingness to shortcircuit the regulatory process." It is likely the President will elaborate his views in a published statement when he signs the bill.

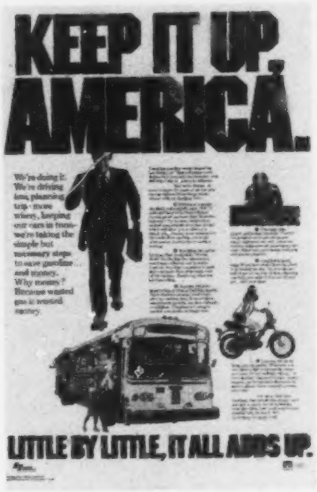
Sen. Ford expressed confidence that the decision to suspend

(Continued on Page 61)

We make history.
Cole

Swimming through history with Cole

Cole of California is taking an historical approach—showing women wearing Cole swimwear in 1928, 1965, 1977 and today—in new fashion magazine ad spreads. The swimwear campaign is the company's first from new agency Michelson/Matsumoto, Los Angeles.


KEEP IT UP, AMERICA.
LITTLE BY LITTLE, IT ALL ADDS UP.

U.S. Energy Department is breaking its summer conservation campaign via the Advertising Council and J. Walter Thompson Co.

Candidates running last lap on tv

By LEAH ROZEN

NEW YORK—Presidential candidates George Bush, Jimmy Carter and Edward Kennedy will use tv ads to span the country as they scramble for delegates in California, Ohio and New Jersey primaries, all scheduled for June 3.

Ronald Reagan, the former governor of California, also is a candidate in all three races, but he will be using little tv or radio time. Mr. Reagan has nearly reached the primary spending limit of $14,700,000 and apparently has collected enough delegates to put him over the top when the Republican National Convention begins July 14. The Democratic convention begins a month later, on Aug. 11.

Mr. Reagan's advertising hiatus will not be copied by his rival, former congressman and diplomat George Bush, nor by Democratic hopefuls Sen. Kennedy and President Carter. All three are busy selling themselves in 30 and 60-second bursts to primary state voters.

▪ The difference, however, between this final three-state primary contest and previous primaries is that the multiweek ad campaigns (a familiar feature from the New Hampshire, Illinois, Pennsylvania and New York primaries) have disappeared. California, Ohio and New Jersey voters who turn on their tv and radio sets will be exposed to only 10 days or so of political advertising.

"The local media keeps saying this primary is a big deal, but we haven't seen it yet and money is the only thing that talks," said Rick Lowe, general sales manager at WCMH-TV, Columbus, O. Mr. Lowe said his station had received a "small order" from the Carter campaign for some 30-second spots that wil' begin running this week. Mr. Lowe said he has yet to hear from the other candidates.

Conversations with the media advising staffs and time-buying agencies of the three candidates late last week revealed confusion as to just how much advertising was being planned. This was especially true of the Bush forces, a condition possibly due to Mr. Bush's reported consideration of withdrawing from the race now that Mr. Reagan is the apparent victor. If Mr. Bush stays in the race, it appears that he will concede Mr. Reagan's home state and concentrate on Ohio and New Jersey.

The Bush campaign, worried about money, has not made any new ads for the Big Three primary contest. It also canceled production on a planned 30-minute tv question and answer session with the candidate that would have cost about $50,000. Such sessions were first aired in the Pennsylvania primary; Mr. Bush ran 10 of them in his successful Michigan primary campaign.

▪ Jerry Greenberg, head of Allscope, the New York time-buying service that has been working with Bush forces throughout the primaries, said last week that he was still awaiting word from the campaign headquarters on whether to schedule spots.

President Carter began running spots in Ohio on May 14. He will conduct a relatively heavy campaign in the Buckeye state, according to a spokeswoman at the Rafshoon agency in Washington, which handles the campaign. Spending for Ohio is put at less than $500,000. The Carter campaign is runing the same spots for the June 3 primary that it ran in previous contests. These include

(Continued on Page 65)

highlights

Monday, May 26, 1980

Sears, Roebuck & Co., while suffering its first merchandising loss since the Great Depression, nevertheless will hold to previously budgeted ad spending of almost $500,000,000. *See Page 4.*

ABC Inc. has been spending big bucks on various programs and rights as an "investment in the future." *See Page 6.*

Four A's creative session bemoans the present and offers advice for the future, while William Bernbach of DDB urges more risk-taking. *See Page 10.*

The Dallas Morning News and *Dallas Times Herald* are in a slugfest that is being called the most intense newspaper fight in the country today. *See Page 12.*

Two media giants are looking seriously at the bus shelter business, but their involvement awaits a cooler industry climate. *See Page 14.*

Federal Trade Commission efforts to clear anticompetitive practices among retailers and manufacturers focused on three companies. *See Page 18.*

E.E. Dickinson Co. backs its 50-year-old witch hazel astringent with its first major ad push in 16 years. *See Page 22.*

A roundup of some of the largest U.S. marketers lists the advertising plans they announced at annual meetings. *See Page 30.*

Although the birth of generics in France was a stormy one, the no-brand products have since set anchor in almost too calm waters. *See Page 34.*

Dave Vadehra presents the 25 outstanding television commercials of 1979 that viewers picked in a poll conducted by Video Storyboard Tests, New York. *See Page 37.*

Warren R. Ross provides some basic "how to" hints for account execs. *See Page 46.*

Ogilvy & Mather's Canadian operation, which in the early '70s had a nearly stagnant growth rate, now is celebrating its recovery with a self-promotional print ad campaign. *See Page 47.*

Having received an okay from the Australian Broadcasting Tribunal on his purchase of a Melbourne tv station, Rupert Murdoch was told he faces a second hearing by that body, which apparently didn't administer justice the first time. *See Page 48.*

The Quebec referendum last week was enlivened by accusations of separatist forces that the federal government played dirty tricks with advertising. *See Page 51.*

The downturn facing the automobile market is pushing the Japanese into the car rental business in this country. *See Page 56.*

Long-awaited Heinz report tells how subsidiaries juggled income during the '70s. *See Page 58.*

Foote, Cone & Belding announces the acquisition of Deutsch, Shea & Evans at its annual meeting. *See Page 60.*

Geers Gross Ltd., London, acquires Martin Landey, Arlow Advertising, New York. *See Page 60.*

NBC may be looking to dump Tom Snyder as it revamps "Prime Time" and "Tomorrow." *See Page 63.*

Doyle Dane Bernbach expects another year of growth for the agency in 1980. *See Page 64.*

Advertisers spent $1.8 billion in preprinted newspaper inserts in 1979. *See Page 64.*

The Audit Bureau of Circulations has started a new service to help deal with the annual $200,000,000 coupon misredemption problem. *See Page 66.*

Macro Communications buys *Saturday Review* and saves it from the edge. *See Page 67.*

Section 2

Minneapolis and St. Paul, far from being provincial stick-in-the-muds, are thriving cities both culturally and corporately. For a look at advertising, culture, recreation sports and more in the Twin Cities, see Section 2/Minneapolis-St. Paul, starting opposite Page 34.

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Hoge new publisher of 'Sun-Times'

By JACQUES NEHER

CHICAGO—James Hoge, editor-in-chief of the *Chicago Sun-Times*, apparently managed to pass his courses at Harvard Business School.

Mr. Hoge, 44, last week was elected publisher of the *Sun-Times*, a move expected earlier this year when parent Field Enterprises sent him to Harvard for an intensive three-month management curriculum (AA, Jan. 28). The change is effective June 10.

Mr. Hoge, a 21-year veteran with the paper on the editorial side, replaces Marshall Field V, who is giving up the post he has held for the last 10 years. As the newspaper's fourth publisher, Mr. Hoge is the first who is not a member of the Field family.

▪ Mr. Field said he had "mixed feelings" about breaking with family tradition, but added he had "no reservations" about handing the reigns over to his top editor, under whom the *Sun-Times* garnered five Pulitzer Prizes.

(Continued on Page 65)

FCB recruits Deutsch shop

By BERNIÇE KANNER

NEW YORK—Foote, Cone & Belding Communications has recruited a new family member—Deutsch, Shea & Evans, a recruitment ad agency.

In a session following its annual meeting here last week, Arthur W. Schultz, the 58-year-old chairman of the ninth largest agency worldwide, noted that the deal was for cash, but he would not reveal the price. Earlier, DS&E execs had confirmed the shop was holding talks but said that "nothing had culminated" (AA, May 19).

The 41-year-old recruitment shop headquartered here billed about $22,000,000 last year. It will continue under its own name and management, with Arnold Deutsch as chairman and Van Evans as president, and will include FCB's existing recruitment operations in Los Angeles, Salt Lake City and San Francisco. The $918,000,000 Chicago-based agency set up its domestic recruitment group in 1978; it now bills around $8,000,000.

▪ The move is in keeping with big agencies scouring the recruitment specialty field. Doyle Dane Bernbach last year purchased half of Bernard Hodes Advertising, and J. Walter Thompson Co. bought World Wide Agency. Then, FCB expressed interest in the field, but figured the way to go about it was to build its own in-house operation rather than buy outside.

At that time, sources claimed that FCB had tried to snag World Wide for itself and, failing in that, had turned its attention to the Santa Monica, Cal.-based North American Creative Recruitment Advertising (AA, Dec. 24).

To complicate matters further, Ogilvy & Mather then disclosed that it had talked acquisition with DS&E. Now, O&M chairman William Phillips said that his agency is talking to several recruitment specialty shops, with other sources suggesting that an arrangement with North American is imminent.

"We've been interested in the recruitment advertising business for a couple of years," FCB's Mr. Schultz said in an interview. "We've been in this business in Europe successfully and we've tried it on our own on the West Coast to get a feel for it. We surveyed the field and talked to a number of agencies and determined that Deutsch, Shea & Evans is the only one we wanted to be in with," he said, calling the newest FCB family member "the Rolls-Royce of its field."

During the annual meeting, Mr. Schultz pointed with pride to FCB's earnings growth in 1979 and in the first quarter of 1980. The agency's earnings of $9,741,000 last year represented a 25.4% growth over year-earlier periods to pace the agency field. The Interpublic Group of Cos. followed with a 19.6% increase.

FCB set new profit and revenue records for the 1980 first quarter with net income of $1,610,000, a 58% jump over 1979.

Shareholders also elected 17 directors, including five newcomers. They are: Abbott C. Jones, 45, an exec vp at the agency; Norman Brown, 49, exec vp-general manager, FCB/Chicago; Thomas F. Randolph, 49, president, FCB/-Honig; Newton N. Minow, 54, partner of Sidley & Austin, attorneys, and Robert D. Campbell, 62, retired chairman of Newsweek Inc., and now a management consultant.

In a session afterward, FCB president John O'Toole downplayed the possibility that Pizza Hut would reopen an agency review in the wake of recent key personnel shifts. Last month the agency retained the $14,000,000 account after a controversial agency review (AA, April 14).

"I doubt they'll hold another agency review," Mr. O'Toole said, noting that a new campaign currently was being readied. He acknowledged that as a result of the close call, some new personnel had been put on the fast-food account, but added, "People were not the problem on the Pizza Hut business. We creative people have to take the blame. We didn't do some commercials as well as we should have."

While foregoing the chance to make a year-end projection, Mr. Schultz noted that business was holding up in the face of a recession and that there were "no surprises yet—nothing significant yet."

He added that he was "very bullish about the future of advertising." He feels it will become more important "because the need to communicate is growing." #

WILL JORDAN
AS
GENERAL PATTON

"SIDE SPLITTING"
"STANDING OVATION"
ASHLAND
CHEMICAL CO.
Sales Meeting
Marriott, St. Louis. Mo.
For info Contact: Will Jordan
Suite 10F, 435 W. 57th St. N.Y., N.Y. 10019
(212) 265-1652

Sunbeam to introduce food appliance this fall

Sunbeam Appliance Co., Oak Brock, Ill., is introducing a Food Preparation Center, complete with mixer, food processor and blender. The unit, with suggested retail of $279.95, will be shown at the July Housewares show, and a $1,000,000 ad campaign via Foote, Cone & Belding, Chicago, is scheduled to break this fall.

Landey shop acquired by Geers Gross

NEW YORK—London-based Geers Gross Ltd. has acquired Martin Landey, Arlow Advertising.

It is the second U.S. shop in what appears to be shaping up as a network here for the publicly traded U.K. agency. The first was Richard K. Manoff Inc., purchased in January, 1978. A year later the 26-year-old shop, billing over $40,000,000, was renamed Manoff Geers Gross.

Like Manoff, Martin Landey, Arlow Advertising will operate autonomously, as an independent unit, with the prospect that certain resources of the Geers Gross network may be combined at a later date.

▪ The 14-year-old Martin Landey agency last year billed $33,000,000, of which $2,000,000 was foreign. The agency will be renamed Landey Arlow Geers Gross and will continue with Martin Landey as president and chief executive officer. Arnold Arlow remains exec vp-creative director; Myron Poloner, who recently joined the shop from N W Ayer ABH, continues as exec vp-client services and Burt Zaretsky stays as exec vp-operation.

Robert Gross, chief executive for Geers Gross, is chairman of the new subsidiary. All other senior executive personnel continue in their management roles.

The Landey agency, best known for its Coty cosmetics, Fortunoff and *Cosmopolitan* ads, has railed against the disadvantages faced by smaller agencies in competing for big accounts. Mr. Landey also has complained that a mid-size agency gets seconds on network inventories—the firsts going to the bigger spenders. Earlier this month, he stated that getting acquired was one way of making it into the big time. #

New Harvey's Place unit

Harvey's Place Inc., New York, a film-editing service has opened a Southfield, Mich., facility at 26555 Evergreen, Box 137, Southfield 48076.

May 'street' prices for spot tv on net affiliates

Average cost per thousand household rating point for 30-second spot

Nielsen market rank	Prime time '80 vs. '79
1. New York	$358 (+ 6.5%)
2. Los Angeles	284 (+ 4.4%)
3. Chicago	213 (+10.9%)
4. Philadelphia	157 (+ 7.5%)
5. San Francisco	175 (+ 9.4%)
6. Boston	166 (+ 9.9%)
7. Detroit	129 (+14.2%)
8. Cleveland	80 (+ 6.7%)
9. Washington	106 (+ 6 %)
10. Dallas	121 (+ 7.1%)
11. Pittsburgh	84 (+ 7.7%)
12. Houston	113 (+ 6.6%)
13. Minneapolis	83 (+12.2%)
14. St. Louis	58 (+ 5.5%)
15. Miami	99 (+12.5%)
16. Atlanta	91 (+13.8%)
17. Seattle	83 (+ 7.8%)
18. Tampa	79 (+ 8.2%)
19. Baltimore	86 (+10.3%)
20 Indianapolis	63 (+ 8.6%)

Market combinations at a glance

Ranked by market size	Prime time	
	cpp	cpm
1-10	$1,789	$7.15
11-20	839	8.81
21-30	548	8.10
31-40	357	6.62
41-50	277	6.04

Source: Spot Quotations & Data, 950 Third Ave., New York 10022. Average cpps for a 30-second spot were determined from ad agency conventional buys on affiliates as of April 29. Excluded are spots bought on a 52-week basis or calling for 150-plus gross rating points weekly. These averages are a yardstick and not a listing of the market's lowest price. Ratings used are an Arbitron/Nielsen average. These guides can be applied to 60s—200%—and 10s—50%. Percentage gain over May, 1979, report is shown in parentheses.

National spot prices seen 'holding up'

By MAURINE CHRISTOPHER

NEW YORK—On the basis of schedules set through the end of last month, Marvin Richfield, president of Spot Quotations & Data, predicts that national spot prices will "hold up nicely" at least through mid-June.

For retail he sees a pause of sorts before the medium starts to build again for Father's Day and graduation.

Despite the widespread talk of recession, the medium continued to show higher cost per thousand household (cpp) rating point levels in all the top 20 markets for the May report. And the markets that have looked exceptionally vibrant throughout the spring continued to do so.

The largest cpp percentage gains for prime time 30s came in Detroit, up 14.2% to $129 and Atlanta, up 13.8% to $91. Next were Miami (up 12.5%), Minneapolis (up 12.2%) and Chicago (up 10.9%). This covers business on affiliates only.

SQAD's "street prices" reflect buying in the marketplace as reported by a sample of 14 major ad agencies. The report covers activity in 51 major markets. That basic buying guide is accompanied by a 200-market planning report giving projected costs for the next six quarters.

Below the top 20 markets, prime time seemed strong in Denver at $78, Hartford at $71, San Diego at $63 and Phoenix and Sacramento, both $62.

Late news 30s remain a hot commodity with quotations, these covering independent stations as well as affiliates, ranging from $13 in Wilkes-Barre to $245 in New York. Other listings for this shopping period ended April 29: Los Angeles, $165; Chicago, $147; Boston, $132; Philadelphia, $124; San Francisco, $122; Dallas, $94; Houston, $84, and Detroit, $81.

Late fringe was ahead of early news and early fringe in the big markets. Highest prices in this category were: New York, $164; Los Angeles, $123; Philadelphia and Boston, both $108, and San Francisco, $99.

▪ Mr. Richfield pointed out that the second half of this month, which will be covered in the June SQAD report, will be a rather unsettled time for the spot market. Advertisers who were to have been on the Olympics are in the midst of deciding whether to stay with what NBC offered instead, shift the money—or part of it—to spot or save some ad dollars.

And, of course, there are those political dollars rolling into tv in states such as California where primaries are still to come. #

'Time' tries new system

Time Asia now delivers 170,000 copies from a Hong Kong printing plant due to its system of electronic transmission of four-color material by satellite from New York. The new technique is the first in international publishing to permit transmission of color material by satellite.

Promotional Mini-booklets

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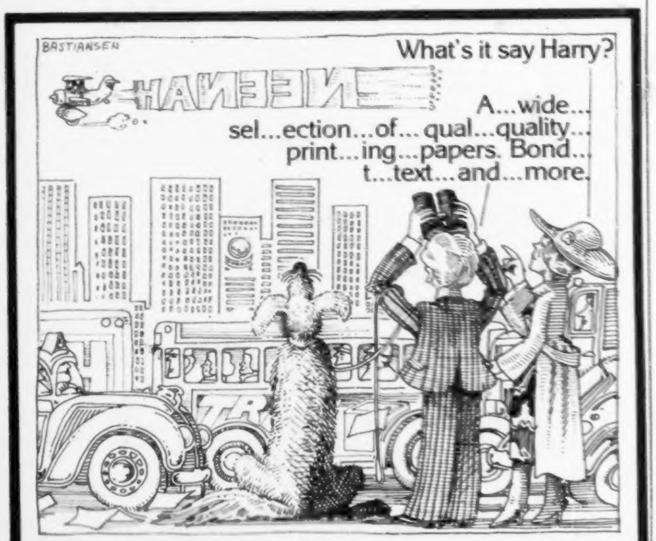

BASTIANSEN
What's it say Harry?
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A...wide...
sel...ection...of...qual...quality...
print...ing...papers. Bond...
t...text...and...more.
TR

Neenah Paper
No matter how you look at it,
ask for Neenah and you say it right.

Neenah Paper
A Division of Kimberly-Clark
Neenah, Wisconsin 54956
© 1980 K.C.C.

6/10/80 C 2710-1 U

Advertising Age

50 YEARS 1930-1980

$1 a Copy; $30 a Year — *The International Newspaper of Marketing* • *In Two Sections. Section 1.* — *June 9, 1980*

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New dog food skips tryouts

Carnation bites back

By JOHN REVETT and LARRY EDWARDS

LOS ANGELES—Understood to be irked at competitors grabbing its product ideas from test markets and rushing national with their own versions, Carnation Co., here, is going straight into national distribution with a new dry dog food, skipping market tryouts.

And it will go right up against Ralston Purina Co.'s new Blend line.

Carnation is introducing to the trade new Come'n Get It, a four-flavor blend product, and will back it with an advertising/promotion program breaking in August that retail sources describe as "in line" with what it takes to battle market leader Ralston Purina. Given the current state of competition in the $1.3 billion category, industry execs report the total budget must be in the $15,000,000-to- $20,000,000 range.

Advertising, via SSC&B here, will include heavy tv, print and couponing. Extensive trial sampling will feature an 18-oz. size at retail, prepriced at 39 cents.

▪ The premium-price Come'n Get It (in beef, liver, chicken and cheese flavors) seems to follow the same strategy that has proven fairly successful of late for Carnation in dry cat foods. Its recent Fish Ahoy! and Chef's Blend entries offer one more flavor in the mix than Purina's Ocean Blend, Country Blend and Meow Mix cat foods.

With this rollout, Carnation again is going directly against Purina. Aside from its current heavy push for Mainstay dry dog food, the St. Louis company has been restaging existing Dog Chow flavor mix extension items into an umbrella blend line.

This week, Purina begins national introduction of new Home Style Blend, a beef, chicken and egg mix. It is joining Butcher's Blend (beef, liver and bacon), which was launched last fall as a Dog Chow item, and beef, bacon

(Continued on Page 78)

Cutbacks?

'Normal' reductions fueling rumor mills, agencies say

An Advertising Age Roundup

Trying to track advertising agency layoffs is a little like trying to come up with a body count in the Vietnam War. It depends on which side you're on.

Last week, reports of mass firings at agencies rippled through the advertising grapevine. When contacted, agency managements pooh-poohed the numbers as grossly overblown and chalked up "occasional" pink slips to employe performance rather than the economy.

"I suspect there are layoffs throughout the industry because I hear so-and-so got rid of this number of people and so-and-so let go so many," said Della Femina, Travisano & Partners chief Jerry Della Femina in New York. "But I can't see how you'll get an accurate fix." Recently, as Della Femina's fiscal year ended, the agency fired nine people. "We heard it played back as 10 to 15 times that number," Mr. Della Femina said.

An axed employe, he continued, "likes to think he's part of an army. No one goes looking for a job saying, 'I was one of three people laid off'."

▪ The discrepancy is heightened by agency management reluctance to fess up to hard times.

Grey Advertising is making "selective cutbacks" because of the economy, "but no more so than other agencies," a spokesman said, while declining to provide numbers. "We are definitely not unique in this. We're being just as inundated with resumes from people let go at other agencies as they are from ours," he added.

Doyle Dane Bernbach, also a subject of rumors, denied it had sacked a large number of workers. "You can count on one hand the number of people terminated here in the last two months," said personnel director Dick Kane. "Just about all our Wrangler and Avis people [the two big accounts DDB lost recently] have been placed on other business. That's not to say we're not taking a closer look at filling new jobs," Mr. Kane added.

Sometimes rumors circulate before the fact. "There was talk on

(Continued on Page 78)

France adds a bit of NCK

NEW YORK—Sometime over the weekend, if all went as planned, Belier, the seventh largest ad agency in France, acquired a minority interest in Norman, Craig & Kummel Worldwide.

"We're giving up 10% of NCK Worldwide with the possibility of it developing into 20% over two years," chairman Dan Rodgers confirmed in a phone interview last week. No management changes are expected.

Belier is 45% owned by the giant Eurocom Group, in which the French government has a minority holding. The group includes the Univas network, which earlier tried to come to Madison Ave. via purchase of Kelly-Nason.

▪ Mr. Rodgers minimized the impact of Belier's equity in New York. "It gives them an international presence they haven't had before, and it gives us an additional creative force upon which to draw. But we don't expect to be servicing any of their clients."

What will affect the New York operation more materially, he said, is the acquisition of another shop here. "We are talking to agencies in New York with the idea of strengthening this operation," an operation Mr. Rodgers concedes fills a relatively smaller portion of worldwide operations than it should. He declined to identify prospects, but noted that these agencies "come in all sizes."

Reports had circulated here for months that NCK's New York office was to be acquired, but the

(Continued on Page 80)

last minute news

Burnett resigns $15 million in Swift business

CHICAGO—Leo Burnett Co. announced it resigned the Swift & Co. business it has had for seven years over differences in operating procedures and compensation practices. Burnett handled Butterball poultry, Peter Pan peanut butter and Soup Starter, a total of $15,000,000 in billings.

P&G's Pert conditioner ready for test market

CINCINNATI—Procter & Gamble will soon move Pert creme rinse and conditioner into test in Milwaukee and Nashville, with tv breaking July 28. Supplements and couponing follow in August. Agency undetermined; Compton handles Pert shampoo, now national. The conditioner claims easier wet combing, fewer tangles, soft and manageable hair and prevention of damage. Yellow bottles shaped like Pert shampoo (green) come in 7-oz. and 11-oz. sizes and three formulas.

Gillette sets support for appliance rebate program

BOSTON—Gillette Co. will launch a heavy network tv and print campaign during the second half of 1980 to support the appliance division's $20,000,000 rebate program. In addition, the division will introduce its deluxe Heat Wrap/Cold Wrap, its third entry into the health and fitness product category. Rebates ranging from $2 to $10 will be available on 13 products. Grey-North, Chicago, handles.

Wilson Foods moves to M-E's Houston office

OKLAHOMA CITY—Wilson Foods Corp. has chosen McCann-Erickson's Houston office as its new agency on its $3,500,000 food products account.

(Continued on Page 8)

NEWSPAPER

AA MAR81
DC20014CONGLIHAGNR 02115920013
R HAGERMAN SECY TO SR VP
CONGRESSIONAL INFO SERVICE
7101 WISCONSIN AVE
WASHINGTON DC 20014

BACKWOODS
WILD 'N MILD SMOKES
ALL NATURAL TOBACCO

Backwoods out to rope the big city

Consolidated Cigar Corp.'s new Backwoods cigars, with an unusual rough-cut look, are promoted as being "wild but mild" in tv spots. Designed to attract younger smokers to cigars, Backwoods has moved into Omaha and Portland, Ore., from earlier test markets. David, Oksner & Mitchneck handles.

Dart gives Kraft diversity

By JoELLEN GOODMAN and SUSAN GUREVITZ
Crain News Service

CHICAGO—Joseph Kraft would be proud.

The small cheese company he sold to National Dairies in 1930 is gambling on a bold multi-billion-dollar merger with Dart Industries to reach its badly needed goals in one swoop: Produce higher profit margins, enter faster growing markets and make a significant diversification into consumer products.

"It's diversification in spades," said Kraft chief executive John M. Richman. "Given our druthers, we would much rather do this than make a number of [smaller] acquisitions."

▪ Drexel Burnham Lambert analyst Arthur Kirsch added, "It's no longer the same company."

The move frees Kraft from a retail food market that is expected to average a meager 1%-to-2% annual growth in the long-term and an industry with the slimmest profit margins in American business.

The new company, to be called Dart & Kraft, will be headquartered near Chicago, and Kraft directors will hold a majority on the combined 23-member board. Justin Dart, 72-year-old founder of the Los Angeles-based consumer goods company, will be chairman of the executive committee, but Mr. Richman will be chairman and

(Continued on Page 77)

In battle with 'N.Y. Post'

'News' plots editions

By [illegible]

New York—The morning New York Daily News is leaning strongly toward starting both an afternoon newspaper and a zoned Manhattan edition, possibly as early as mid-August. [illegible]

[illegible] fend ourselves and come out with a morning paper. I think we would have more opportunity in the morning than the News has in the afternoon."

The News and Post have been involved in an acrimonious circulation battle ever since Rupert Murdoch purchased the Post in [illegible] [illegible] that took direct aim at the News' audience.

Since that time, News circulation has continued to decline while Post circulation (especially of late) has climbed. The latest Audit Bureau of Circulations figures put the News at [illegible]

(Continued on Page [illegible])

'Casual' vs. 'hard core' audience

Why reader data differs

By [illegible]

Chicago—The raging controversy over the top disparate methods for measuring magazine readership may be quelled in a few weeks with the finding that the techniques measure two entirely different kinds of readers.

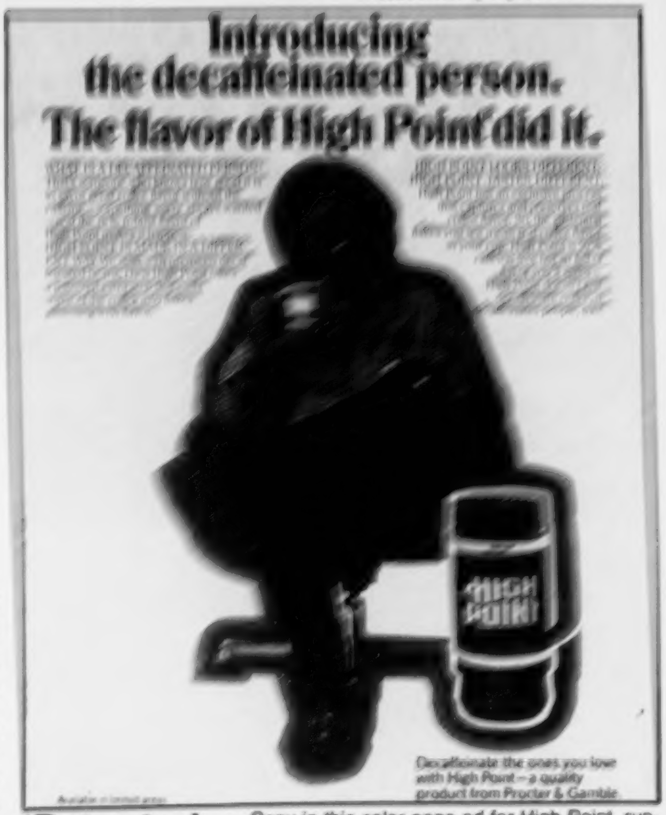
The Advertising Research Foundation, concluding its own research to mediate the battle between the two methods—through-the-book and recent reading—will issue a report that breaks down the components and characteristics of each in order to allow advertisers and agencies to determine for themselves which technique is best for a particular kind of advertising. It will not, however, make a judgment itself as to which method is best.

ARF's delays on comparability "a scandal" . . . Page 60

Douglas Banik, vp-research for the ARF, announced at the organization's midyear conference here last week that the "key factors" of the two methods will be published "in three to four weeks" and that a final report, to be published soon after that, will determine whether or not the audience numbers produced by each method can be calibrated or made equal by using some mathematical formula.

The reports will conclude a $425,000 study initiated by the ARF's Magazine Research Development Council following an uproar over widely divergent

(Continued on Page 60)


Introducing
the decaffeinated person.
The flavor of High Point did it.
HIGH POINT
Decaffeinate the ones you love
with High Point—a quality
product from Procter & Gamble.

'Patented extra step'

Copy in this color page ad for High Point, running in lead markets, explains the "extra step" taken to enhance the coffee's flavor. Ads will soon break nationwide, via Compton.

P&G begins point attack on GF's Sanka

By LOUIS A. FANELLI

New York—With Folger's ground roast securely holding the No. 1 position, Procter & Gamble Co. is hoping to deliver a second blow to General Foods' Maxwell House division with its national rollout of High Point decaffeinated coffee (AA, May 12).

High Point has set its sights on Sanka, GF's second largest selling coffee brand after Maxwell House. However, any serious challenge to Sanka is a formidable task. Sanka has become so well entrenched that its name is synonymous with decaffeinated coffee in consumers' minds.

The introduction of High Point instant following five years of test marketing is expected to be backed by more than $[illegible] in advertising support and all the creative and marketing muscle the [illegible] giant can muster. P&G continues to test High Point [illegible] ground roast in Portland, Ore., and St. Louis.

Spot tv for High Point instant will break June 23, followed by network tv July 7. The tv buy—consisting of 1,200 gross rating points per week for a year—is said to be the largest ever for a single P&G product.

In addition to page ads in women's magazines during August, the New York area alone will be flooded with a [illegible] coupon drop beginning [illegible], trade sources said. A similar drop recently was made in Los Angeles. Compton Advertising handles.

Using the theme, "Hearty robust flavor to decaffeinate the ones you love," High Point will be going after what is said to be a growing decaffeinated market.

According to industry sources, consumption of caffeinated coffee has been steadily declining for a number of years. The decline is related, in part, to the growing awareness of decaffeinated coffee and of health concerns.

According to trade sources, High Point instant attained a respectable 2% share in test markets. This figure may be even more significant when compared with Sanka's market share, which has been declining since 1976. Last year Sanka held a combined [illegible] share of the overall instant freeze-dried market, approximately the same as in [illegible], according to Leading National Advertisers. [illegible]

(Continued on Page [illegible])

highlights

Monday, June 9, 1980

John F. Murray Advertising continues effort to improve operations. *See Page 4.*

Blairsat to begin shipping commercials via Westar III as of Oct. 1; other new Blair video forms projects coming up. *See Page 4.*

North American Philips' consumer products division will begin breaking a $15,000,000 advertising and promotional campaign for its new Rotatract shaver. *See Page 4.*

Arthur Gunther will head PepsiCo's Wichita-based Pizza Hut. *See Page 6.*

Arthur Treacher's Fish & Chips picks PKG/Cunningham & Walsh, Chicago, to handle its account. *See Page 6.*

MasterCard is pursuing plans to enter the travelers check market. *See Page 10.*

Business/Professional Advertising Assn.'s 1980 salary and job study puts median salary of advertising, agency and publishing execs at $33,300 a year. *See Page 14.*

United Brand's A&W Restaurants chain is looking for a new agency after breaking with San Francisco-based Botsford Ketchum. *See Page 14.*

The American Advertising Federation named a host of winners, announcing the outcome of Clubs of the Year, Addy awards, Silver Medal awards and Ad Persons of the Year competitions. *See Page 20.*

Trailways Inc. has been revamped and revitalized under the leadership of former Greyhound chairman James Kerrigan. *See Page 35.*

Robert Wold Co. lays plans to transmit the July 13 to 18 GOP nominating convention by satellite. *See Page 40.*

Richard Vaughn explores the use of consumer behavior models to tailor advertising strategies. *See Page 45.*

William D. Tyler looks at the effect increased advertising has had during a recession and presents his picks for "10 best" for June. *See Page 50.*

Mike Cafferata offers some suggestions on putting together a portfolio. *See Page 54.*

Ogilvy & Mather has been awarded the Wendy's International account in both the U.K. and Germany, and, according to the fast-fooder's European marketing director, O&M may get the account in Spain as well. *See Page 56.*

Two advertisers and one very big rock are at the center of a partially resolved advertising dispute in Australia. *See Page 56.*

Gordon B. MacKenzie is taking charge as general manager of Ford's faltering Lincoln-Mercury division. *See Page 60.*

Irwin Segelstein gets a new post, as well as added responsibilities at NBC Television. *See Page 77.*

CNN picks up advertisers, affiliates and complaints from holdout cablecasters about pushing too hard for subscribers. *See Page 78.*

JWT completes reorganization and H&K merger at annual meeting. *See Page 78.*

MGM gets into the home video groove with a joint CBS-MGM disc-cassette venture. *See Page 80.*

Reader's Digest Assn. slices *Book Digest* circulation. *See Page 82.*

ABC snares another key NBC affiliate, WSB-TV, Atlanta. *See Page 82.*

Section 2

When the business-to-business ad works, the evidence is visible in corporate profit statements. Section 2/Business Advertising looks at some winning campaigns and other matters—starting opposite Page 42.

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Vol. 51, No. 25—Advertising Age (ISSN-001-8899) is published weekly, except semiweekly the third week in March, the first week in September and the third week in December at 740 Rush St., Chicago, IL 60611. Second class postage paid at Chicago and additional mailing offices.

First 3-net buy honors to Ralston

By COLBY COATES

New York—Tradition, and the theory that he who buys first buys best, once again has led the Ralston Purina Co. to cut the first three-network upfront deal of the 1980-81 prime time season.

Ralston's long-term sponsorship package is thought to be in the neighborhood of $40,000,000 and, according to a buyer who may well make the next major deal with all three networks, "this is what the market has been waiting for. This one starts the season."

Although this deal is the first to be written with all three networks, American Home Products and NBC announced a two-year, $125,000,000 upfront deal at the NBC affiliates meeting (AA, May 26).

Handling the deal for Ralston were William Claggett, vp-director of advertising-marketing services, Lee Zingale and Mary Howard of Checkerboard Advertising (Ralston's in-house agency) and the Paul Schulman Co., a subsidiary of Gardner Advertising's Advanswers. In addition to Mr. Schulman, Tom Winner and Les

(Continued on Page 78)

Advertising Age, June 9, 1980

First '80 figures show media ads continue to rise

By ROBERT J. COEN
Senior vp, McCann-Erickson

The index of [illegible] advertising [illegible] major media [illegible] opening quarter [illegible].

The general index has been moving [illegible] trend line [illegible] of 1975. Though there have been pauses in economic growth since then, and in the second quarter of last year a real drop in Gross National Product occurred, advertising growth has not yet been significantly interrupted.

In the opening months of 1980, the economy was far from robust, and it is now generally acknowledged that a real recession has finally arrived. The advertising industry is concerned about whether the impact of these conditions on advertising will be mild or severe. Since advertising tends to lag rather than to lead the economy, the answer will not be clear for a number of months.

- The data through the first quarter of this year indicate major media developments as follows:

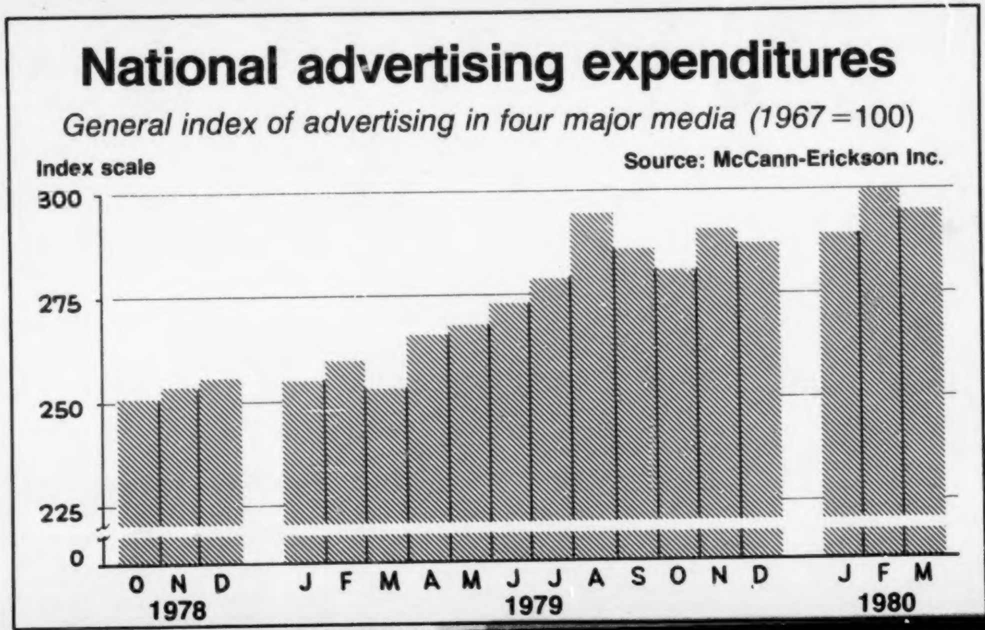
Magazines

The first quarter of this year was very good relative to the first quarter of last year. Cigarette ad pages were up and automotive magazine revenues were well above their first-quarter 1979 levels.

However, in last year's second quarter, the automotive category was exceptionally strong as a result of the introduction announcements for the new fuel-efficient, small domestic models. When the second-quarter 1980 magazine data becomes available, it is likely that the gains in comparison with 1979 will be a lot more modest than these posted for the opening quarter.

For the year as a whole, there probably will be some large gains for some of the new magazines that began to appear in the last few years. However, most of the established older publications will show little change in ad pages, but their revenues will be up because of rate increases. At the moment, a

(Continued on Page 12)



National advertising expenditures

General index of advertising in four major media (1967 = 100)

Source: McCann-Erickson Inc.

First '80 ad data

(Continued from Page 3)

fair year for the magazine medium appears most likely for 1980.

Newspapers

Newspaper advertising rates have been rising, but they do not fully explain the exceptional revenue growth of the first quarter. National advertisers increased their budgets sharply to cover more linage as well as higher rates.

The most noteworthy developments have been the expanded activity of airline and cigaret advertisers. Both appear to be using advertising in a different manner than many marketers might have employed under similar business conditions in the past.

The cigaret manufacturers appear to be speeding up the introduction of low-tar brands to increase their share of market as total sales volume plateaus. The airlines are promoting their schedules intensely.

In the months ahead the national newspaper activity will undoubtedly slacken from the first-quarter pace, but we don't expect the kind of cutbacks experienced in previous recessions.

Spot television

The Winter Olympics and primary election activity helped hold up the demand for nonnetwork television advertising. The first-quarter activity appears to be relatively good compared with levels a year ago.

The extra stimulus from primaries, congressional elections and the presidential contest will be felt for most of the rest of this year. The cancelation of the Summer Olympics and the worsening economy may cut back the growth rate posted in the opening quarter, but the persisting battles for market share in many large package goods categories should combine with election demand to bring about fair results for spot television.

Network television

The indexes for network television spending moved up sharply in the latter half of 1979 as the 1979-80 season approached. The present season officially began in October, 1979, and extends through the summer months of 1980.

The expenditure levels for the network segment have been largely determined by the negotiations for "upfront" or advanced commitments that were worked out last spring and summer. The present indications point to a maintenance of the latest index levels through the second quarter of this year.

Due to the softening of the economy and the cancelation of the Summer Olympics, there may be some modest slippage in these seasonally adjusted indexes in the third quarter. In the fourth quarter, the network spending levels should turn up again as a result of higher prices for the upcoming new television season.

However, growing buyer resistance may result in a much smaller upturn than in the last few years.

Summary

The upward trend in national advertising expenditures has continued through the first quarter of 1980. Throughout 1979, there had been a great deal of uncertainty about future business health, but it is now apparent that advertising budgets were not adversely affected by these past concerns.

In the first quarter of '80, consumer finances were under pressure from soaring fuel costs and sharp rises in gasoline and transportation bills. In the second quarter, the economy has been slipping further, in real terms, and unemployment is rising. The impact of these developments is just beginning to make an appearance in some of the major media.

There are some obvious slowdowns in the advertising of high-ticket durables, but the competition for share of market in many of the most heavily advertised package goods categories is still quite intense.

The outlook for the year as a whole continues to be reasonably good at the moment. The developments in the next few months should determine whether the upward trend in advertising will continue uninterrupted: #

National advertising index

Full year 1979 and First Quarter 1980

	General index	Net tv	Spot tv	All magazines	Weeklies	Women's	Monthlies	Newspapers
				—1979 Revised—				
Jan.	255	283	261	228	190	246	291	238
Feb.	260	299	266	225	195	255	262	238
March	253	284	272	218	192	218	272	228
April	266	296	295	223	180	268	274	242
May	268	305	297	228	207	227	272	229
June	273	292	310	240	197	293	281	244
July	279	303	301	240	201	279	286	267
Aug.	295	327	312	259	239	275	285	274
Sept.	286	347	293	235	195	269	290	247
Oct.	281	333	320	222	191	233	278	230
Nov.	291	332	305	255	223	295	286	257
Dec.	287	341	278	249	214	270	305	260
Yearly avg.	274	312	293	235	202	261	282	246
				—1980—				
Jan.	289	311	300	260	213	288	332	278
Feb.	300	338	301	263	229	290	310	288
March	295	332	293	266	247	6244	325	274
% Change to date	+15	+13	+12	+18	+19	+14	+17	+19

All indexes have been seasonally adjusted. The index shown for each medium is based on estimated total advertising investments in the medium, including talent production and media costs. For each medium the base (100) is an average of total investments in the year 1967.

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Advertising Age

50 YEARS 1930-1980

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$1 a Copy; $30 a Year · The International Newspaper of Marketing • In Two Sections. Section 1. · June 16, 1980

Economy hurts tv, aids radio

National spot radio soars, nets gain 30% in period

NEW YORK—If the first quarter is any indication, 1980 is going to be very, very good to radio.

Despite a recession or, as some execs contend, partially as a result of it, the medium enjoyed a 45% gain in national spot, putting the quarter's billings at $100,000,000. A combination of "new" dollars adding weight to current campaigns, plus the return to buying of major advertisers is powering the drive higher, industry sources reported.

Other segments are thriving as well. Network radio, on its way to annual billings in excess of $160,000,000, posted a first-quarter gain of over 30% for estimated billings of $55,000,000. Business on the local side—following a mediocre first month and a half—steadily built, with March up nearly 30%. The quarterly gain was estimated at 20%.

Though the news is generally good, there are a few hitches. Sources noted that while the top 25 markets are more than holding their own, there is concern about a softer pattern developing in lower ranked markets. And that is directly a result of uncertainty about the economy and its effect on the numbers for the second and third quarters.

Though a matter of some debate, the industry also is closely following the rise of

(Continued on Page 83)

Olympics loss shares blame for soft July in net tv

NEW YORK—July is shaping up as one of the softest network tv sales periods in recent history, with the grim third-quarter outlook contributing to the molasses-like pace of deal-making for next season's upfront market.

Network and agency sources alike confirmed the bad times, citing the unique juxtaposition of the American boycott of the Olympics with the recession as the key reason for the downturn.

As could be expected of the network that expected to carry the Summer Olympics, the outlook is bleakest at NBC where, sources say, as many as 50 prime time units per week are unsold in July and about half as many still open in August. At CBS, as many as 15 30s per week are said to be available, with a slightly smaller number open at ABC.

Based on a rough formula where each network has approximately 260 units per prime time week open for sale, an inability to sell 50 units could cost NBC about $3,750,000 per week, using $75,000 as a rough estimate of the cost of one unit. Potential losses to CBS and ABC, meanwhile, would be in the neighborhood of $1,000,000 per week.

(Continued on Page 83)

Both reports by associate editor Colby Coates.

Triumph trumpets taste test

By SAM HARPER

NEW YORK—While R.J. Reynolds Tobacco Co., Philip Morris U.S.A. and American Brands continue their donnybrook in the ultra low-tar segment, Loews Corp.'s Lorillard division will take a shot at low-tar brands from two of those companies in a campaign for its 3mg Triumph brand.

In an apparent effort to bring Triumph's market share up to the level of its burgeoning Kent III brand, Lorillard will kick off a national advertising campaign today which claims that Triumph was preferred in taste tests over RJR's Winston Lights and Vantage and PM's Marlboro Lights and Merit brands.

Ads claim that 60% of the smokers tested preferred Triumph over 8mg Merit, and 62% preferred the 3mg brand over 11mg Vantage.

▪ While PM and RJR focus their marketing efforts on taking share away from ultra low-tar segment leader, Carlton, with their Now and Cambridge brands, Lorillard's primary goal seems to be directed at grabbing share away from PM and RJR in the low-tar, or 5mg to 15mg, category. While Triumph is technically in the same segment as Now, Carlton and Cambridge, Lorillard's marketing focus has been on taste rather than "lowest" tar claims.

Triumph's campaign will include color page ads in Sunday supplements, plus outdoor and magazines, all touting the year-old

(Continued on Page 83)

'A grave lack of courtesy'

French Havas buys into Publicis

By CAROLYN PFAFF

PARIS—In a move kept deadly secret, the giant French Havas group has acquired on the stock exchange 50% of the publicly owned shares of their main competitor, Publicis Conseil, the No. 1 French agency.

The last to get the word was Publicis, who knew someone had been buying a lot of shares since January, but thought until last week it was an investment fund. After the bombshell news, Publicis immediately put out a press release pointing out that Marcel Bleustein-Blanchet, founder of the company, still personally held 78.5% of the capital. Only 21.5% of the shares are traded.

Nevertheless the French ad world was agog. Commenting on the affair, Claude Marcus, administrator director general of Publicis, says: "First it shows a grave lack of courtesy, and second it is not the way a government company should behave." (Havas is 56% owned by the government.)

The word courtesy may appear unusual to outsiders, but in fact the reason why Publicis might have expected a more gentlemanly approach from Havas is that the two corporations have a long history of cooperation and jointly own several outdoor advertising companies. The two share, for example, all work for the government airline, Air France.

Now strong rumors in Paris have it that even President Giscard d'Estaing is furious at the Havas action. The group could eventually be forced to sell back the Publicis shares. The situation is all the more embarrassing to the government as Prime Minister Raymond Barre has recently created a monopolies commission and has announced his intention to make the French market a more favorable place for the free enterprise system.

Havas group controls directly 15% of all advertising billings in France and also has a share in nine

(Continued on Page 83)

You're not losing
Carll S. Burr.
You're gaining
Merrill Lynch.

The recent acquisition of Carll S. Burr has brought Merrill Lynch into New York as it expands its new residential real estate network. (*See story on Page 79.)*

Theater tv fight will include ads

By JAMES P. FORKAN

NEW YORK—After a decade of trying to lure advertisers into backing closed circuit telecasts mainly of Muhammad-Ali fights, promoters Top Rank and Don King Productions have finally scored a knockout punch, with Sugar Ray Leonard *vs.* Roberto Duran.

Helping deliver that punch were Anheuser-Busch, St. Louis, and its agency, D'Arcy-MacManus & Masius. The fight, due on June 20 from Montreal, is the first joint promotion of archrivals Bob Arum of Top Rank and Mr. King; their joint company BADK Inc. bears the two men's initials.

The commercial sales were coordinated by Mike Trager, the former NBC Sports exec who now is exec vp-sports programing director at D'Arcy. Having made the biggest ("by far") buy on the Leonard-Duran closed circuit hookup for Anheuser-Busch, Mr. Trager was asked to shepherd the pursuit of other sponsors. A dozen minutes were sold at presstime, Top Rank said.

▪ "We don't want to overcommercialize or be an intrusion" with Leonard-Duran, Mr. Trager said, so the total number of commercial minutes will be "50% of what the tv networks would have."

The theaters may not be getting a cut of those ad sales. Michael Burke, president, Madison Square Garden, which has sold an estimated $3,000,000 in seats—now all sold out—was not aware that com-

(Continued on Page 83)

last minute news

Isuzu talking to Chiat/Day, Della Femina

LOS ANGELES—Isuzu Motors is talking to Chiat/Day, Della Femina and reportedly two or three other agencies here regarding assignment of Isuzu cars and trucks, to be introduced in the U.S. with an ad budget believed near $8,000,000 in late '80 or early 1981. The Japanese carmaker opened U.S. headquarters here last week (AA, June 9) and now aims to sign up "far more" than the 300-plus dealers originally mentioned, a company source said.

General Foods tests Sun Apple drink mix

WHITE PLAINS, N.Y.—General Foods is testing Sun Apple vitamin-fortified drink mix in Lexington, Ky., where tv notes the product "tastes like biting into a fresh-picked apple." The product comes in a canister producing eight quarts and a packet yielding two quarts. GF also is testing Anytime 50-calorie dessert treats—frozen half-cup confections in four flavors—in Rochester, Omaha and Jacksonville. Tv, magazines and couponing support. Y&R handles both products.

Caress facial tissue tested by Scott

PHILADELPHIA—Scott Paper Co. is testing Caress facial tissue in Lexington, Ky. Tv spots note, "One touch will tell, now we're the softest." Magazine also supports. W. B. Doner & Co., Baltimore, handled creative. Media by in-house Scottcom.

King-Cola breaking its first network drive

NEW YORK—King-Cola World is breaking a new campaign and its first multi-million-dollar network tv advertising in July to take advantage of a

(Continued on Page 8)

Diaper battles in U.S., Europe—Page 3

NEWSPAPER

Only admakers make money

Air warfare takes toll

By JOSH LEVINE

NEW YORK—Airlines that have often named their planes after the sky's nobler birds are playing a transcontinental marketing game named after a different fowl. The chicken.

Plagued by passenger overcapacity between New York and California and a looming drop in traffic that traditionally hits those routes harder than others, the seven carriers that compete are testing each other's stamina with fares none of them can afford. Each hopes the other guy will drop first.

"The only people making money in this market are the production houses that are kept busy day and night making the ads," said William Dowse, vp-advertising, Eastern Airlines. Eastern entered the market two weeks ago with a $99 one-way night coach fare that spread quickly to the other carriers on both night and day flights.

▪ "We thought the $99 fare would tweak the night coaches a bit, and look what happened," Mr. Dowse said. "You can't file a fare, run an ad, and expect to steal a march on anybody. The speed of response is terrific."

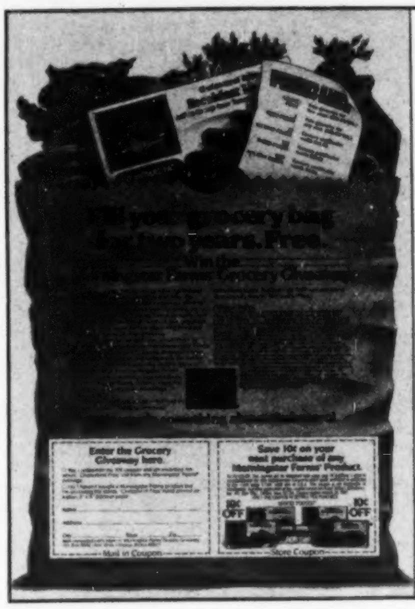
Eastern is reported to be spending $11,000,000 via Young & Rubicam to promote its new transcontinental service, but the uniformity of industry pricing has homogenized advertising on the route. The vast sums being spent on New York-Los Angeles and New York-San Francisco flights are funding largely defensive campaigns designed to protect market share until the competition shakes out. The casualties are expected to begin dropping this fall.

Few carriers are talking about the extent of their losses, except to acknowledge that they exist and that they're exacting a heavy toll.

▪ "Even with full load factors, it's nonsensical to believe that any carrier can make money on transcontinental flights this summer," said Fred Heckel, vp-advertising at United Airlines. "Realistic appraisals [of profitability] don't seem to make a difference."

TWA shed some light on the stakes the carriers are playing for

(Continued on Page 80)



Free groceries a grand prize

July issues of six magazines will carry this ad, announcing Miles Laboratories' grocery giveaway sweepstakes, for its Morningstar Farms no-cholesterol food line. Tatham-Laird & Kudner, Chicago, handles.

FRANK SINATRA

Dollar-a-year deal

Sinatra aids Chrysler

HIGHLAND PARK, MICH.—Singer Frank Sinatra will appear in tv spots for Chrysler and its 1981 Imperial this fall, and in general help out a pal.

Mr. Sinatra telephoned Lee Iacocca, chairman of beleaguered Chrysler Corp., to offer his services for the same $1 a year Mr. Iacocca makes. "I was impressed with Iacocca's personal crusade to save Chrysler and protect American jobs. I called him and said, 'Let's talk'," Mr. Sinatra was quoted as saying.

They talked over dinner in New York and Mr. Sinatra and Mr. Iacocca shook hands on the deal that will also see "Ol' Blue Eyes" help Chrysler's sales programs as a "special representative" in employe and dealer relations.

John Morrissey, chairman of K&E, Detroit, said Sinatra "signed on based on Chrysler Corp. so it's bigger than the Imperial, although he could be of great help to us on Imperial."

Mr. Sinatra won't replace existing Chrysler spokesmen—currently former astronaut Neil Armstrong and actor Ricardo Montalban.

Mr. Sinatra has been an infrequent product endorser. He sang a song used as a voiceover for the Lincoln Versailles in the fall of 1978, and endorsed BASF audiotapes in a 1974 print campaign. He also cut promotional records for a New Hampshire radio station, out of friendship, in 1977.

Mr. Sinatra and Mr. Iacocca have known each other "casually" for the past few years. Leo-Arthur Kelmenson, president of Chrysler's agency, Kenyon & Eckhardt, helped smooth out the agreement. Mr. Sinatra did the work on Versailles when K&E was the Lincoln-Mercury agency.

K&E came to Chrysler after Mr. Kelmenson and Mr. Iacocca had a similar dinner meeting in New York, a year ago. That was the largest ($120,000,000 then) account shift in history. Mr. Sinatra's $1 wage will be supplemented by a "good financial award if we make it work," Mr. Iacocca said. He has the same deal if Chrysler survives its current financial difficulties.

"Frank Sinatra is a fighter for the underdog and I am delighted he is joining me and the others here at Chrysler in an effort to restore an important American company to a position of strength," Mr. Iacocca said. #

Paid drive on energy unplugged

By RICHARD L. GORDON

WASHINGTON—Members of a key House panel shredded President Carter's plan for a major paid energy conservation ad campaign, wiping out the entire $50,000,000 request from an Energy Department appropriation bill.

The project was openly ridiculed last week by some members of the House appropriations committee's interior subcommittee, which controls the department's conservation education budget.

"If I were sitting in my home next winter," said Rep. Clair Burgener (R., Cal.), "kind of cold, wearing a couple of sweaters, and an ad came on the television telling me to turn down my thermostat, I'd be pretty mad."

"There isn't any damn reason in the world to let those fellows go out and hire an ad agency," declared Rep. Joseph M. McDade (R., Pa.), the ranking Republican on the panel.

While the Energy Department can ask the full House appropriations committee or the Senate to restore the ad money, the subcommittee decision is likely to be a mortal blow to the project.

It's the latest in a series of frustrations for department ad planners, who have experimented with paid energy conservation ad campaigns but have never had a major budget.

Paid ad advocates won a break through last year after fighting it out with other department execs who favored sticking with public service advertising, the conven-

(Continued on Page 80)

highlights

Monday, June 16, 1980

The BPAA holds its 58th annual meeting to hear about regulatory woes and dire economic forecasts. *See Page 4*.

Network battle of the demographic stars leaves agencies limp. *See Page 4*.

Consumers are more reluctant to make major purchases now than any time in recent years, according to a study. *See Page 6*.

Media Statistics Inc. updates the vcr field with its first-quarter report. *See Page 12*.

Two California agencies have won what could be a decisive battle in their antitrust war against the Yellow Pages industry. *See Page 14*.

General Electric is raising ad spending for housewares, seen as recession-resistant. *See Page 14*.

DuMont, a venerable name in television hardware, is making a return. *See Page 32*.

Jane L. Berdes looks at the partnership between U.S. business and the arts and that partnership's impact on the national life style. *See Page 45*.

Howard G. (Scotty) Sawyer presents some words he tries to avoid using and offers some advice on the use of the English language. *See Page 50*.

Bob Stone offers some suggestions on fueling creativity. *See Page 50*.

Gene Mahany looks at some trends developing in advertised consumer promotions. *See Page 52*.

Shapely women, dazzling shopping bags, "fashion engineering" and diversification all figures in the success of Milan's Elio Fiorucci. One element that's not involved is conventional advertising. *See Page 56*.

Asia is getting its first pr newswire service, centered in Hong Kong, July 1. *See Page 58*.

Arbitron's New Electronic Media report, adding two clients for a total of 20, is aiming for July delivery of data. *See Page 62*.

Retailers don't see greatly improved results for some time. *See Page 64*.

Entertainment & Sports Programming Network lines up people, sponsors and events to flesh out its forthcoming fulltime service. *See Page 74*.

Cable News Network pushes for more affiliates, part of New York still is not hooked up. *See Page 79*.

Merrill Lynch's bull is moving into the real estate business in a new marketing venture. *See Page 79*.

Coca-Cola's management moves fuel more speculation about agency relationships. *See Page 80*.

Y&R restructures by combining Y&R Affiliates into Y&R USA. *See Page 80*.

Borden drops Ted Bates & Co. and hires Doyle Dane Bernbach. *See Page 81*.

American Business Press recognizes the 1980 "objectives and results" campaigns. *See Page 82*.

Newcourt subsidiary of Mickelberry buys Nadler & Larimer. *See Page 83*.

Della Femina, Travisano & Partners sweeps Clio Awards with eight statues, as Y&R, DDB and McCann also score well. *See Page 84*.

Section 2

For the first time since 1969, ADVERTISING AGE devotes an entire section to magazines. Encompassing consumer, business and farm publications, the section includes articles on entrepreneurs, special interest consumer magazines, newsstand sales, computers and the business press, comparability and alternate delivery—beginning opposite Page 44.

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Research quality up

BY THOMAS RICHARD

CHICAGO—Until recently, the research arm of the business press—if it existed at all—was a perfect "10." For low profile, that is.

And when its efforts first started to become conspicuous, the public, sometimes with good reason, was suspicious of what research had to offer.

But that picture has changed for the better.

- A lot of research, by design, still goes on behind the scenes. But the quality now has moved up several notches.

"The attitude that publishing research is guilty until proven innocent is dying," says Jane Rogers, research director for Barrington Ill.-based Technical Publishing Corp. A 10-year veteran of the business, she notes that "attitudes are changing toward research. We have a lot of experts entering the field. And while research always has been a science, our methods are more sophisticated than ever."

For too long, a lot of publishing houses regarded research as an integral part of promotion, points out David Forsyth, vp, McGraw-Hill Publications Co.'s research division.

"What we are doing here is making research an independent group by itself and an objective approach is paramount," says Mr. Forsyth. "The information we gather reflects what is there—not necessarily what a client wants or hopes to see."

- McGraw-Hill's commitment to research is evident in the size and scope its operation encompasses. Clearly, it's no fly-by-night operation.

"We have 45 on the staff, up from 12 in 1977, and research is a full-fledged division of the company, no longer a department," adds Mr. Forsyth.

Here's how McGraw-Hill research division is subdivided and how it functions as a corporate resource center.

- **Media research group:** Fifteen employes have as their primary responsibility to develop "quality research" for McGraw-Hill and other noncompeting publications. Their work falls into three categories: Editorial—an internal quality control for editors, it makes sure they are really reaching their target audience; audience research—identifies a magazine's circulation demographically, and advertising effectiveness—assists advertisers and agencies in gauging how well their messages are read and it includes in its purview brand preference and benchmark studies.

- **Marketing research group:** As the name implies, its function is to perform—for a fee—a customized look at a particular market for manufacturers or agencies.

- **Marketing information center:** A secondary search depository that consists of three subgroups: A product/industry section whose job is to wade through some 300 technical magazines each month, culling tearsheets for 1,500 product categories; an advertising/-marketing section that performs a similar task, categorizing ads, and a sales support group, which issues an internal newsletter to the company's sales force.

Another well established part of McGraw-Hill's Marketing Information Center is its Laboratory of Advertising Performance (LAP), which produces a special research study each month. Circulated free to advertisers, recent LAP studies have included such topics as advertising in a recession and the cost of an industrial sales call.

A fourth branch of McGraw-Hill's research division, added last January, is the telephone interviewing center. It is essentially an in-house data collection unit, replacing outside subcontractors.

- At Technical Publishing, research performs a similar function as a fact-finding arm serving marketing, advertising and editorial.

Meanwhile, another factor putting research in the fast track is the computer.

John Oulton, director of Chilton Co.'s Management Information Service, says his company recognized the computer's potential early on and has pioneered that mode for handling reader inquiry responses.

- "Now that data base and computer power is so inexpensive compared to human labor," says Mr. Oulton, "it's being looked at much more seriously for storing and updating information and as a means of automating tasks that previously involved clerical help and manual files."

Mr. Oulton adds: "What's more, young people coming on board are familiar with computers and [are] eager to work with them. They view the computer as something to do a job with as opposed to a threat."

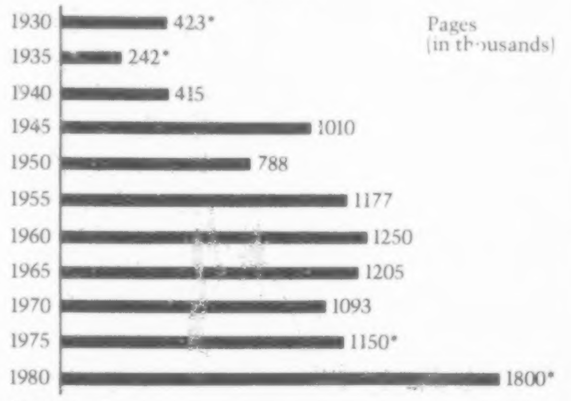
- Technical's Mr. Rogers agrees. Research's future is closely allied to the computer, despite high costs up front.

"Right now we do hand-tabulation and use outside and inside computer services. I foresee within the next couple of years much more extensive use of the computer."

The role of research is broadening, particularly as publishing houses pay careful attention to sampling, good questionnairing, testing and high response rates so the data "truly represent what you're measuring," says McGraw-Hill's Mr. Forsyth. #

Thomas Richard is a Chicago-based free lance writer.

Business Press Advertising Pages (1930-1980)



*estimated

Source: American Business Press, Inc.

Advertising Age / Section 2

JUNE 16, 1980

MAGAZINES

Chicago Since 1965
BOB'S NEWS STANDS

Photo by Mary Cairns

Costs dim otherwise sunny outlook

BY MARC KIRKEBY

NEW YORK—It was the decade of *People* and *Rolling Stone*, of *Cosmopolitan* and *Ms.*, of magazines devoted to states, cities and even counties, of rapidly multiplying specialty magazines—including *three* publications devoted solely to vertical ice-climbing.

Vertical ice-climbing? Don't laugh. The '70s trend toward ever more finely-targeted magazines shapes up as the touchstone of the '80s as well.

Selectivity, the ability to search out small, active, affluent groups for advertisers, will make magazines an attractive alternative to broadcast, publishers say, even in the face of growing competition from increasingly segmented "new electronic media."

▪ But magazine publishers who would like to look ahead to a new age of prosperity must first wade through the economic downturn most of them are predicting for the second half of this year. Moreover, the steady pressure of rising costs in postage, paper and labor shows no sign of going away, and in recessionary times advertisers and consumers will likely be less amenable to price hikes.

Single-copy and subscription prices both doubled, on the average, from 1970 to 1979, according to the Magazine Publishers Assn. Single copies rose from an average of 63¢ to \$1.25; subscriptions from \$7.16 to \$15.18. Most of the increases have come in the last five years.

But even coupled with an increased cpm to the advertiser (64% for the decade, according to a Ted Bates & Co. study that includes a 1980 projection), MPA execs insist most publishers have not been able to keep pace with the cost spiral.

The MPA's greatest concern at the moment is postage. "Those costs have been going up 25% to 30% a year," said Kent Rhodes, MPA president. "They've gone up so fast they have caused some people to emphasize single copy sales; they've caused some publishers to take a very dim view of the future and perhaps go out of business sooner than they might have. It's a tough period for all magazines."

Second-class postal rates for magazines have more than quadrupled in the last 10 years; the latest proposed increase, which came in April, would raise the rate from 12.9¢ to 13.3¢ for an average copy, compared with a 33% (5¢) increase in first-class rates. If the MPA dislikes the rising rates, it resents their unpredictability more.

"How are you going to price your product when you have no idea what's going on out there?" Mr. Rhodes asked.

(Continued on Page S-44)

Marc Kirkeby is a New York-based free lance writer and a frequent contributor to ADVERTISING AGE.

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Newsstand sales S-16
Special interest magazines S-18
Farm magazines S-32

Ominous trends

Costs dim otherwise sunny outlook

(Continued from Page S-1)

Publishers' inflationary headaches go beyond postage, however. The lightweight coated paper used in most consumer, trade and farm magazines has about doubled in price during the last decade and no one expects the present price of $650 to $700 a ton to hold steady for long.

Last year's St. Regis strike forced many publishers to buy from European paper companies at rates that often approached $1,000 a ton.

According to Robert Gardner, former senior vp of the MPA, the leading American paper manufacturers have agreed to increase their production capacity by 1,000,000 tons of coated paper a year by 1983, reflecting an investment of almost $1 billion by 10 companies. But even at that, the MPA is predicting a continued shortfall. And, Mr. Gardner notes, "Any prolonged strike by a major supplier and we'd be back in the soup again."

Nor do cost pressures end there. Printing inks now top $5 a pound for most colors and are up in price by more than 40% in the last five years. The payroll for one major printing operation in the Northeast rose by nearly 70% between 1974 and 1979 and with double-digit inflation refusing to abate, no employes, be they printers, truckers or editors, are likely to accept smaller, less frequent raises.

▪ The attempt to keep costs down, particularly in postage, has had great impact on the way publishers regard circulation. The historic 70/30 ratio of advertising to circulation in contributions to magazine revenues is now closer to 60/40, chiefly because of efforts to build single-copy sales.

Subscriptions for all Audit Bureau of Circulations magazines (excluding comics) grew by only 1%, to 177,100,000 copies, from 1970 to 1979, while single-copy sales increased by 31% to 91,300,000 copies. Certain major groups, including Hearst, have put most of their energies into single-copy expansion.

"It's good evidence of the desirability of a magazine," said Gilbert Maurer, president of Hearst Magazines. "It makes me very comfortable to know that people want to buy our magazines."

But single copy sales were down 3% from the first six months of 1978 to the same period in 1979, according to ABC figures, and a "Gallagher Report" analysis of ABC results for the second half of last year shows the top 200 magazines off by two-tenths of 1% in average paid circulation, the first such decline in a decade. Hardest hit were women's magazines that rely heavily on supermarket sales; soaring food prices apparently are convincing some shoppers to leave that $1.50 magazine in the rack.

Robert Farley, an MPA vp who watches circulation, believes that when the economy improves, "these impulse items will bounce back. A lot of magazines have increased prices; that will stabilize, and we'll be selling more magazines in supermarkets than ever before."

▪ Ominous as such trends are, publishers can take heart in an advertising picture that looks sunny, if not exactly cloud-free.

Advertisers spent $2.93 billion in magazines last year, according to a McCann-Erickson study that includes art and mechanical production costs as well as a slightly broader sampling than the Publishers Information Bureau. The projected levels for this year and next are $3.24 billion and $3.58 billion, healthy 10.5% increases for each year.

The 64% rate of increase in cpm in magazines has been about half that of network tv (124% for daytime and 130% for prime time, from 1970 to 1980, according to the Bates data), and publishers have intentionally held themselves to that level, according to Mr. Gardner, to improve their position with advertisers.

When it comes to reaching broad demographic segments, however, tv still is besting magazines and, for that matter, all other media. In an average day, for example, 81% of the male population aged 18 to 49 watches tv; only 33% reads magazines, according to Television Bureau of Advertising statistics.

But with study after study suggesting that some very desirable portions of the 18 to 49-year-old audience watch little or no tv, and with the growing ability of magazines to break out smaller and smaller demographic groups, almost no one in magazines is selling head-to-head against tv any more.

The cost of a :30 prime time network spot now averages between $60,000 and $70,000. While a handful of the largest-circulation magazines match those rates for a four-color page, most cost much less. The average cost of such an ad in the top 50 consumer magazines was under $25,000 in 1978, according to a survey in *Marketing & Media Decisions*, and ad rates in many of the new specialty magazines are well below $10,000.

Magazines probably will continue to look good in cost comparisons.

"As long as you have a relatively

Magazine figures show over-all picture in brief

Leading ABC Magazines

Rank		Circulation	% Change vs. 1978
1	TV Guide	19,547,763	− 1.7
2	Reader's Digest	18,094,192	− 1.1
3	National Geographic	10,249,748	+ 2.9
4	Better Homes & Gardens	8,007,202	− 0.3
5	Family Circle	7,611,578	− 8.0
6	Woman's Day	7,535,855	− 5.8
7	McCall's	6,502,880	0.0
8	Ladies' Home Journal	5,633,128	− 6.1
9	Playboy	5,538,559	+14.8
10	Good Housekeeping	5,178,296	− 0.4
11	National Enquirer	5,011,577	−12.4
12	Penthouse	4,651,323	+ 3.1
13	Redbook	4,450,806	− 0.4
14	Time	4,314,279	+ 0.1
15	The Star	3,160,415	+ 5.0
16	Newsweek	2,934,083	− 0.8
17	Cosmopolitan	2,766,627	+ 4.1
18	American Legion	2,584,517	− 0.5
19	People	2,312,444	− 0.3
20	Sports Illustrated	2,287,159	− 2.1
21	U.S. News & World Report	2,067,321	− 1.6
22	Field & Stream	2,064,622	+ 1.1
23	Glamour	1,861,818	+ 3.7
24	Smithsonian	1,815,237	+ 7.9
25	Popular Science	1,801,805	− 3.3

Note: Rank is based on average circulation per issue, 1st six months of 1979.

Magazine advertising revenue and pages

General Magazines

Year		Revenue	Pages	No. of Magazines
1970		$1,168,668,178	76,923	89
1971		1,235,175,433	77,008	91
1972		1,297,682,163	82,007	83
1973		1,309,161,028	85,664	85
1974		1,366,328,994	86,304	93
1975		1,336,313,425	80,735	94
1976		1,621,992,896	93,253	93
1977		1,965,410,809	103,307	96
1978		2,374,175,378	115,265	102
1979		2,671,052,606	119,832	102
1980,	Jan.-Mar.	646,072,514	26,541	100

Source: Publishers Information Bureau. Sunday supplements are excluded.

Magazine advertising cost analysis

Year	Combined circulation (Thousand)	Combined page rate		Cost per page per thousand	
		Black & white	Four-color	Black & white	Four-color
1970	160,848	695,674	961,293	4.33	5.98
1971	159,131	692,397	958,292	4.35	6.02
1972	155,738	678,665	934,180	4.36	6.00
1973	156,971	679,836	930,286	4.33	5.93
1974	158,978	714,535	976,630	4.49	6.14
1975	155,674	754,296	1,031,318	4.85	6.62
1976	156,816	775,337	1,061,126	4.94	6.77
1977	155,129	824,443	1,142,234	5.32	7.36
1978	154,987	908,735	1,247,783	5.86	8.05
1979*	155,380	986,846	1,350,384	6.35	8.69

* Circulation based on 1st six months of 1979.

Source: Based on the circulation and rates for the 50 leading consumer magazines in advertising revenue for each year. Newspaper supplements are not included.

sold-out situation on tv, the costs aren't necessarily going to relate to market value as much as they relate to supply and demand," said Don Miller, chairman of the board of Rumrill-Hoyt, New York. "In the publication world you don't have that to the same degree because of the extensive competition."

Neither medium is likely to take ads away from the other, experts say.

"If you are really getting down to a specific target audience, the cost trend of magazines is favorable, a little better than tv," said Herbert Maneloveg, senior vp of Della Femina, Travisano & Partners, New York. "If there is still an intent to have some mass, then tv remains, in terms of a broad demographic, the best buy."

■ The economy's erratic behavior has caused most forecasters to revise their predictions for 1980 more than once. Former MPA vp David Bentley, an advertising specialist, predicts a growth in advertising pages for his association's more than 600 magazines of between 0% and 3%, with revenues from those ads climbing between 11% and 14%.

Forecasting the recession's effects on individual magazines presents a greater problem. The most obviously hard-hit of consumer products—boats, automobiles, recorded music—already are taking their toll on the magazines that serve those fields. But the slump hasn't yet followed an identifiable pattern.

"About five years ago, the photography magazines had a terrific period even though most magazines were down, because that happened to be at the beginning of the boom in 35mm cameras," said Robert Krefting, president of CBS consumer publishing division.

"We see an example the other way around," he continued, "with the four-wheel drive market, which has been down for over a year even though the recession hasn't occurred yet. On the other hand, our motorcycle magazine, *Cycle World*, is doing well."

Uneasiness over an uncertain year has led to a "very uncertain ad picture," Mr. Krefting said. "We find that an awful lot of our advertisers are not running schedules any more. They run from issue to issue, they make up their minds every 30 days or so all over again. I expect that to continue throughout the soft period."

■ Similar uncertainty prevails in the business and trade press.

"Right now we seem to be right on the cusp of something," said William Barbour, president of the Chilton Co., a subsidiary of ABC's publishing division. "I don't look for a very healthy year, frankly."

The automotive publications among Chilton's 22 magazines already are suffering; one is 50 pages behind last year. (A Chilton jewelry magazine, however, is 100 pages ahead.)

A study by Cahners Publishing Co., Boston, estimates that ad pages in business magazines will be down 4% in 1980, although ad rates will climb 10% and circulation 3%. Trade publishers' costs, like those of consumer magazines, are projected to rise at rates ranging from 8% to 14%.

The American Business Press put the total 1979 ad pages for its 2,500 member publications at 1,650,000, up 34% over 10 years; circulation for all business publications, according to Standard Rate & Data, rose from 63,600,000 to 70,000,000 copies in the same period, a 10% increase.

Changes in American agriculture have been reflected in a shift by farm publications away from magazines for the small farmer and toward those geared to the major farmer and the specialist, although the total number of magazines audited by Agricom Inc., a St. Joseph, Mo., marketing company, has held steady at around 165. Total ads in those magazines went up 9% from 78,650 to 85,803 in 1978 and 1979, while ad revenues went up 17% from $135,000,000 to $159,000,000. The biggest increases came in ads for crop chemicals, tractors and field and plant equipment.

■ Most magazines, consumer, trade and farm alike, will weather the current recession, publishing professionals believe, simply because so many of them have staked their futures on small, relatively recession-proof markets.

"Part of the problem in the demise of some of the big publishers is that they tried to compete in a numbers game with tv," said Seth Baker, president of ABC Publishing. "Those are the kind of magazines that are going to have more and more problems as time goes on."

ABC's strategy, Mr. Baker said, is to develop magazines "that are required reading for an individual as much as possible. If you're in the steel business, you have to read *Iron Age*. If you like cameras, you have to read *Modern Photography*. What we want to avoid are what we call discretionary magazines."

ABC has chosen to grow through acquisition rather than through the creation of new magazines, feeling that new magazine startup costs are simply too high. Yet even those companies still willing to give new publications a try are hedging their bets whenever possible.

"Companies are test-marketing new magazines," said Mr. Farley of the MPA. "They're doing a single copy, and if that does well they'll do four, or go bimonthly. It reduces the downside risk greatly."

A case in point is Hearst's *Colonial Homes*. The company already had several magazines in the home decorating area, but "began to detect through reader mail a strong interest in colonial decorating and architecture," according to Mr. Maurer. "We put out a limited number of copies, which were sucked off the newsstands, then we went quarterly, then to six times a year."

■ How far can the trend to specialization and regionalization go? How many people would have anticipated a successful magazine called *Houston Home & Garden*? Or *Gwinnett*, which serves a Georgia county east of Atlanta?

Publishers are confident that however demographically specialized cable tv may become, they always will be several steps ahead in targeting and better suited to reach consumers with large disposable incomes and sophisticated tastes.

Nor are publishers overly worried by the encroachment of new electronic media. ABC already has laid the groundwork for a series of "data base" publications, magazines containing information that also could be retrieved by computer and displayed on a home tv screen or terminal.

But ABC also sees a long life for the magazines themselves. David Bentley doesn't envision any negative impact on magazines from new technology for at least 20 years, and questions how strong an advertising medium the database systems will ever be. Publishers will thrive, he believes, because of the "ability magazines have to contain ideas readers want, to go back to *when* you want." #

BEST AVAILABLE COPY

research beat / BY JACK HONOMICHL

Adding nonprofit researchers to Top 23 list

Last month I reported 1979 revenues of the Top 23 for-profit marketing/advertising research organizations (AA, May 19). In that column, I mentioned briefly that these commercial companies were just part of the total U.S. research industry picture; missing were some very large nonprofit research organizations.

Now, I'm going to slot eight of the more prominent nonprofit organizations into that Top 23 listing to show the difference it makes.

Let's start with corporations that have in-house research capabilities and do a considerable amount of their research work directly, without the services of outside suppliers (except for field service organizations). Among the more prominent are Procter & Gamble, General Foods, General Mills, Quaker Oats and Pillsbury. A spokesman for P&G, for instance, disclosed in a presentation to the Federal Trade Commission on Oct. 4 that they annually do about 1,000 survey projections in-house—totaling 1,500,000 consumer interviews. That is believed to be about two-thirds of the total P&G survey volume.

- A dozen or more U.S. universities are affiliated with nonprofit survey organizations whose main purpose is to serve the needs of academics, many of whom get study grants—but they also do work for "commercial" clients. For instance, the Institute for Social Research at the University of Michigan at Ann Arbor has a unit called the Survey Research Center, which does an annual survey research volume of more than $8,000,000 in straight, pass-through costs. SRC probably is best known for its continuing studies of consumer attitudes affecting spending, but in an average year it also does from 12 to 15 studies for "commercial" clients, such as General Motors, Ford and trade associations. A standardized employe attitude study has been executed for more than 150 commercial clients.

The largest nonprofit of all, no surprise, is the federal government. Just one unit, the Demographic Survey division of the U.S. Bureau of the Census, does between $60,000,000 and $70,000,000 worth of survey work each year, some of which is for commercial clients.

As the accompanying table shows, these nonprofits are larger than many prominent for-profit research companies—and, remember, we're basically dealing with pass-through costs that are not marked up as they would be in a for-profit company.

The large corporations, understandably, are reticent about detailing the full extent of their in-house research activities, but here are some magnitude numbers. The in-house unit at General Mills—which is called Consumer Research Services—has a staff of more than 50, including 14 project directors and 12 analysts. The annual CRS volume is close to $6,000,000, according to well-informed sources.

Fred Posner, director of marketing research at General Foods, and Dudley M. Ruch, vp-marketing research at Quaker Oats, say the volume of their in-house operations is "in excess of $5,000,000 a year." And at Pillsbury, it is estimated, the in-house volume is $1,500,000 a year.

The P&G volume of 1,000 survey projects provides a base upon which to speculate.

P&G's market research department has its own 50-station WATS center, and that presumably accounts for a large share of the interviewing. However, phone interviews can range all over the lot in length, complexity and screening requirements. An average projection a large survey house runs about $9,700, and if the same was true at P&G it would have an annual volume of about $9,700,000.

31 TOP RESEARCH COS.

Rank*	Organization	Revenues (In Millions)
1.	A. C. Nielsen Co.	$302.1
2.	IMS International	88.8
	Demographic Suvey Division, Bureau of the Census	70.0
3.	SAMI	54.4
4.	The Arbitron Co.	44.1
5.	Burke Int'l Rsch	42.6
6.	Market Facts	19.2
7.	Westat Inc.	14.4
8.	Audits & Surveys	14.0
9.	Marketing & Rsch Counselors	13.1
10.	ASI Market Rsch	12.3
11.	Chilton Rsch	12.0
12.	Yankelovich, Skelly & White	11.8
	Research Triangle Institute	11.5
13.	Ehrhart-Babic Associates	10.4
14.	National Family Opinion	10.0
	National Opinion Rsch Center (U. of Chicago)	9.9
15.	NPD Research	9.7
	Procter & Gamble	9.7
16.	Data Development Corp.	9.6
17.	Louis Harris & Associates	9.3
18.	National Analysts	8.7
19.	Opinion Research Corp.	8.2
	The Institute for Social Research (U. of Michigan)	8.0
20.	Elrick & Lavidge	7.1
21.	Walker Research	7.0
	General Mills	6.0
22.	Starch INRA Hooper	5.5
	General Foods Corp.	5.0+
	Quaker Oats	5.0+
23.	Decisions Center	5.1

Note: Research activities only for 1979; total revenues are larger in some cases. For details see AA, 5/19/80.

*Numbered companies are commercial, for-profit.

- Largest of the university nonprofits is Research Triangle Institute (RTI) outside Raleigh, N.C. RTI serves as a support facility for the universities in that area: Duke, North Carolina State, North Carolina and North Carolina Central. One division of RTI, the Statistical Sciences Group, had a total budget of $11,000,000 in the last fiscal year, of which $6,500,000 was survey research. Its survey volume in the current fiscal year is budgeted at $11,500,000.

The National Opinion Research Center (NORC), which is affiliated with the University of Chicago, had a survey volume of $9,900,000 in its most current fiscal year. The Survey Research Center at the University of Michigan has a staff of 687, including 104 professionals (some parttime) and a field force of 265. As mentioned before, SRC has an annual survey volume of more than $8,000,000.

These three are the largest and most prominent of the university-affiliated nonprofits, but sizable research organizations are to be found at a number of universities, to wit: Maryland, UCLA, California (at Berkeley), Illinois, Wisconsin, Indiana, Boston and Temple, among others.

On a final note, the Survey division of the Bureau of the Census is the third largest research organization in the U.S., as the table shows.

* * *

The survey research industry in the U.S. had a dollar volume 20% higher in the first quarter of 1980 compared to the same period a year ago, according to 38 CASRO-member companies that submit their revenue figures in confidence to the survey research company trade association. Since the inflation rate was running about 18% in the first quarter, that means the industry had a "real" growth rate of about 2% (which, incidentally, is what the Top 23 listing showed, on average, for all companies except A. C. Nielsen for 1979). First-quarter revenues for CASRO (Council of American Survey Research Organizations) companies were 4% ahead of the fourth quarter, 1979, levels. #

Advertising Age, June 16, 1980

Dry pet foods carry sales upward in '79

By JOHN C. MAXWELL JR.

Industry sales were up nearly 15% in 1979 in dollars. The unit picture was a bit different, however. Dry dog and cat foods were both up 5% to 6%, while moist cat food was about even and moist dog food was off about 5%. Canned cat food was down 4% to 5% and canned dog food was off 2% to 3%.

Judging by our market share figures, all the major companies appear to have lost some share. However, this is not completely reflective of what happened, as there was a spate of new entries in late 1979. It is not yet possible to track these in detail, so they are included under "all others" and probably will be broken out in 1980 data.

For instance, it should be noted that we have not broken out Purina's Butcher's Blend dry dog food, which was introduced in September, 1979. We therefore feel that while there may have been some erosion in the company's 1979 share, our market share table probably overstates it. We continue to believe that the dry area in particular for both cats and dogs, along with soft dry dog food, will continue to be the growth areas. #

Mr. Maxwell is with Lehman Brothers Kuhn Loeb Research, New York.

Pet food market shares by company ($ millions)

	1978	Share	1979	Share
Ralston Purina	$1,016.0	31.6%	$1,081.0	29.1%
Carnation	358.0	11.1	384.0	10.4
General Foods	352.5	11.0	390.5	10.5
Quaker Oats	328.3	10.2	352.6	9.5
Liggett Group	244.1	7.6	214.5	5.8
All others	935.1	28.5	1,286.4	34.7
Total	$3,234.0	100.0%	$3,709.0	100.0%

Source: John C. Maxwell, Lehman Brothers Kuhn Loeb Research

Pet food sales by type of product ($ millions)

Type	1978	1979	Change
Canned dog food	$ 685.0	$ 725.0	5.8%
Dry dog food	1,055.0	1,265.0	19.9
Moist dog food	320.0	325.0	1.6
Soft-dry dog food	73.0	154.0	111.0
Whole-biscuit snack dog food	120.0	150.0	25.0
Total dog food	2,253.0	2,619.0	16.2
Canned cat food	509.0	560.0	10.0
Dry cat food	325.0	380.0	16.9
Moist cat food	147.0	150.0	2.0
Total cat food	981.0	1,090.0	11.1
Total dog & cat food	$3,234.0	$3,709.0	14.7%

Source: John C. Maxwell, Lehman Brothers Kuhn Loeb Research

Pet food market share breakdown

Annual Retail Sales ($ millions)

Brand	Company	1978	1979
CANNED DOG FOOD			
Alpo	Liggett Group	$155.0	$161.0
Kal Kan	Mars Inc.	110.0	111.0
Ken-L Ration	Quaker Oats	80.0	80.0
Mighty Dog	Carnation	52.0	65.0
Friskies	Carnation	54.0	56.0
Cycle	General Foods	45.0	55.0
Vets	C.H.B. Foods	21.8	20.0
Blue Mountain	Associated Products	16.0	18.0
Cadillac	U.S. Tobacco	17.0	17.0
Skippy, Dr. Ross	C.H.B. Foods	16.7	15.8
Skippy, Premium	C.H.B. Foods	21.5	15.5
Recipe	Campbell Soup	12.0	13.0
Strongheart	Swift & Co.	12.0	12.0
Rival	Swift & Co.	12.0	7.5
Twin Pet	Allied Foods	8.0	7.0
Laddie Boy	Laddie Pet Foods	4.5	5.0
Hills	Riviana Foods	2.0	1.0
Red Heart	Allied Foods	1.0	0.5
Henny Pen	Allied Foods	1.0	0.5
Jobo	Allied Foods	0.6	0.2
All Others	—	42.9	64.0
Total		$685.0	$725.0
DRY DOG FOOD			
Dog Chow	Ralston Purina	$320.0	$330.0
Puppy Chow	Ralston Purina	110.0	115.0
Gravy Train	General Foods	75.0	78.0
Chuck Wagon	Ralston Purina	90.0	75.0
Dog Meal	Ralston Purina	65.0	70.0
Friskies Dinner & Cubes	Carnation	55.0	50.0
Cycle	General Foods	30.0	48.0
Mealtime	Mars Inc.	30.0	47.0
Alpo Beef Flavored Dinner	Liggett Group	34.0	46.0
Alamo Brand	Liggett Group	21.0	23.0
Fit & Trim	Ralston Purina	25.0	20.0
Blue Mountain	Associated Products	17.0	18.0
Bow Wow	ConAgra	15.9	13.5
Jim Dandy Chunk & Ration	Jim Dandy	15.0	13.0
Gaines Meal	General Foods	12.0	11.0
Field 'n Farm	Ralston Purina	10.0	10.0
Kasco	ConAgra	—	10.0
Ken-L Ration Biscuit & Meal	Quaker Oats	11.0	9.0
Purina Dinner Mix	Ralston Purina	9.0	5.5
Hunt Club Walter Kendall	Standard Brands	11.0	4.5
Strongheart	Swift & Co.	4.5	4.0
Vets Nuggets	C.H.B. Foods	5.3	3.0
All Others	—	89.3	261.5
Total		$1,055.0	$1,265.0
SOFT-DRY DOG FOOD			
Tender Chunks	Quaker Oats	$ 70.0	$110.0
Moist & Chunky	Ralston Purina	3.0	40.0
Tender Moist Chunx	Jim Dandy	—	4.0
Total		70.3	$154.0

Brand	Company	1978	1979
MOIST DOG FOOD			
Top Choice	General Foods	$ 80.0	$ 82.0
Gaines Burgers	General Foods	70.0	75.0
Ken-L Ration Burgers	Quaker Oats	81.0	74.0
Ken-L Ration Special Cuts	Quaker Oats	31.0	33.0
Gaines Variety	General Foods	22.0	22.0
Prime/Puppy Choice	General Foods	17.0	18.0
All Others	—	19.0	21.0
Total		$320.0	$325.0
WHOLE-BISCUIT/-SNACK DOG FOOD			
Milk-Bone	Nabisco	$ 75.0	$ 85.0
Jerky Treats	Heinz	16.7	20.1
Bonz	Ralston Purina	—	18.0
Liv-A-Snaps, Char-O-Snaps, Chi-N-Snaps	Liggett Group	7.0	7.5
Ken-L Ration Treats	Quaker Oats	5.3	5.6
Say Cheese, People Crackers and Doggie Donuts	R.T. French	5.0	1.5
Gaines Biscuits/Bits	General Foods	1.5	1.5
All Others	—	9.5	7.8
Total		$120.0	$150.0
CANNED CAT FOOD			
9-Lives	Heinz	$140.0	$155.0
Friskies	Carnation	111.0	117.0
Kal Kan	Mars Inc.	53.0	70.0
Purina	Ralston Purina	41.0	37.0
Puss 'n Boots	Quaker Oats	33.0	25.0
Bright Eyes	Carnation	16.0	17.0
Lovin' Spoonfuls	Ralston Purina	20.0	15.0
Tabby	Lipton	17.0	9.0
All Others	—	78.0	115.0
Total		$509.0	$560.0
DRY CAT FOOD			
Cat Chow	Ralston Purina	$104.0	$110.0
Friskies	Carnation	70.0	79.0
Meow Mix	Ralston Purina	62.0	70.0
Special Dinners	Ralston Purina	35.0	37.0
9-Lives	Heinz	12.0	30.0
Kitten Chow	Ralston Purina	12.0	15.0
All Others	—	30.0	39.0
Total		$325.0	$380.0
MOIST CAT FOOD			
Tender Vittles	Ralston Purina	$ 95.0	$100.0
Moist Meals	Quaker Oats	17.0	16.0
9-Lives Square Meal	Heinz	18.0	14.0
Whisker Lickins	Ralston Purina	15.0	13.5
All Others	—	2.0	6.5
Total		$147.0	$150.0

Source: John C. Maxwell, Lehman Brothers Kuhn Loeb Research

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Advertising Age

50 YEARS 1930-1980

$1 a Copy; $30 a Year — The International Newspaper of Marketing • In Two Sections. Section 1. — June 23, 1980

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Competition, not clout, rules tv: FCC

WASHINGTON—A Federal Communications Commission task force reported last week that tv ad prices are controlled by competitive pressures, not by powerful networks or local stations wielding marketplace clout.

The favorable report on how the tv ad market is functioning is in a long-awaited advertising review presented to the commission as part of FCC's massive tv network inquiry.

Two additional reports released at the same time criticize FCC efforts to regulate network dealings with their program suppliers; suggest that the commission prime time access rule—reserving part of prime time for non-network programs—is accomplishing little or nothing, and discuss the factors determining tv station profitability.

FCC's network inquiry staff bills its advertising study as unique, since staff economists analyzed hundreds of actual tv ad purchase contracts supplied by the networks and by member agencies of the American Assn. of Advertising Agencies.

The contracts—drawn from 1977's fourth quarter—are the first time a tv ad price analysis has been based on actual prices, not estimates, the staff said.

While there are just three commercial tv nets with national reach, the FCC economists said network tv prices "reflect competitive rather than monopolistic prices. Whatever market power a network may possess, we have not found that power manifested in its transactions with advertisers."

Competition in the spot tv market got a similar clean bill of health. "Network-owned stations, affiliates and independents appear to compete for advertiser dollars as if no one broadcaster could affect market price," the report said.

Top commission staffers on the project rejected suggestions that soaring ad costs in recent years might undermine the argument that tv prices are set competitively.

"When we say prices are competitive, it's not that they are low or that stations don't make a lot of profit," said Thomas G. Krattenmaker, co-director of the network special inquiry staff, "but rather that individual stations and networks don't seem to be able to set prices as they please, independent of the marketplace."

The price run-up in recent years may "simply be an increase in demand for that time and an inability to increase the supply," Mr. Krattenmaker suggested. "We weren't trying to study what generated the increases."

Price and cost-per-thousand differences between network and spot markets "are largely explained by differences in the composition of viewer characteristics," the report stated. "Contrary to popular expectation," an FCC summary of the

(Continued on Page 89)

Too glamorous to be kept at home
Geoffrey Beene for SWIRL

Homebody

Loungewear fashionable enough to be worn out instead of just in is the message of a new campaign for Geoffrey Beene for Swirl. Peter Rogers Associates handles.

Cable coup: P&G

By MAURINE CHRISTOPHER

NEW YORK—Conventional tv's biggest sponsor, Procter & Gamble, will debut next month as a major cable network advertiser with a heavy multiproduct schedule on Ted Turner's new Cable News Network.

This buy will give several P&G agencies a chance to pioneer in catv for the company that this year will spend an estimated $475,000,000 in conventional tv. But the cable agency of record or control on CNN will be Benton & Bowles.

Neither George Babick, CNN sales vp, nor Phil Guarascio, senior vp-media, B&B, would discuss the specifics of P&G's entrance into wired tv. Industry sources estimate the contract is worth $1,000,000 annually.

- P&G bought minutes scattered throughout CNN's 24-hour day for a wide range of products. Most copywriters fantasize about the opportunities for experimentation in commercial lengths and approaches in cable's pinpointable households, but at the outset at least P&G is expected to use commercials from its regular tv pool.

(P&G's earlier cable buy covers a six-times-a-year showing of "Is Anybody Listening?" a film about the company and its response to consumers, on Modern Satellite Network. This direct purchase costs $6,500.)

Also added to the CNN sponsor list—bringing the total of national clients to 22—were Holiday Inns and Shearson Loeb Rhoades. Grey advertising bought for the brokerage house, which will sponsor half of the 7:30 p.m. and 11:30 p.m. (EDT) 30-minute financial news program. Young & Rubicam is the agency for Holiday Inns' rotating schedule.

- The computer printout at CNN in Atlanta last week, showed 209 systems in 45 states and the Virgin Islands hooked into CNN for a possible circulation of 1,938,970 households. Mr. Turner's strongest backing is coming from seven Cox systems with about 315,000 subscribers.

Runners-up among the multiple systems operators with approx-

(Continued on Page 92)

last minute news

Delano seen returning to C-E hq from Europe

DETROIT—Lester Delano, president of Campbell-Ewald International/Europe is expected to return to C-E headquarters here in a top executive post. Helmut Zambo, joint managing director, Troost Campbell-Ewald GmbH, Duesseldorf, is expected to be named to succeed him in an announcement this week.

Salem Ultra Lights set, RJR may drop Real

NEW YORK—R.J. Reynolds Tobacco Co., Winston-Salem, N.C., will introduce Salem Ultra Lights nationally in late July with very heavy ad support, via DFS. At the same time, trade sources say the nation's No. 1 cigaret maker plans to withdraw Real cigarets from the market, in addition to pruning its various lines of low-volume styles. RJR could not be reached for comment. Real's agency was Ogilvy & Mather.

New $14 million Mountain Dew drive readied

PURCHASE, N.Y.—Pepsi-Cola is preparing to roll national with a new $14,000,000 Mountain Dew campaign, "Give me a sunshine. Give me a Dew." Campaign previewed June 2 in selected markets. BBDO handles.

Wyatte Hicks leaving as Compton director

NEW YORK—E. Wyatte Hicks, director of Compton Group & Corporate Development, has resigned. The 53-year-old Mr. Hicks, now reviewing other options including an offer from another large agency, joined Comp-

(Continued on Page 8)

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Ads available by '82

Big dailies go electronic

By JACQUES NEHER

CHICAGO—The *New York Times* and *Washington Post* are among 11 leading newspapers around the country to be chosen this week to go "electronic" over the next 12 months by joining a national computer data network.

And while it's editorial-only for now, the newspapers may be able to sell national ads on the new computer medium by sometime in 1982.

The papers, following the lead of the *Columbus Dispatch* (AA, June 2), will supply their entire editorial product each evening to the CompuServe Information Service, Columbus, O., a subsidiary of H&R Block. The service will be accessible to anyone with a home or office computer, at a time-sharing fee of $5 an hour.

And after Tandy Corp. begins marketing its Videotex system (AA, June 16), anyone with the $400 unit, a telephone and a television will be able to receive the multipronged information service at the same charge.

The papers, according to sources, will be investing $40,000 each to feed their news into the central computer in Columbus via local "ports" or offices equipped with minicomputers in each respective city. The papers, in turn, will receive 20% of the time-sharing charge levied on the subscriber who calls up articles from that paper. CompuServe currently operates 23 offices around the country which serve 35 metropolitan areas.

CompuServe marketing coordinator Michael Ward said the company is projecting 100,000 subscribers by the end of 1981. It currently has about 3,000.

Mr. Ward said the 11 papers were chosen from "at least 40" that contacted the company following the announcement of its program with the *Columbus Dispatch*. "It was entirely our decision and based on the number of computer subscribers in the particular market," he said.

While the newspapers will begin by supplying only editorial prod-

(Continued on Page 89)

George, Billy & Indigestion

NEW YORK—While Yankee owner George Steinbrenner and Oakland A's manager Billy Martin have had their share of wrangling on the baseball diamond, the two are batting 1.000 in their joint commercial appearances.

Coming off a successful series of tv commercials for Miller Brewing's Lite beer, the pair have signed on as spokesmen for Pepto-Bismol.

A tv spot filmed last week in New York, set to air on both network and spot tv at the end of July, shows Mr. Martin seated in a posh restaurant, complaining: "What a day! First I have rubber pancakes for breakfast. Then I lose my luggage. Then we lose the game. Then I come here and eat, and the chef's on vacation. It tastes like the busboy cooked the din[illegible]. It's enough to give a guy an upset stomach." When a waiter appears with a bottle of Pepto-Bismol, Mr. Martin says, "I think I'll take a swig of this." Mr. Steinbrenner enters the room and says, "Billy, use a spoon."

(Continued on Page 92)

Seagram's using tv for Arielle 40 proof drinks

By JOSH LEVINE

NEW YORK—Don't call Seagram's pretender to the cordial and liqueur throne a cordial or a liqueur.

Seagram's doesn't, and it won't as long as the new Arielle line treads the hazy territory of tv advertising, while its distilled competitors remain beyond the broadcast pale.

Although Arielle isn't a wine product, the 10-flavor line, due on retail shelves in three markets this week, derives its 20% alcohol content from a fermented wine base. That makes it a bold candidate for broadcast time in a burgeoning market where armies of new contestants are battling each other in print.

While each Arielle bottle sports the formula, "Made with grape wine and natural flavors," the 10 flavors offered match their distilled counterparts in established cordial and liqueur lines. Arielle is available in Almond Royale, Apricot Royale, Blackberry Royale, Cacao Royale, Coffee Royale, Green Mint Royale, White Mint Royale, Peppermint Royale, Orange Royale and Sloe Royale. A 750 ml. bottle will retail for between $5 and $6.

The National Assn. of Broadcasters and the Distilled Spirits Council of the U.S. both guard the portals of broadcast media with codes that bar any distilled products from the air and draw the line at any beverage over 48 proof.

▪ Arielle, as a 40 proof fermented product, falls within both guidelines, but Calvert Distillers, the Seagram unit that markets the "after-dinner drink," is putting the spirit of the industry's voluntary compliance to a stringent test, liquor sources say.

The question of whether a liquor product historically produced by distillation can qualify for air time by substituting a fermented alcohol base puts Arielle in a gray area, according to Jerry Lansner, vp-general manager of the NAB's code authority.

"If it's a wine base, it would seem to be okay," said Mr. Lansner, "but the way they position themselves might have some bearing. If the product is marketed against other cordials, it might pose a problem. Positioning a product that is acceptable against products that are unacceptable raises new issues."

Experimentation with wine-based drinks is nothing new, and many leading liquor marketers have some kind of wine-based cordial or wine-based cocktail bubbling in á back room vat. In most cases, however, advertising has been done on a very limited scale, the proof content of the products has been much lighter and the drink's wine heritage has been apparent.

While a Seagram spokesman belittled any doubt whether the 30-second Arielle commercial would be cleared by the stations in three introductory markets, the company doesn't disguise the audacity of its marketing strategy.

Trade ads for Arielle in Chicago.

(Continued on Page 90)

Kitchen invader

Johnny O, an animated character, moves into kitchens this fall as the new spokesman for Oster food preparation appliances. Beginning Oct. 13, Johnny O will tout Oster products on six network tv commercials, tv spots in 50 markets and cable. He also will appear in half-page color ads in magazines in the fall. Hoffman-York, Milwaukee, is the agency.

TABU
The spell of Tabu

Violin plus

Adding another dimension to its well known Tabu violinist concept, Dana Perfumes has added op art graphics for the fall print campaign by Avrett, Free & Fischer, New York.

'Wall Street Final' in tardy debut

'N.Y. News' p.m. edition okayed

By LEAH ROZEN

NEW YORK—The *New York Daily News* decided last week to go ahead with its much talked about afternoon edition.

The *News*, a morning paper owned by the Chicago-based Tribune Co., has toyed with the idea of starting an afternoon paper on and off for several years as a way of stemming its own slipping circulation and cutting into the rising circulation of the afternoon *New York Post* (AA, June 9). *News* circulation is now 1,554,604 daily, down 35% from 2,100,000 in 1973, a figure at which it had hovered for the previous decade.

Meanwhile, a new New York afternoon daily, the *Wall Street Final* ran into problems in its first week of publication. Intended as a paper for rush-hour commuters, the *Final's* premiere June 16 and June 17 and 18 issues did not reach newsstands until the early evening, long after most commuters had boarded their buses and trains.

▪ The *News'* start of an afternoon edition, which will compete with the *Final* for readers, will mean an end to the *News'* early evening bulldog edition. The bulldog is now available on newsstands around 8 p.m. and has a circulation of close to 200,000.

There is no official word yet from the *News* on what the afternoon edition will carry, but sources indicate that it will be a sprightly package aimed at upscale commuters and Manhattanites. Sources who have been privy to discussions on the afternoon paper report that it will include a lot of sports news, business coverage and columns.

There also is no word from the *News* as to when the afternoon paper will make its debut, although it has been hiring new reporters in recent weeks. Industry sources predict a fall start-up date.

The *News'* decision to start an afternoon paper is one that flies in the face of conventional wisdom about newspapers. Afternoon papers have not fared well in this country in the past decade, due to distribution problems and changing consumer information habits (*i.e.*, watching television news).

▪ In fact, many metropolitan afternoon newspapers have gone in the reverse direction of the *News* and started morning editions. These include the *Washington Star*, the *Boston Globe* and the *Dallas Times Herald*.

According to newspaper analyst, John Morton of John Muir & Co., Washington, the start of a second edition in a different time slot generally "hurts economically while helping circulation. It can take years to translate those circulation gains into advertising revenue."

Although Mr. Morton was, as George S. Kaufman once said, "underwhelmed" by the prospect of an afternoon edition of the *News*, he did say that New York is a unique newspaper market and an afternoon paper would probably have a better chance of succeeding there, due to the concentrated number of readers in Man-

(Continued on Page 90)

highlights

Monday, June 23, 1980

Amurol Products Co. has gotten sweet on novelty confections. *See Page 4.*

After 130 years, *Harper's* bows to economic pressures and announces plans to fold. *See Page 6.*

McCann-Erickson economic guru Robert J. Coen revises his earlier ad spending predictions. *See Page 10.*

Lincoln-Mercury and four other advertisers have set fall starts for cinema advertising as Screenvision steps up pursuit of audio/record accounts. *See Page 12.*

The Commerce Department has recruited teams of business and government consumer specialists to write new booklets on advertising and other consumer problem areas. *See Page 14.*

Peter Kann, Dow Jones & Co. vp and *Wall Street Journal* associate publisher, discusses the business newspaper's problems and plans. *See Page 20.*

Boat marketers try to weather stormy recession trends. *See Page 30.*

The Bureau of Alcohol, Tobacco & Firearms ordered that ingredient information be available for alcohol products as an ex-alcoholic files a suit against Heublein Inc.'s Smirnoff vodka. *See Page 36.*

National Advertising Divison reviewed 12 challenges to national advertising last month. Seven companies were asked to modify or discontinue claims. *See Page 40.*

Conservative direct mail expert Richard Viguerie is leading a campaign to boycott the products of France and other countries that will send athletes to the summer Moscow Olympics. *See Page 42.*

What do the new guidelines established in the Federal Trade Commission Improvement Act of 1980 mean to the advertising industry? William J. McDonough Jr. takes a look at the act and its implications. *See Page 51.*

Music and graphics. Hooper White looks at a commercial that incorporates both for an unusual effect. *See Page 54.*

What is happening in the trade promotion sphere? Lou Haugh presents some new and some tested approaches currently in the market. *See Page 60.*

Minolta Corp.'s new Weathermatic-A 110 waterproof camera has achieved promising initial sales, but its future may not be as bright. *See Page 71.*

Mailers eye a nine-digit Zip code proposal suspiciously, although some claim it may be a boon. *See Page 84.*

As Americans put out smoking products, the market for chewing tobacco grows. *See Page 85.*

R. H. Macy & Co. posted a 50% net earnings gain in its third quarter. *See Page 86.*

Total Video sells relatively well with its last-minute Gold Medal package of Olympic-NBA basketball specials. *See Page 91.*

Grey Advertising celebrates creative improvements and "brand character" technique at its annual meeting. *See Page 93.*

Section 2

What are some of the technological changes that have helped shape an audio-visual industry? Where is the industry headed? Section 2/Audio-Visual looks at growth and expansion of the industry starting opposite Page 48.

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Hills Bros. bets big on High Yield

By JENNIFER PENDLETON

SAN FRANCISCO—High Yield coffee is finally taking a high place in Hills Bros. marketing priorities as it attempts to stem continuing loss of market share to Procter & Gamble's Folger's and General Foods' Maxwell House brands.

Hills Bros. is understood to have earmarked more than half of its current $6,000,000-plus ad budget for High Yield ad support from now through year's end in an attempt to turn the brand into a major contender.

High Yield has been in test in several markets in three different forms, two of which will be given minimal attention as the heavy backing shifts to High Yield All-Purpose grind as the coffee that's suitable for all kinds of coffee makers.

Research sources show that Hills Bros.' 6.9% share of the regular coffee market in 1978 further slipped to 6.2% last fall (AA, Mar. 10), and it's known the company, under the ownership of Brazil's Copersucar,

(Continued on Page 90)

BEST AVAILABLE COPY

Advertising pages in June consumer publications

Women's

	Pages			
	June 1980	June 1979	Jan.-June 1980	Jan.-June 1979
†§Bride's Magazine	—	—	811.4	684.7
§Cosmopolitan	213.8	228.7	1,202.1	1,176.6
Essence	87.0	72.0	469.0	406.0
§Family Circle	147.4	180.9	792.6	869.4
▲Family Health	23.3	31.1	154.3	155.3
§Good Housekeeping	159.5	184.0	946.7	952.3
Ladies' Home Journal	105.3	113.5	620.0	642.9
Lady's Circle	8.6	9.3	53.5	57.2
McCall's	103.6	126.7	605.6	656.8
○McCall's Working Mother	88.9	—	205.2	48.7
†Modern Bride	—	—	674.5	672.3
Ms.	42.2	41.5	245.8	243.0
○New Woman	—	—	111.6	128.9
§Parents Magazine	50.3	47.5	351.5	296.5
Playgirl	44.3	41.0	319.2	244.2
Redbook	105.4	123.8	645.0	738.2
Self	64.2	45.1	336.3	239.4
Seventeen	107.1	113.9	624.3	642.4
Soap Opera Digest	12.3	12.0	66.4	58.3
*Talk	15.0	13.3	92.8	73.0
'Teen Magazine	56.3	45.9	264.3	240.7
§True Story	44.7	63.9	292.8	333.1
§Woman's Day	111.6	120.5	756.5	768.6
The Workbasket	24.2	36.3	175.4	161.5
Working Woman	39.3	23.3	255.6	161.8
Total Group	1,654.3	1,674.2	11,072.4	10,651.8

General

	Pages			
	June 1980	June 1979	Jan.-June 1980	Jan.-June 1979
▲A.D. Magazine	13.9	8.6	94.4	75.5
After Dark	28.5	39.0	155.5	189.9
Air Progress	21.7	28.3	137.3	148.7
American Forests	15.0	10.6	90.1	86.2
§American Legion	22.4	18.2	165.5	164.4
○Americana	—	—	55.1	71.4
Apartment Life	58.4	52.5	298.8	307.3
§▲Architectural Digest	105.9	87.4	682.6	537.3
§The Atlantic	31.7	31.8	199.5	198.3
○Audubon Magazine	—	—	100.5	107.3
Blueboy	36.8	24.7	176.4	143.3
§Bon Appetit	68.0	57.5	417.4	337.7
Book Digest	28.0	28.0	182.0	257.3
Christian Herald	39.7	35.5	241.0	255.4
Christian Life	32.6	33.9	166.4	182.1
*Christianity Today	48.9	50.5	349.0	345.9
Complete Men's Group	26.0	22.6	151.8	143.9
Country Journal	44.0	40.0	280.9	252.6
Creative Computing	74.5	56.3	488.3	325.7
▲Cuisine Magazine	40.0	38.5	217.2	171.5
Ebony	100.9	92.9	533.9	525.2
Elks Magazine	19.6	19.8	141.1	155.5
§Esquire	40.7	26.2	240.5	171.2
50 Plus	34.0	24.5	221.8	160.1
Flying	81.1	61.2	361.7	317.5
○Games	—	—	70.9	43.3
§Gentlemen's Quarterly	109.5	105.0	530.5	439.7
Golf Digest	76.9	97.7	462.1	536.5
§Golf Magazine	60.2	72.4	489.5	492.1
Gourmet	49.5	61.6	345.5	331.8
§Harper's Magazine	31.7	37.3	206.7	212.8
○Hi-Fi/Stereo Buyer's Guide	23.3	32.2	68.5	80.8
*High Fidelity	61.5	63.3	356.5	401.9
Income Opportunities	44.2	36.4	275.7	259.5
Kiwanis Magazine	19.3	20.4	109.3	97.0
Let's Live	83.3	97.0	559.6	539.7
Life	67.0	59.5	347.3	281.6
Lion Magazine	4.5	16.5	29.0	110.8
Modern Photography	128.2	132.9	644.0	629.4
§Money	84.0	65.7	461.8	400.9
Moneysworth	15.2	18.7	114.3	135.1
Moody Monthly	37.0	43.3	289.5	321.0
○Moose Magazine	—	—	106.0	103.0
○Mother Earth News	61.7	42.6	182.7	129.8
○Museum	—	—	38.8	—
National Geographic	43.5	35.6	202.5	198.7
National Jewish Monthly	22.5	22.4	164.6	165.1
A. Natural History	38.4	42.2	262.9	259.3
○Next	—	—	57.3	—
§Omni	47.3	34.9	295.0	170.3
§Oui Magazine	24.0	14.0	135.2	94.4
§Penthouse Magazine	80.6	80.5	429.3	422.5
Petersen's Photographic	45.9	46.7	264.9	304.3
Playbill	47.0	44.1	265.5	248.9
§Playboy	135.1	141.3	687.3	697.3
Popular Photography	147.5	170.2	855.2	968.9
Prevention	88.7	100.3	523.5	646.3
Prime Time	20.5	—	110.8	—
Psychology Today	61.9	66.8	353.8	352.3
▲Quest '80	28.4	20.9	159.4	119.4
§Reader's Digest	89.5	104.6	576.6	678.0
Rotarian	17.0	16.9	154.6	125.2
††Saturday Evening Post	—	—	187.5	194.1
Scientific American	85.8	94.9	514.9	457.9
Signature	47.0	43.0	276.7	261.7
Smithsonian	81.3	61.5	481.5	401.9
Stereo Review	61.5	87.2	419.8	462.3
Success Unlimited	19.0	11.8	132.2	85.6
Tennis Magazine	88.4	87.8	404.9	394.1
Town & Country	89.8	74.6	556.3	465.5
Travel/Holiday	38.6	43.6	315.5	312.5
Travel & Leisure	88.2	75.9	540.3	495.9
VFW Magazine	21.1	16.3	174.2	159.7
Weight Watchers	24.0	20.0	122.5	119.2
World Tennis	52.3	54.5	308.1	261.6
Writer's Digest	22.3	18.7	124.9	115.3
Yankee Magazine	81.0	91.0	532.3	585.0
Total Group	3,707.4	3,613.2	22,426.9	21,401.1

Fashion & service

	Pages			
	June 1980	June 1979	Jan.-June 1980	Jan.-June 1979
Glamour	158.6	168.8	950.2	988.0
Harper's Bazaar	61.1	51.4	440.5	375.5
Mademoiselle	110.2	125.3	716.4	709.9
††L'Officiel/USA	—	—	100.3	108.5
Vogue	115.0	138.8	1,027.2	975.8
"W"	31.6	31.2	337.0	304.9
Total Group	476.5	515.5	3,571.9	3,462.6

Arts & antiques

	June 1980	June 1979	Jan.-June 1980	Jan.-June 1979
American Artist	54.5	47.2	325.8	331.2
Antiques	141.6	129.4	914.9	805.7
Antiques World	60.2	80.0	315.5	359.0
○Art & Antiques	—	—	172.9	136.4
Art in America	97.4	—	570.8	344.6
▲Artnews	139.0	105.5	683.3	608.5
Total Group	492.7	362.1	2,983.2	2,585.4

Home

	June 1980	June 1979	Jan.-June 1980	Jan.-June 1979
§Better Homes & Gardens	125.7	156.2	795.1	825.8
○Colonial Homes	—	—	171.4	113.5
▲Decorating Showcase	28.0	26.0	142.9	81.8
▲Family Handyman	—	—	313.4	278.7
Flower & Garden	30.5	42.1	196.3	215.6
The Hometown Magazines:				
Dallas-Fort Worth Home/Garden	48.3	42.7	288.5	200.7
Houston Home/Garden	116.0	116.5	642.9	626.6
Horticulture	22.5	27.5	178.8	210.4
House Beautiful	91.3	78.4	583.4	574.5
House & Garden	138.1	120.8	735.6	693.9
†Homeowners How-To	—	—	79.2	71.3
Hudson Home Magazine	34.5	42.6	261.7	295.7
Indianapolis at Home	49.1	65.0	334.6	408.5
Living:				
○Dallas	—	—	352.6	364.3
○Houston	—	—	297.8	359.0
○Denver	—	—	276.3	251.9
‡Austin	—	—	100.3	93.4
‡San Antonio	—	—	46.3	37.0
○Phoenix	33.1	43.3	113.1	96.9
○Tampa	26.7	12.6	91.6	12.6
††New Shelter	—	—	133.7	—
▲1001 Decorating Ideas	—	—	142.6	110.7
Organic Gardening	58.4	61.1	507.3	496.5
○Plants Alive	32.9	—	107.0	105.4
San Diego Home/Garden	55.7	—	306.8	—
Southern Living	116.3	118.2	779.4	818.4
§Sunset Magazine	137.2	142.0	814.1	874.9
▲Texas Homes	61.0	84.2	353.0	226.0
○Workbench	—	—	190.0	182.4
Total Group	1,205.3	1,179.2	9,335.7	8,626.4

In-flight

	June 1980	June 1979	Jan.-June 1980	Jan.-June 1979
#Aboard Group	—	—	768.0	716.0
Air California	54.0	56.3	341.3	342.8
American Way	70.1	78.1	407.0	357.7
Clipper	64.0	—	261.5	—
East/West Network:				
Eastern Review	81.2	80.8	487.7	493.2
Continental Extra	80.5	85.7	431.5	423.6
Hughes Airwest Sundancer	88.2	88.0	471.7	490.2
Ozark Flightime	60.7	70.2	345.5	369.9
PSA Magazine	118.5	115.0	672.1	678.4
Texas International/The Texas Flyer	72.5	75.2	375.2	342.4
United Mainliner	105.1	—	592.7	495.5
Halsey Publications:				
Braniff's Flying Colors	44.8	37.7	226.0	191.0
Delta Sky	44.8	57.2	273.0	282.0
○Pace	—	—	59.5	53.0
Scene	35.6	—	172.9	—
Southwest Airlines	67.3	49.7	384.4	291.4
○Spirit of Aloha	—	—	80.2	50.8
USAir	48.2	—	227.5	—
Webb Publications:				
○Frontier	—	—	126.4	114.5
Passages	34.0	26.8	167.2	159.0
TWA Ambassador	67.5	58.0	326.7	283.4
Total Group	1,137.0	878.7	7,198.0	6,134.8

Metropolitan

	June 1980	June 1979	Jan.-June 1980	Jan.-June 1979
○Aloha	17.8	9.0	81.3	30.0
Atlanta	79.7	77.4	459.6	438.9
Baltimore	70.0	81.4	440.4	474.5
◇Bay Views	36.6	35.5	206.8	197.8
Birmingham	25.3	33.5	148.3	176.8
Boston	113.2	92.0	631.5	536.7
Broward Life	43.5	38.3	303.8	294.5
Brown's Guide to Georgia	57.0	40.0	265.4	246.0
Central Florida Scene	19.0	20.0	94.5	93.2
○Charlotte	67.3	54.6	152.7	133.4
Chicago	152.1	150.4	871.4	894.6
▲Chicago's North Shore	57.6	47.3	245.2	123.4
Cincinnati	65.0	56.2	378.5	324.3
Cleveland	56.6	75.5	430.9	501.2
Columbus Monthly	82.1	84.1	477.9	465.1
Commonwealth	17.0	21.5	91.0	112.7
Connecticut	73.0	91.0	394.4	455.9
D/Magazine, Dallas/-Fort Worth	131.4	129.8	627.6	616.5
Delaware Today	34.2	34.5	201.4	183.5
Denver Monthly	24.3	26.7	144.9	142.5
Monthly Detroit	56.8	39.0	267.0	232.2
Exclusively Yours Wisconsin	63.2	82.0	424.3	482.5
Gold Coast of Florida/-Indian River Life	93.5	89.0	731.4	683.5
Grand Rapids	43.4	30.7	199.1	144.7
Honolulu	73.3	84.8	426.6	439.7
Houston City	39.4	49.7	213.9	225.9
Indianapolis	29.0	27.0	243.2	176.8
Kansas City	50.0	24.5	198.8	197.3
Lansing	34.0	34.0	196.6	123.0
Los Angeles	172.0	198.0	1,102.8	1,165.5
Madison	40.5	29.8	220.0	152.1
Mesa	24.0	—	324.9	—
Miami	88.3	65.4	371.7	308.5
Mpls./St. Paul	66.7	46.4	411.0	278.3
Monterey Life	44.0	—	239.6	—
Nashville!	44.2	43.1	313.9	314.5
New Jersey Monthly	71.5	73.6	437.5	378.0
New Mexico	39.2	23.5	142.1	102.9
New Orleans	46.5	48.3	272.6	298.6
Ohio	19.3	35.3	140.4	226.3
Omaha	23.0	21.1	153.6	127.8
Palm Beach Life	30.3	28.8	422.0	299.4
Palm Springs Life	67.5	54.2	800.5	707.2
Philadelphia	128.1	139.4	772.1	823.5
Phoenix	80.4	89.2	625.8	535.9
Pittsburgh	45.0	55.5	268.9	316.0
Pittsburgher	39.4	27.7	237.9	170.2
○Roanoker	—	—	125.8	144.0
SA, The Magazine of San Antonio	32.8	29.8	241.5	177.2
Sacramento	32.3	35.8	150.6	213.1
St. Louis	80.0	99.0	504.0	573.0
San Diego	135.0	154.3	860.5	904.2
San Francisco	68.7	60.2	370.6	317.0
San Francisco Focus	42.8	21.5	203.9	128.7
††Sarasota Town & Country	—	—	193.0	129.0
▼Shenandoah Valley	33.6	—	108.6	—
Spokane	34.2	40.8	202.1	217.5
Texas Monthly	125.4	105.4	680.8	621.6
○Triad	13.0	28.0	48.0	89.0
Tucson	28.3	44.0	201.3	268.3
Twin Cities	41.6	23.0	189.6	111.0
Washington Dossier	40.0	43.0	262.0	255.0
The Washingtonian	118.5	118.0	688.5	718.0
Westchester	59.2	42.7	258.4	254.0
Westchester Illustrated	42.0	39.6	258.2	219.4
Wichitan	51.3	60.3	271.5	320.2
Total Group	3,753.9	3,584.1	22,624.6	21,012.0

Movie-romance-radio-tv

	June 1980	June 1979	Jan.-June 1980	Jan.-June 1979
○Complete Women's Group	23.3	29.0	72.3	84.7
Ideal Women's Group:				
Daytime Stars	26.7	28.5	143.0	146.1
Intimate Story	25.3	28.0	165.6	177.5
Personal Romances	25.3	28.1	165.7	177.8
KMR Women's Group:				
Real Romances	—	15.3	57.5	88.2
Real Story	—	15.3	57.5	88.2
○Teen Bag	—	—	26.7	41.9
MacFadden's Women's Group:				
Modern Romances	27.2	40.5	173.1	217.4
Secrets	27.2	40.5	173.1	215.8
True Confessions	28.1	40.9	176.6	215.7
True Experience	27.2	40.5	173.1	215.4
True Love	27.2	40.5	173.1	216.4
True Romance	27.2	40.5	173.1	215.3
Sterling Women's Group:				
Daytime TV	31.2	33.2	187.5	193.9
Modern Love	29.2	30.5	90.4	184.3
Modern Screen	32.2	33.2	192.3	193.9
○Movie Mirror	—	—	95.2	96.7
Photo Screen	32.2	33.2	64.5	97.2
Real Confessions	—	30.5	123.7	184.3
TV Movie Screen	—	—	95.2	97.8
TV Picture Life	32.2	33.2	97.1	97.2
Total Group	421.7	581.4	2,675.8	3,245.7

Youth

	June 1980	June 1979	Jan.-June 1980	Jan.-June 1979
Boys' Life	20.4	20.8	130.7	134.8
Campus Life	19.8	20.6	196.0	193.2
††Scholastic Magazines	—	—	154.9	194.9
Total Group	40.2	41.4	481.6	522.9

Mechanics & science

	June 1980	June 1979	Jan.-June 1980	Jan.-June 1979
○Elementary Electronics	25.6	34.7	74.1	104.9
§Mechanix Illustrated	67.4	74.0	505.1	552.0
Popular Electronics	59.9	56.1	359.8	338.7
Popular Mechanics	122.0	110.5	746.5	750.6
§Popular Science	94.0	81.8	574.7	565.8
Total Group	368.9	357.1	2,260.2	2,312.0

Boating & yachting

	June 1980	June 1979	Jan.-June 1980	Jan.-June 1979
Boating	137.7	123.7	788.5	768.7
Chesapeake Bay	26.1	28.6	184.2	171.8
Cruising World	105.5	100.6	675.0	614.1
Motor Boating & Sailing	131.5	114.5	828.4	858.6
§Sail	121.5	130.3	842.1	882.4
§Sea	93.4	83.4	623.7	586.4
Trailer Boats	20.5	25.2	181.4	177.5
Yachting	165.4	175.0	1,107.5	1,214.4
Total Group	801.6	781.3	5,230.8	5,273.9

Automotive & recreational vehicles

	June 1980	June 1979	Jan.-June 1980	Jan.-June 1979
Car & Driver	98.9	80.7	462.9	451.7
Car Collector & Car Classics	25.3	28.3	142.2	166.5
Car Craft	67.9	72.0	319.5	399.5
Choppers	—	—	82.0	72.3

§Sectional linage included but prorated to circulation of regional editions. *Sectional linage included but NOT prorated to circulation of regional editions. †Published 6 times a year. ○Published every other month. ▲Published 10 times a year. ††Published 9 times a year. ‡Published 3 times a year. #Published quarterly. ☆Published twice a month. ‡‡Published 7 times a year. ◇Published 11 times a year. ▼Published 8 times a year. **Published weekly. ▶Published every two weeks. A. Combined June/July issue in 1979. B. Preprinted inserts included.

(Continued on Page 78)

BEST AVAILABLE COPY

Advertising pages in June consumer publications

(Continued from Page 77)

	Pages			
	June 1980	June 1979	Jan.-June 1980	Jan.-June 1979
○Custom Bike	25.8	27.5	66.9	147.0
○Custom Rider	—	—	65.5	—
Cycle	85.8	105.1	654.1	713.6
Cycle Guide	35.5	72.8	295.3	396.4
Cycle World	83.3	86.5	553.9	596.0
Dirt Bike	23.4	28.5	167.5	167.3
Dune Buggies & Hot Vw's	35.9	34.3	235.0	225.9
Family Motor Coaching	53.2	76.3	379.7	529.3
4 Wheel & Offroad	37.1	35.9	162.3	172.5
Four Wheeler	32.3	51.2	191.3	261.2
Hot Rod	69.5	61.2	349.1	356.9
Motocross Action	33.6	30.0	197.0	152.5
Motorcyclist	33.1	56.7	300.1	340.5
Motor Trend	56.7	60.2	290.5	296.7
††Motorhome Life	44.6	82.8	261.2	348.3
Pickup, Van & 4 WD	49.8	74.3	263.1	350.4
Road & Track	125.1	109.2	618.6	524.4
Touring Bike	—	—	72.9	85.8
Trailer Life	97.3	147.8	569.2	799.3
Van Pickup & Off-Road World	10.5	13.6	45.6	70.1
Woodall's Trailer & RV Travel Magazine	43.5	91.5	254.4	509.3
Total Group	1,168.1	1,428.4	6,999.8	8,133.4

Outdoor & sport

	June 1980	June 1979	Jan.-June 1980	Jan.-June 1979
Alaska	47.5	45.5	258.5	270.2
○The American Handgunner	—	—	100.7	70.6
American Hunter	24.9	6.7	101.8	37.0
American Rifleman	25.6	28.1	158.8	174.9
○Archery World	39.0	37.0	130.0	123.0
○Backpacker	47.3	—	150.4	—
§Bass Master	—	—	267.3	250.1
††Bicycling	70.7	47.8	289.5	240.4
▼Camping Journal	25.9	26.9	138.1	175.2
Field & Stream	83.6	80.4	557.9	578.0
Fins and Feathers	34.2	36.8	225.0	201.8
○Fishing World	—	—	116.5	125.9
Florida Sportsman	53.3	67.0	424.9	425.0
‡‡Fly Fisherman	50.0	42.7	309.4	260.2
Fur-Fish-Game	22.4	14.9	141.9	144.6
Guns	40.3	28.8	188.9	155.1
Guns & Ammo	47.5	50.8	266.9	272.8
Horseman	37.3	38.3	209.1	199.7
Inside Sports	25.8	—	91.0	—
Outdoor Life	61.7	74.9	469.7	543.2
Petersen's Hunting	24.6	29.7	119.8	147.3
The Runner	36.5	30.2	182.8	193.1
Runner's World	43.5	63.2	247.3	341.3
Salt Water Sportsman	60.9	60.3	365.1	418.0
Shooting Times	35.7	38.2	200.6	225.9
SkateBoarder	20.6	36.3	107.2	251.3
‡‡§Ski	—	—	195.2	171.4
‡‡Skiing	—	—	210.9	177.0
Skin Diver	59.3	60.4	353.8	382.4
Soccer Corner	13.0	2.0	58.5	8.0
‡‡Southern Outdoors	—	—	131.3	130.2
§Sport	46.1	45.7	263.6	241.4
Sports Afield	79.5	64.2	577.3	494.1
▼Spray	57.0	55.0	232.1	189.4
Swim Swim	—	—	23.7	10.0
Western Outdoors	28.9	29.6	187.1	234.0
Total Group	1,242.6	1,141.4	8,052.6	7,862.2

Comics

	June 1980	June 1979	Jan.-June 1980	Jan.-June 1979
○Archie Comic Group	10.0	10.0	30.0	30.0
DC Comics	9.5	11.5	68.3	69.5
Harvey Comics Group	8.0	8.0	48.0	48.0
Marvel Comics Group	13.5	14.0	75.5	73.5
Total Group	41.0	43.5	221.8	221.0

Newspaper magazines I

	June 1980	June 1979	Jan.-June 1980	Jan.-June 1979
§Family Weekly	72.7	77.3	510.6	518.8
Parade	60.0	71.8	420.3	464.3
Total Group	132.7	149.1	930.9	983.1

Canadian national weekend magazines

	June 1980	June 1979	Jan.-June 1980	Jan.-June 1979
B Perspectives	33.4	36.3	242.7	214.3
§Today	35.7	38.9	251.9	236.3
Total Group	69.1	75.2	494.6	450.6

Canadian

	June 1980	June 1979	Jan.-June 1980	Jan.-June 1979
L'Actualite	47.2	55.0	270.5	262.7
Chatelaine:				
§English Edition	69.1	78.1	480.0	445.1
French Edition	63.2	64.8	423.7	381.0
§Financial Post Magazine	42.0	36.5	252.7	211.6
▲§Flare	56.9	49.8	328.2	286.3
▲§Homemaker's Magazine:				
English Edition	72.6	73.9	446.5	401.5
French Edition	54.0	57.5	329.1	325.3
**§Macleans	88.2	72.5	472.5	459.3
▼§Quest Magazine	48.1	35.4	182.3	163.7
§Reader's Digest:				
Canada-English	89.6	68.9	525.7	539.0
Canada-French	63.4	59.0	464.2	485.4
Total	153.0	127.9	989.9	1,024.4
▲Saturday Night	25.5	26.2	146.1	173.2
▲Toronto Life	153.0	134.0	627.0	537.8
Total Group	872.8	811.3	4,948.5	4,671.9

Canadian (previous month)

	June 1980	June 1979	Jan.-June 1980	Jan.-June 1979
§Time-Canada	137.4	157.3	560.7	600.2

May pages

Business

	Pages			
	May 1980	May 1979	Jan.-May 1980	Jan.-May 1979
Atlanta Business Chronicle	31.7	12.3	130.1	59.5
Barron's	197.7	160.6	951.4	812.7
Black Enterprise	30.7	27.6	191.8	170.5
The Business Review of Wash.	68.0	35.3	255.0	149.4
§Business Week	471.2	494.5	2,065.4	1,921.2
California Business	100.3	34.2	245.3	140.3
Corporate Report	85.7	75.3	378.8	305.8
Crain's Chicago Business	54.7	44.5	272.8	157.8
Dun's Review	91.8	101.3	449.9	405.1
☆Financial World	107.5	106.2	397.3	381.6
Florida Trend	48.9	44.6	292.8	292.0
▶Forbes	289.7	270.5	1,137.1	1,105.6
▶§Fortune	306.2	310.3	994.5	864.3
Houston Business Journal	144.8	125.3	597.2	602.0
§Inc. Magazine	78.8	47.4	320.5	97.8
▶§Industry Week	169.9	182.9	755.1	825.1
§Nation's Business	45.4	53.2	196.3	234.3
*New England Business	51.2	48.8	231.5	208.3
▶Northern Ohio Business Journal	32.4	22.1	174.0	120.0
Outlook	43.0	43.0	180.2	171.8
The South	—	—	27.0	39.4
Texas Business	41.0	50.0	172.7	200.8
Total Group	2,491.1	2,289.9	10,416.7	9,265.3

Newspaper magazines II

	May 1980	May 1979	Jan.-May 1980	Jan.-May 1979
Boston Globe	174.9	158.3	687.2	691.4
Chicago Tribune	146.6	146.7	563.2	662.0
*Cleveland Plain Dealer	152.3	156.4	715.7	793.1
§Los Angeles Times Home Magazine	133.5	147.4	614.8	686.4
New York News	141.6	140.5	595.8	623.2
New York Times Magazine	333.2	310.3	1,712.1	1,629.7
Philadelphia Inquirer	85.7	100.9	396.1	437.0
Washington Post Magazine	127.2	135.4	655.0	535.9
Washington Star, Home/Life Magazine	64.4	65.3	313.5	290.8
Total Group	1,359.4	1,361.2	6,253.4	6,349.5

Weeklies, bi-weeklies, semi-monthlies

	May 1980	May 1979	Jan.-May 1980	Jan.-May 1979
§Army Times Military Group:				
Air Force Times	141.3	151.0	770.6	773.7
Army Times	139.1	146.8	769.8	755.4
Navy Times	161.1	159.2	833.5	812.3
The Times Magazine	12.6	21.9	100.4	84.0
The Blood Horse	285.7	232.9	1,850.4	1,677.1
Circus	22.8	29.8	83.8	146.5
Commonweal	8.9	8.1	69.9	39.5
Golf World	88.4	65.8	354.4	315.0
§Grit	25.7	34.3	191.6	208.4
National Review	40.0	31.0	66.0	74.0
New West	124.9	139.9	490.8	494.3
New York Magazine	222.2	191.7	793.4	841.7
New Yorker	368.2	358.8	1,613.9	1,537.8
§Newsweek	274.5	307.1	1,297.2	1,358.3
People	327.1	328.8	1,373.5	1,357.1
Rolling Stone	111.4	119.8	395.3	439.5
▶§Saturday Review	40.6	39.8	235.0	248.0
Sporting News	47.0	62.7	241.8	281.0
§Sports Illustrated	222.7	256.8	1,101.1	1,070.0
§Time	242.6	306.5	1,186.4	1,267.2
§TV Guide	344.9	291.0	1,660.8	1,605.9
▶Us Magazine	46.9	82.0	211.6	253.4
§U.S. News & World Report	185.5	167.5	837.4	805.5
Total Group	3,484.1	3,533.2	16,528.6	16,445.6

Foreign

	May 1980	May 1979	Jan.-May 1980	Jan.-May 1979
Buenhogar:				
Ecuador	**9.7**	**9.8**	**34.0**	**37.0**
Chile	**4.0**	**1.0**	**16.5**	**3.7**
Mexico	**69.5**	**76.5**	**235.7**	**254.7**
Puerto Rico	**17.8**	**16.5**	**107.7**	**88.7**
Venezuela	44.2	46.5	165.8	183.8
Colombia	57.2	66.0	213.5	216.3
Peru	17.2	9.7	67.0	44.7
Central America	8.7	13.7	33.8	61.2
U.S.	7.0	10.7	34.5	41.3
Dominican Republic	14.0	25.7	71.7	128.2
Fascinacion:				
Mexico	9.0	11.3	35.0	36.2
Puerto Rico	1.0	2.3	6.0	6.3
Venezuela	6.7	14.0	22.8	49.3
Colombia	11.3	4.0	30.8	17.8
Central America	—	—	—	—
Geomundo:				
Chile	8.0	4.0	27.0	13.0
Mexico	19.7	7.7	63.2	30.2
Ecuador	7.0	5.0	24.0	17.5
Puerto Rico	9.0	12.0	29.0	35.5
Venezuela	14.5	10.5	51.5	43.0
Colombia	12.5	10.0	55.5	47.5
Peru	10.0	5.0	31.0	17.5
Central America	8.0	7.0	28.0	19.5
Hombre De Mundo:				
Dominican Republic	8.5	—	26.0	—
Mexico	26.5	19.7	84.7	60.8
Chile	6.0	3.0	25.7	10.0
Puerto Rico	15.0	13.5	56.8	52.3
Ecuador	4.3	2.7	19.0	12.5
Venezuela	16.3	9.5	65.7	42.2
Colombia	10.3	10.0	52.2	48.8
Peru	6.0	—	13.0	—
Central America	6.0	5.0	28.8	20.5
Ideas Para Su Hogar:				
Dominican Republic	2.0	—	7.7	—
Mexico	16.0	8.7	46.8	23.7
Chile	1.0	—	5.0	—
Puerto Rico	4.0	2.5	9.7	13.2
Ecuador	—	1.0	.2	2.0
Venezuela	21.0	13.0	57.2	47.0
Colombia	22.0	17.5	76.5	47.0
Peru	5.0	2.5	20.2	2.5
Central America	—	1.5	.5	2.5
Intimidades:				
Mexico	8.0	9.8	15.0	30.0
Puerto Rico	5.0	2.0	17.0	7.0
Venezuela	15.0	12.0	35.0	46.0
Columbia	6.0	—	18.0	3.0
Central America	1.0	—	9.0	3.0
Mecanica Popular:				
Caribbean	38.8	32.2	164.5	143.5
Mexico	28.3	22.3	120.8	71.3
Argentina	6.3	3.7	30.0	16.3
The Ring en Espanol:				
Mexico	2.0	1.2	11.8	4.7
Puerto Rico	2.0	2.0	13.0	12.2
Venezuela	—	2.0	6.5	21.7
Colombia	.5	—	1.0	.7
Central America	—	—	—	2.2
U.S.	3.0	2.0	12.0	12.2
Vanidades Continental:				
Dominican Republic	22.8	62.8	122.2	155.5
Mexico	124.7	173.2	478.0	485.7
Chile	10.0	7.8	56.3	23.2
Puerto Rico	40.2	87.2	242.5	223.8
Venezuela	77.5	97.7	305.2	246.3
Colombia	88.0	117.0	291.3	274.3
Peru	30.0	35.8	108.3	84.7
Central America	31.2	39.8	118.5	106.0
Ecuador	19.5	28.5	65.0	77.5
U.S.	29.7	42.5	131.8	149.5
Cosmopolitan Foreign Editions:				
Australia	88.5	59.8	293.2	242.7
Brazil	39.0	32.0	158.0	106.0
France	137.0	115.0	386.0	328.0
Great Britain	160.0	176.0	552.0	549.0
Italy	73.0	49.0	217.0	148.0
Cosmopolitan en Espanol:				
Central America	9.5	9.5	33.0	29.2
Colombia	28.5	27.3	103.3	90.2
Ecuador	3.0	2.3	15.2	7.0
Mexico	87.0	89.5	260.7	240.7
Puerto Rico	56.8	35.3	166.2	124.5
U.S. (Spanish Language)	17.8	11.5	63.5	76.7
Venezuela	37.0	31.3	124.2	117.7
International Communications:				
African Business	43.2	36.8	160.4	118.1
The Middle East	40.7	54.2	159.3	269.9
New African	30.3	21.2	144.6	177.4
Al-Iktissad Al-Arabi	15.2	15.4	71.7	94.9
International Herald Tribune	107.6	114.2	431.3	454.8
International Management:				
Africa	23.2	22.3	90.0	83.4
Europe	40.7	54.3	191.0	178.5
Latin America	23.5	32.0	86.0	91.7
Middle East	26.3	43.2	120.3	154.2
Pacific	19.2	20.3	79.0	81.0
§Newsweek International:				
Atlantic	97.0	117.9	392.2	478.4
Latin America	30.8	40.0	144.2	141.3
Pacific	79.0	86.1	350.2	365.7
††Progreso	23.0	33.6	62.1	73.9
§Reader's Digest:				
Arabic	16.5	14.0	54.5	70.0
*Asian	226.0	217.0	1,078.0	967.0
Australian	73.9	68.5	342.8	240.5
Belgian-Flemish	125.5	120.8	418.0	457.1
Belgian-French	112.5	115.5	382.5	440.3
British	81.6	103.1	354.8	409.5
*Chinese	116.0	97.0	598.0	500.0
Danish	43.2	47.5	230.3	206.6
Dutch	63.0	75.8	291.9	261.7
Finnish	62.5	84.3	260.8	329.8
French	114.4	138.8	332.4	383.6
German	87.5	102.5	383.7	396.2
Iberian	64.0	59.3	204.4	180.3
Indian	103.1	93.5	439.4	405.0
Italian	108.0	88.5	339.5	302.0
Japanese	57.5	69.8	247.9	267.5
Korean	20.5	15.0	93.5	79.0
Latin America:				
Argentine	32.5	51.0	[illegible]	220.0
Brazil	11.9	11.9	45.3	54.8
Central America	20.5	20.0	80.0	89.0
Chile	37.5	19.0	135.0	111.5
Colombia	39.0	47.0	172.0	209.0
Ecuador	16.5	16.5	69.0	68.5
Mexico	61.2	49.1	190.0	152.8
Peru	12.5	9.5	38.5	35.5
Puerto Rico	12.5	15.0	48.5	65.0
U.P.B.	27.0	33.5	112.0	159.5
U.S. Spanish	18.0	12.5	75.5	71.5
Venezuela	24.5	21.5	111.0	101.0
Portugal	66.5	57.3	195.1	202.8
New Zealand	82.5	39.4	323.2	200.2
Norwegian	52.3	59.0	203.7	234.1
South African	66.0	77.0	283.0	321.0
Swedish	22.5	48.0	118.5	165.4
Swiss-French	51.0	55.0	160.0	154.0
Swiss-German	63.0	74.0	222.0	230.0
Canada-English	108.3	125.1	434.9	468.4
Canada-French	99.5	111.4	398.8	423.5
Total	2,401.6	2,463.6	9,635.4	9,633.6
Time International:				
Time-Asia	**103.8**	**90.1**	**417.8**	**433.2**
Time-Atlantic	**150.5**	**135.4**	**522.0**	**582.0**
Time-Latin America	**75.0**	**80.4**	**285.3**	**308.4**
Time-South Pacific	**153.5**	**138.8**	**620.9**	**576.1**
****▶Visao**	**99.2**	**105.2**	**423.0**	**431.5**
▶§Vision/Latin America	**49.0**	**46.9**	**176.9**	**160.8**
Total Group	**5,497.8**	**5,659.9**	**21,268.3**	**20,926.7**

In tobacco, where there's smokeless there's fire

By SAM HARPER

NEW YORK—The smattering of spatters, most visible in baseball dugouts and rodeo grandstands, will color common ground in the '80s as tobacco marketers position themselves for a growth period in the smokeless tobacco market.

There are about 22,000,000 swollen-cheeked chewers in the U.S. today, but industry analysts feel that total could double over the next decade as a health-conscious America shuns smoking products.

As the demand for plug, twist; loose leaf and fine cut chewing tobaccos and moist and dry snuff increases, chewing tobacco marketers will increase advertising budgets and lengthen product lines. That trend already has begun in southern and western markets where demand among 18-to-30-year-olds is greatest.

■ Liggett Group's Pinkerton Tobacco Co. has, of late, been the most aggressive of the chewing tobacco marketers, this year introducing a plug extension of its Red Man brand and Big Duke and Union Station loose leaf brands. All of the new entries currently are being tested.

The Owensboro, Ky.-based marketer recently signed George Brett of the Kansas City Royals and Pittsburgh Steelers' quarterback Terry Bradshaw to endorse its new Union Station chew and its flagship Red Man brand, respectively. Big Duke spots feature an animated character modeled after the late John Wayne. Combined billings on the Union Station/Big Duke rollout is $1,000,000.

Joe Stone, president of Pinkerton agency Berger, Stone, Ratner, said Red Man, using the theme, "Pick of the pros," is aimed at the "sportsminded," while Big Duke and Union Station are positioned for athletes "as well as the macho types who enjoy a good chew."

Red Man, with about 40% of the loose leaf segment, is the nation's top-selling chewing tobacco. It accounts for about 80% of Pinkerton's loose leaf sales, a category in which it has five other brands, according to John C. Maxwell Jr., senior analyst, Lehman Bros. Kuhn Loeb Research. Pinkerton's foray into the plug tobacco segment with Red Man apparently is an effort to increase its current 4% share in that segment.

Conwood Corp. currently manufactures more products than any of its competitors. Its brands include Pigtail, Red Coon and Mammoth Cave. However, E. C. Powell, Conwood vp-marketing, said the Memphis-based marketer's Taylor's Pride plug tobacco and Levi Garrett loose leaf are largely responsible for Conwood's growth in the last five years. "Levi Garrett has really helped us along," he said of the brand that claimed only a 1% share of the loose leaf segment in 1975. Levi Garrett now holds a 23% segment share.

Conwood recently expanded distribution of its Hawken brand to include most of the South and West following its 1979 introduction. Mr. Powell expressed the hope that the Hawken brand would create a new category that will attract competitors. "I would like it to be the top brand in a new category," he added. Hawken, a rough cut, loose leaf brand currently is the only unit in this segment.

Sparky Lyle, Texas Rangers' pitcher, is the Levi Garrett spokesman. He appears in a number of spots in southern markets touting LG as "the best tasting chew." Tucker-Wayne, Atlanta, is the agency.

■ R. J. Reynolds Tobacco Co., primarily known as the nation's leading cigaret marketer, also has a major interest in the smokeless segment. The Winston-Salem, N.C.-based diversified company currently claims a 56% share of the plug tobacco segment with its Day's Work brand leading the way as the nation's top-selling plug brand.

Supplementing its dominant share in this segment is RJR's newest entry, R. J. Gold, which rolled national June 9, following three months in test. Print ads for R. J. Gold feature a picture of a group of men standing over a treasure chest filled with the tobacco product. The headline reads, "Discover Gold."

RJR has six other plug tobacco brands, all of which are handled by Tatham-Laird & Kudner, Chicago.

RJR's only loose leaf entry, Work Horse, currently has a 4% share of that segment, however, it is backed currently with regional tv spots that RJR hopes will boost its segment share. Tv spots feature coal miners at work and the theme line, "I'm a tobacco chewing Work Horse man." The brand also will sponsor a spitting contest at the Kentucky State fair. "Spitting," an RJR spokesman said, "is becoming a very popular pastime."

■ Lorillard's Beech-Nut division led the loose leaf segment in sales until 1967 when Pinkerton bumped it out of the top spot by packaging its loose Red Man brand in a foil pouch, keeping the tobacco fresh for an extended period of time. Beech-Nut now controls about 19% of the loose leaf segment, according to Mr. Maxwell. D'Arcy-MacManus & Masius/-de Garmo handles Beech-Nut.

U.S. Tobacco, Greenwich, Conn., controls the most lucrative end of the smokeless tobacco market with its Skoal, Copenhagen, Wintergreen and Happy Days moist snuff products. Between the four brands, UST claims a 99% share of the moist snuff and fine cut tobacco segments.

The moist snuff and fine cut segment has grown 43% over the last five years while dry snuff, formerly used by aristocrats to induce sneezing, is on the decline, according to industry sources.

U.S. Tobacco's current concern is to market successfully its snuff products in international markets, according to R. L. Rossi, UST's exec vp-operations. In March, the company established a separate division for the international marketing and sales of its smokeless tobaccos, citing "untapped overseas markets." At present the company is testing products in England, Denmark and Israel.

While UST is eager to take advantage of foreign markets, it does not feel domestic markets have run dry. During the Olympics the marketer spent $2,500,000 promoting its products, and continues to spend heavily on a national basis.

Sports figures such as Walt Garrison, Earl Campbell, Carlton Fisk, Shep Messing, Bobby Murcer and, most recently, singer Charlie Daniels have been involved in UST commercials. Warwick, Welsh & Miller is the agency. #

George Brett, third baseman for the Kansas City Royals, recently was named spokesman for Pinkerton's Union Station chewing tobacco. Berger, Stone & Ratner, New York, handles.

MANUFACTURED TOBACCO INDUSTRY VOLUME AND MARKET SHARES (000 LBS.)

PLUG

		RJR		Conwood		B&W		Pinkerton	
	Total	Lbs.	Share	Lbs.	Share	Lbs.	Share	Lbs.	Share
1977	16,301	10,248	62.9%	3,922	24.1%	1,441	8.8%	690	4.2%
1978	15,579	9,218	59.2	4,335	27.8	1,386	8.9	640	4.1
1979	15,425	8,634	56.0	4,908	31.8	1,283	8.3	600	3.9

TWIST/ROLL

		Conwood		R.C. Owen	
	Total	Lbs.	Share	Lbs.	Share
1977	2,178	1,133	52%	1,045	48%
1978	2,106	1,116	53	990	47
1979	2,006	1,063	53	943	47

MOIST SNUFF (M) AND FINE CUT (F)

	(Mil. lbs.)					U.S. Tobacco		All others	
	M	+	F	=	Total	Lbs.	Share	Lbs.	Share
1977	11.3		10.0		21.3%	19,993	93.9%	1,307	6.1%
1978	10.7		11.7		22.4	22,133	98.8	267	1.2
1979	10.0		13.5		23.5	23,265	99.0	235	1.0

DRY SNUFF ONLY

	(Mil. Lbs.)	Conwood		General Cigar		U.S.Tobacco		B&W	
	Total	Lbs.	Share	Lbs.	Share	Lbs.	Share	Lbs.	Share
1977	13.1	5,568	42.5%	3,781	28.9%	2,571	19.6%	1,180	9.0%
1978	13.0	5,500	42.3	3,991	30.7	2,414	18.6	1,097	8.4
1979	13.0	5,578	42.9	4,030	31.0	2,379	18.3	1,013	7.8

LOOSE LEAF

				Conwood				Lorillard			
		Pinkerton		Conwood		Levi Garrett		Lorillard		Beech-Nut	
	Total	Lbs.	Share	Lbs.	Share	Lbs.	Share	Lbs.	Share	Lbs.	Share
1977	60,201	31,100	52%	13,223	22%	10,836	18%	11,010	18%	9,900	16%
1978	63,003	28,200	45	16,626	26	13,231	21	10,624	17	9,600	15
1979	69,975	28,000*	40	19,050	27	16,080	23	13,805	20	13,000	19

*about 80% is estimated to be Red Man

	General Cigar		RJR		Scotten Dillon	
	Lbs.	Share	Lbs.	Share	Lbs.	Share
1977	3,900	6%	137	—	831	2%
1978	4,270	7	1,784	3%	1,500	2
1979	4,540	7	3,053	4	1,527	2

Data from John C. Maxwell Jr., Lehman Brothers Kuhn Loeb

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Advertising Age

50 YEARS 1930-1980

$1 a Copy; $30 a Year

The International Newspaper of Marketing • In Two Sections. Section 1.

June 30, 1980

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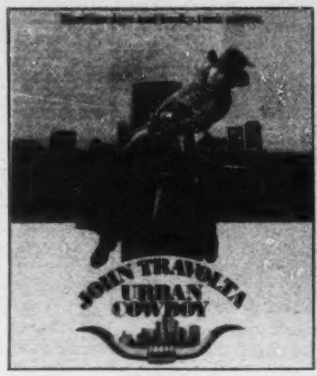
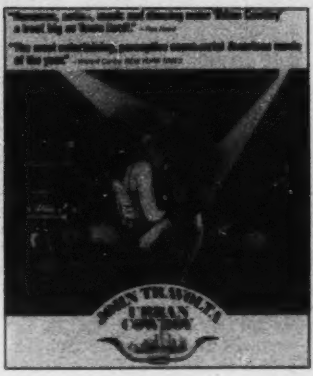
Movie dying? Change ads

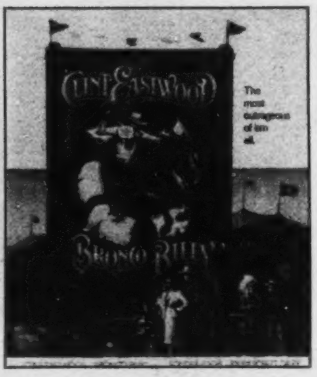
Country and western themes aren't bringing in the movie patrons, so Paramount has switched to a "Saturday Night Fever"-type ad theme for John Travolta and "Urban Cowboy," while Clint Eastwood takes center stage for "Bronco Billy" from Warner Bros. Repositioning follows "soft" box office results for both. Paramount is handled by Diener/Hauser/-Bates; Warner's agency is Grey Advertising.



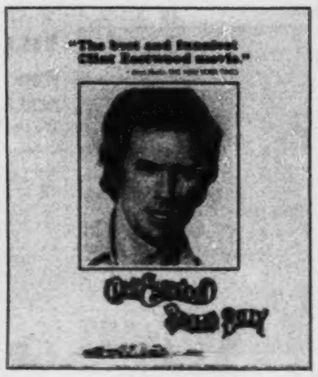
Old



New



Old


"The best and funniest Clint Eastwood movie."
Clint Eastwood
Bronco Billy

New

Reynolds vows it'll beat back PM

By JOHN J. O'CONNOR

New York—Tearing a page from the book of beer baron August Busch III, R.J. Reynolds Tobacco is pouring on the advertising bucks in a bid to stop Philip Morris U.S.A. from unseating it as the nation's No. 1 cigaret maker.

The Winston-Salem, N.C.-based cigaret giant's determination to beat back its archrival was expressed by Gerald Long, exec vp, in a telephone interview spurred by RJR's decision to discontinue Real—one of the industry's biggest failures—as well as three other low-volume brands (AA, June 23).

■ "As far as Ed Horrigan [RJR chairman and president] and myself are concerned, there is no way Philip Morris will pass Reynolds this year," Mr. Long said. "And from a management standpoint, we're dedicated that they'll never pass us."

The Horrigan/Long team, which has held the reins of the RJR Industries subsidiary less than a year, is committed to keeping RJR's share of industry media expenditures higher than its roughly 33% share of market.

"We believe in the Procter & Gamble and General Foods approach," Mr. Long continued, "You've got to spend more against the consumer than the competition. At the end of last year, the decision was made to juggle our advertising and promotion ratio which aided us in coming with higher advertising."

While he would not divulge how much RJR's budget was this year, an industry source put the advertising and promotion budget in the vicinity of $200,000,000.

Mr. Long acknowledged that a "certain parallel" existed between the RJR/PM battle and Anheuser-Busch's battle with another PM subsidiary, Miller Brewing. By vastly increasing its ad spending, the No. 1 brewer has successfully kept Miller in second place while increasing its own share in the process.

■ The 1980 six-month industry sales report by analyst John C. Maxwell Jr. of Lehman Bros. Kuhn Loeb Research should indicate whether RJR's strategy is paying off or is, perhaps, an example of too much, too late. Mr. Maxwell's 1979 data showed the RJR share at 32.6%, down 0.3%,

(Continued on Page 54)

Sofia on shelves; Start tests ads

Coke and GF test liquid yogurts

15¢ off on your first taste of new Sofia liquid lowfat yogurt.
The only yogurt made in the U.S. with the renowned imported cultures of Bulgaria.
SOFIA

Newspaper ads note that Coke Foods' yogurt is linked to Bulgaria.

By NANCY GIGES

New York—Coca-Cola Foods and General Foods are testing new liquid yogurt drinks under the Sofia and Start names, respectively.

The Coke Foods entry has entered test in Portland, Me., and Rockford, Ill. GF has run a rough tv spot for Start in Atlanta, but the product is still in the concept stage, according to GF.

These two companies join Norton Simon's Canada Dry unit and a number of local and regional dairies in trying to expand the yogurt category, estimated at $600,000,000 annually.

■ Sofia, available in peach, strawberry, blueberry and raspberry flavors, is packaged in 8-oz. cartons and retails for about 50¢. Advertising by F. William Free & Co. claims the product is "the only yogurt made in the U.S. with the renowned imported cultures of Bulgaria." In addition to tv and newspaper ads, Coke Foods also is conducting in-store sampling.

A spokeswoman said the company does not care to divulge how it is getting the yogurt culture to the U.S. Newspaper ads do not mention whether the cultures are active.

Copy notes, "Bulgaria—where yogurt is so smooth and mellow that Bulgarians consume more per person than anywhere else in the world. That's why we imported the very same cultures to give Sofia a delicious, drinkable, liquidy-light flavor."

■ The GF commercial that aired in Atlanta positioned Start as a "perfect beverage to drink with breakfast." It said the yogurt comes in four flavors and contains a day's supply of Vitamin C. At the end of the spot a young boy asks his mother to save a container for him for an after-school snack. Agency was undetermined at press time.

According to sources close to the company, GF wanted to name its new yogurt Fresh Start, especially if the breakfast positioning tested well. But Colgate-Palmolive's selection of the Fresh Start name for a detergent nixed that idea.

In choosing Start, GF fell back

(Continued on Page 56)

FTC: Self-regulate new media

Washington—Federal Trade Commission chairman Michael Pertschuk sees FTC as an early warning system signaling marketers about potential problems as they explore the new electronic media of the 1980s.

The challenge for both advertisers and the commission, the FTC chairman told an Advertising Age/American Enterprise Institute conference on advertising in the '80s last week, is "how can we forestall the need for more heavy-handed forms of intervention later?"

The answer, he suggested, is for those exploring the new media to take "anticipatory action now—perhaps through appropriate self-regulation."

"The FTC can play a catalytic, early warning role, sensitizing and alerting media revolutionaries to potential competitive pitfalls and to the unintended risks to the consumer that may be the by-product of all these golden opportunities," he said.

■ New media was also the springboard for a critical conference presentation by media expert Herbert D. Maneloveg, senior vp-director of media-marketing services at Della Femina, Travisano & Partners, New York.

Television's constant barrage of information, entertainment and education "is confusing the public rather than helping to lead," he said. Other media have followed tv's pattern toward short "bits of information" rather than expanding important ideas.

Conventional tv has become "almost exclusively a sales marketing tool," Mr. Maneloveg observed,

(Continued on Page 53)

Europeans flock

3

AA MAR81
DC2001◆CONGL IHAGNR 02115920013
R HAGERMAN SECY TO SR VP
CONGRESSIONAL INFO SERVICE
7101 WISCONSIN AVE
WASHINGTON DC 20014

last minute news

Deere shifting Europe business to Barker

Moline, Ill.—Deere & Co., the farm implement concern, will be moving some or all of its $8,000,000 account in Europe to Charles Barker ABH, London, the European partner of N W Ayer ABH, whose Chicago office handles Deere's U.S. account. Saatchi & Saatchi-Garland Compton, London, is the longstanding agency in Britain. Compton chairman Milton Gossett said the agency might be losing the British account, estimated at $800,000 but claimed that the remainder of the European business would stay with Compton.

Connecticut General picks Della Femina

Hartford, Conn.—Connecticut General Life Insurance Co. has chosen Della Femina, Travisano & Partners to succeed Cunningham & Walsh on its $5,000,000 account. The assignment is effective Sept. 1.

Golden Grain tests Home Style Italian sauces

San Leandro, Cal.—Golden Grain Macaroni Co., maker of Rice-a-Roni, has started test marketing Home Style Italian spaghetti sauces in

(Continued on Page 8)

Net sales trail last year

Big week seen in upfront buy

By COLBY COATES

NEW YORK—Anticipating that "the dam will break" this week, network and agency execs estimated that each network had between eight to 12 firm upfront orders or deals on hold at the end of last week.

When an upfront deal goes on hold, the agency negotiator and the network have agreed to the target cpms and a schedule. The network freezes all units involved, pending what usually is routine confirmation of the deal by the client.

Sources suggested that from $80,000,000 to $120,000,000 per network was represented in the deals. Though some execs still held out hope for an upfront payout of approximately $1.6 billion, a mixed bag of indicators suggest that upfront prime time deals might total only $1.5 billion, well below last year's market.

■ Some major agencies were teeming with CBS salesmen late in the week, hiking speculation that a few of the multibrand package goods advertisers were ready to put their imprimatur on deals on hold. Those making upfront deals claim that CBS has been the slowest of the three networks to sort through the various plans, so their spurt of activity indicated that both sides were getting anxious to come to terms.

One theory for CBS' tactics implies that the network tv sales department has been under heavy corporate pressure to hold out for the big percentage increases to help ease the burden of CBS Inc., which had a down first quarter and appears headed for an unimpressive first half.

Meanwhile other sources tended to look more at the agencies than CBS as the reason for an upfront pace that is well behind last year's.

Explained one network exec, "The buyers are trying to control the marketplace. It's something they try and do in off years, but the networks have a lot of confidence. Maybe if they were more united, they might have some leverage; but the way it is now, they just can't do it, and we all know it."

Still, things are not quite like the salad days of recent memory. Before the start of the season, the networks were talking of an upfront market that would yield average

(Continued on Page 56)

Silkience Science

Color spread in August magazines for Silkience shampoo is part of a $10,000,000 introductory print and tv campaign from Boston-based Gillette Co.'s personal care division. Silkience conditioner was introduced last year. Agency is Advertising To Women, New York.

Dry Ends
Beats the grease
without beating the ends
New Silkience Self-Adjusting Shampoo

Esmark plan: Sell off units to make it more consumer oriented

By JENNIFER ALTER

CHICAGO—When Esmark Inc. divests itself of the profitable Vickers Energy Corp., closes some of Swift's problem fresh meat units and sells the remainder, the $6.8 billion holding company will emerge as a predominantly consumer-oriented marketer.

Following the Vickers sale, the company, which will retain Estech, International Playtex, International Jensen and Swift as a consumer products marketer, will then make a tender offer to stockholders to acquire approximately 50% of outstanding stock, about half of which it plans to use for acquisition.

The sale of the highly profitable Vickers (it produced 14% of Esmark revenue in fiscal 1979 and 41% of operating profits) was engineered largely to offset losses the company will incur in unloading Swift's fresh meat interests (estimated at from $200,000,000 to $300,000,000), Esmark president-chief exec Donald P. Kelly said.

Swift, in the next six months, plans to close a major beef and pork operation and several multiproduct facilities said to affect approximately 600 employes.

It then will take the remainder of its fresh meat operations—those with fewer labor problems—sweeten them with funding of pension and health care liabilities for employes and put them on the block as a new company, Swift Independent Packing Co.

It is hoped, according to Mr. Kelly, that an overseas business will acquire the new fresh meat company and that Swift will embark on a "long term association" with the new owner.

The remaining profits from the Vickers sale (scheduled to be accomplished by Nov. 1), will be used to back existing consumer products and also for purposes of acquistion, Mr. Kelly said. He said consumer products and specialty chemicals companies are of particular interest.

Mr. Kelly said Esmark elected to sacrifice Vickers partly because it is so lucrative. "We could have sold others," he said. "But where are premiums being paid today? In the energy field."

He also said Vickers will require capital expenditures in the future, and Esmark currently is looking for a balance sheet bolster, not a drain. Vickers spends approximately $3,500,000 on advertising through Ackerman/McQueen, Oklahoma City.

In explaining the tender offer, Mr. Kelly said the company believes its stockholders should have an opportunity to reassess their interests since the company has changed so much recently.

Mr. Kelly said Esmark is committed to the remaining Swift business. He said the recent switch of some Swift brands from Leo Burnett Co. to Foote, Cone & Belding (AA, June 16) was unrelated.

However, industry observers contend it was Swift's concern with the bottom line which precipitated this move. Sources say Burnett resigned the account only after Swift reduced its compensation fees.

(Continued on Page 56)

Any doubts about whether the Hamm's beer bear is still in favor at Olympia Brewing is dispelled by six 30-ft. high air-filled replicas of the character, to be sent around the country for promotions.

highlights

Monday, June 30, 1980

BBDO uses Miami acquisition as base for Latin American network. *See Page 4.*

The Republican Marketing Group plans to run $3,000,000 worth of 30-second spots during the fall campaign to aid Republican candidates running for local, state and national offices. *See Page 4.*

MCI has started to reap the benefits of its antitrust victory over AT&T even before its financial gains have been decided. *See Page 6.*

U.S. corporations may soon sponsor a foot-racing circuit offering prize money to top finishers. *See Page 10.*

Procter & Gamble is gearing up to appeal a court ruling against its Sure deodorant trademark. *See Page 20.*

Premiere pay tv satellite network gets signals from agencies, but won't consider linkups till late July. *See Page 26.*

More dental rinses with fluoride may flood the market. *See Page 26.*

Rance Crain, in a recent interview in Switzerland, talked with Nestle chairman Pierre Liotard-Vogt about his early days at Nestle, the campaign against Nestle baby formula products in the Third World and the company's efforts to improve its U.S. position. *See Page 31.*

Alvin H. Schechter offers some suggestions on projecting the package as "hero" in special categories of consumer advertising. *See Page 40.*

RAM wants to open radio ratings to competitive bidding as it fights to stay in business. *See Page 42.*

American agencies are moving into Zimbabwe following the landslide election of Robert Mugabe. *See Page 43.*

Rep for some 75 gay newspapers and magazines across the country is trying to sell advertisers on his publications. *See Page 43.*

Life Savers president William Mack Morris will open ADVERTISING AGE Week, which begins Aug. 17 in Chicago. *See Page 49.*

Allied Stores Corp. sticks to original game plan in face of toughtimes for many retailers. *See Page 49.*

Americans cast an investor's eye at diamonds, and Zale Corp. seeks to capitalize on the trend. *See Page 50.*

The New York newspaper scene is jumping as the three major dailies all plan new editions. *See Page 53.*

Chrysler Corp. chairman Lee Iacocca outlined the company's new comeback plans, despite the downturn in domestic automobile sales. *See Page 53.*

Wells, Rich, Greene lost two accounts last week totaling more than $20,000,000 in billings. *See Page 56.*

Randall W. Hackett will exit Avis to join Ted Bates & Co. *See Page 55.*

Western Airlines may appeal a federal court ruling on its ads questioning group charters. *See Page 55.*

Small shops in the Los Angeles company area are getting just what they need, according to Needham, Harper & Steers/West—it just formed a unit to give companies with small budgets the resources of a large agency. *See Page 57.*

Section 2

To be where little cable cars climb halfway to the stars, Section 2 goes to northern California this week to look at Baghdad by the Bay and beyond. Oakland, the Silicon Valley, Sacramento, Fresno and the Napa Valley, as well as San Francisco, are examined for topics of marketing interest peculiar to each of them—beginning opposite Page 30.

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MAY SWEEPS AFFILIATE AND INDEPENDENT TV STATION SHARES 51

Vol. 51, No. 28—Advertising Age (ISSN-001-8899) is published weekly, except semiweekly the third week in March, the first week in September and the third week in December at 740 Rush St., Chicago, IL 60611. Second class postage paid at Chicago and additional mailing offices.

FCC: Open access slot to kids' fare

WASHINGTON—Federal Communications Commission chairman Charles Ferris took his campaign for more weekday children's tv programing to a broadcaster meeting last week and zeroed in on the "unused" potential of the 7:30 p.m. to 8 p.m. [ET] time slot.

That period is off limits to network fare under FCC prime time access rule, but he noted a specific exemption permitting networks to use it for children's programing.

Network initiatives "might be welcome," he told children's programing execs meeting here at a two-day session sponsored by the National Assn. of Broadcasters and the National Assn. of Television Programming Executives. He also suggested local stations might schedule off-network syndicated children's series.

He cited the availability of the prime time access slot as an answer to broadcaster objections that afternoon tv time is committed to other audiences, and that this is followed by evening news.

FCC is investigating the adequacy of children's tv, including a suggestion that tv stations be ordered to carry 7½ hours of weekday children's shows. #

May sweeps affiliate and independent tv station shares

Top 50 Arbitron Markets/Tv stations ranked by sign-on to sign-off share

NEW YORK (1)

Station	Sign-on Sign-off	prime	access	early fringe
WABC-TV (A)	22	27	17	20
WNBC-TV (N)	19	22	16	18
WCBS-TV (C)	18	23	13	16
WNEW-TV	16	9	22	16
WPIX	10	8	8	14
WOR-TV	9	6	12	14

LOS ANGELES (2)

Station	Sign-on Sign-off	prime	access	early fringe
KABC-TV (A)	22	26	16	18
KNBC (N)	20	24	18	17
KNXT (C)	16	20	14	17
KTLA	11	9	14	12
KTTV	11	7	16	12
KCOP	8	6	9	8
KHJ-TV	7	4	5	10

CHICAGO (3)

Station	Sign-on Sign-off	prime	access	early fringe
WLS-TV (A)	24	29	15	19
WBBM-TV (C)	21	25	19	17
WMAQ-TV (N)	20	25	25	17
WGN-TV	15	8	20	19
WFLD-TV	11	4	16	19

PHILADELPHIA (4)

Station	Sign-on Sign-off	prime	access	early fringe
WPVI-TV (A)	35	32	31	36
WCAU-TV (C)	21	24	16	18
KYW-TV (N)	17	21	9	15
WTAF	8	8	24	11
WKBS-TV (Burlington, N.J.)	5	3	6	9
WPHL-TV	4	5	5	5

SAN FRANCISCO (5)

Station	Sign-on Sign-off	prime	access	early fringe
KGO-TV (A)	27	28	19	30
KPIX (C)	23	24	29	19
KRON-TV (N)	19	21	17	16
KTVU	14	12	16	15
KBHK-TV	5	3	8	7
KNTV (A) (San Jose)	3	3	1	3

BOSTON (6)

Station	Sign-on Sign-off	prime	access	early fringe
WCVB-TV (A)	27	29	11	25
WBZ-TV (N)	26	22	30	26
WNAC-TV (C)	19	23	20	15
WSBK-TV	8	8	10	10
WLVI-TV	7	5	10	10

DETROIT (7)

Station	Sign-on Sign-off	prime	access	early fringe
WXYZ-TV (A)	31	32	16	29
WJBK-TV (C)	24	27	12	24
WDIV (N)	24	28	28	23
WKBD-TV	13	6	33	19
WXON-TV	3	—	1	3

WASHINGTON (8)

Station	Sign-on Sign-off	prime	access	early fringe
WDVM-TV (C)	25	27	25	26
WJLA-TV (A)	22	24	19	21
WRC-TV (N)	19	23	10	16
WTTG	17	10	34	21
WDCA-TV	5	5	4	6

CLEVELAND (9)

Station	Sign-on Sign-off	prime	access	early fringe
WEWS (A)	33	32	32	33
WJKW-TV (C)	24	26	29	24
WKYC-TV (N)	22	25	11	15
WUAB-TV	13	9	20	21
WAKR-TV (A) (Akron-Canton)	2	2	—	3

DALLAS-FT. WORTH (10)

Station	Sign-on Sign-off	prime	access	early fringe
WFAA-TV (A)	27	30	32	18
KDFW-TV (C)	26	28	25	24
KXAS-TV (N)	26	27	22	27
KTVT	11	9	13	18
KXTX-TV	4	1	5	10

PITTSBURGH (11)

Station	Sign-on Sign-off	prime	access	early fringe
KDKA-TV (C)	32	31	35	34
WTAE-TV (A)	26	29	22	31
WIIC-TV (N)	18	20	21	14
WPGH-TV	6	4	5	8
WJAC-TV (N) (Johnstown)	3	3	3	3

HOUSTON (12)

Station	Sign-on Sign-off	prime	access	early fringe
KTRK-TV (A)	30	29	26	27
KPRC-TV (N)	25	25	17	21
KHOU-TV (C)	24	27	33	24
KRIV-TV	11	10	12	15
KHTV	7	6	9	11

MINNEAPOLIS/ST. PAUL (13)

Station	Sign-on Sign-off	prime	access	early fringe
WCCO-TV (C)	29	28	39	29
KSTP-TV (A)	28	29	20	23
WTCN-TV (N)	20	21	17	23
KMSP-TV	16	16	17	23

ST. LOUIS (14)

Station	Sign-on Sign-off	prime	access	early fringe
KMOX-TV (C)	26	29	25	22
KSDK (N)	25	26	21	21
KTVI (A)	24	27	19	21
KPLR-TV	4	13	19	17
KDNL-TV	2	3	11	14

MIAMI (15)

Station	Sign-on Sign-off	prime	access	early fringe
WTVJ (C)	28	26	17	34
WPLG (A)	27	30	14	24
WCKT (N)	25	27	35	21
WCIX-TV	10	6	12	12
WLTV	5	6	11	7

ATLANTA (16)

Station	Sign-on Sign-off	prime	access	early fringe
WSB-TV (N)	30	31	22	24
WAGA-TV (C)	27	29	24	25
WXIA-TV (A)	19	21	29	21
WTBS	12	10	16	12
WANX-TV	3	1	2	7

SEATTLE/TACOMA (17)

Station	Sign-on Sign-off	prime	access	early fringe
KOMO-TV (A)	30	31	19	28
KING-TV (N)	25	27	27	23
KIRO-TV (C)	23	25	24	26
KSTW-TV	13	8	19	15

TAMPA/ST. PETERSBURG (18)

Station	Sign-on Sign-off	prime	access	early fringe
WTVT (C)	33	31	37	31
WFLA-TV (N)	28	30	31	32
WTSP-TV (A)	21	21	11	18
WTOG-TV	8	8	14	13
WXLT-TV (A) (Sarasota)	3	3	1	2

(Continued on Page 52)

Arbitron analysis numbers tv ratings trends

By MAURINE CHRISTOPHER

NEW YORK—Suppose an advertiser is shopping for fringe tv schedules in the top 50 markets; which affiliates and independents look strongest in their market in that time period?

If access is the spot buyer's preferred location, which stations score heavily there?

Who's ahead where in the prime time race?

Say a popular independent is the goal for a run of schedule campaign; which stations are doing best at attracting homes throughout the broadcast day in terms of average quarter hour audience shares?

Answers to questions of this sort can be found in the top 50 markets analysis of the May Arbitron sweeps put together for ADVERTISING AGE by a broadcast researcher. In each market, leading stations were ranked according to how well they did in sign-on to sign-off household audience share for the period April 30 to May 27. Similar data for markets 51 through 150 will be published later.

In early fringe, the standout stations—in terms of their average audience share were: WBRC-TV, Birmingham, 51; WHIO-TV, Dayton, 47; WBTV, Charlotte, 41; WTEN, Albany, 40; WRAL-TV, Raleigh, 39; WSAZ-TV, Charleston, 38; WHAS-TV, Louisville, WTVF, Nashville, and WNEP-TV, Wilkes-Barre, all 36, and WGAL-TV, Harrisburg, 35.

WBRC-TV also led the parade in access share with a 61. Runners-up were: WBTV, Charlotte, and WISH-TV, Indianapolis, 44; KSL-TV, Salt Lake City, 43, and KMBC-TV, Kansas City, KOCO-TV, Oklahoma City, and WRAL-TV, Raleigh-Durham, all 40. Coming in at 39 were WCMH, Columbus, O.; WMC-TV, Memphis; WCCO-TV, Minneapolis, and WJAR-TV, Providence.

At the top of the list in these big population centers in terms of sign-on to sign-off household shares for indies was KPHC-TV, Phoenix, with a 19. Others in the top 110 on the basis of that criterion are: KPTV, Portland, Ore., 18 share; WTTG, Washington, 17; KMSP-TV, Minneapolis, and WNEW-TV, New York, both 16; WGN-TV, Chicago, 15; KTVU, San Francisco, 14, and WUAB-TV, Cleveland, KWGN, Denver, WKBD-TV, Detroit, WTTV, Indianapolis, KTXL, Sacramento, and KSTW-TV, Seattle, all at 13.

The WNEW-TV numbers were impressive enough to make the Metromedia bosses smile. The country's top grossing indie was a runaway in Monday through Friday access with a 22. It was only two points behind the third ranking affiliate—WCBS-TV—in total broadcast day shares. It tied the CBS-owned station in Monday-through-Friday fringe at 16. The city's other major independents, WPIX and WOR-TV, were just two points down at 14 in that category.

In Los Angeles, KTTV matched KABC-TV in access with a 16 and outscored CBS-owned KNXT at 14. KNBC-TV took this time category at 18. WGN-TV, in Chicago, came out ahead of both the ABC and CBS affiliate from 6:30 p.m. to 7 p.m., Monday-Friday as NBC's WMAQ-TV won with a 25.

In Philadelphia, indie WTAF placed second behind the ABC affiliate, WPVU-TV, in access, 31 to 24. That period in San Francisco was taken by KPIX-TV with the Group W package "Evening Magazine," which drew a 29 share. Field's indie, WKBD-TV, won access in Detroit with 33, followed by NBC affiliate, WDIV, at 28.

Judging from the dayparts covered in this analysis and as measured by Arbitron, Pittsburgh is KDKA-TV's town. It led in all four columns. The Atlanta superstation, WTBS, placed fourth in its home market behind the three affiliates. Sign-on to sign-off leader by a comfortable margin was WSB-TV, the longtime NBC affiliate that is moving to ABC. Brought into town by Satcom I, WTBS also was fourth in Charleston-Huntington, W. Va., with a 3 total day share.

Distant station coverage provided an intriguing pattern in such New England markets as Hartford-New Haven and Providence. Between them, WNBC-TV, WNEW-TV and WCBS-TV, New York, had an 11 sign-on to sign-off share in the Hartford/New Haven market. In Providence, four Boston stations muscled in for almost a 25% share. KNBC, Los Angeles, drew a 3 in San Diego as the fifth station in that market.

Among the lowest scoring affiliates were: WVIT, Hartford, NBC; WRET-TV, Charlotte, NBC; WPTF-TV, Raleigh, NBC, and WBMG-TV, Birmingham, CBS. The station with the highest shares in all four categories was WBRC-TV, ABC, in Birmingham.

The crucial local sweeps measurements included in this analysis cover the mass population areas that will be getting the lion's share of national spot budgets that are expected to total $3.255 billion this year.

The latest measurements confirm several ongoing broadcast trends. First, each major network's popularity varies widely throughout the country. Second, network fare continues to dominate prime time viewing. In varying orders, the affiliates came out one, two, three in tv's highest-priced time period in all 50 markets.

And lastly, independents are solidly entrenched as competitors to be reckoned with; for example, they placed as the No. 1 station in audience shares in access time in New York, Detroit and Phoenix. #

Spitzer shop now Bates

Toronto-based Spitzer, Mills & Bates Ltd. of Canada, a wholly owned affiliate of Ted Bates & Co., New York, for the last 20 years, has changed its name to Ted Bates Advertising. The Canadian Bates operation currently bills $31,000,000.

MGM marketing same following film, hotel split

Marketing operations of Metro-Goldwyn-Mayer's film and casino/hotel properties, now separate companies after stockholders approved a split effective June 2, are expected to remain mostly unchanged, MGM execs said.

MGM Grand Hotels, Las Vegas, will maintain its in-house advertising via Grand/Ad, said William Bray, advertising director. Metro-Goldwyn-Mayer Film Co. will maintain "control over strategy" for advertising movies that are distributed exclusively by United Artists via Diener/Hauser/Bates, under a long-term agreement that expires in November, 1983, said Richard Kahn, senior vp-worldwide marketing.

May sweeps affiliate and independent tv station shares

Top 50 Arbitron Markets/Tv stations ranked by sign-on to sign-off share

(Continued from Page 51)

BALTIMORE (19)

Station	Sign-on Sign-off	prime	access	early fringe
WJZ-TC (A)	29	31	32	26
WMAR-TV (C)	26	27	25	25
WBAL-TV (N)	25	28	13	26
WBFF-TV	6	3	10	7
WTTG (Washington)	5	3	15	8
WDVM-TV (C) (Washington)	3	4	2	3

HARTFORD/NEW HAVEN (20)

Station	Sign-on Sign-off	prime	access	early fringe
WTNH-TV (A)	28	29	22	26
WFSB-TV (C)	26	24	28	29
WVIT (N)	11	12	9	11
WNBC-TV (N) (New York)	4	4	3	3
WNEW-TV (New York)	4	3	6	4
WCBS-TV (C) (New York)	3	3	3	4

DENVER (21)

Station	Sign-on Sign-off	prime	access	early fringe
KBTV (A)	31	32	27	31
KOA-TV (N)	26	27	33	22
KMGH-TV (C)	23	25	13	17
KWGN	13	7	18	21

INDIANAPOLIS (22)

Station	Sign-on Sign-off	prime	access	early fringe
WISH-TV (C)	27	28	44	22
WTHR (N)	25	27	13	22
WRTV (A)	24	26	9	24
WTTV	13	10	21	21

SACRAMENTO/STOCKTON (23)

Station	Sign-on Sign-off	prime	access	early fringe
KCRA-TV (N)	27	25	16	31
KOVR (A)	25	32	32	15
KXTV (C)	19	23	21	17
KTXL	13	7	15	21
KTVU (Oakland-S.F.)	4	3	6	3

PORTLAND, ORE. (24)

Station	Sign-on Sign-off	prime	access	early fringe
KATU (A)	26	30	24	24
KGW-TV (N)	24	26	28	22
KOIN-TV (C)	24	26	23	27
KPTV	18	10	18	22

SAN DIEGO (25)

Station	Sign-on Sign-off	prime	access	early fringe
KFMB-TV (C)	27	25	38	34
KGTV (A)	25	29	17	29
KCST-TV (N)	18	19	14	10
XETV (Tijuana)	11	10	14	12
KNBC (N) (Los Angeles)	3	3	3	2

MILWAUKEE (26)

Station	Sign-on Sign-off	prime	access	early fringe
WISN-TV (A)	29	31	25	29
WITI-TV (C)	28	28	32	19
WTMJ-TV (N)	26	26	21	26
WVTV	10	9	10	15
WCGV	2	—	5	5

KANSAS CITY (27)

Station	Sign-on Sign-off	prime	access	early fringe
KMBC-TV (A)	28	29	40	25
KCMO-TV (C)	28	27	19	27
WDAF-TV (N)	26	27	20	24
KBMA-TV	10	8	9	16

CINCINNATI (28)

Station	Sign-on Sign-off	prime	access	early fringe
WLWT (N)	27	29	14	24
WKRC-TV (A)	27	28	31	26
WCPO-TV (C)	26	30	33	22
WXIX-TV	11	7	15	17
WBTI	2	2	1	3

BUFFALO (29)

Station	Sign-on Sign-off	prime	access	early fringe
WKBW-TV (A)	31	28	39	33
WIVB (C)	25	26	22	27
WGR-TV (N)	22	25	15	16
WUTV	6	5	9	11

NASHVILLE (30)

Station	Sign-on Sign-off	prime	access	early fringe
WSM-TV (N)	33	32	35	27
WTVF (C)	32	33	36	36
WNGE (A)	23	25	18	26
WZTV	4	3	5	4

PHOENIX (31)

Station	Sign-on Sign-off	prime	access	early fringe
KPNX-TV (N)	24	26	24	21
KOOL-TV (C)	23	25	20	26
KTVK-TV (A)	21	26	10	13
KPHO-TV	19	12	36	24
KNXV-TV	5	—	3	10

CHARLOTTE (32)

Station	Sign-on Sign-off	prime	access	early fringe
WBTV (C)	38	35	44	41
WSOC-TV (A)	25	29	23	28
WRET-TV (N)	9	12	4	6
WCCB	8	6	10	9

MEMPHIS (33)

Station	Sign-on Sign-off	prime	access	early fringe
WREG-TV (C)	30	31	18	22
WMC-TV (N)	27	26	39	25
WHBQ-TV (A)	21	25	20	20
WPTY-TV	8	5	13	16

NEW ORLEANS (34)

Station	Sign-on Sign-off	prime	access	early fringe
WWL-TV (C)	38	35	38	34
WVUE (A)	25	29	18	29
WDSU-TV (N)	23	26	23	20
WGNO-TV	6	2	13	11

COLUMBUS, O. (35)

Station	Sign-on Sign-off	prime	access	early fringe
WBNS-TV (C)	33	32	28	37
WTVN-TV (A)	29	32	23	31
WCMH (N)	28	27	39	27

GREENVILLE/SPARTANBURG/ASHEVILLE (36)

Station	Sign-on Sign-off	prime	access	early fringe
WFBC-TV (N)	36	33	28	31
WSPA-TV (C)	28	31	21	27
WLOS-TV (A)	24	24	35	28
WBTV (C) (Charlotte)	3	3	5	4

GRAND RAPIDS/KALAMAZOO/BATTLE CREEK (37)

Station	Sign-on Sign-off	prime	access	early fringe
WOTV (N)	28	28	23	29
WKZO-TV (C)	27	27	23	26
WZZM-TV (A)	20	19	23	26
WUHQ-TV (A)	8	9	5	7

PROVIDENCE (38)

Station	Sign-on Sign-off	prime	access	early fringe
WJAR-TV (N)	30	28	39	29
WPRI-TV (A)	26	28	17	31
WTEV (C)	13	15	6	10
WNAC-TV (C) (Boston)	6	7	6	6
WSBK-TV (Boston)	5	5	6	5
WLVI-TV (Cambridge-Boston)	5	2	5	6
WBZ-TV (N) (Boston)	5	4	8	5

OKLAHOMA CITY (39)

Station	Sign-on Sign-off	prime	access	early fringe
KOCO-TV (A)	27	24	40	31
KTVY (N)	26	26	18	24
KWTV (C)	23	25	15	18
KGMC	6	7	9	10
KOKH-TV	6	6	7	6

ORLANDO/DAYTONA BEACH (40)

Station	Sign-on Sign-off	prime	access	early fringe
WFTV (A)	31	29	22	29
WESH-TV (N)	26	29	28	21
WDBO-TV (C)	24	27	25	28
WOFL	7	5	10	11

RALEIGH-DURHAM (41)

Station	Sign-on Sign-off	prime	access	early fringe
WTVD (C)	34	33	33	32
WRAL-TV (A)	34	31	40	39
WPTF-TV (N)	8	11	9	8
WECT (N&C) (Wilmington)	4	6	3	4
WITN-TV (N) (Washington)	5	7	1	4

CHARLESTON-HUNTINGTON (41)

Station	Sign-on Sign-off	prime	access	early fringe
WSAZ-TV (N)	39	34	28	38
WOWK-TV (A)	22	23	20	25
WCHS-TV (C)	20	25	27	17
WTBS (Atlanta)	3	2	3	3

LOUISVILLE (43)

Station	Sign-on Sign-off	prime	access	early fringe
WHAS-TV (C)	32	31	32	36
WAVE-TV (N)	30	29	22	26
WLKY-TV (A)	19	21	16	18
WDRB-TV	9	8	18	13

DAYTON (44)

Station	Sign-on Sign-off	prime	access	early fringe
WHIO-TV (C)	37	32	38	47
WDTN (A)	23	27	17	17
WKEF (N)	17	20	17	15
WXIX-TV (Newport-Cincinnati)	4	2	5	6

HARRISBURG/YORK/LANCASTER/LEBANON (45)

Station	Sign-on Sign-off	prime	access	early fringe
WGAL-TV (N)	33	30	25	35
WHTM-TV (A)	18	22	12	18
WHP-TV (C)	12	14	14	10
WLYH-TV (C)	5	5	5	6
WSBA-TV (C)	3	4	3	3

NORFOLK/PORTSMOUTH/NEWPORT NEWS (46)

Station	Sign-on Sign-off	prime	access	early fringe
WTAR-TV (C)	32	32	32	32
WVEC-TV (A)	26	28	15	25
WAVY-TV (N)	21	27	20	15
WYAH-TV	8	3	16	14
WTVZ	7	4	12	6

SALT LAKE CITY (47)

Station	Sign-on Sign-off	prime	access	early fringe
KSL-TV (C)	30	29	43	34
KUTV (N)	27	30	32	20
KTVX (A)	27	28	10	22
KSTU	8	6	7	15

ALBANY/SCHENECTADY/TROY (48)

Station	Sign-on Sign-off	prime	access	early fringe
WRGB (N)	31	29	31	32
WTEN (A)	31	29	17	40
WAST (C)	20	25	27	14

BIRMINGHAM (49)

Station	Sign-on Sign-off	prime	access	early fringe
WBRC-TV (A)	49	42	61	51
WVTM-TV (N)	25	29	15	33
WBMG-TV (C)	11	15	5	7

WILKES BARRE/SCRANTON (50)

Station	Sign-on Sign-off	prime	access	early fringe
WNEP-TV (A)	31	31	37	36
WBRE-TV (N)	25	24	19	26
WDAU-TV (C)	17	21	11	17

These are the May sweeps household audience share averages for the area of dominant influence for the full telecast day, prime time, access and early fringe in the top 50 markets for April 30-May 27. The figures were compiled for ADVERTISING AGE from the Arbitron books by a veteran tv researcher. Markets are listed in total tv households rank order and station, in the order of their sign-on to sign-off ranking in each market.

In EDT and PDT areas, prime time is 8 p.m. to 11 p.m., seven days a week. Access time is Monday-Friday, 7:30 p.m. to 8 p.m., and early fringe is Monday-Friday, 4:30 p.m. to 7:30 p.m. In CDT and MDT zones, each is one hour earlier. The Arbitron book notes that some stations are on the air longer than others.

Initials in parentheses indicate network affiliation (ABC, NBC and CBS); stations without initials are indies.

These lists include local network affiliates and share runners-up in each market whether local indies or distant stations, affiliated or independent. Not all stations are listed. A blank under any column indicates not reported.

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Advertising Age

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50 YEARS 1930-1980

$1 a Copy; $40 a Year • The International Newspaper of Marketing • In Two Sections. Section 1. • July 7, 1980

Draft to advertise

Public service ads being shipped this week

U.S. Olympic hockey coach Herb Brooks is one of three celebrities urging youths to register for the draft. Agency is Media Reactions, Reston, Va.

WASHINGTON—The 4,000,000 young American men targeted for draft registration this month get "straight talk" from the Selective Service System in a series of broadcast and print ads being rushed into distribution.

Singer Lou Rawls, U.S. Olympic hockey coach Herb Brooks and actor Ken Michaelman of CBS' "White Shadow" series serve as spokesmen in Selective Service System messages to be shipped this week to newspapers and tv and radio stations for public service use.

The copy message is the same that Carter administration officials have been emphasizing here in recent briefings: That there is no active military draft, that registration now is merely a safeguard against an unforeseen national emergency.

A print ad headline sets the tone: "Selective Service registration. Lou Rawls gives it to you straight."

The theme line used in most of the campaign, which will rely on donated public service time and space, is: "Not just because it's the law. But because it's the right thing to do."

Selective Service System public relations people have been working against tight deadlines, mainly because the actual dates for the registration drive—July 22 through Aug. 2—became official only recently. The last spot in the campaign, featuring Mr. Rawls and shot on stage in Atlantic City, N.J., was filmed less than two weeks ago.

Print ads and tv storyboards were still at the printers late last week, Selective Service officials said. They hope the media will begin using them July 14.

The campaign includes five 30-second and five 10-second spots for tv, plus print and radio ads. Selective Service System officials said the $200,000 assignment went to Media Reactions in the Washington suburb of Reston, Va. The shop's was one of three "unsolicited" proposals presented to Selective Service by companies interested in the project. #

Heat stalls energy-saving drive

DALLAS—Normally, the Dallas Power & Light would be on the air now with a campaign urging its customers to conserve energy, to keep thermostats up and air conditioners down.

But after a rash of sweltering days of 105-plus degrees, nothing is normal in Dallas—and the DP&L last week was encouraging its customers to run their air conditioners and to keep their homes cool.

- The reason is the blistering Dallas heat is a serious health hazard, and elderly people on fixed incomes are often sweating it out—and suffering strokes—rather than sinking their funds into utility bills.

To ease the pain of high energy bills, DP&L has come up with an installment plan, "which it had to get out quickly," noted Steve Solomon, vp-corporate secretary of KCBN, DP&L's agency. "We are saying 'Go ahead and use your air conditioner, don't worry about paying, and we'll do installments'." The programs are being handled on an individual basis for those hard pressed to pay.

At the major Dallas ad agencies, meanwhile, people were working full days and the agencies are open regular hours, if not more. "They're trying to keep us till 8 p.m. so we don't have to fight the heat going home," one agency worker said. #

'Reader's Digest' promotion draws $1.75 million fine

By RICHARD L. GORDON

WILMINGTON, DEL.—A federal judge here last week hit the Reader's Digest Assn. with a $1,750,000 fine, believed to be the biggest cash penalty ever to flow from a Federal Trade Commission deceptive advertising case.

Chief Judge James Latchum of the U.S. district court also made public normally closely guarded information about Reader's Digest Assn. sales, profits and assets. The privately owned association, which publishes the *Reader's Digest*, does not disclose such information.

The court fine penalizes RDA for violating a 1971 FTC consent order which barred the association from using simulated checks, currency or any other "confusingly simulated item of value" in its promotional mailings for the *Digest*.

The Justice Department, acting at FTC's request, filed federal court charges in 1975 (AA, July 21, '75), accusing RD of violating the order in 1973 and 1974 mailings that featured "Travel Checks" and "Cash Convertible Bonds." In 1978, Judge Latchum ruled that RD had violated the order (AA, Dec. 18, '78), but no fine was set until last week.

Reader's Digest Assn. immediately said it will appeal the judge's ruling.

The previously undisclosed RDA financial information was included in the opinion as part of the judge's justification for the size of the penalty. The judge said information RDA supplied showed that association had "mean gross revenues" from all sources exceeding $475,000,000 for the calendar years 1976, 1977 and 1978.

After-tax mean net profits for calendar years 1976, 1977 and 1978 exceeded $37,000,000, he wrote. Total RDA assets as of Dec. 31, 1978, amounted to "more than $325,000,000," and retained earnings exceeded $70,000,000, he disclosed.

"There seems little doubt that *Reader's Digest* is able to pay a substantial civil penalty," he wrote. "After all, *Reader's Digest* was willing to put more than $1,400,000 at risk on postage alone to distribute the violative material."

Government attorneys had pressed for the $1,750,000 fine as a "minimum," noting that *RD* had mailed nearly 14,000,000 Travel Checks and 4,000,000 Cash Convertible Bonds.

Reader's Digest Assn., in a statement, strongly disagreed with the judge's decision, noting that the judge himself said the FTC order at issue is "not a model of clarity." "The mailings, both discontinued over five years ago, were sent to many millions of Americans and, as the government agreed, not one person complained to either the FTC or the *Digest* that he or she had been misled or confused. The *Digest* believes that the decision and the civil penalty are entirely inappropriate and intends to appeal," RDA said.

RDA argued that government demands for the $1,750,000 fine were excessive because the company acted in good faith and stopped the Travel Check promotion when FTC warned that it appeared to violate the order.

But the judge wrote that *RD* waited two months after hearing

(Continued on Page 8)

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AA MAR81
DC20014CONGLIHAGNR 02115920013
R HAGERMAN SECY TO SR VP
CONGRESSIONAL INFO SERVICE
7101 WISCONSIN AVE
WASHINGTON DC 20014
3

Citicorp's card may be 1st step to bank network

By JOSH LEVINE

NEW YORK—Citicorp is enlisting small, independent banks in a program that will produce a national consumer transaction card and lay the groundwork for a nationwide banking network after its INCA card appears in test market this September.

But while INCA binds its member banks together through reciprocal transactions at each others' automated teller machines, observers suspect that Citicorp is waiting for the day when banking regulations allow it to step forward as chief of the INCA tribe.

That ambition, long dreamed of in the corporate wigwam, remains as remote as Peru, and the program's initial goals should occupy Citicorp's marketing energies for some time. For a start, INCA will give small banks—most of the target customers have less than $100,000,000 in assets—an automated teller capability they could not previously afford.

- When enough banks start licensing the INCA data processing Citicorp is selling, the small local bank gains not only automation, but many of the benefits of another branch its depositors can tap by inserting one bank's INCA card in another bank's INCA teller.

And when INCA spreads from one state to another across the spectrum of 13,000 independent banks (those not owned by bank holding companies) Citicorp is addressing, the outline of a nationwide banking network starts to take shape.

INCA has a second identity, however. The card, originally only a key to a network of separate auto-

(Continued on Page 73)

last minute news

Levi Strauss plans first holiday gift campaign

SAN FRANCISCO—Levi Strauss & Co. is planning its first major push into the Christmas gift market with a $6,000,000 to $8,000,000 animated prime time tv campaign featuring a futuristic Santa coming out of a space ship laden with Levi's products. Drive via FCB/Honig starts Dec. 1.

ASR to debut Shower Shaver for women in Oct.

VERONA, VA.—American Safety Razor Co. will introduce nationally a new women's twin-blade disposable razor called Shower Shaver in October. The razor, which comes three to a pack, features push-button cleaning and is designed so that part of the package becomes a wall holder for the razor. Introductory spending is put at $3,000,000. The company declined to comment on the product. Warren, Muller, Dolobowsky, New York, handles.

Beatrice may take Brookside wines national

GUASTI, CAL.—Beatrice Foods' Brookside Vineyard Co. has started supermarket distribution of Brookside Cellar jug wines, previously limi-

(Continued on Page 8)

BEST AVAILABLE COPY

MNI Video Net

3M unit will rep cable tv

By MAURINE CHRISTOPHER

NEW YORK—MNI Video Networks has entered the cable representation business with the nucleus of what it hopes will soon be at least 500,000 metropolitan New York-New Jersey catv subscribers packaged from various systems to sell as a group to advertisers (AA, June 23).

To the previously signed Manhattan Cable, with its 110,000 homes, the 3M Co.-owned unit has added UA-Columbia for about 100,000 subscribers in northern New Jersey and Westchester County and Long Island, N.Y.

- Talks are said to be going on currently with Teleprompter, which services uptown Manhattan; Viacom, for Suffolk County, and Charles Dolan for his Cablevision systems.

(Continued on Page 73)

Dancers celebrate a successful audition with an A&W root beer in new campaign from the United Brands unit.

A&W is 'smooth & easy' this time

By NANCY GIGES

NEW YORK—A&W Beverages has scrapped the "A&W and you" campaign introduced last fall and adopted another theme, "Nothing's so smooth and easy as A&W."

The United Brands' subsidiary, marketer of the country's only national root beer and the No. 1 brand in that flavor segment, is said to have issued an ultimatum to its agency, Humphrey Browning MacDougall, Boston, after last fall's effort was viewed as an abysmal failure.

Officially, A&W director of marketing services, Paul St. Germain, said that the company wanted a more competitive campaign. He noted that the market has changed dramatically since last fall, and the company wanted its advertising to be more product-oriented.

Other sources say United Brands' management was so appalled at the earlier effort that A&W brought back its outdated "frosty mug taste" advertising until the new material is ready.

- Sources also say the last campaign failed primarily due to poor production. A&W chose to shoot the commercials in Spain for economy reasons, but the poor quality turned out not to be worth the money saved.

Earlier, there were reports that Humphrey Browning's reason for opening a New York office was to save the $10,000,000 A&W account. Mr. St. Germain said he has been very happy with the agency, and that account service was still based in Boston. It is his understanding that the agency opened an office here to obtain more business outside Boston, he said.

The new advertising aims to take advantage of a prevailing psychological climate that the most satisfying accomplishments are those that require extra effort. It positions A&W root beer as part of a deserved reward for a job well done.

One commercial shows the hard time two high school students have in meeting one another. A second shows the difficulty a teen ager and his younger brother have in flying a kite. A third could be the scene from Broadway's "A Chorus Line" as young dancers are selected to appear in a musical. In addition to tv, radio commercials carry the same music and theme.

At the agency, Doug Houston was the creative director and Mary

(Continued on Page 73)

Few Americans at Cannes fete, few awards

CANNES—The mystery of the International Ad Film Festival, officially named Screen Advertising World Assn. (SAWA), in Cannes last week was why there were 155 American entries (up from 118 last year) and only 21 Americans to cheer them on.

But as the judging turned out, perhaps it was best. Less egg on the face, as they say, because the jury, after sitting through 42 mind-bending kilometers of film in 25 hours and 20 minutes of projection time, refused to hand out the Grand Prix award owing to the "appallingly low standard of entries."

"Worst year ever," said Barry Day of McCann & Co., London, chairman of the 18-person jury. "Technical excellence is no substitute for lack of originality," snapped another judge.

But for those Americans among the throng of 2,700 delegates—482 Italians, 432 British, 129 Finnish, 87 Japanese, 16 Yugoslavs and so on—there was something to cheer about. Of only 10 Lions d'Or awards distributed, all for tv, the U.S. garnered five: Ogilvy & Mather, two for Blitz-Weinhard beer and Henry Weinhard Private Reserve; McCann-Erickson for Coca-Cola; Rick Levine Productions for BBDO client Pepsi-Cola, and The Director's Studio for Doyle Dane Bernbach's Polaroid account.

Other winners were Whitaker Advertising in New Zealand for BASF cassette tapes, Boase Massimi Pollitt Univas, London, for Hellman's mayonnaise and Collett Dickenson Pearce for Barclaycard, Colman and Partners, U.K. for Citroen cars and The Campaign Palace in Australia for Purina Cat Chow. Palme d'Or's this year went to two U.K. shops: The Garrett Group for cinema and Brooks Fulford Cramer Seresin for tv (with runner-up Rick Levine Productions of the U.S.).

Not even the weather was accommodating. While the guests were savagely beaten by the Provencal wind called *mistral*, which bowled over beach umbrellas and cut temperatures to 60 degrees, the organizers and jurors took pot shots at one another. It even became public as SAWA president Jean Mineur accused Barry Day of severity. Some jurors were more kind in attributing the poor showing to low standards forced by the economic recession, but the large number of 60-second winners with lush location sets belies this excuse.

For the first time an opinion survey outside the festival screen hall showed Japan winning hands down as everyone's choice for the most creative work in the festival. This was a new development. Otherwise, the American films were described as "disappointing," the British films as "technically great but without imagination" and the French, "entertaining but insufficiently hard sell." And as with

(Continued on Page 74)

Story by Carolyn Pfaff, AA's Paris correspondent, with contributions from Roger Collis, AA special assignment writer, Antibes.

highlights

Monday, July 7, 1980

Grey Advertising has been recruited by the Pentagon to handle the Defense Department joint service account. *See Page 4.*

Congress has set up machinery to convince the foreign tourist to visit America. *See Page 4.*

A new capital for American advertising "should" be built in Los Angeles, John F. Bergin, vice-chairman of SSC&B told the advertising club there. *See Page 6.*

Miss Universe will be seen in the U.S. on CBS-TV in July and in 50 other countries via satellite connections by Viacom Enterprises. *See Page 10.*

James Hoge, the *Chicago Sun Times'* new publisher, promises a series of "evolutionary" modifications. *See Page 12.*

Burger King Corp. speeds up U.K. expansion of its fast-food chain via a franchise deal with a British leisure company. *See Page 18.*

New York Marathon plans to be even bigger in its second run, with a 60-station tv lineup. *See Page 20.*

Mike Douglas believes he's on his way to 150 markets by next fall with his new talk show. *See Page 23.*

Taft Broadcasting creates a movie production/distribution company with hopes of entering "the big leagues." *See Page 28.*

Dancer Fitzgerald Sample is on a hot streak. *See Page 38.*

Thomas D. Murray offers some suggestions on aiding the search for ad ideas. *See Page 43.*

Hooper White reviews the Assn. of Independent Commercial Producers (AICP) form, explaining how it works and what it means. *See Page 50.*

Louis J. Haugh takes a look at restaurant promotion events and the trend emerging in that area. *See Page 52.*

TV Asahi has decided to televise the Moscow Olympic Games at any cost, though the station will face a real struggle to line up advertisers. *See Page 56.*

The chic before-dinner drink in Paris these days is not champagne and orange juice nor Perrier on the rocks, but a shot of good old Scotch whisky. *See Page 56.*

Taking industry by surprise, Indira Gandhi's new Congress government announced many tax concessions aimed at stimulating industrial production, creating employment and moving out of an economic condition described as stagflation. *See Page 58.*

According to the *Sunday Times,* "An end to the advertising spending boom is in sight in England—confirming ad industry fears that a 'disastrous slump' awaits them." *See Page 59.*

British Airways launches the latest round in the airlines' battle over the London-Hong Kong route. *See Page 63.*

Topps Chewing Gum Inc. marketers of baseball cards and Bazooka bubble gum, has lost a five-year-old antitrust suit. *See Page 74.*

Conflicting views expressed about package goods marketing techniques being applied in the cosmetics market. *See Page 76.*

Savings & loans are investing in a new promotional tool: A service that sets up lending libraries of popular novels for patrons. *See Page 78.*

Section 2

This week, the newspaper ad expenditures of selected national brands have been compiled in a tabular listing for the nation's 10 largest markets. Section 2 presents this data annually to give advertisers an easy market-by-market reference to how much the competition is spending. The figures start opposite Page 40.

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NEWSPAPER AD EXPENDITURES—APRIL, '80 61

Vol. 51, No. 29—Advertising Age (ISSN-001-8899) is published weekly, except semiweekly the third week in March, the first week in September and the third week in December at 740 Rush St., Chicago, IL 60611. Second class postage paid at Chicago and additional mailing offices.

Postal rate jumps hit Red Tag

WASHINGTON—There were jolts for second and third class mailers in decisions by the U.S. Postal Service and the House post office committee last week.

Daily and weekly news publications were hit by a Postal Service decision to make its Red Tag expedited delivery service a new, higher-cost second class mail category. Publications that qualify now get Red Tag service for no extra cost over regular second class charges.

At the same time, the Postal Service board of governors cut rates for publishers who don't use Red Tag service.

In the House, saving Saturday mail deliveries was the prime objective of the post office committee. To do it, the committee last week fashioned a package of subsidy cuts that should leave Saturday deliveries intact next year while slashing $100,000,000 from subsidies earmarked for third class nonprofit mailers.

- The Red Tag decision, if it goes into effect, means postage rates for users of the service will increase

(Continued on Page 74)

Advertising Age/Section 2
JULY 7, 1980

NEWSPAPER AD SPENDING

Brand expenditures for 1980

ADVERTISING AGE presents here a sampling of newspaper brand expenditures in 10 top markets determined by population ranking. The categories selected to give a general view of newspaper spending by major marketers include Alcoholic Beverages; Coffee; Soft Drinks; Ranges, Stoves & Dishwashers; Insurance—Life, Health & Medical; Cigarets; Transportation—Airlines, Domestic; Wearing Apparel; Gasoline & Oil Companies and Passenger Cars—New. Reporting of brand expenditures for individual markets is a concept originated by ADVERTISING AGE, which commissioned Media Records to develop the figures that appear in this special pull-out section.

BOSTON
(Herald American and Globe)

CATEGORIES AND BRANDS	INVESTMENTS 1979	INVESTMENTS 1978
ALCOHOLIC BEVERAGES		
BEERS		
Anheuser-Busch Beers	—	$ 15,985
Busch	—	111,228
Labatts	$ 2,975	43,709
Lowenbrau	36,770	—
Michelob Light	32,956	—
Molson	5,678	15,381
Munich Oktoberfest	26,358	
Schlitz	50,721	20,771
Skol	—	13,554
Tuborg Gold	25,522	—
Wurzburger	19,098	—
TOTAL	200,070	220,608
WINES		
Bisceglia Wine	12,957	—
Garofoli	21,787	—
Julius Wile	9,461	32,343
Taylor	—	15,336
Widmer	—	11,073
TOTAL	44,205	58,752
LIQUORS		
Absolut Vodka	22,058	—
Amaretto Liqueur	17,764	—
Arrow Cordials	29,717	—
B & B Liqueur	14,191	—
Beefeater Gin	9,461	17,141
Bombay Gin	—	12,801
Burke & Barry	33,877	—
California Brandy Advisory Board	13,622	6,765
Calvert Extra	—	19,403
Canadian Club	40,048	38,446
Canadian Mist	52,501	74,260
Cheers Cocktails	—	31,058
Chivas Regal Scotch	—	34,746
Club Cocktails	—	66,421
Cocktails For Two	78,152	46,593
Cointreau Liqueur	40,448	36,935
DeKuypers Liqueurs	—	15,361
Dewar's White Label Scotch	35,802	37,446
E & J Brandy	17,758	—
Gilbey's Gin	14,714	—
Gordon's Gin	—	15,553
Hennessy Cognac	22,786	12,801
Imperial	33,058	22,280
Inver House Scotch	18,394	24,458
Irish Velvet Liqueur	11,353	—
J & B Scotch	20,657	16,353
Jim Beam	21,271	18,476
Johnnie Walker Red Label Scotch	—	10,676
Julius Wile	17,029	—
King William IV Scotch	34,226	27,984
Leroux Liqueur	—	56,661
Lord Calvert	—	12,082
Malcolm Hereford Cows	—	20,092
Mr. Boston Brandy	32,147	5,682
Mr. Boston Liqueurs	24,481	17,172
Pernod	118	14,889
Regnier Cordials	33,112	53,936
Regnier Liqueur	40,891	—
Ronrico Rum	136,731	—
S. S. Pierce Multi. Prods.	14,960	—
Schenley OFC	44,504	32,174
Seagrams 7 Crown	120,870	19,202
Silverado Vodka	11,293	—
Smirnoff Vodka	15,616	45,899
Southern Comfort	86,763	41,421
Stock Amaretto Liqueur	5,676	12,893
Stock Brandy	67,496	20,288
Stolichnaya Vodka	21,097	19,202
Teacher's Scotch	—	14,267
Vaklova Liqueur	—	11,521
Wild Turkey	28,382	15,819
TOTAL	1,253,135	988,001
BEVERAGES		
COFFEE		
Brim Freeze Dried Decaffeinated & Ground Decaffeinated	23,314	2,978
Chock Full O Nuts Ground	2,764	35,807
Folgers Ground	25,360	24,694
General Foods International Instant Coffees	22,036	5,914
Martinson Ground	7,937	18,407
Maxim Freeze Dried Coffee	26,057	9,453
Maxwell House Ground	4,020	18,848
Maxwell House Ground & Instant	39,440	6,035
Maxwell House Instant	15,266	21,083
Mellow Roast Ground & Instant	6,160	11,334
Nescafe Decaffeinated Instant & Instant Coffee	24,796	7,545
Nescafe Instant Decaffeinated	12,154	—
Sanka Coffees	17,374	4,960
Savarin Coffees	—	11,480
Savarin Ground & Instant	2,077	45,192
Sunrise Instant	11,780	20,293
Taster's Choice Decaffeinated & Freeze Dried Coffee	14,336	3,576
Taster's Choice Freeze Dried Coffee	—	11,270
TOTAL	254,871	258,757
SOFT DRINKS—CARBONATED—DIET		
Diet Pepsi	13,306	—
TOTAL	13,306	0
SOFT DRINKS-CARBONATED—NON-DIET		
Canada Dry	41,990	—
Coca-Cola	21,168	465
Coca-Cola Beverages	7,614	28,614
7Up	64,907	—
TOTAL	135,679	29,079
HOUSEHOLD EQUIPMENT AND APPLIANCES		
RANGES, STOVES & DISHWASHERS		
Amana Radarange	48,171	10,544
Caloric Range	—	51,915
GE Dishwasher	14,786	26,876
GE Microwave Oven	24,334	—
GE Range	—	45,624
Kitchen Aid Dishwasher	[illegible]	15,737
Litton Microwave Oven	—	16,845
Quasar Microwave Oven	—	17,952
TOTAL	121,090	187,493
INSURANCE		
LIFE, HEALTH & MEDICAL		
Banker's Multiple Line Insurance Co.	—	14,005
Bay State Health Care	18,322	—
Blue Cross of Mass. Inc. & Blue Shield of Mass.	21,382	7,088
Catholic Assn. of Foresters Insurance	13,352	13,193
Colonial Penn Life Insurance Co.	43,261	22,015
John Hancock Mutual Life Insurance Co.	23,660	12,694
Liberty Mutual Insurance Co.	11,545	12,758
Life Insurance Assn. of Mass.	94,763	56,542
Life of America Insurance Corp. of Boston	54,427	41,702
Mutual of Omaha Insurance Co.	10,013	8,976
National Home Life Assurance Co.	33,735	48,252
New York Life Insurance Co.	29,292	25,296
Physicians Mutual Insurance Co.	3,684	11,981
TOTAL	357,436	274,512
TOBACCO		
CIGARETS		
Arctic Lights Menthol	63,532	—
Arctic Lights Menthol & 100s Menthol	98,276	—
Arctic Light 100s Menthol	10,618	—
Belair King Menthol & 100s Menthol	29,020	49,368
Benson & Hedges Light 100s & Light 100s Menthol	71,817	104,216
Benson & Hedges Multi. Cigarets	—	18,717
Benson & Hedges 100s & 100s Menthol	30,779	9,741
Camel Lights	41,285	329,440
Camel Lights & Light 100s	184,671	—
Carlton	454,153	166,160
Carlton & Menthol	—	86,232
Carlton & 100s	40,083	—
Carlton Menthol	—	10,233
Carlton 100s	—	28,032
Carlton 100s & 100s Menthol	14,918	9,092
Decade & Menthol		198,736
Doral II & Menthol	245,704	—
Fact King & King Menthol	—	32,564
Kent Golden Lights	90,153	91,246
Kent Golden Lights & Golden Lights Menthol	156,697	116,879
Kent Golden Lights Multi. Cigarets	20,519	58,327
Kent Golden Light 100s & Golden Light 100s Menthol	131,287	73,079
Kent III	212,007	—
Kent III & 100s	15,613	—
Kent III 100s	117,074	—
Kent King	—	50,608
Kent King & 100s	36,038	116,559
Kent 100s	—	15,856
Kool King Menthol & 100s Menthol	—	65,510
Kool Milds Menthol & Mild 100s Menthol	10,200	—
Kool Multi. Cigarets	33,318	8,976
Kool Super Lights King Menthol & Super Light 100s Menthol	8,010	78,974
Kool Super Light 100s Menthol	23,030	18,717
L&M Lights & Light 100s	30,242	129,610

PETER DAWSON SCOTCH
A MOST AFFORDABLE LEGEND
DAWSON

Peter Dawson Scotch. Like the Loch Ness monster, it's a Scottish legend that's revered, but often misunderstood.

And so, many have gotten the impression Peter Dawson is prohibitively priced. But we never equated outstanding quality with outlandish price.

So, don't be misled by legend.

Enjoy Peter Dawson for what it really is: the finest and most affordable Scotch Whisky you can buy. Still 86 Proof.

Schenley Distillers Co.: Shaller Rubin Associates, New York.

Boston (cont.)

	INVESTMENTS	
CATEGORIES AND BRANDS	1979	1978
L&M Light 100s	75,537	149,027
Lark Lights & Light 100s	106,161	210,539
Marlboro Lights & Light 100s	296,104	194,478
Marlboro Light 100s	—	103,649
Marlboro Multi. Cigarets	92,366	148,614
Merit	72,206	110,851
Merit & Menthol	516,009	335,847
Merit & 100s	10,260	—
Merit Menthol	52,905	53,196
Merit 100s	—	34,053
Merit 100s & 100s Menthol	62,274	15,336
More 120s & 120s Menthol	122,517	112,302
Newport King Menthol	85,606	30,557
Newport Lights King Menthol	29,427	54,513
Newport Multi. Cigarets	14,714	18,034
Now	—	92,577
Old Gold Lights	130,116	48,345
Pall Mall Extra Light	—	19,886
Pall Mall Extra Mild	—	12,050
Pall Mall Light 100s	18,772	18,569
Parliament	—	229,784
Parliament Lights	86,757	—
Parliament Lights & Light 100s	81,386	—
Parliament Light 100s	13,198	—
Raleigh Lights	—	40,392
Real & Menthol	—	121,661
Salem Lights Menthol & Lights 100 Menthol	249,518	163,583
Salem Menthol	66,810	27,693
Salem Menthol & 100s Menthol	—	98,456
Salem 100s Menthol	50,541	—
Tareyton Lights	1,245	33,538
Tareyton Lights & Light 100s	72,302	119,276
Tareyton Light 100s	575	26,759
Triumph & Menthol	396,835	—
True	132,131	47,712
True & Menthol	44,667	97,014
True 100s & 100s Menthol	53,298	—
Vantage	64,184	—
Vantage & Menthol	117,861	—
Vantage & 100s	4,939	319,589
Vantage Multi. Cigarets	—	144,654
Vantage Ultra Lights & Ultra Light 100s	539,485	—
Viceroy King	—	18,717
Viceroy Rich Lights	33,193	45,098
Viceroy Rich Lights & Rich Light 100s	328,586	81,644
Viceroy Rich Light 100s	12,168	—
Virginia Slims Lights & Lights Menthol	170,450	—
Winston	112,637	1,860
Winston King	70,478	—
Winston King & 100s	10,506	93,585
Winston Lights King	117,309	—
Winston Lights King & Light 100s	48,977	96,161
Winston Light 100s	121,763	—
Winston 100s	25,033	—
TOTAL	6,903,393	5,433,894
TRANSPORTATION		
AIRLINES, DOMESTIC		
Allegheny	51,958	70,288
American	270,642	286,387
Braniff International	197,243	—
Delta	356,581	293,425
Eastern	316,867	404,404
North Central	—	62,884
Northwest Orient	116,735	18,533
Piedmont	78,077	55,208
Republic	16,538	—
TWA	354,018	343,935
United	117,968	226,574
USAir	16,731	—
TOTAL	1,893,358	1,761,638
WEARING APPAREL		
American Wool Council	10,506	8,806
Bali Bra	13,027	10,640
Damart Underwear	10,013	8,394
Featherspring	13,090	15,109
Haband Co.	97,507	68,038
Hush Puppies	16,203	13,981
Jockey Underwear	11,766	9,359
Lana Lobell	25,033	31,416
Lane Bryant (National)	10,955	17,558
L'eggs Pantyhose	7,415	14,974
Maidenform Bra	18,921	32,003
Maidenform Bra & Panties	—	19,202
Maverick Sportswear	30,039	17,952
Playtex Bra	—	22,381
Scholl Shoes	13,245	9,385
Sofwear	15,593	15,126
Timberland Boots	15,781	11,390
Wool Bureau	17,917	32,062
Young Smoothie Do-A-Tard	14,504	—
TOTAL	341,515	357,776
GASOLINE & OIL COMPANIES		
Atlantic Richfield Co.	24,742	14,020
Continental Oil Co.	11,772	—
Exxon	129,269	90,614
Getty Oil Co.	66,636	—
Gulf Oil Corp.	61,077	2,892
Mobil Oil Corp.	293,463	243,684
Shell Oil Co.	11,410	4,037
Sun Oil Co.	6,097	11,334
Texaco	56,226	19,566
TOTAL	660,692	386,147
PASSENGER CARS (NEW)		
FACTORY		
Alfa Romeo	23,040	2,941
American Concord	29,876	20,927
American Eagle	14,388	—
American Motors Corp. Multi. Cars	23,665	20,058
American Spirit	44,648	7,460
Audi	4,647	16,876
BMW	100,236	67,986
Buick Multi. Cars	20,051	16,006
Buick LeSabre	38,237	—
Cadillac Multi. Cars	66,649	17,072
Cadillac Seville	12,972	—
Chevrolet Caprice	10,260	—
Chevrolet Citation	22,090	—
Chevrolet Multi. Cars	110,558	41,918
Chevrolet Malibu	—	38,217
Chevrolet Monza	—	28,076
Chrysler Corp. Multi. Cars	217,647	—
Chrysler Plymouth Multi. Cars	129,541	137,795
Datsun	173,397	96,088
Dodge Multi. Cars	17,317	159,483
Fiat	67,077	26,267
Ford Multi. Cars	51,216	—
Ford Fairmont	19,069	—
Ford Motor Co. (Service)	12,957	—
Ford Pinto	—	139,043
General Motors Corp. Multi. Cars	190,482	81,573
General Motors Corp. (Service)	11,054	—
Honda	10,454	9,633
Lancia	13,202	56,556
Mercedes-Benz	29,017	40,155
Oldsmobile Cutlass	20,567	3,052
Oldsmobile Delta	56,723	—
Oldsmobile Multi. Cars	30,772	9,408
Oldsmobile Omega	13,818	—
Peugeot	151,808	78,266
Plymouth Volare	—	44,604
Pontiac Multi. Cars	21,714	31,019
Renault	132,898	106,343
Saab	240,031	95,323
Toyota	132,871	114,656
Volkswagen	18,260	46,342
Volvo	66,409	102,410
TOTAL	2,358,610	1,655,653

The top 10 markets

This special section lists a sampling of newspaper figures by brands for the following 10 top markets:

Boston
Chicago
Detroit
Houston
Long Island
Los Angeles
New York
Philadelphia
San Francisco-Oakland
Washington

CHICAGO
(Tribune and Sun-Times)

	INVESTMENTS	
CATEGORIES AND BRANDS	1979	1978
ALCOHOLIC BEVERAGES		
BEERS		
Anheuser-Busch Beers	$ 1,428	$ 18,841
Budweiser	29,999	13,543
Grolsch	12,567	34,369
Hamms	—	22,416
Heilemans	—	16,509
Kirin	12,906	—
Labatts	18,879	—
Lowenbrau	63,675	—
Michelob Light	—	19,970
Molson	23,571	—
Molson Ale	78,873	—
Old Milwaukee	12,443	—
Olympia	54,762	75,828
Rheingold	—	39,133
Schlitz	56,241	109,881
Schlitz Light	41,132	—
Skol	—	16,405
TOTAL	404,476	386,995
WINES		
Akadama	—	31,386
Borali	26,667	—
Carmel Wine Co.	15,798	15,381
Christian Brothers	—	11,636
Colony	10,290	—
Gallo	11,611	5,549
Gold Seal Wine	16,795	502
Julius Wile	35,869	44,277
Mona Lisa Wines	—	11,824
Piper Champagne	20,986	—
Simi	11,628	—
Verdicchio	20,900	—
TOTAL	176,896	121,514
LIQUORS		
Arrow Cordials	49,344	—
B & B Liqueur	42,961	—
Bacardi Rum	30,857	—
Beam's Sour Mash	—	42,652
Beefeater Gin	75,368	82,858
Cafe Benedictine Liqueur	—	13,291
Calvert Extra	81,277	38,998
Canadian Club	82,683	53,363
Canadian Mist	80,140	89,242
Castillo Rum	—	27,689
Cheers Cocktails	—	43,056
Chivas Regal Scotch	—	49,851
Christian Brothers Brandy	3,078	56,058
Clan MacGregor Scotch	33,012	33,711
Club Cocktails	—	12,211
Cocktails For Two	137,711	67,497
Coceribe Liqueur	13,933	16,576
Cointreau Liqueur	34,833	—
Cutty 12 Scotch	24,225	—
Dewar's White Label Scotch	34,633	19,359
Dimitri Vodka	17,518	14,249
Don Q Rum	57,241	—
E & J Brandy	60,377	44,628
Eagle Rare Bourbon	16,622	—
Early Times	—	48,413
Finlandia Vodka	73,153	—
Gordon's Gin	—	15,289
Gordon's Vodka	6,967	17,983
Grand MacNish Scotch	31,380	84,525
Grant's Scotch	58,349	27,457
Greensleeves Liqueur	39,477	—
Hennessy Cognac	34,633	28,796
Heublein Cocktails	48,637	—
Inver House Scotch	11,915	31,916
J & B Scotch	44,599	44,209
Jameson	—	13,157
Jim Beam	14,315	44,145
Johnnie Walker Black Label Scotch	38,709	52,275
Johnnie Walker Red Label Scotch	—	17,425
Kobrand Multi. Prods	—	42,520
Laredo Liqueur	15,931	—
Lauders Scotch	18,618	17,641
Leroux Liqueur	18,879	—
Malcolm Hereford Cows	—	41,658
Mandarine Napoleon Liqueur	—	12,497
Martell Cognac	13,452	10,799
Midori Liqueur	62,414	9,042
Mr. Boston Cocktails	—	22,151
Old Fitzgerald	37,535	66,510
Old Forester	46,546	41,323
Old Grand Dad	54,336	41,667
Peter Dawson Scotch	63,614	—
Regnier Liqueur	—	16,613
Ronrico Rum	232,254	—
Seagram's Crown Royal	274,797	287,742
Seagram's 7 Crown	146,314	—
Smirnoff Vodka	52,285	181,511
Southern Comfort	69,666	91,580
Stolichnaya Vodka	5,099	15,677
Tanqueray Gin	11,611	28,796
Teacher's Scotch	—	24,936
Ten High	—	33,491
Tsing Tao Vodka	12,282	—
Tullamore Dew	—	19,054
Usher's Scotch	—	11,950
Vaklova Liqueur	8,900	27,555
Walker's De Luxe	54,701	105,226
Wild Turkey	92,277	135,341
Windsor Supreme	24,358	33,271
TOTAL	2,594,620	2,370,020
BEVERAGES		
COFFEE		
Brim Freeze Dried Decaffeinated & Ground Decaffeinated	39,325	15,436
Chock Full O Nuts Ground	—	28,346
Folger's Ground	63,620	24,116
Folger's Instant	17,301	—
General Foods International Instant Coffees	36,247	10,527
Hills Bros. Coffees	—	11,641
Maxim Freeze Dried Coffee	53,269	22,084
Maxwell House Ground & Instant	14,530	9,877
Maxwell House Instant	19,961	29,390
Mellow Roast Ground & Instant	35,944	18,273
Nescafe Decaffeinated Instant & Instant Coffee	25,321	10,576
Nescafe Instant Decaffeinated	25,140	—
Sanka Coffees	14,178	4,064
Stewart Pouch Pack Coffee	14,330	40,280
Taster's Choice Decaffeinated & Freeze Dried Coffee	48,031	39,408
TOTAL	407,197	264,617
SOFT DRINKS-CARBONATED-DIET		
Fresca & Tab	18,209	—
TOTAL	18,209	—
SOFT DRINKS-CARBONATED		
A & W Root Beer	11,419	—
Bubble-Up	—	155,693
Canada Dry	13,239	—
Coca-Cola	150,696	126,632
Dads Root Beer	5,530	25,636
Dr Pepper	10,280	22,707
Mountain Dew	655	20,269
Pepsi-Cola	31,865	—
Sprite	38,700	53,956
7UP	152,382	27,354
TOTAL	414,966	431,687
HOUSEHOLD EQUIPMENT & APPLIANCES		
RANGES, STOVES & DISHWASHERS		
Amana Radarange	—	23,047
Caloric Range	13,023	19,205
GE Range	—	12,542
Hardwick Range	—	15,748
Jenn Air Oven & Range	13,305	—
Jenn Air Range	86,622	122,890
Kitchen Aid Dishwasher	82,378	44,146
Litton Microwave Oven	—	22,485
Magic Chef Range	11,400	47,414
Modern Maid Oven	13,889	—
Quasar Microwave Oven	4,358	24,693
Whirlpool Dishwasher	18,273	—
Whirlpool Microwave Oven	57,103	—
TOTAL	300,151	332,170
INSURANCE		
LIFE, HEALTH & MEDICAL		
Aetna Life & Casualty Co.	37,920	12,273
American Council of Life Insurance	—	14,173
American Life & Accident Insurance Co.	13,219	15,020
Bankers Life & Casualty Co.	18,608	18,902
Blue Cross & Blue Shield	46,275	91,858
Colonial Penn Life Insurance Co.	19,373	31,246
Crown Life Insurance Co. of Illinois	12,365	75,740
Gerber Life Insurance Co.	129,322	125,671
HMO Illinois	28,217	—
Hospital Service Corp. & Illinois Medical Service	—	48,757
Insurance Co. of North America	194,854	—
Kemper Insurance Co.	3,318	21,889
Massachusetts Mutual Life Ins. Co.	18,863	34,646
Metropolitan Life Insurance Co.	2,962	36,812
Mutual of Omaha Ins. Co.	10,659	10,408
National Home Life Assurance Co.	27,013	45,121
National Independence Insurance Co.	537	17,400
Nationwide Insurance Co.	124,651	43,000
New York Life Insurance Co.	37,914	42,448
Old American Insurance Co.	10,317	3,168
Physicians Mutual Insurance Co.	28,025	58,890
Travelers Insurance Co.	13,471	1,707
Union Fidelity Life Insurance Co.	27,418	69,675
TOTAL	805,301	810,802
TOBACCO		
CIGARETS		
Arctic Lights Menthol	173,038	—
Arctic Lights Menthol & 100s Menthol	131,427	—
Arctic Light 100s Menthol	32,396	—
Belair King Menthol & 100s Menthol	21,318	54,324
Benson & Hedges Light 100s & Light 100s Menthol	391,660	621,778
Benson & Hedges Multi. Cigarets	—	32,038
Benson & Hedges 100s & 100s Menthol	45,492	62,680
Benson & Hedges 100s Menthol & Light 100s Menthol	106,122	124,799
Camel Lights	62,433	489,920
Camel Lights & Light 100s	333,481	—
Carlton	838,997	422,778
Carlton & 100s	88,575	—
Carlton 100s	—	49,730
Carlton 100s & 100s Menthol	16,869	15,062
Decade	—	14,173
Decade & Menthol	—	337,629
Doral II & Menthol	412,833	—
Fact King	—	25,984
Fact King & King Menthol	—	52,981
Kent Golden Lights	104,308	190,678
Kent Golden Lights & Golden Lights Menthol	346,895	196,274
Kent Golden Lights Menthol & Golden Light 100s Menthol	—	39,325
Kent Golden Lights Multi. Cigarets	44,540	132,248
Kent Golden Light 100s	96,870	—
Kent Golden Light 100s & Golden Light 100s Menthol	77,861	142,827
Kent III	460,090	—
Kent III & 100s	40,163	—
Kent III 100s	233,073	—
Kent King	—	109,397
Kent King & 100s	140,260	211,808
Kent 100s	—	37,782
Kool King Menthol & 100s Menthol	—	112,098
Kool Milds Menthol & Mild 100s Menthol	37,921	—
Kool Mild 100s Menthol	123,526	—
Kool Multi. Cigarets	29,434	20,729
Kool Super Lights King Menthol & Super Light 100s Menthol	40,389	126,914
Kool Super Lights Menthol	118,163	—
Kool Super Lights Multi. Cigarets	—	11,076
Kool Super Light 100s Menthol	83,387	36,967
L&M Lights & Light 100s	38,226	282,483
L&M Light 100s	238,464	339,245
Marlboro	14,680	93,566
Marlboro Lights & Light 100s	651,177	458,382
Marlboro Lights 100s	—	238,687
Marlboro Multi. Cigarets	200,937	223,151
Merit	124,307	232,423
Merit & Menthol	1,031,522	742,998
Merit Menthol	194,477	81,947
Merit Menthol & 100s Menthol	182,078	19,112
Merit 100s	11,400	79,046
Merit 100s & 100s Menthol	66,267	28,346
More 120s & 120s Menthol	287,989	203,244
Newport King Menthol	14,848	44,980
Newport Lights King Menthol	38,700	98,655
Newport Multi. Cigarets	—	27,880
Now	205,370	—
Pall Mall Extra Light	—	36,034
Pall Mall Extra Mild	—	19,738
Pall Mall Light 100s	43,261	28,848
Parliament	—	426,665
Parliament King & 100s	—	25,841
Parliament Lights	204,198	—
Parliament Lights & Light 100s	138,653	—
Parliament Light 100s	19,356	—
Raleigh Lights	—	44,447
Real & Menthol	—	214,319
Salem Lights Menthol & Light 100s Menthol	668,330	576,545
Salem Menthol	153,417	84,056
Salem Menthol & 100s Menthol	—	194,990
Salem 100s Menthol	107,925	—
Tareyton Lights	—	147,429
Tareyton Lights & Light 100s	47,022	119,959
Tareyton Light 100s	—	26,939
Triumph & Menthol	652,987	—
True	129,634	16,014
True & Menthol	110,313	137,683
True 100s	34,142	—
True 100s & 100s Menthol	57,233	—
Vantage & Menthol	197,005	—
Vantage & 100s	123,403	469,377
Vantage Multi Cigarets	—	248,196
Vantage Ultra Lights & Ultra Light 100s	274,861	—
Viceroy Rich Lights	29,028	53,088
Viceroy Rich Lights & Rich Light 100s	407,275	127,845
Virginia Slims Lights & Lights Menthol	414,198	—
Winston King	153,033	—
Winston King & 100s	45,444	160,148
Winston Lights King	211,030	—
Winston Lights King		

Chicago (Cont.)

CATEGORIES & BRANDS	INVESTMENTS 1979	1978
& Light 100s	63,386	189,771
Winston Light 100s	174,233	—
Winston 100s	158,746	—
TOTAL	12,551,281	10,193,128
TRANSPORTATION		
AIRLINES, DOMESTIC		
Allegheny	66,581	130,655
American	1,177,984	964,410
Braniff International	351,011	531,352
Continental	469,370	768,205
Delta	1,340,322	1,089,674
Eastern	487,464	627,828
Midway	42,125	—
North Central	110,563	94,976
Northwest Orient	316,154	569,583
Ozark	40,708	38,407
Piedmont	97,128	194,959
Republic	208,272	—
Southern	—	31,915
TWA	722,451	694,865
United	1,557,292	1,679,963
TOTAL	6,987,417	7,416,792
WEARING APPAREL		
AJD Cap Co.	16,941	—
American Fur Industry	—	19,159
American Wool Council	23,222	22,151
Arrow Shirts	14,004	—
Bali Bra	24,225	47,292
Blackglama Furs	—	18,496
Calvin Klein Jeans	—	17,756
Career Guild	11,014	—
Cobbies Shoes	66,861	87,859
Damart Underwear	15,248	1,849
Feather Spring	7,973	25,597
Freeman Shoes	18,704	—
Gloria Vanderbilt Jeans	10,137	—
Haband Co.	84,131	66,849
Hush Puppies	68,920	45,229
Jockey Underwear	19,334	16,014
Jordan David Shoes	10,232	—
Jumping Jacks Shoes	20,207	—
Lana Lobell	21,318	32,100
Lane Bryant (National)	3,987	13,138
L'eggs Knee Highs	—	11,076
L'eggs Pantyhose	13,261	30,561
Maidenform Bra	—	22,151
Maidenform Bra & Panties	58,865	49,382
Munsingwear Pajamas	—	13,291
Munsingwear Prods.	19,380	6,645
Penquin Shirt	16,124	—
Playtex Bra	—	32,095
Playtex Bra & Girdle	11,079	12,946
Playtex Girdle	6,838	16,944
Playtex Pantyhose	—	18,124
Red Cross Shoes	58,784	26,929
Scholl Shoes	—	19,427
Socialites Shoes	10,136	18,776
Solwear	15,946	20,349
Timberland Boots	41,801	20,600
United States Shoes	15,487	—
Van Raalte Hosiery	—	14,773
Wolverine Boots & Shoes	28,025	—
Wool Bureau	19,380	55,488
Young Smoothie Do A Tard	15,411	—
Young Smoothie Girdle	—	16,646
TOTAL	766,165	818,892
GASOLINE & OIL COMPANIES		
Amoco Oil Co.	30,857	46,226
Atlantic Richfield Co.	71,503	27,999
Clark Gasoline	53,319	—
Continental Oil Co.	30,755	—
Exxon	176,933	86,772
Gulf Oil Corp.	61,602	11,911
Mobil Oil Corp.	396,452	489,510
Shell Oil Co.	24,519	399
Standard Oil Co. of Indiana	84,663	5,105
Texaco	102,095	57,508
TOTAL	1,032,698	725,430
PASSENGER CARS (NEW)		
FACTORY		
Alfa Romeo	17,458	14,874
American Concord	64,086	53,940
American Eagle	14,460	—
American Motors Corp. Multi. Cars	12,867	—
American Pacer	—	13,335
American Spirit	57,785	31,702
Audi	—	16,590
BMW	5,696	159,179
British Leyland Multi. Cars	11,232	14,904
Buick Century & Buick Regal	—	16,946
Buick Division Multi. Cars	71,070	23,276
Buick Lesabre	150,279	—
Buick Riviera	—	24,139
Cadillac Division Multi. Cars	82,491	24,589
Chevrolet Caprice	34,375	27,090
Chevrolet Chevette	10,540	14,173
Chevrolet Citation	67,933	—
Chevrolet Multi. Cars	146,025	71,128
Chevrolet Malibu	10,459	52,710
Chevrolet Monte Carlo	10,637	—
Chevrolet Monza	—	16,014
Chrysler Corp. Multi. Cars	310,561	3,089
Chrysler New Yorker	19,548	—
Chrysler Plymouth Mult'. Cars	133,108	95,985
Datsun	258,456	82,746
Dodge Multi. Cars	—	64,793
Dodge Omni	22,284	—
Fiat	125,407	67,942
Fiesta	—	33,568
Ford Multi. Cars	388,986	124,569
Ford Fairmont	27,875	21,589
Ford LTD	7,440	27,022
Ford Motor Co. (Service)	12,000	—
Ford Mustang	20,608	—
Ford Pinto	—	217,494
Ford Thunderbird	45,132	21,619
Foreign Multi. Cars	—	12,200
General Motors Corp. Multi. Cars	267,631	65,198
General Motors Corp. (Service)	56,152	—
Honda	15,673	12,747
Jaguar	7,977	47,122
Lancia	6,984	44,426
Mercedes-Benz	57,705	78,620
Oldsmobile Cutlass	44,623	25,611
Oldsmobile Delta	105,538	—
Oldsmobile Multi. Cars	85,691	16,940
Oldsmobile Omega	10,457	—
Peugeot	52,123	162,090
Plymouth Horizon	—	58,886
Plymouth Volare	—	25,984
Pontiac Multi. Cars	51,810	89,678
Renault	178,104	184,105
Saab	350,167	227,925
Toyota	215,570	193,284
Triumph	—	23,348
Volvo	143,241	328,344
TOTAL	3,790,306	2,911,583

DETROIT
(Free Press And News)

CATEGORIES AND BRANDS	INVESTMENTS 1979	1978
ALCOHOLIC BEVERAGES		
BEERS		
Anheuser-Busch Beers	$ —	$ 89,782
Becks	—	49,511
Black Label	—	85,749
Blatz	7,327	28,274
Budweiser	91,391	109,296
Busch	69,470	—
Busch Bavarian	—	121,071
Labatts	—	19,788
Molson	10,588	16,463
Molson Ale	15,943	8,231
Natural Light	42,405	31,409
Schlitz	20,896	13,621
Stroh	5,560	19,009
Stroh Light	13,824	—
TOTAL	277,404	592,204
WINES		
Mateus	18,186	12,975
TOTAL	18,186	12,975
LIQUORS		
Arrow Cordials	111,062	8,602
Arrow Peppermint Schnapps	—	17,242
Bacardi Rum	33,597	—
Ballantine's Scotch	—	10,778
Beefeater Gin	51,366	25,724
Black Velvet	22,015	36,642
Calvert Extra	88,230	15,770
Calvert Gin	—	32,980
Canada House	41,215	90,891
Canadian Club	61,245	46,256
Canadian Mist	101,404	89,920
Canadian Rich & Rare	67,525	20,780
Club Cocktails	—	36,051
Cocktails For Two	6,410	26,107
Cutty Sark Scotch	86,824	8,535
Dewar's White Label Scotch	40,235	27,960
G & W Seven Star	13,617	42,457
Gilbey's Gin	14,739	—
Gordon's Gin	—	16,226
Gordon's Vodka	—	10,742
Grand Macnish Scotch	111,070	162,035
Hennessy Cognac	19,508	21,437
Hiram Walker Multi Prods.	—	28,120
Imperial	73,625	54,222
J & B Scotch	20,342	48,166
Jim Beam	58,292	48,987
John Begg Scotch	12,925	—
Kamora Liqueur	17,933	—
Kentucky Silk	89,159	—
Kessler	185,283	26,867
MacNaughton	57,813	38,181
Malcolm Hereford Cows	—	22,265
Mohawk Peppermint Schnapps	18,032	—
Old Grand Dad	20,639	7,460
Royal Canadian	64,073	80,238
Schenley Multi Prods.	49,423	27,704
Schenley OFC	43,020	36,466
Schenley Reserve	—	23,408
Seagrams 7 Crown	104,111	24,735
Smirnoff Vodka	—	26,833
Southern Comfort	44,217	77,817
Tanqueray Gin	—	16,463
Teachers Scotch	28,460	4,651
Ten High	13,765	19,666
Wild Turkey	23,690	24,735
William Penn	—	25,782
Windsor Supreme	5,910	22,031
TOTAL	1,800,574	1,431,932
BEVERAGES		
COFFEE		
Brim Freeze Dried Decaffeinated & Ground Decaffeinated	34,078	9,468
Folger's Ground	33,248	18,346
Folger's Instant	15,821	—
General Foods International Instant Coffees	24,950	9,195
Maxim Freeze Dried Coffee	42,039	21,744
Maxwell House Ground	79,709	88,853
Maxwell House Ground & Instant	24,261	10,166
Maxwell House Instant	29,140	24,105
Mellow Roast Ground & Instant	13,915	13,593
Mellow Roast Instant	12,352	3,119
Nescafe Decaffeinated Instant & Instant Coffee	6,896	10,607
Nescafe Instant Decaffeinated	24,898	—
Sanka Coffees	21,075	6,178
Sanka Freeze Dried Decaffeinated	11,122	—
Savarin Ground & Instant	22,804	—
Sunrise Instant	15,222	28,880
Tasters Choice Decaffeinated & Freeze Dried Coffee	36,921	10,977
TOTAL	448,451	255,240
SOFT DRINKS—CARBONATED—DIET		
Diet Pepsi	18,166	—
Towne Club	177,853	135,201
TOTAL	196,019	135,201
SOFT DRINKS—CARBONATED—NONDIET		
A & W Root Beer	20,812	—
Coca-Cola	5,482	66,539
Coca-Cola & Tab	—	19,631
Dad's Root Beer	—	16,913
Dad's Root Beer & Diet Root Beer	—	10,869
Faygo	—	30,493
Pepsi Cola	—	57,030
Pepsi Cola Beverages	12,720	3,767
7UP	110,813	10,040
TOTAL	149,827	215,282
INSURANCE		
LIFE, HEALTH & MEDICAL		
Aetna Life & Casualty Co.	26,132	2,656
Bankers Life & Casualty Co.	12,837	10,775
Blue Cross of Michigan & Blue Shield of Michigan	156,687	22,198
Colonial Penn Life Insurance	30,473	10,736
Gerber Life Insurance Co.	4,106	50,349
Health Alliance Plan	40,802	—
Life of America Insurance Corp. of Boston	24,737	—
Michigan HMO Plan	30,726	6,490
Mutual of Omaha Insurance	11,350	13,168
National Home life Assurance Co.	45,276	43,233
New York Life Insurance Co.	61,319	58,893
Physicans Mutual Insurance	62,447	35,820
Prudential Insurance Co.	17,318	14,881
Sun Life Assurance Co. of Canada	11,517	15,234
Union Fidelity Life Insurance	32,446	17,898
Wausau Insurance Co.	12,947	—
TOTAL	581,120	302,331
HOUSEHOLD EQUIPMENT AND APPLIANCES		
RANGES, STOVES & DISHWASHERS		
Amana Radarange	22,419	13,576
GE Dishwasher	17,542	4,513
GE Microwave Oven	18,609	4,020
GE Range	—	14,025
Hardwick Range	19,414	4,871
Kitchen Aid Dishwasher	41,545	45,142
Litton Microwave Oven	—	15,994
Magic Chef Range	12,323	10,738
Quasar Microwave Oven	9,253	17,163
TOTAL	141,105	130,042
TOBACCO		
CIGARETS		
Arctic Lights Menthol	126,822	—
Arctic Lights Menthol & 100s Menthol	115,501	—
Arctic Lights 100s Menthol	23,730	—
Belair King Menthol & 100s Menthol	21,030	138,363
Benson & Hedges Lights 100s & Lights 100s Menthol	91,316	263,948
Benson & Hedges Multi. Cigarets	—	10,166
Benson & Hedges 100s & 100s Menthol	57,620	37,956
Benson & Hedges 100s Menthol & Lights 100s Menthol	48,054	80,065
Camel Lights	49,938	230,146
Camel Lights & Lights 100s	282,392	—
Camel Lights 100s	10,965	—
Carlton	596,053	322,472
Carlton & 100s	47,119	—
Carlton Lights 100s	—	14,591
Carlton 100s	—	24,504
Carlton 100s & 100s Menthol	13,647	8,425
Decade	230	54,325
Decade & Menthol	—	87,130
Doral II & Menthol	419,230	—
Fact King & King Menthol	—	30,332
Kent Golden Lights	79,655	147,484
Kent Golden Lights & Golden Lights Menthol	258,100	159,990
Kent Golden Lights Menthol & Golden Lights 100s Menthol	136,851	42,539
Kent Golden Lights Multi. Cigarets	62,705	37,721
Kent Golden Lights 100s	68,194	—
Kent Golden Lights 100s & Golden Lights 100s Menthol	47,274	91,789
Kent III	285,531	—
Kent III 100s	153,285	—
Kent King	2,198	65,893
Kent King & 100s	38,933	163,038
Kent Multi. Cigarets	—	15,987
Kent 100s	—	12,473
Kool King Menthol & 100s Menthol	9,198	80,359
Kool Milds Menthol & Milds 100s Menthol	14,305	—
Kool Milds 100s Menthol	111,714	—
Kool Multi. Cigarets	—	22,729
Kool Super Lights King Menthol & Super Lights 100s Menthol	27,544	121,873
Kool Super Lights Menthol	182,894	—
Kool Super Lights 100s Menthol	76,439	18,802
L&M Lights & Lights 100s	19,607	131,929
L&M Lights 100s	200,573	148,293
Marlboro Lights & Lights 100s	284,671	150,622
Marlboro Lights 100s	—	92,699
Marlboro Multi. Cigarets	109,513	171,138
Max 120s & 120s Menthol	—	13,719
Merit	86,111	164,377
Merit & Menthol	615,330	363,965
Merit Menthol	90,727	86,266
Merit Menthol & 100s Menthol	86,384	60,253
Merit 100s	—	46,350
Merit 100s & 100s Menthol	66,058	19,694
More 120s & 120s Menthol	172,610	168,181
Newport King Menthol	9,394	19,761
Newport Lights King Menthol	139,587	84,466
Newport Multi. Cigarets	—	26,073
Now	169,387	—
Pall Mall Extra Light	—	27,843
Pall Mall Extra Mild	—	15,450
Pall Mall Lights 100s	29,419	24,736
Raleigh Lights	—	45,747
Raleigh Multi. Cigarets	—	10,166
Real & Menthol	—	168,181
Salem Lights Menthol & Lights 100s Menthol	498,030	430,987
Salem Menthol	126,608	26,656
Salem Menthol & 100s Menthol	—	174,046
Salem 100s Menthol	89,174	—
Saratoga 120s & 120s Menthol	—	54,876
Tareyton Lights	862	31,804
Tareyton Lights & Lights 100s	35,053	170,763
Tareyton Lights 100s	—	47,162
Triumph & Menthol	491,174	—
True	108,023	5,083
True & Menthol	73,709	111,573
True 100s & 100s Menthol	63,477	—
Vantage	99,926	—
Vantage & Menthol	168,759	—
Vantage & 100s	—	413,265
Vantage Multi Cigarets	—	216,485
Vantage Ultra Lights & Ultra Lights 100s	338,804	—
Viceroy King	—	10,166
Viceroy Rich Lights	8,063	35,467
Viceroy Rich Lights & Rich Lights 100s	314,874	61,545
Virginia Slims Lights & Lights 100s	225,829	—
Winston King	126,211	23,145
Winston King & 100s	35,292	128,197
Winston Lights King	177,582	—
Winston Lights King & Lights 100s	—	169,252
Winston Lights 100s	143,922	—
Winston 100s	132,524	—
TOTAL	8,727,435	6,452,591
TRANSPORTATION		
AIRLINES, DOMESTIC		
Allegheny	40,803	33,289
American	498,233	377,239
Braniff International	101,431	125,787
Coleman Commuters	4,406	11,294
Delta	1,151,007	1,050,718
Eastern	433,411	441,457
Frontier	90,697	57,735
Midway	23,577	—
North Central	83,764	563,292
Northwest Orient	78,508	62,288
Pan American World	12,426	17,642
Republic	235,740	—
Southern	25,586	33,123
TWA	109,056	79,503
United	320,383	306,515
TOTAL	3,209,028	3,167,882
WEARING APPAREL		
AJD Cap Co.	14,306	—
American Wool Council	29,801	44,149
Audition Shoes	11,832	5,474
Bali Bra	10,922	5,865
Burlington Socks	—	21,914
Cobbies Shoes	25,252	5,744
Damart Underwear	10,965	1,900
Farah Slacks	7,099	11,978
Featherspring	14,688	25,730
Haband Co.	97,516	70,325
Hush Puppies	57,746	44,190
Jockey Underwear	14,306	13,328
Lana Lobell	30,154	38,123
Lane Bryant (National)	18,411	21,344
L'eggs Knee Highs	—	13,328
L'eggs Pantyhose	11,061	21,325
Magic Meld	27,899	22,236
Maidenform Bra	—	19,288
Maidenform Bra & Panties	44,217	31,327
Naturalizer Shoes	60,971	—
Playtex Bra	—	30,989
Playtex Girdle	5,291	14,661
Playtex Pantyhose	—	13,538
Puritan Sports Shirts	13,908	—
Solwear	15,058	23,464
Timberland Boots	20,123	9,713
Wolverine Boots & Shoes	11,918	—
TOTAL	553,504	509,924
GASOLINE & OIL COMPANIES		
Amoco Oil Co.	50,103	42,898
Atlantic Richfield Co.	44,750	—
Boron Oil Co.	25,433	—
Exxon	139,253	20,909
Mobil Oil Corp.	77,250	91,986
Standard Oil Co. of California	40,761	—
Sun Oil Co.	1,574	34,277
Texaco	20,937	22,457
Wolfs Head Oil Refining	12,272	—
TOTAL	412,333	212,527
PASSENGER CARS (NEW)		
FACTORY		
American Concord	47,110	42,811
American Eagle	29,998	—
American Motors Corp. Multi. Cars	6,866	39,926
American Spirit	61,797	53,012
BMW	32,675	—
Buick Multi. Cars	14,712	14,843
Buick LeSabre	74,266	—
Cadillac Multi. Cars	99,570	24,587
Cadillac Renaissance	16,409	—
Chevrolet Caprice	18,568	16,490
Chevrolet Chevette	6,113	24,777
Chevrolet Citation	58,987	—
Chevrolet Multi Cars	134,650	59,501
Chevrolet Malibu	—	54,978
Chevrolet Monza	—	13,328
Chrysler Cordoba & LeBaron	25,353	—
Chrysler Corp. Cars (Service)	—	10,707
Chrysler Corp. Multi. Cars	406,116	8,245
Chrysler New Yorker	—	12,685
Chrysler Plymouth Multi. Cars	109,306	84,077
Datsun	92,633	15,626
Dodge Multi. Cars	29,554	65,143
Dodge Omni	11,378	4,370
Fiat	70,344	28,753
Ford Multi. Cars	24,303	59,500
Ford Fairmont	18,153	—
Ford Motor Co. (Service)	22,434	—
Ford Pinto	—	156,380
Foreign Multi. Cars	24,035	—
General Motors Corp. Multi. Cars	291,636	124,187
General Motors Corp. (Service)	70,832	—
Honda	14,498	19,391
Lancia	—	32,101
Lincoln Mercury Division Multi. Cars	83,152	30,476
Mercedes-Benz	23,266	54,317
Oldsmobile Cutlass	75,008	95,124
Oldsmobile Delta	109,775	—
Oldsmobile Multi. Cars	83,279	6,564

Detroit (Cont.)

CATEGORIES AND BRANDS	INVESTMENTS 1979	1978
Plymouth Horizon	——	28,192
Plymouth Volare	22,939	28,646
Pontiac Multi. Cars	38,738	67,317
Pontiac Phoenix	21,865	——
Renault	186,873	96,337
Saab	81,718	4,575
Toyota	66,336	77,148
Triumph	28,970	7,506
Volkswagen	9,840	18,408
Volvo	41,902	70,198
TOTAL	2,677,757	1,550,235

HOUSTON
(Chronicle and Post)

CATEGORIES AND BRANDS	INVESTMENTS 1979	1978
ALCOHOLIC BEVERAGES		
BEERS		
Anheuser-Busch Beers	$ 168	$ 10,011
Coors	17,536	39,141
Lone Star Light	14,719	——
Schlitz	36,358	10,195
TOTAL	68,781	59,347
WINES		
Marquisat	10,939	——
Mateus	10,596	——
TOTAL	21,535	——
LIQUORS		
Bacardi Rum	11,724	——
Benchmark	——	17,538
Black Velvet	5,996	47,711
Calvert Extra	122,630	——
Canadian Club	21,102	17,623
Canadian Mist	17,008	15,372
Castillo Rum	——	11,029
Cheers Cocktails	——	17,233
Club Cocktails	——	10,471
Cocktails For Two	55,033	28,572
Crawford's Scotch	19,688	5,416
Cutty 12 Scotch	34,141	——
Dewar's White Label Scotch	6,198	22,517
Don Q. Rum	41,751	——
Haig & Haig Pinch Scotch	13,592	——
Heublein Cocktails	18,815	——
Izmira Vodka	4,531	51,451
J & B Scotch	16,784	25,194
J. W. Dant Scotch	22,548	22,751
Jim Beam	12,247	12,247
Johnnie Walker Black Label	13,592	21,318
Johnnie Walker Red Label	7,276	14,212
Kessler	112,022	——
Malcolm Hereford Cows	——	11,108
Old Charter	40,577	17,135
Old Taylor	12,954	——
Ronrico Rum	67,958	——
Seagram's 7 Crown	41,064	34,340
Smirnoff Vodka	7,763	42,103
Southern Comfort	21,828	18,862
Taaka Vodka	13,845	8,655
Tvarscki Vodka	——	24,459
Vat 69 Gold Scotch	——	10,282
W. L. Weller	5,334	34,165
Walker's De Luxe	13,864	21,000
Wild Turkey	76,487	45,331
TOTAL	859,342	608,097
BEVERAGES		
COFFEE		
Brim Freeze Dried Decaffeinated & Ground Decaffeinated	20,613	1,747
General Foods International—Instant Coffees	21,227	4,346
Maryland Club Ground	34,823	28,041
Maxim Freeze Dried Coffee	23,127	7,388
Maxwell House Ground	50,520	12,338
Maxwell House Instant	10,237	12,460
Mellow Roast Ground & Instant	12,665	4,953
Mellow Roast Regular Coffee	——	10,197
Nescafe Decaffeinated Instant & Instant Coffee	13,294	7,808
Taster's Choice Decaffeinated & Freeze Dried Coffee	18,960	5,119
TOTAL	205,466	94,407
SOFT DRINKS-CARBONATED-NONDIET		
Coca-Cola	26,319	56,547
Coca-Cola & Tab	——	19,796
Dr Pepper	17,955	13,620
Mello Yello	19,530	——
Mr. Pibb	——	16,464
Pepsi-Cola	19,503	3,680
RC Cola Co Beverages	10,805	——
7UP	48,402	——
TOTAL	142,514	110,107
HOUSEHOLD EQUIPMENT & APPLIANCES		
RANGES, STOVES & DISHWASHERS		
Amana Radarange	20,235	15,738
GE Microwave Oven	——	18,579
Jenn Air Range	63,155	44,944
Kitchen Air Dishwasher	40,337	27,616
Litton Microwave Oven	——	12,252
Panasonic Microwave Oven	12,448	4,623
Quasar Microwave Oven	——	10,778
Sharp Microwave Oven	——	15,997
Whirlpool Microwave Oven	16,113	2,238
TOTAL	152,288	152,757
INSURANCE		
LIFE, HEALTH & MEDICAL		
Aetna Life & Casualty Co.	11,807	496
Bankers Commercial Life Insurance Co.	49,978	52,105
Bankers Fidelity Life Insurance	13,824	5,809
GEICO	37,598	2,419
Gerber Life Insurance Co.	——	14,607
Group Hospital Service & Group Life & Health Insurance Co.	39,082	36,573
National Home Life Assurance Co.	56,461	95,399
National Independence Insurance Co.	10,134	19,106
Physicians Mutual Insurance Co.	12,246	28,104
Provident American Insurance Co.	17,330	25,032
Prudential Insurance Co. of America	16,347	19,680
Southwestern Life Insurance Co.	4,244	35,220
State Farm Insurance Co.	14,765	359
Union Fidelity Life Insurance Co.	22,305	29,705
TOTAL	306,121	364,614
TOBACCO		
CIGARETS		
Arctic Lights Menthol	63,549	——
Arctic Lights Menthol & 100s Menthol	57,013	——
Arctic Lights 100s Menthol	15,607	——
Belair King Menthol & 100s Menthol	5,491	63,954
Benson & Hedges Light 100s & Light 100s Menthol	109,992	169,455
Benson & Hedges Multi. Cigarets	——	14,212
Benson & Hedges 100s & 100s Menthol	30,889	14,212
Benson & Hedges 100s Menthol & Light 100s Menthol	28,134	46,278
Camel Lights	68,181	212,640
Camel Lights & Light 100s	155,788	——
Carlton	270,201	128,673
Carlton & Menthol	——	18,806
Carlton & 100s	25,952	——
Carlton 100s	——	19,111
Decade	——	28,566
Decade & Menthol	——	38,662
Doral II & Menthol	143,549	——
Fact King & King Menthol	——	10,778
Kent Golden Lights	55,801	60,193
Kent Golden Lights & Golden Lights Menthol	138,413	64,571
Kent Golden Lights Menthol & Golden Lights 100s Menthol	5,400	17,004
Kent Golden Lights Multi. Cigarets	20,043	36,693
Kent Golden Light 100s	15,571	——
Kent Golden Light 100s & Golden Light 100s Menthol	42,424	78,542
Kent III	107,714	——
Kent III & 100s	16,337	——
Kent III 100s	68,626	——
Kent King	——	18,280
Kent King & 100s	56,529	114,650
Kent 100s	——	11,219
Kool King Menthol & 100s Menthol	——	49,742
Kool Milds Menthol & Milds 100s Menthol	15,614	——
Kool Super Lights King Menthol & Super Light 100s Menthol	26,830	29,640
L&M Lights & Light 100s	5,491	126,652
L&M Light 100s	47,567	160,319
Marlboro Lights & Light 100s	201,882	136,979
Marlboro Light 100s	——	72,110
Marlboro Multi. Cigarets	56,510	87,355
Merit	53,823	72,330
Merit & Menthol	327,084	231,729
Merit Menthol	42,322	36,595
Merit Menthol & 100s Menthol	13,202	——
Merit 100s	——	23,905
Merit 100s & 100s Menthol	28,608	12,388
More 120s & 120s Menthol	123,692	89,684
Now	59,946	——
Pall Mall Extra Light	——	12,983
Pall Mall Light 100s	73,989	11,488
Raleigh Lights	——	24,251
Real & Menthol	——	94,095
Salem Lights Menthol & Light 100s Menthol	169,958	128,473

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Source: Sales and Marketing Management, Survey of Buying Power, 1979
University of Florida, Bureau of Economic and Business Research
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Sentinel Star

Orlando, Florida 32802
(305) 420-5266

CATEGORIES AND BRANDS	INVESTMENTS 1979	INVESTMENTS 1978
Salem Menthol	64,524	28,424
Salem Menthol & 100s Menthol	—	68,368
Salem 100s Menthol	45,441	—
Saratoga 120s & 120s Menthol	23,559	17,648
Spirit	32,937	269,156
Tareyton Lights	—	23,348
Tareyton Lights & Light 100s	8,720	72,631
Tareyton Light 100s	—	17,591
Triumph & Menthol	281,077	—
True	21,252	—
True & Menthol	33,052	60,304
True 100's & 100s Menthol	27,281	—
Vantage	43,087	—
Vantage & Menthol	111,888	—
Vantage & 100s	5,092	212,238
Vantage Multi. Cigarets	—	96,600
Vantage Ultra Lights & Ultra Light 100s	134,288	—
Viceroy Rich Lights	—	22,483
Viceroy Rich Lights & Rich Light 100s	6,320	13,500
Virginia Slim Lights	110,537	—
Winston King	109,714	3,261
Winston King & 100s	22,653	103,441
Winston Lights King	79,424	—
Winston Lights King & Light 100s	18,946	87,227
Winston Light 100s	93,160	—
Winston 100s	88,936	—
TOTAL	4,109,585	3,661,492
TRANSPORTATION		
AIRLINES, DOMESTIC		
Allegheny	36,770	38,734
American	170,291	124,614
Braniff International	136,319	254,213
Continental	283,005	225,239
Delta	582,961	621,448
Eastern	149,025	265,090
Hughes Air West	346,697	33,901
National	221,448	145,379
North Central	71,920	42,925
Ozark	31,414	—
Pan American World	106,007	26,183
Republic	10,548	—
Southwest	87,118	24,781
Texas International	136,777	26,088
TWA	21,805	—
TOTAL	2,452,205	1,828,595
WEARING APPAREL		
Bali Bra	7,000	12,812
Haband Co.	40,593	36,746
Lana Lobell	8,237	17,514
Lane Bryant (National)	8,305	12,440
L'eggs Pantyhose	2,401	11,370
Playtex Bra	—	18,416
Wool Bureau	6,069	20,162
TOTAL	72,605	129,460
GASOLINE & OIL COMPANIES		
Atlantic Richfield Co.	14,862	9,504
Continental Oil Co.	22,156	—
Exxon	100,607	69,617
Gulf Oil Corp.	148,402	35,440
Mobil Oil Corp.	50,491	51,331
Shell Oil Co.	26,243	2,121
Sun Oil Co.	119	10,089
Texaco	60,802	21,305
TOTAL	423,682	199,407
PASSENGER CARS (NEW)		
FACTORY		
Alfa Romeo	590	10,627
American Concord	21,770	6,492
American Spirit	21,750	10,786
BMW	13,864	21,587
Buick Lesabre	36,419	—
Cadillac Multi. Cars	34,300	—
Chevrolet Caprice	5,491	11,518
Chevrolet Citation	29,104	—
Chevrolet Multi. Cars	36,526	—
Chevrolet Malibu	—	27,625
Chrysler Corp. Multi. Cars	181,053	—
Chrysler New Yorker	18,734	—
Chrysler Plymouth Multi. Cars	40,959	69,848
Datsun	74,725	—
Fiesta	—	10,792
Ford Multi. Cars	62,419	3,735
Ford Fairmont	11,702	—
Ford Pinto	—	78,906
General Motors Corp. Multi Cars	183,749	43,291
Mercedes-Benz	7,794	39,675
Oldsmobile Cutlass	13,272	—
Oldsmobile Delta	40,120	—
Oldsmobile Multi. Cars	21,944	17,136
Peugeot	48,228	—
Pontiac Multi. Cars	21,465	14,212
Renault	25,020	—
Toyota	21,415	47,012
Volkswagen	—	12,233
Volvo	—	47,211
TOTAL	972,413	472,686

LONG ISLAND (Newsday)

CATEGORIES AND BRANDS	INVESTMENTS 1979	INVESTMENTS 1978
ALCOHOLIC BEVERAGES		
BEERS		
Moslon	—	15,065
Molson Ale	13,117	—
Okeefe	—	12,652
Schlitz	—	13,566
Tuborg Gold	16,736	—
TOTAL	29,853	41,283
WINES		
Cartier	—	10,319
Great Western	35,872	—
Mateus	19,200	—
Monterey Vineyards	14,400	—
TOTAL	69,472	10,319
LIQUORS		
Ambassador Scotch	8,800	10,603
Arrow Brandy	—	19,214
Basilica Liqueurs	10,116	—
Calvert Gin	16,397	46,028
Canadian Club	14,400	8,568
Cattos Scotch	—	15,397
Cheers Cocktails	—	10,710
Chivas Regal Scotch	66,062	17,280
Cocktails for Two	25,759	22,613
Dewar's White Label Scotch	—	23,433
Grand MacNish Scotch	26,748	27,064
Guckenheimer	4,815	11,281
Inver House Scotch	40,387	7,497
J & B Scotch	23,952	12,709
John Begg Scotch	26,908	—
Johnnie Walker Black Label Scotch	31,433	30,755
Johnnie Walker Red Label Scotch	38,328	39,636
Passport Scotch	32,521	72,233
Seagram's 7 Crown	—	20,638
Smirnoff Vodka	27,328	17,597
Southern Comfort	32,793	36,253
Stock Amaretto Liqueur	—	11,808
White Horse Scotch	65,586	—
TOTAL	483,344	461,326
BEVERAGES		
COFFEE		
Brim Freeze Dried Decaffeinated & Ground Decaffeinated	18,779	6,426
Chock Full O Nuts Ground	2,592	21,420
Folgers Ground	21,576	22,597
Maxim Freeze Dried Coffee	33,694	8,152
Maxwell House Ground	9,600	24,302
Maxwell House Ground & Instant	14,374	11,552
Maxwell House Instant	10,931	24,488
Medaglia Doro Ground	12,714	10,089
Nescafe Decaffeinated Instant & Instant Coffee	15,066	4,284
Sunrise Instant	10,860	8,033
Taster's Choice Decaffeinated & Freeze Dried Coffee	21,600	10,353
Yuban Ground & Instant	3,200	14,894
TOTAL	174,986	158,582
SOFT DRINKS—CARBONATED		
Canada Dry	28,800	3,570
7Up	37,583	—
TOTAL	66,383	3,570
HOUSEHOLD EQUIPMENT AND APPLIANCES		
RANGES, STOVES & DISHWASHERS		
Amana Radarange	—	12,880
GE Dishwasher	4,800	11,424
Magic Chef Microwave Oven & Range	—	12,852
Thermador Waste King Dishwasher	41,762	26,125
Whirlpool Dishwasher	14,400	11,424
TOTAL	60,962	74,705
INSURANCE		
LIFE, HEALTH & MEDICAL		
Bankers Security Life Insurance Society	3,101	22,516
Blue Cross & Blue Shield of Greater New York	50,208	45,796
Commercial Travelers Mutual Ins. Co.	15,034	5,459
Gerber Life Insurance Co.	23,523	29,121
Health Insurance Plan of Greater New York	17,352	2,100
Interamerica Life Insurance Co.	6,480	11,424
Metropolitan Life Insurance Co.	14,095	1,785
National Home Life Assurance Co.	21,038	26,309
New York Life Insurance Co.	16,606	11,923
TOTAL	167,437	157,433
TOBACCO		
CIGARETS		
Arctic Lights Menthol	39,891	—
Arctic Lights Menthol & 100s Menthol	32,487	—
Benson & Hedges Lights 100s & Lights 100s Menthol	43,724	65,527
Benson & Hedges Multi. Cigarets	—	10,591
Benson & Hedges 100s & 100s Menthol	16,397	10,591
Camel Lights	—	103,533
Camel Lights & Light 100s	103,853	—
Carlton	277,792	147,095

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The Record

*Source: Scarborough Report, 1980

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Long Island (cont.)

	INVESTMENTS	
CATEGORIES AND BRANDS	1979	1978
Carlton & 100s	24,000	—
Carlton 100s	—	17,190
Decade & Menthol	—	32,130
Dorall II & Menthol	127,845	—
Kent Golden Lights	19,200	36,914
Kent Golden Lights & Golden Lights Menthol	86,319	55,180
Kent Golden Lights Multi. Cigarets	21,862	40,664
Kent Golden Light 100s	30,797	—
Kent Golden Light 100s & Golden Light 100s Menthol	26,662	40,460
Kent III	137,137	—
Kent III & 100s	16,397	—
Kent III 100s	55,462	—
Kent King	—	31,523
Kent King & 100s	18,052	52,406
Kool King Menthol & 100s Menthol	—	45,484
Kool Super Lights King Menthol & Super Light 100s Menthol	—	35,437
L&M Lights & Light 100s	—	71,400
L&M Light 100s	100,800	97,104
Lark Lights & Light 100s	62,635	55,692
Marlboro Lights & Light 100s	117,298	79,756
Marlboro Light 100s	—	34,646
Marlboro Multi. Cigarets	30,131	42,177
Merit	25,453	44,693
Merit & Menthol	189,579	141,432
Merit Menthol	15,066	18,445
Merit Menthol & 100s Menthol	15,066	—
More 120s & 120s Menthol	—	61,948
Newport King Mentrol	51,914	11,378
Newport Lights King Menthol	10,931	26,954
Newport Multi. Cigarets	5,466	10,615
Now	106,776	—
Now & Menthol	—	92,778
Pall Mall Extra Light	—	13,566
Pall Mall Light 100s	17,672	11,424
Parliament	—	97,903
Parliament Lights	39,815	—
Parliament Lights & Light 100s	19,987	—
Real & Menthol	—	72,267
Salem Lights Menthol & Light 100s Menthol	—	92,591
Salem Menthol	—	10,047
Salem Menthol & 100s Menthol	—	66,938
Tareyton Lights	—	72,171
Tareyton Lights & Light 100s	16,072	15,798
Tareyton Light 100s	—	17,850
Triumph & Menthol	139,059	—
True	21,759	—
True & Menthol	74,690	41,954
True 100s & 100s Menthol	29,194	—
Vantage	39,015	—
Vantage & Menthol	54,655	—
Vantage & 100s	—	129,336
Vantage Multi. Cigarets	—	54,443
Vantage Ultra Lights & Ultra Light 100s	90,393	—
Viceroy Rich Lights & Rich Light 100s	91,200	17,136
Virginia Slims Lights & Lights Menthol	59,957	—
Winston	48,000	—
Winston King & 100s	—	47,388
Winston Lights King & Light 100s	—	26,206
TOTAL	2,565,166	2,300,670
TRANSPORTATION		
AIRLINES, DOMESTIC		
Allegheny	12,600	34,379
American	281,843	199,591
Braniff International	115,960	71,529
Delta	206,363	173,630
Eastern	105,660	109,599
National	96,060	62,832
Northwest Orient	—	29,363
Pan American World	21,597	2,899
TWA	196,980	129,341
United	115,200	139,230
TOTAL	1,152,263	952,393
WEARING APPAREL		
Buster Brown Shoes	—	11,424
Cobbies Shoes	17,161	12,773
Haband Co.	33,573	26,303
Hanover Shoes	10,260	11,995
Hush Puppies	9,929	10,382
TOTAL	70,923	72,877
GASOLINE & OIL COMPANIES		
Atlantic Richfield Co.	20,568	11,353
Exxon	32,336	30,056
Mobil Oil Corp.	4,800	18,100
TOTAL	57,704	59,509
PASSENGER CARS (NEW)		
FACTORY		
American Concord	4,800	15,601
American Spirit	4,800	12,852
Audi	3,200	14,209
BMW	4,860	59,976
British Leyland Multi. Cars	8,862	20,949
Buick Lesabre	23,040	—
Cadillac Multi. Cars	22,012	7,854
Chevrolet Citation	25,764	—
Chevrolet Malibu	—	14,161
Chevrolet Multi. Cars	34,326	3,570
Chevrolet Monza	—	15,615
Chrysler Corp. Multi. Cars	81,720	—
Chrysler Plymouth Multi. Cars	41,430	10,710
Datsun	133,819	4,830
Fiat	29,492	23,184
Ford Pinto	—	38,556
General Motors Corp. Multi. Cars	73,101	33,046
General Motors Corp. (Service)	14,241	—
Honda	36,877	3,527
Mercedes-Benz	24,000	32,130
Oldsmobile Cutlass	38,460	7,140
Oldsmobile Delta	29,600	—
Oldsmobile Multi. Cars	15,701	4,284
Peugeot	—	12,709
Plymouth Horizon	—	10,710
Pontiac Division Multi. Cars	4,860	35,581
Renault	57,684	16,065
Saab	82,351	49,375
Toyota	69,200	80,147
Volkswagen	55,685	86,438
Volvo	109,311	25,892
TOTAL	1,009,296	819,111

LOS ANGELES/LONG BEACH (Times and Herald-Examiner)

	INVESTMENTS	
CATEGORIES AND BRANDS	1979	1978
ALCOHOLIC BEVERAGES		
BEERS		
Anheuser-Busch Beers	—	$ 11,926
Budweiser	$ 10,802	7,990
Coors	45,519	108,185
Erlanger	11,139	—
Henry Weinhard	56,243	—
Michelob Light	—	39,272
Molson Ale	—	11,200
Olympia	21,966	18,177
Schlitz	53,296	27,878
Tuborg Gold	31,916	10,148
TOTAL	230,881	234,776
WINES		
Beaulieu Vineyard	7,163	36,341
Brookside Wineries	11,635	24,542
Cabernet Sauvignon	—	13,417
Christian Brothers	5,967	19,806
Cresta Blanca	12,347	11,200
Deinhard	23,582	43,778
Dry Sack	61,736	—
Geyser Peak	10,289	—
Giumarra	5,637	13,228
Julius Wile	—	55,998
Marquisat	16,912	—
Monterey Vineyards	82,314	18,666
San Antonio Winery	12,198	4,707
Simi	16,089	10,974
Souverain	32,581	40,076
Taylor	14,962	23,937
Wan Fu	33,679	—
TOTAL	347,091	316,670
LIQUORS		
Absolut Vodka	45,569	—
Ancient Age	58,146	46,120
Arrow Liqueur	58,221	—
B & B Liqueur	76,140	—
Bacardi Rum	22,800	—
Beam's Sour Mash	—	11,647
Beefeater Gin	98,600	145,905
Black & White Scotch	14,933	11,609
Black Velvet	—	74,443
Bokma	—	32,521
Brown Forman Multi. Prods.	—	10,666
Cafe Benedictine Liqueur	—	22,399
Caffe Lolita Liqueur	—	42,849
Calvert Extra	—	41,819
Canadian Club	47,861	35,727
Chambord Liqueurs	82,314	—
Cheers Cocktails	—	13,370
Clan MacGregor Scotch	—	18,608
Club Cocktails	—	13,681
Cluny Scotch	13,625	18,621
Cocktails For Two	141,237	95,785
Cointreau Liqueur	64,515	70,931
Cutty 12 Scotch	6,222	42,442
Daviess County	15,675	—
Desmond & Duff Scotch	—	33,599
Dewar's White Label Scotch	104,374	40,405
E & J Brandy	109,329	98,603
Finlandia Vodka	—	51,500
Gilbey's Gin	26,129	—
Gordon's Gin	8,512	19,295
Gordon's Multi. Prods.	—	25,718
Grand Marnier Liqueur	5,551	111,197
Hennessy Cognac	61,736	48,212
Heublein Cocktails	84,238	—
Irish Mist Liqueur	74,752	—
J & B Scotch	63,000	16,916
Jameson	102,893	106,954
Jim Beam	13,997	41,660
Johnnie Walker Red Label Scotch	1,131	44,974
Jose Cuervo Tequila	108,705	—
Kamchatka Vodka	—	11,001
Kessler	564,315	72,084
Kobrand Multi. Prods.	—	21,120
Malcolm Hereford Cows	—	55,097
Midori Liqueur	—	16,957
Mr. Boston Cocktails	3,360	42,319
Peter Dawson Scotch	41,826	93,315
Polmos Wodka Wyborowa	22,399	80,417
Renfield Multi. Prods.	—	13,037
Ronrico Rum	42,809	—
Schenley Multi. Prods.	—	19,370
Seagram's Crown Royal	288,099	223,193
Seagram's Multi. Prods.	—	69,265
Seagram's 7 Crown	15,088	11,501
Smirnoff Vodka	2,393	90,519
Southern Comfort	130,084	137,981
Stolichnaya Vodka	41,157	18,666
Suntory Royal	—	14,432
Tuaca Liqueur	—	55,998
Tullamore Dew	—	24,691
Vaklova Liqueur	—	40,194
White Horse Scotch	—	13,966
Wild Turkey	79,868	62,271
TOTAL	2,741,603	2,575,570
BEVERAGES		
COFFEE		
Brim Freeze Dried Decaffeinated & Ground Decaffeinated	64,984	8,008
Chock Full O Nuts Ground	4,881	40,070
Folger's Ground	29,821	7,206
Folger's Instant	12,413	—
General Foods International Instant Coffees	75,430	28,076
Hills Bros. Ground	15,543	16,138
Maxim Freeze Dried Coffee	87,584	37,922
Maxwell House Ground	6,842	43,366
Maxwell House Ground & Instant	17,827	41,290
Maxwell House Instant	51,281	92,856
Mellow Roast Ground & Instant	12,171	22,593
MJB Ground	77,459	65,844
Nescafe Decaffeinated Instant & Instant Coffee	54,621	6,178
Nescafe Instant Decaffeinated	10,537	3,766
Sanka Coffees	15,449	11,122
Sunrise Instant	16,533	46,634
Taster's Choice Decaffeinated & Freeze Dried Coffee	23,433	4,594
Taster's Choice Freeze Dried Coffee	—	17,119
Yuban Ground & Instant	63,206	35,554
TOTAL	639,857	528,335
SOFT DRINKS—CARBONATED-DIET		
Pepsi Light	15,195	—
TOTAL	15,195	—
SOFT DRINKS—CARBONATED-NONDIET		
A & W Root Beer	10,025	—
Aspen	35,036	19,905
Bubble Up	17,072	5,306
C & C Cola	46,257	—
Canada Dry	21,790	—
Coca-Cola	24,504	79,215
Coca-Cola & Tab	11,239	—
Coca-Cola Beverages	25,152	9,402
Crush	70,714	96,676
Dr Pepper	17,648	15,962
Pepsi-Cola	55,255	76,368
Schweppes	11,400	—
Squirt	24,472	13,878
7Up	132,651	7,473
TOTAL	503,214	323,185
HOUSEHOLD EQUIPMENT AND APPLIANCES		
RANGES, STOVES & DISHWASHERS		
Caloric Range	26,573	101,297
GE Dishwasher	—	18,269
Kitchen Aid Dishwasher	16,457	4,937
Litton Microwave Oven	—	34,765
Litton Microwave Oven & Range	—	11,200
Magic Chef Range	—	22,350
Modern Maid Range	61,560	—
Quasar Microwave Oven	210	39,423
Thermador Waste King Diswasher	69,294	—
Whirlpool Microwave Oven	13,025	—
TOTAL	187,199	232,261
INSURANCE		
LIFE, HEALTH & MEDICAL INSURANCE		
Aetna Life & Casualty Co.	11,213	15,135
American Guaranty Life Insurance Co.	—	30,246
Bankers Security Life Insurance Society	564	14,370
Blue Cross of Southern California	141,714	309,517
Blue Shield of California	305,462	280,213
Chubb Pacific Indemnity Group	28,614	—
Colonial Penn Life Insurance Co.	31,533	26,309
Gerber Life Insurance Co.	61,094	84,637
Hospital Council of Southern California	62,819	19,076
Insurance Co. of North America	109,440	—
John Adams Life Insurance Co.	14,334	—
Massachusetts Mutual Life Insurance Co.	36,788	9,045
Mutual of Omaha Insurance Co.	33,109	21,945
National Home Life Assurance Co.	90,860	76,737
National Independence Insurance Co.	25,916	—
New York Life Insurance Co.	91,399	95,089
Penn Mutual Life Insurance Co.	25,510	22,980
Physicians Mutual Insurance Co.	35,278	75,417
Puritan Life Insurance Co.	1,559	24,010
State Mutual Life Assurance Co. of America	10,844	—
Travelers Insurance Co.	11,818	3,343
Union Fidelity Life Insurance Co.	18,796	54,989
TOTAL	1,148,667	1,163,058
TOBACCO		
CIGARETS		
Arctic Lights Menthol	14,483	—
Arctic Lights Menthol & 100s Menthol	170,984	—
Belair King Menthol & 100s Menthol	4,522	11,501
Benson & Hedges Light 100s & Light 100s Menthol	278,348	426,941
Benson & Hedges 100s & 100s Menthol	115,920	196,341
Benson & Hedges 100s Menthol & Light 100s Menthol	58,544	—
Camel	53,918	9,384
Camel Lights	254,284	559,472
Camel Lights & Light 100s	502,221	—
Carlton	685,071	373,819
Carlton & Menthol	13,314	1,216
Carlton Light 100s	22,472	14,469
Carlton 100s	8,799	36,938
Carlton 100s & 100s Menthol	17,982	—
Decade & Menthol	—	173,814
Doral II & Menthol	594,869	—
Fact King & King Menthol	—	52,683
Kent Golden Lights	87,819	141,529
Kent Golden Lights & Golden Lights Menthol	286,383	87,258
Kent Golden Lights Menthol & Golden Light 100s Menthol	26,129	44,178
Kent Golden Lights Mutilcigarets	102,053	183,258
Kent Golden Light 100s	47,017	—
Kent Golden Light 100s & Golden Light 100s Menthol	239,801	289,152
Kent III	470,904	—
Kent III & 100s	73,967	—
Kent III 100s	217,077	—
Kent King	—	144,692
Kent King & 100s	48,620	231,112
Kent Multi. Cigarets	5,551	11,101
Kent 100s	54,316	29,964
Kool King Menthol & 100s Menthol	5,649	144,577
Kool Milds Menthol & Milds 100s Menthol	27,260	—
Kool Multi. Cigarets	—	32,854
Kool Super Lights King Menthol & Super Lights 100s Menthol	1,131	168,870
Kool Super Lights 200s Menthol	4,471	56,075
L&M Lights	—	13,156
L&M Lights & Lights 100s	2,281	145,766
L&M Lights 100s	72,815	186,618
Marlboro	—	39,355
Marlboro Lights & Light 100s	532,814	332,299
Marlboro Light 100s	—	212,805
Marlboro Multi. Cigarets	140,964	189,409
Max 120s & 120s Menthol	5,561	24,217
Merit	58,423	141,318
Merit & Menthol	1,030,868	665,962
Merit & 100s	—	18,666
Merit Menthol	80,730	52,400
Merit Menthol & 100s Menthol	10,306	127,499
Merit 100s	—	10,204
Merit 100s & 100s Menthol	43,487	49,122
More 120s & 120s Menthol	875,925	301,198
Now	174,009	—
Now & Menthol	171,547	295,193
Pall Mall Extra Light	—	29,116
Pall Mall Extra Mild	—	19,782
Pall Mall Light 100s	25,142	28,193
Parliament	11,400	324,903
Parliament King & 100s	—	115,076
Parliament Lights	149,159	—
Parliament Lights & Light 100s	123,801	—
Real & Menthol	399	383,842
Salem Lights Menthol & Light 100s Menthol	756,392	536,380
Salem Menthol	45,144	41,290
Salem Menthol & 100s Menthol	104,516	261,231
Salem 100s Menthol	118,516	—
Saratoga 120s & 120s Menthol	127,143	98,185
Tareyton Lights	1,090	75,472
Tareyton Lights & Light 100s	99,388	141,262
Tareyton Light 100s	3,360	27,652
Triumph & Menthol	592,022	—
True	123,874	19,712
True & Menthol	284,773	198,167
True 100s & 100s Menthol	17,748	—
Vantage	150,025	—
Vantage & Menthol	274,856	4,380
Vantage & 100s	38,573	435,356
Vantage Multi. Cigarets	—	290,197
Vantage Ultra Lights & Ultra Light 100s	392,838	—
Viceroy King	1,008	39,423
Viceroy Rich Lights	15,750	70,256
Viceroy Rich Lights & Rich Light 100s	316,215	58,650
Virginia Slims Lights & Lights Menthol	245,122	—
Winston	118,095	8,918
Winston King	84,884	58,009
Winston King & 100s	—	247,079
Winston Lights King	13,566	—
Winston Lights King & Light 100s	—	148,912
Winston Light 100s	271,465	37,332
TOTAL	12,197,832	9,895,141
TRANSPORTATION		
AIRLINES, DOMESTIC		
Air California	94,042	34,898
American	559,335	683,999
Braniff International	32,238	—
Casino Flight	23,741	387
Continental	246,392	408,928
Delta	488,421	517,214
Eastern	253,053	375,946
Hughes Air West	449,571	34,184
National	401,287	308,237
Northwest Orient	84,382	76,538
PSA	502,879	279,268
TWA	515,268	424,421
United	882,645	1,153,020
Western	456,561	483,407
World	73,938	—
TOTAL	5,063,753	4,781,447
WEARING APPAREL		
AJD Cap Co.	21,709	—
American For Industry	—	22,338
American Wool Council	22,800	136,048
Arrow Shirts	21,561	—
Bali Bra	48,845	44,707
Blackglama Furs	—	22,338
Burlington Socks	—	18,466
Cobbie's Shoes	41,157	11,169
Ditto's Sports Wear	—	10,560
Famolare Shoes	11,400	—
Featherspring	39,019	30,270
Gloria Vanderbilt Apparel	—	18,666
Gloria Vanderbilt Jeans	22,972	—
Haband Co.	30,071	14,156
Hanes Underwear	12,347	—
Hush Puppies	63,139	45,430
International Male	15,973	21,346
Ironweve Pantyhose	—	10,714
Jockey Underwear	28,715	25,262
Keds	—	13,798
Koby's Shoes	70,870	11,458
Lana Lobell	28,981	5,228
Lane Bryant (National)	6,392	11,633
Leggs Knee Highs	—	25,262
Leggs Pantyhose	—	40,419
Levis Socks	—	20,590
Magic Mold	—	22,338

Los Angeles (cont.)

CATEGORIES AND BRANDS	INVESTMENTS 1979	INVESTMENTS 1978
Maidenform Bra	—	55,998
Maidenform Bra & Panties	82,314	93,330
Maidenform Painties	20,570	3,000
Munsingwear Pajamas	—	11,200
Munsingwear Underwear	24,088	11,200
Nannette Apparel	10,280	—
Naturalizer Shoes	22,812	11,385
No Nonsense Pantyhose	14,562	—
Olga Bra	—	16,793
Olga Lingerie	24,088	—
Personal Sportswear	—	18,666
Playtex Bra	—	43,098
Playtex Girdle	6,643	11,110
Playtex Panties	10,855	—
Take Three Pantyhose	—	10,560
Tria Pantyhose	—	10,560
Van Raalte Pantyhose	—	18,666
Vassarette Lingerie	—	11,160
Vogue Patterns	11,400	—
Warner's Bra	—	25,628
Warner's Bra & Girdle	—	37,332
Wilker Bros. Sleepwear	—	11,200
Wolverine Boots & Shoes	21,789	—
Wool Bureau	24,088	—
Young Smoothie Do A Tard	12,347	—
Young Smoothie Girdle	—	20,104
TOTAL	774,125	1,083,294
GASOLINE & OIL COMPANIES		
Atlantic Richfield Co.	91,068	33,627
Chevron USA	345,523	9,429
Continental Oil Co.	24,455	—
Exxon	181,281	86,731
Gulf Oil Corp.	57,398	8,789
Mesa Petroleum Co.	13,680	—
Mobil Oil Corp.	310,963	236,349
Shell Oil Co.	33.086	14,071
Texaco	92 140	51,742
Union Oil Co.	66,917	17,246
TOTAL	1,216,311	457,984
PASSENGER CARS (NEW) FACTORY		
Alfa Romeo	336,834	417,447
American Pacer	—	15,774
Audi	—	24,181
BMW	332,560	293,201
Buick Division Multi. Cars	49,097	13.988
Buick LeSabre	49,871	—
Cadillac Multi. Cars	84,329	15,465
Cevrolet Chevette	2,267	45,741
Chevrolet Citation	130,505	—
Chevrolet Multi. Cars	92,791	27,528
Chevrolet Malibu	4,400	50,524
Chevrolet Monza	—	75,786
Chrysler Cordoba	24,608	—
Chrysler Corp. Multi. Cars	275,740	4,453
Chrysler Plymouth Multi. Cars	98,645	102,602
Datsun	397,495	128,497
Dodge Aspen	29,520	—
Dodge Colt & Plymouth Champ	95,470	—
Dodge Multi Cars	39,878	104,168
Fiat	114,008	178,295
Fiesta	243,413	83,535
Ford Fairmont	50,856	—
Ford Ltd	23,688	—
Ford Motor Co. (Service)	10,846	—
Ford Mustang	23,845	—
Ford Pinto	48,917	206,338
Ford Thunderbird	22,429	—
General Motor Corp. Multi Cars	366,394	135,855
General Motors Corp (Service)	55,331	—
Honda	34,230	24,568
Jaguar	35,872	62,276
Lancia	34,985	247,324
Mazda	18,384	30,768
Mercedes Benz	27,561	92,682
MG	27,424	15,487
Oldsmobile Cutlass	81,658	60,499
Oldsmobile Delta	36,277	13,394
Oldsmobile Multi. Cars	86,146	62,436
Oldsmobile Omega	47,312	—
Peugeot	361,220	294,168
Plymouth Volare	—	39,792
Pontiac Multi. Cars	57,280	72,464
Porsche	30,189	22,890
Renault	183,561	139,407
Saab	270,555	187,094
Subaru	78,876	133,936
Toyota	310,500	281,796
Triumph	20,010	3,695
Volkswagen	67,548	31,367
Volvo	107,568	268,481
TOTAL	4,920,910	4,093,443

NEW YORK
(Times, News and Post)

CATEGORIES AND BRANDS	INVESTMENTS 1979	INVESTMENTS 1978
ALCOHOLIC BEVERAGES		
BEERS		
Budweiser	$ —	$ 12,060
Busch	—	12,595
Carlsberg	111,411	—
Golden Champale Malt Liquor	4,838	10,050
Kirin	76,595	31,334
Michelob	84,001	39,636
Schaefer	21,153	32,337
Schaefer Cream Ale	12,900	—
Schlitz	2,037	24,120
Tuborg Gold	72,352	—
TOTAL	385,287	162,132
WINES		
Avia	12,674	—
Beauvignot	23,975	—
Bertani	31,334	52,224
Blanc Foussy	25,832	—
Bordeaux	—	43,656
Bravo Black Rooster	13,868	2,748
Brotherhood Winery	31,508	22,368
Brusa	—	12,060
Buratti	—	12,276
Campari	139,264	87,040
Cartier	—	28,486
Chateau Larose Trintaudon	—	24,024
Colony	21,626	—
Cordon Rouge Champagne	174,080	31,334
Domestica	37,128	21,216
Dubonnet	—	80,077
Duval	—	10,445
Faustino V	—	10,724
Fazi Battaglia	—	17,408
Folonari	12,345	6,960
Gallo	161,946	26,520
Garofoli	52,224	—
Gekkeikan	174,820	6,871
Geyser Peak	13,413	4.736
Gran Condal	—	14,928
Great Western Champagne	121,856	—
Hudson Valley Wine Co.	11,157	27,345
Inglenook	—	24,024
Julius Wile	58,726	31,334
Kriter Champagne	57,677	—
Lamberti	39,351	32,352
Langenbach	6,076	23,621
Lanson Champagne	112,517	19,368
Les Charmes	62,669	24,024
Little Rhine Bear	17,292	—
Luneau	26,123	—
Manischewitz	8,333	23,751
Mateus	46,213	5,820
Monterey Vineyards	17,408	11,250
Mouton Cadet	8,840	13,260
Nicolas	21,504	—
Paul Masson	—	43,520
Pedro Domecq	52,224	—
Perrier Jouet Champagne	188,006	83,558
Plat	—	10,620
Pinot Grigio	11,791	—
Piper Champagne	123,536	66,523
Premiat	14,113	12,006
Rioja Wine Information Bureau	117,985	48,272
Rozes	13,260	—
Saint Pacome	—	13,590
Schapiro's	16,614	3,736
Sebastiani Vineyards	10,991	41,120
Shogun	121,856	—
Simi	36,865	11,928
Soave	78,613	17,688
Souverain	5,460	15,912
St. Raphael	—	20,898
Taittinger Champagne	52,224	17,408
Taylor	30,879	23,184
Tribuno	13,119	—
Villa Banfi	17,415	—
Wan Fu	13,260	—
Weber	15,919	7,722
Widmer	—	65,028
TOTAL	2,475,760	1,254,954
LIQUORS		
Aalborg Akvavit	10,445	—
Absolut Vodka	52,224	—
Amaretto Di Amore	57,446	52,224
Ambassador Scotch	39,478	45,749
Armagnac Brandy	27,853	—
Arrow Brandy	14,227	84,781
Asbach Brandy	73,114	—
Austin Nichols & Co. Multi. Prods	69,032	121,856
B&B Liqueur	64,410	20,890
Bacardi Rum	102,721	52,224
Bailey Liqueur	52,224	—
Ballantines Scotch	55,075	69,944
Baron Otard Cognac	20,890	—
Basilica Liqueurs	15,667	—
Beefeater Gin	205,655	233,971
Bisquit Cognac	25,286	—
Black & White Scotch	26,520	—
Boggs Liqueurs	—	87,040
Bombay Gin	80,681	120,394
Boodles Gin	334,234	227,586
Burnett's Gin	—	87,040

When you're running ahead of the pack...

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YOU COULD REST ON YOUR LAURELS

© 1958 United Feature Syndicate, Inc.

BUT THAT'S NOT HOW WE GOT WHERE WE ARE

Talking about daily circulation in Denver? Let's talk about the Rocky Mountain News FIRST.

The morning News now leads the afternoon Post in daily circulation by 10,822 copies according to the Audit Bureau of Circulations Publishers' statements for the six months ended March 31, 1980.

But the trend isn't new. It's been coming. In the 12 months ended September 30, 1979, the News led the Post by:

12,285 copies in the city zone.
3,521 in the 7-county Denver-Boulder SMSA.
4,316 in the 14-county Denver primary market area, and
3.629 in the 38-county Denver ADI.
811 in the state of Colorado.

Now the latest six-months report of ABC shows the even stronger overall daily circulation lead of 10,822.

And that's only part of the story. It's not only the weekday readers we have—but the kind of readers, as shown by the Belden CMS Denver study released in 1980.

	NEWS	POST
MORE Total Adult Readers	502,000	406,000
MORE Total Men Readers	263,000	217,000
MORE Total Women Readers	239,000	189,000
MORE Total Exclusive Readers	345,000	249,000
MORE Readers With Household Income:		
$25,000 and more	152,000	145,000
$20,000-$24,999	96,000	77,000

		NEWS	POST
More Readers	18-24	89,000	49,000
	25-34	124,000	72,000
	35-44	92,000	75,000
	45-54	86,000	80,000
More College Educated Readers		244,000	240,000

A SCRIPPS-HOWARD NEWSPAPER
Represented nationally by Story & Kelly-Smith, Inc.
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The Rocky Mountain News

Thanks, Denver. Thanks, Colorado.

CATEGORIES AND BRANDS	INVESTMENTS 1979	INVESTMENTS 1978
Cafe Benedictine Liqueur	——	20,890
Calvert Gin	81,056	106,216
Canadian Club	115,224	81,006
Cardenal Mendoza Brandy	17,408	——
Carpano Liqueurs	36,557	——
Catto's Scotch	——	31,865
Chambord Liqueurs	87,040	——
Cheers Cocktails	——	41,580
Cheri Suisse Liqueur	——	20,890
Chivas Regal Scotch	720,262	373,970
Clan MacGregor Scotch	20,890	87,957
Cocktails For Two	206,882	98,520
Cointreau Liqueur	83,558	41,779
Courvoisier Cognac	——	34,816
Cruzan Rum	55,706	69,632
Cutty Sark Scotch	162,342	85,017
Cutty 12 Scotch	——	26,526
DeKuyper Amaretto Liqueur	104,448	52,224
Dewar's White Label Scotch	197,024	91,338
Dewar's 12 Scotch	34,816	——
Drambuie Liqueur	——	87,040
E&J Brandy	3,101	31,334
Finlandia Vodka	171,754	62,669
Frangelico Liqueur	78,336	——
Galliano Liquore	78,850	45,261
Georgio Vodka	58,091	37,721
Glenfiddich Scotch	62,669	——
Glenlivet Scotch	449,126	487,424
Gordon's Gin	110,882	157,585
Gordon's Vodka	73,728	88,000
Grand Marnier Liqueur	121,856	69,632
Haig & Haig Pinch Scotch	121,856	41,965
Hennessy Cognac	52,224	52,224
Heublein Cocktails	56,831	——
Hiram Walker Amaretto	52,224	17,408
Hiram Walker Brandy	17,408	17,408
Hiram Walker Peppermint Schnapps	17,408	17,408
Inver House Scotch	174,129	122,011
Irish Mist Liqueur	27,853	——
Izmira Vodka	17,957	29,163
J&B Scotch	433,748	270,079
Jamaica Rum	——	34,816
Jameson	316,840	147,824
Johnnie Walker Black Label Scotch	311,967	234,858
Johnnie Walker Red Label Scotch	225,344	184,994
Kobrand Multi. Prods.	17,415	32,400
Leroux Brandy	261,120	——
Leroux Liqueur	17,408	——
Lochan Ora Liqueur	191,488	69,632
Majorska Vodka	137,319	88,194
Malcolm Hereford Cows	——	70,516
Marquis De Caussade Brandy	21,216	7,550
Martell Cognac	57,188	27,186
Midori Liqueur	130,560	20,890
Molinari Liqueur	156,355	——
Mount Gay Rum	36,557	——
Mr. Boston Brandy	99,782	31,865
NE Plus Ultra Scotch	69,632	——
Old Parr Scotch	85,748	——
Old St. Croix Rum	31,334	31,334
Paddy's	12,376	1,768
Passport Scotch	226,304	270,854
Peter Heering Liqueur	31,334	20,890
Polmos Wodka Wyborowa	15,192	47,736
Popov Vodka	——	18,294
Regnier Brandy	26,112	43,520
Regnier Liqueur	17,408	34,816
Remy Martin Cognac	557,056	208,896
Romanoff Vodka	35,495	——
Ronrico Rum	227,324	26,554
Royal Salute Scotch	52,224	52,224
Sabra Liqueur	204,901	83,558
Sambuca Romana Liqueur	121,856	120,115
Sambuca Di Galliano	10,445	——
Schenley Multi. Prods.	——	49,836
Schenley OFC	——	42,984
Scotia Royal Scotch	52,245	1,352
Seagram's Crown Royal	261,120	313,344
Seagram's Multi. Prods.	34,830	16,200
Seagram's V O	417,792	365,568
Seagram's 7 Crown	381,422	181,977
Smirnoff Vodka	177,311	173,220
Southern Comfort	170,493	185,878
Stock Amaretto Liqueur	67,891	23,905
Stock Brandy	62,669	41,779
Stock Liqueurs	38,298	——
Stolichnaya Vodka	139,264	69,632
Suntory Royal	52,224	87,040
Tanqueray Gin	104,448	87,040
Teacher's Scotch	——	156,334
Tsing Tao Vodka	17,467	——
Tvarscki Vodka	——	10,486
Vaklova Liqueur	——	41,779
Vandermint Liqueur	91,460	59,187
Vostok Vodka	31,334	——
White Horse Scotch	191,488	226,304
Wild Turkey	139,264	52,224
Wild Turkey Liqueur	——	90,522
TOTAL	11,568,166	8,259,154
BEVERAGES		
COFFEE		
Brim Freeze Dried Decaffeinated & Ground Decaffeinated	87,168	26,316
Chock Full O Nuts Ground	12,352	161,656
Colcafe Instant	25,800	——
Folger's Ground	93,921	82,515
Folger's Instant	33,785	——
General Foods International Instant Coffees	76,882	——
High Yield Regular Coffee	——	15,075
Martinson Ground	21,201	——
Maxim Freeze Dried Coffee	126,048	21,708
Maxwell House Ground	25,800	122,176
Maxwell House Ground & Instant	79,439	36,557
Maxwell House Instant	34,816	92,579
Medaglia Doro Ground	57,434	21,750
Mellow Roast Ground & Instant	38,634	33,415
Nescafe Decaffeinated Instant & Instant Coffee	89,519	4,850
Nescafe Instant Decaffeinated	19,350	——
Sanka Coffees	86,118	9,648
Sanka Freeze Dried Decaffeinated	12,900	——
Sunrise Instant	86,539	36,095
Taster's Choice Decaffeinated & Freeze Dried Coffee	48,784	22,050
Taster's Choice Freeze Dried Coffee	33,669	20,338
Yuban Ground & Instant	——	38,082
TOTAL	1,033,359	744,830
SOFT DRINKS—CARBONATED—DIET		
Diet Pepsi	28,767	——
Diet Rite Cola	——	17,487
Pepsi Light	11,040	12,060
TOTAL	39,807	29,547
SOFT DRINKS—CARBONATED—NONDIET		
A&W Root Beer	14,320	8,940
C&C Cola	30,315	79,644
Canada Dry	177,562	25,152
Coca-Cola & Tab	——	15,045
Colt	——	11,920
Dr Pepper	46,787	21,628
Pepsi-Cola	14,691	71,530
Spur Cola	15,050	——
7Up	210,333	6,030
TOTAL	509,056	230,889
HOUSEHOLD EQUIPMENT AND APPLIANCES		
RANGES, STOVES & DISHWASHERS		
Amana Radarange	6,504	10,663
Cuisinart Oven	17,408	——
GE Dishwasher	41,081	69,660
GE Microwave Oven	13,590	——
Kitchen Aid Dishwasher	29,065	9,188
Litton Microwave Oven	——	52,754
Litton Range	——	26,377
Magic Chef Microwave Oven & Range	——	16,380
Magic Chef Range	——	28,440
Maxim Oven	34,816	——
Panasonic Microwave Oven	17,408	6,026
Quasar Microwave Oven	——	20,124
Thermador Waste King Dishwasher	——	20,124
Whirlpool Dishwasher	73,610	78,930
Whirlpool Microwave Oven	22,575	——
TOTAL	256,057	338,666
INSURANCE		
LIFE, HEALTH & MEDICAL		
Aetna Life & Casualty Co.	65,071	126,228
Allstate Insurance Co.	19,061	——
American International Group	96,237	35,881
American Patriot Health Insurance Co.	——	42,833
American Republic Insurance Co.	118,184	69,345
Bankers Multiple Life Insurance Co.	22,382	5,820
Bankers Security Life Insurance Society	15,544	19,107
Berkshire Life Insurance Co.	4,786	12,099
Blue Cross & Blue Shield of Greater New York	308,863	178,444
Commercial Travelers Mutual Insurance Co.	66,231	92,570
GEICO	29,961	70,762
Gerber Life Insurance Co.	619,732	540,379
Health Insurance Plan of Greater New York	134,385	11,288
Home Life Insurance Co. of N.Y.	684	13,716
Insurance Assn. of Connecticut	10,148	——
Insurance Co. of North America	334,940	269,730
Intramerica Life Insurance Co.	337,056	115,116
Life Insurance Cos. in America	——	16,200
Massachusetts Mutual Life Insurance Co.	55,688	56,606
Metropolitan Life Insurance Co.	47,802	26,802
Mutual of Omaha Insurance Co.	40,014	12,900
National Home Life Assurance Co.	237,206	180,015
National Independence Insurance Co.	14,084	42,520
National Life of Vermont	——	11,505

"I read The Baltimore Sun to learn where the Mayor stands on the school bond issue ... and for the lemonade coupons."

The Baltimore Sun Means Business

The Baltimore Sun is read by more coupon users than any other Maryland newspaper. That's why we run 74% of all national Food advertising linage placed in the market's major daily newspapers. (And we run 90% of the national preprint inserts.)

Our Media and Marketing package has profiles of your customers in the Baltimore market. Call our Marketing Manager at (301) 332-6240 or CWO&O for your copy.

Source: Media Records, 1979.

New York (cont.)

CATEGORIES AND BRANDS	INVESTMENTS 1979	1978
New England Life Insurance Co.	19,183	74,991
New York Life Insurance Co.	144,837	153,784
Penn Mutual Life Insurance Co.	53,851	50,064
Phoenix Mutual Life Insurance Co.	77,843	43,280
Royal Globe Insurance Co.	1,458	20,041
Travelers Insurance Co.	36,825	43,043
Union Fidelity Life Insurance Co.	21,842	——
Union Mutual	14,313	——
Washington National Insurance Co.	——	17,963
TOTAL	2,948,221	2,302,794
TOBACCO		
CIGARETS		
Arctic Lights Menthol	303,308	——
Arctic Lights Menthol & 100s Menthol	281,967	——
Benson & Hedges Lights 100s & Lights 100s Menthol	331.772	281,632
Benson & Hedges 100s & 100s Menthol	154,879	290,148
Camel Lights	85,247	869,990
Camel Lights & Light 100s	919,952	——
Camel Light 100s	28,416	——
Carlton	2,219,191	688,035
Carlton & 100s	193,358	——
Carlton 100s	9,309	216,620
Carlton 100s & 100s Menthol	35,886	29,300
Decade	——	17,880
Decade & Menthol	——	281,720
Doral II & Menthol	1,084,064	——
Fact King & King Menthol	——	131,886
Kent	12,900	62,808
Kent Golden Lights	245,417	378,392
Kent Golden Lights & Golden Lights Menthol	700,650	199,392
Kent Golden Lights Menthol & Golden Light 100s Menthol	52,224	63,338
Kent Golden Lights Multi. Cigarets	198,348	240,683
Kent Golden Light 100s	190,437	——
Kent Golden Lights 100s & Golden Light 100s Menthol	200,709	289,506
Kent III	1,033,488	——
Kent III & 100s	120,063	——
Kent III 100s	467,750	——
Kent King	——	200,227
Kent King & 100s	123,811	399,087
Kent 100s	56,831	31,865
Kool King Menthol	23,953	——
Kool King Menthol & 100s Menthol	——	272,918
Kool Milds Menthol & Milds 100s Menthol	45,824	——
Kool Multi. Cigarets	36,845	——
Kool Super Lights King Menthol & Super Light 100s Menthol	218,232	298,588
Kool Super Lights Menthol	31,334	——
Kool Super Light 100s Menthol	——	70,516
L&M Lights	——	36,169
L&M Lights & Light 100s	——	340,249
L&M Lights 100s	180,484	443,188
Lark Lights & Light 100s	343,301	172,080
Marlboro	——	88,752
Marlboro & 100s	78,542	58,542
Marlboro Lights & Light 100s	1,073,228	514,530
Marlboro Light 100s	——	362,149
Marlboro Multi. Cigarets	450,208	308,473
Max 120s & 120s Menthol	——	43,962
Merit	233,142	329,355
Merit & Menthol	1,855,671	989,352
Merit Menthol	195,457	46,148
Merit Menthol & 100s Menthol	98,942	26,554
Merit 100s	6,240	92,021
Merit 100s & 100s Menthol	84,255	40,320
More 120s & 120s Menthol	——	439,620
Newport King Menthol	341,101	10,445
Newport King Menthol & 100s Menthol	——	15,932
Newport Lights King Menthol	87,457	247,890
Newport Multi. Cigarets	45,824	70,339
Now	534,477	——
Now & Menthol	——	341,666
Pall Mall Extra Light	——	112,889
Pall Mall Extra Mild	——	47,848
Pall Mall Light 100s	108,026	58,594
Parliament	——	623,534
Parliament Lights	351,904	——
Parliament Lights & Light 100s	177,822	——
Parliament Light 100s	41,633	——
Raleigh Lights	——	26,554
Raleigh Multi. Cigarets	——	17,408
Real & Menthol	——	483,582
Salem Lights Menthol & Lights 100s Menthol	681,972	489,813
Salem Menthol	284,155	142,773
Salem Menthol & 100s Menthol	28,416	431,358
Salem 100s Menthol	198,909	——
Tareyton Lights	1,343	317,658
Tareyton Lights & Light 100s	204,318	114,747
Tareyton Light 100s	——	84,580
Tareyton Menthol	——	22,043
Triumph & Menthol	1,150,704	——
True	252,033	——
True & Menthol	375,149	273,370
True 100s & 100s Menthol	213,451	——
Vantage	294,236	——
Vantage & Menthol	486,651	——
Vantage & 100s	——	725,408
Vantage Multi. Cigarets	——	434,846
Vantage Ultra Lights & Ultra Light 100s	678,690	——
Viceroy King	——	26,554
Viceroy Rich Lights	108,719	11,640
Viceroy Rich Lights & Rich Light 100s	731,315	130,404
Viceroy Rich Light 100s	45,824	——
Virginia Slims Lights & Lights Menthol	535,707	——
Winston	244,656	18,728
Winston King	170,578	14,721
Winston King & 100s	113,662	220,694
Winston Lights King	28,416	——
Winston Lights King & Light 100s	——	316,880
Winston Light 100s	56,831	——
Winston 100s	142,078	——
TOTAL	22,722,272	15,416,885
TRANSPORTATION		
AIRLINES, DOMESTIC		
Air Florida	57,915	——
Allegheny	87,841	89,904
American	1,014,571	923,227
Braniff International	600,884	619,948
Capitol	85,862	——
Continental	122,371	——
Delta	2,095,983	1,455,328
Eastern	1,286,089	1,229,771
National	1,154,553	727,242
Northwest Orient	3,793	66,000
Pan American World	546,154	11,727
Republic	17,996	——
TWA	1,685,865	980,990
United	1,252,128	1,361,981
USAir	17,100	——
World	72,789	——
TOTAL	10,081,894	7,466,118
WEARING APPAREL		
A OK Bra	17,408	——
Acme Boots	52,224	——
Acrilan Apparel Fiber	17,408	——
Act I Sportswear	17,408	——
Act III Sportswear	17,408	17,408
Acting Up Sportswear	——	17,408
Action Scene Apparel Fiber	17,408	17,408
Adidas Sportswear	15,508	35,510
Adolfo Apparel	43,656	8,840
Aileen Children's Wear	——	17,408
Aileen Sportswear	——	52,224
AJD Cap Co.	45,824	——
Ala Vel Fabrics	——	17,408
Alamac Apparel Fiber	114,893	174,080
Alberoy Sportswear	61,173	56,032
Albert Nipon's Apparel	——	34,816
Alexandre Furs	56,576	14,144
Aloma Coats	10,445	——
Amanda Apparel	26,248	——
American Fur Industry	26,520	17,680
American Wool Bureau	124,781	52,496
Anne Klein Apparel	104,448	——
Anne Klein Boots	——	34,816
Antron III Lingerie	44,200	——
Appel Leisurewear	——	17,408
Aris Gloves	——	17,408
Arnel Apparel Fiber	274,194	156,672
Arrow Shirts	104,448	80,077
Austin Hill Suits	17,408	——
Baby Togs	69,632	69,632
Bago Sportswear	27,853	22,712
Bali Bra	73,580	37,171
Ballantyne Sweaters	——	17,408
Banff Ltd. Sweaters	——	14,008
Bass Shoes	41,888	953
Bates Shoes	8,840	34,816
Beldoch Popper Sportswear	21,216	56,032
Beldoch Popper Sweaters	40,120	——
Berkshire Hosiery	19,448	32,136
Bernetta Sweaters	——	17,408
Bi Loft Sweaters	132,464	——
Bill Blass Apparel	17,408	8,840
Bill Blass Jeans	34,816	——
Bill Blass Sportswear	34,816	——
Bill Blass Suits	26,248	——
Blackglama Furs	88,400	26,520
Bobbie Brooks Sportswear	——	17,408
Bodin Apparel	——	17,408
Bonjour Jeans	52,224	17,408
Bonnie Cashin Coats	18,512	——

In Philadelphia, The Bulletin delivers the "at home" reader. And the "at home" reader delivers the sales.

The 1979 Belden Study of Shoppers Who Read Philadelphia Newspapers is providing "landmark" findings for advertisers searching for a quality audience.

It compares daily "at home" readers versus "out of home" readers.

With these results:

"At home" readers spend 26% more time with their newspapers.

"At home" readers are more involved with their newspapers — take specific action like clipping an ad or coupon. (84% versus 70%).

"At home" readers make more purchases. (79% versus 65%).

"At home" readers "shop the ads" more often. (46% versus 30%).

"At home" readers make more trips to advertiser stores. (73% versus 58%).

58% of all shoppers who read a Philadelphia newspaper at home read The Bulletin.

That's in the 8-County Metropolitan Area (SMSA) — where The Bulletin's circulation lead over the Inquirer is 108,820. And 90% of Bulletin readers read The Bulletin at home.

The Bulletin delivers the "at home" reader and the "at home" reader delivers the sales.

That's "House Power." And in Philadelphia, only The Bulletin has it.

"Keep on delivering shoppers, Bulletin. That's why you're Number One."

The Bulletin

Morning. Evening. Weekend. Sunday.

Nearly everybody reads The Bulletin

Member Million Market Newspapers, Inc.

	INVESTMENTS	
CATEGORIES AND BRANDS	1979	1978
Botany 500	—	17,408
Bravo's Underwear	—	34,816
Breckenridge Sportswear	17,680	—
Brookvalley Apparel	—	35,000
Bruce Jenner Sportswear	17,408	—
Burberry's Coats	—	52,224
Burlington Pantyhose	26,520	—
Burlington Socks	80,403	111,790
Cable Car Clothiers	100,543	69,056
Calabash Sportswear	10,445	—
Calvin Klein Apparel	34,816	—
Calvin Klein Handbags	17,408	—
Calvin Klein Jeans	384,717	17,408
Calvin Klein Scarf	17,408	17,408
Calvin Klein Sportswear	148,104	—
Camp Socks	47,192	—
Candies Sportswear	34,816	—
Career Originals Furs	—	10,445
Carrer Club Shirts	78,472	52,224
Carter's Infants Wear	17,408	17,408
Casualcraft Coats	17,408	—
Cat 5 Apparel	17,408	—
Catalina Sportswear	—	52,224
Celebrity Purses	—	52,496
Chequers Apparel	17,408	—
Chiccis Panties	—	13,926
Choice By Bette Apparel	34,816	—
Christianfeld Apparel	36,584	52,224
Christian Dior Apparel	34,816	—
Christian Dior Furs	25,636	10,608
Christian Dior Pajamas	—	10,445
Christian Dior Pantyhose	34,816	26,520
Christian Dior Socks	17,408	—
Civona Apparel	—	20,890
Clarks Shoes	20,506	14,144
Clement Apparel	17,408	—
Clinton Swan Sportswear	17,408	—
Clothcher Sportswear	—	26,112
Cobbies Shoes	153,314	78,628
Collins & Aikman Fabrics	42,685	17,408
Collins & Aikman Furiginals	—	10,445
Cone Fabrics	243,712	104,448
Coopchik Furs	35,380	17,680
Cotton Marketing Organization	17,415	20,634
Country Suburbans Sportswear	52,224	—
Courtaulds Apparel Fiber	34,816	17,408
Crayons Shoes	17,408	—
Cresco Sportswear	17,408	—
Creslan Apparel Fiber	60,928	75,031
Cricketeer Suits	115,301	—
Crompton Apparel	236,749	—
Cuddlecoat Coats	26,248	19,448
Dacron Apparel Fiber	—	61,064
Damart Underwear	11,648	5,616
Dan Post Boots	17,408	—
Dan River Fabrics	422,824	131,240
Danskins Pantyhose	—	17,408
Danskins Sportswear	87,040	52,224
Danskins Swimsuits	34,816	52,224
David Warren Sportswear	—	17,408
De Cor Furs	13,260	—
Designers Luxelon Skirts & Sweaters	17,408	—
Designer's Originals	—	17,408
Devon Sportswear	87,040	69,632
Di Fini Sportswear	10,445	—
Diane Von Furstenberg Coats	20,544	—
Diane Von Furstenberg Dresses	52,224	—
Diane Von Furstenberg Jeans	38,567	—
Diane Von Furstenberg Lingerie	17,408	—
Dingo Boots	17,408	—
Diplomat Pajamas	17,408	—
Dive Ettes Swimsuits	17,408	10,764
Doe Spun Childrens Wear	10,445	5,222
Donnkenny Sportswear	17,408	17,680
Drummond Sweaters	48,076	17,408
Dubrowsky & Joseph Furs	—	12,213
Alfred Dunner Sportswear	52,224	34,816
Dupont Apparel Fiber	61,336	19,488
Eagle Clothes	34,816	21,288
Echo Scarfs	61,064	97,621
Edmos Apparel	17,408	17,408
Egon Von Furstenberg Apparel	52,510	—
Ellen Tracy Sportswear	87,040	191,488
Emba Mink	69,632	52,224
Emily Sportswear	10,608	10,608
Enka Apparel Fiber	193,256	191,488
Etienne Aigner Apparel	—	17,408
Faberge Sportswear	17,408	—
Fairfield Sportswear	34,816	—
Famolare Shoes	31,926	24,918
Featherspring	7,143	17,656
Fire Islander Sportswear	139,264	69,632
First Editions Apparel	15,667	—
Florsheim Shoes	115,960	115,387
Forecaster of Boston Coats	52,224	17,408
Formfit Rogers Bra	17,680	12,376
Fortrel Apparel Fiber	99,387	165,458
Franck Oliver	17,408	—
Franklin Fashions	34,458	—
Friedricks Sportswear	—	17,680
Frye Boots	92,670	—
Funky Apparel	45,261	—
Gailord Blouses	17,408	—
Gallan Fabrics	17,408	—
Geoffrey Beene Apparel	61,064	40,120
Gino Pompeii Ties	15,912	10,109
Givenchy Pantyhose	34,816	52,224
Glen Oaks Slacks	—	69,632
Gleneagles Apparel	17,408	26,248
Gloria Vanderbilt Blouses	—	69,632
Gloria Vanderbilt Jeans	189,193	—
Goldin Feldman Furs	21,216	—
Gordon Sportswear	97,240	61,880
Gould Apparel	—	17,408
Sidney Gould Sweaters	90,522	76,095
Grasshoppers Shoes	32,463	9,793
Great Vibes Apparel	17,408	17,408
Greenwood Fabrics	34,816	17,408
Hibbard Co.	276,052	236,224
Haggar Suits	10,458	—
Hale Heel Co.	8,420	11,648
Halston Apparel	17,408	—
Halston Swimwear	—	17,408
Hammonton Park Sport Jacket	17,408	—
Hanes Underwear	17,049	—
Happy Legs Sportswear	55,760	34,816
Harbor Master Raincoats	69,632	26,248
Hardwick Suits	17,408	10,445
Harve Benard Coats	53,040	—
Haspel Suits	34,816	52,224
Hathaway Shirts	87,312	61,224
Hay Pence Dresses	17,408	—
HBA Furs	36,360	15,912
Health Tex Childrens Wear	141,005	121,856
Hi Bulk Socks	17,680	—
House of Weil Suits	17,680	—
Hush Puppies	110,560	82,977
Initial Trend Dresses	52,224	—
Intuitions Sportswear	17,408	26,248
ITT Rayonier Apparel Fiber	17,408	—
Izod Sportswear	34,816	8,840
J. G. Hook Apparel	17,408	—
J H Apparel	—	61,064
Jack Mulqueen Dresses	17,408	—
Jaeger Apparel	34,816	—
Jan Originals Furs	—	14,144
Jane Colby Sportswear	—	52,224
Jaymar Ruby Sportswear	10,445	—
Jazzie Sportswear	20,890	5,304
Jo Matthews Fabrics	—	10,445
Jockey Underwear	28,416	26,554
John Weitz Clothes	120,071	37,670
Jones New York	141,141	121,856
Jones New York Ties	10,445	—
Jordache Jeans	280,260	—
Judy Bond Apparel	—	17,408
K M Fleck Sportswear	—	17,408
Kay Windsor Dresses	156,672	17,408
Kay Windsor Sportswear	—	52,224
Kaynee Boys Shirts	—	17,408
Keds	—	13,926
Kid Power Shoes	6,963	13,926
Kimberly Sportswear	—	34,816
Kinney Shoes	10,445	—
Klopman Fabrics	264,616	175,821
Kodel Apparel Fiber	103,115	121,856
Koret of California Apparel	17,408	—
LaCosta Sport Jacket	45,424	—
Lady Arrow Apparel	—	10,445
Lady Arrow Shirts	17,408	34,816
Lady Devon Sportswear	69,632	34,816
Lady Manhattan Shirts	131,240	78,744
Lady Queen Sportswear	87,040	55,706
Lakeland Jackets	15,912	36,896
Lambda Apparel Fiber	—	10,445
Lane Bryant	—	11,344
Lanvin Shirt	—	17,408
Lee Mar Blouses	—	10,445
Lee Sportswear	27,853	17,408
Lee Suits	17,408	—
L'eggs Pantyhose	—	15,932
Leo Chevalier Furs	—	17,408
Leopold Brothers Furs	10,816	—
Leslie Fay Dresses	69,632	52,224
Level I Apparel	52,278	13,926
Levi's Jeans	34,816	—
Levi's Socks	15,749	10,445
Lily of France Bra & Panties	17,408	—
Lilyette Bra	26,520	—
Living Jeans	10,240	—
London Fog Coats	104,448	17,408
London Fog Raincoats	34,816	43,656
London Fog Sport Jackets	—	17,408
Long Time Friend Sportswear	17,408	—
Louis Suits	52,224	17,408
Lucky Tops & Bottoms	148,104	104,720
Lycra Apparel Fiber	95,621	119,340
Mademoiselle Furs	26,520	—
Magic Mold	166,470	141,970
Maidenform Bra	17,408	87,924
Maidenform Bra & Panties	241,919	113,594
Maidenform Lingerie	71,373	—
Maidenform Panties	34,816	19,560
Maidenform Sleepwear	—	34,816
Main Street Coats	3,536	10,608
Mainstream Swimsuits	17,408	17,408
Manhattan Shirts	—	38,557
Marisa Christina Apparel	14,170	—
Marvin Richard Ltd. Furs	22,984	—
Marx Haas Suits	44,200	—
Maximillian Furs	17,680	—

Buy the news that comes in first.

L.A. Poll
Who should be the Democratic presidential nominee? — See Page A-2
Los ANGELES HERALD EXAMINER
No charges in court probe
11-month inquiry into alleged delays of rulings by justices
Chrysler tries rebates again

The Los Angeles Herald Examiner took 5 out of 9 first place honors in the Los Angeles Press Club's 22nd annual awards competition.

The other major Los Angeles newspaper received one first place award.

These honors confirm what our readers already know. That the Herald Examiner is a newspaper for the 1980s. To the point. Alive. Personal. The kind that comes in first.

Los Angeles Press Club Awards:

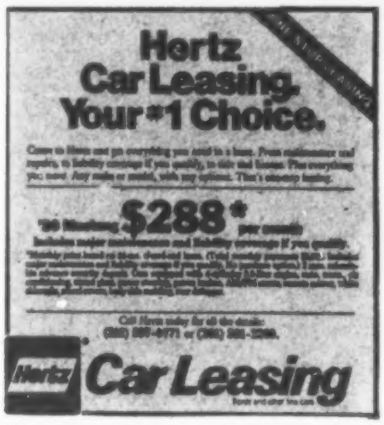
Best Editorial
—Los Angeles Herald Examiner
Best News Story Under Deadline
—Los Angeles Herald Examiner
Best News Story Not Under Deadline
—Los Angeles Herald Examiner
Best Action News Photo
—Los Angeles Herald Examiner
Best Feature Photo
—Los Angeles Herald Examiner

Los ANGELES
HERALD EXAMINER

Represented nationally by Hearst Advertising Service, Inc.

New York (Cont.)

CATEGORIES AND BRANDS	INVESTMENTS 1979	1978
McGregor Sportswear	28,989	26,520
Melange Sportswear	—	17,408
Merit Suits	34,816	17,408
John Meyer Sportswear	17,408	34,816
Mighty Mac Apparel	—	17,408
Milford Apparel Fiber	—	17,408
Milliken Fabrics	36,557	—
Mindy Malone Apparel	—	17,408
Mink International	17,680	17,680
Misty Harbor Ltd.	69,632	89,240
Monsanto Apparel Fiber	17,680	[illegible]
Moodys Goose Sportswear	—	17,408
Ms. Candies Jeans	17,408	—
Munsingwear Prods.	40,477	—
Murjani International	17,416	—
Nannette Apparel	27,853	20,890
Naturalizer Shoes	5,186	13,291
No Nonsense Pantyhose	14,500	12,418
Nomelle Apparel Fiber	—	52,224
Old Maine Trotters	—	17,408
Oleg Cassini Suits	17,408	—
Oscar De La Renta Sportswear	17,408	—
Palm Beach Suits	34,816	52,224
Pandora Knitwear	—	52,224
Paul Sullivan Sportswear	10,445	—
Pelican Sweaters	—	17,408
Pendleton Apparel	69,632	—
Pepperell Fabrics	113,288	—
Perception Apparel	24,371	6,963
Personal Apparel	— —	17,408
Pierre Cardin Belts	17,408	52,224
Pierre Cardin Shoes	15,912	14,144
Pioneer Children's Wear	17,408	—
Playtex Bra	—	51,843
Playtex Girdle	10,119	29,209
Playtex Panties	14,208	—
Poirette Bra	19,552	—
Polar Guard Coats	10,445	—
Polo-georges Furs	25,112	14,144
Pringle of Scotland Sweaters	34,816	17,408
Prophecy Apparel	20,890	—
Puritan Sportswear	—	73,114
Quiana Apparel Fiber	69,632	139,264
QMB 2 Furs	30,056	—
Queen Casuals Sportswear	156,672	208,896
R & K Originals Dresses	—	17,408
Rafique Sportswear	—	19,176
Ralph Lauren Apparel	26,248	17,408
Ralph Lauren Boots	102,950	—
Ralph Lauren Furs	17,408	8,840
Ralph Lauren Sportswear	282,010	—
Reyon Fabrics	17,680	88,128
Red Cross Shoes	67,470	19,491
Rhoda Lee Blouses	10,445	—
Rosanna Knitwear Sportswear	—	10,445
Rose Marie Reid Swimwear	17,408	17,408
Route One Apparel	17,408	—
Roxanne Apparel Fiber	—	17,408
Roxanne Swimsuits	17,408	—
RPM Apparel	17,408	—
Rugger Sportswear	—	17,408
Runaway Bay Sportswear	—	17,408
Russ Togs	69,632	26,112
Russel Taylor Furs	—	10,445
Saga Furs	26,248	8,840
Sanforized Apparel Fiber	227,341	53,040
Sasson Jeans	87,040	8,840
Scholl Shoes	19,891	39,059
Schrader Sportswear	17,408	17,408
Sero Shirts	52,224	—
Smart Pants	63,104	31,443
Socialites Shoes	19,389	—
Sofwear	—	13,277
Spalding Socks	10,445	—
Sporto Shoes	16,066	—



Hertz Car Leasing. Your #1 Choice.

$288* per month

Hertz Car Leasing

Hertz Corp.: Scali McCabe Sloves, New York.

CATEGORIES AND BRANDS	INVESTMENTS 1979	1978
Spring Mills Fabrics	17,408	—
Stanley Blacker Sport Jacket	210,037	121,856
Station Square Sportswear	10,506	12,376
Stephens Casuals	—	17,408
J. P. Stevens & Co.	62,569	35,092
Stratojac Coats	17,408	34,816
Studio 54 Jeans	17,408	—
Subtract Girdle	12,376	—
Sue Brett Apparel	191,488	—
Suede 21 Fabrics	17,408	—
Swank Belts	69,632	—
Swirl Apparel	71,400	—
Talbott Apparel	260,544	85,244
Talon's Zippers	139,264	87,040
Team Spirit Sportswear	34,816	—
Topper Collection Furs	7,072	10,608
Thomson Pants	—	20,944
Thomson Slacks & Lady Thomson Skirts	17,408	—
Timberland Boots	62,004	41,798
Today's Dacron Sportswear	—	17,408
Tour de France Jeans	69,632	—
Tracy Apparel	—	17,408
Trevira Era Fabrics	232,403	165,376
Trimfit Hosiery	34,816	34,816
Trissi Sportswear	92,376	147,961
Tudor Square Suits	34,816	—
Turtle Box Sportswear	—	17,408
Underoos Underwear	—	12,060
Van Heusen Shirts	104,448	123,597
Vera Sportswear	87,048	—
Wagner Furs	12,376	3,536
Warmer Gloves	—	10,445
Warner's Bra	10,445	43,086
Warner's Bra & Panties	—	34,816
Weatherbee Coats	31,824	14,144
White Stag Sportswear	—	34,816
Wintuk Apparel Fiber	—	38,298
Wrangler Sportswear	104,448	34,816
Wullschleger Fabrics	17,408	17,408
YKK Zippers	52,224	17,408
Young Smoothie Do a Tard	10,445	—
Young Stuff Apparel	—	17,680
Zany Kaynee Children Wear	17,408	—
Zona Sportswear	17,408	—
Zod Sportswear	—	17,408
TOTAL	15,851,541	10,868,665
GASOLINE & OIL COMPANIES		
Atlantic Richfield Co.	164,521	95,140
Cam 2 Motor Oil	12,549	—
Chevron U.S.A.	273,373	—
Cities Service Co.	97,075	—
Continental Oil Co.	26,606	16,288
Exxon	376,819	153,403
Getty Oil Co.	121,250	—
Gulf Oil Corp.	142,594	13,270
Hess Oil Co.	—	35,296
Mobil Oil Corp.	1,176,271	678,965
Pennzoil Co.	15,904	—
Shell Oil Co.	15,557	—
Sun Oil Co.	3,354	45,790
Texaco	164,293	95,907
TOTAL	2,581,276	1,133,961
PASSENGER CARS (NEW)		
FACTORY		
Alfa Romeo	216,871	273,194
American Motor Corp. Service	11,162	—
Audi	—	17,736
BMW	386,227	284,957
British Leyland Multi. Cars	4,682	22,148
Buick Multi. Cars	39,192	20,995
Buick Electra	2,683	121,856
Buick LeSabre	177,100	—
Cadillac Multi. Cars	177,827	62,994
Cadillac Eldorado	34,816	36,557
Cadillac Seville	53,965	17,408
Chevrolet Caprice	58,208	—
Chevrolet Caprice & Chevrolet Impala	19,140	—
Chevrolet Chevette	—	66,272
Chevrolet Citation	183,846	—
Chevrolet Multi. Cars	149,325	37,050
Chevrolet Malibu	—	118,795
Chevrolet Monza	—	43,962
Chrysler Corp. Multi. Cars	450,527	10,351
Chrysler New Yorker	75,217	—
Chrysler-Plymouth Multi. Cars	248,282	69,876
Datsun	543,354	50,736
Dodge Aspen	28,710	—
Dodge Challenger	—	34,816
Dodge Colt	—	17,408
Dodge Diplomat	—	123,597
Dodge Multi. Cars	—	141,511
Dodge Omni	28,716	123,471
Dodge St. Regis	—	17,408
Fiat	85,634	27,835
Ford Multi. Cars	23,508	19,054
Ford Motor Co. (Service)	36,555	—
Ford Pinto	—	183,234
Foreign Multi. Cars	58,616	11,566
General Motors Corp.		

96.0

(PROOF)

Houston Liquor Retailers gave 96.0% of their full-run advertising linage to The Houston Post in 1979. Proof that The Houston Post is the Number One media choice of Liquor Retailers in Houston.

Source: Media Records

The Houston Post
We Get There First And Stay All Day

Represented Nationally by Branham Newspaper Sales

CATEGORIES & BRANDS	INVESTMENTS 1979	1978
Multi. Cars	629,487	164,628
General Motors Corp. (Service)	105,265	——
Honda	116,292	15,336
Jaguar	23,623	75,257
Lancia	38,676	263,993
Mazda	45,824	——
Mercedes-Benz	175,542	105,718
MG	62,687	82,087
Oldsmobile Cutlass	92,250	23,016
Oldsmobile Delta	138,530	——
Oldsmobile Multi. Cars	133,291	——
Peugeot	505,894	246,683
Plymouth Horizon	——	92,189
Plymouth Volare	——	66,220
Pontiac Division Multi. Cars	22,932	25,690
Renault	123,423	12,658
Rolls-Royce	104,992	78,744
Saab	371,992	121,686
Subaru	69,601	37,402
Toyota	376,073	491,844
Triumph	33,495	34,530
Volkswagen	25,593	46,231
Volvo	141,419	281,290
TOTAL	6,434,044	4,209,989
Franks	16,965	6,719
Hires Root Beer & Orange Crush	——	14,056
Mars Root Beer & Diet Root Beer	17,472	——
RC Cola	644	27,801
7Up	117,963	31,668
TOTAL	266,655	315,825
HOUSEHOLD EQUIPMENT AND APPLIANCES		
RANGES, STOVES & DISHWASHERS		
Amana Radarange	70,243	36,137
Caloric Range	——	22,085
GE Dishwasher	28,498	33,571
GE Microwave Oven	48,500	——
GE Range	——	10,273
GE Microwave Oven & Range	——	27,999
Kitchenaid Dishwasher	83,423	54,899
Litton Microwave Oven	27,328	27,867
Litton Microwave Oven & Range	18,873	——
Litton Range	——	11,450
Quasar Microwave Oven	——	19,142
TOTAL	276,865	243,423
INSURANCE		
LIFE, HEALTH & MEDICAL		
American Council of Life Insurance	——	17,668
Bankers Life & Casualty Co.	13,656	10,023
Blue Cross of Greater Philadelphia & Pennsylvania Blue Shield	134,805	148,988
CNA Insurance Co.	13,129	——
Colonial Penn Life Insurance Co.	80,350	66,274
Germantown Life Insurance Co.	90,207	95,461
Hospital Service Plan of NJ	37,212	35,851
Inter County Hospitalization Plan	——	12,249
Liberty Mutual Insurance Co.	12,478	19,658
Massachusetts Mutual Life Insurance Co.	13,442	12,053
Mutual of Omaha Insurance Co.	9,027	10,650
National Home Life Assurance Co.	48,826	92,613
National Independence Insurance Co.	——	13,880
New York Life Insurance Co.	26,219	57,690
Penn Mutual Life Insurance Co.	11,309	16,931
Pennsylvania Blue Shield	12,852	——
Union Fidelity Life Insurance Co.	4,417	20,361
Washington Square Life Insurance Co.	30,355	——
TOTAL	537,485	630,350
TOBACCO		
CIGARETS		
Arctic Light Menthol	128,241	——
Arctic Lights Menthol & 100s Menthol	126,442	——
Arctic Light 100s Menthol	33,217	——
Belair King Menthol & 100s Menthol	18,054	55,446
Benson & Hedges Light 100s & Light 100s Menthol	137,524	267,915
Benson & Hedges Multi. Cigarets	——	42,106
Benson & Hedges 100s & 100s Menthol	58,982	52,462
Camel Lights	58,982	334,532
Camel Lights & Light 100s	349,376	——
Camel Lights 100s	58,982	——
Carlton	677,785	400,598
Carlton & 100s	63,767	——
Carlton 100s	11,856	57,947
Decade	——	53,226
Decade & Menthol	——	102,062
Doral II & Menthol	388,697	——
Fact King & King Menthol	——	19,142
Kent	——	40,574
Kent Golden Lights	70,382	174,134
Kent Golden Lights & Golden Lights Menthol	271,807	138,772
Kent Golden Lights Menthol & Golden Light 100s Menthol	15,147	70,812
Kent Golden Lights Multi. Cigarets	78,642	106,214

PHILADELPHIA (BULLETIN, INQUIRER AND NEWS)

CATEGORIES AND BRANDS	INVESTMENTS 1979	1978
ALCOHOLIC BEVERAGES		
BEERS		
Michelob Light	——	$ 20,915
Molson	——	42,891
Schaefer	——	13,884
Schlitz	$ 50,116	36,151
TOTAL	50,116	113,841
WINES		
Chateau Luzerne	6,738	46,477
Chiarli	11,208	——
Christian Brothers	——	13,240
Elmo Pio	21,513	
Widmer	——	72,915
TOTAL	39,459	132,632
LIQUORS		
Ambassador Scotch	——	10,752
Bacardi Rum	21,900	10,347
Beefeater Gin	176,642	24,165
Burke & Barry	62,363	——
Calvert Extra	210,146	21,883
Canadian Club	42,106	20,548
Canadian Mist	80,556	107,519
Catto's Scotch	31,977	——
Clan MacGregor Scotch	3,472	18,548
Cocktails For Two	35,093	37,889
Cointreau Liqueur	45,441	——
Coronet Brandy	——	12,528
Dewar's White Label Scotch	62,308	56,926
Gilbey's Gin	23,350	——
Gordon's Gin	——	10,635
Grand MacNish Scotch	34,491	60,795
Hiram Walker Multi. Prods.	——	27,241
Imperial	92,229	71,338
Inver House Scotch	50,680	10,874
J & B Scotch	40,323	65,300
Jim Beam	43,218	38,334
Kamora Liqueur	16,360	——
MacNaughton	41,809	24,836
Malcolm Hereford Cows	——	44,790
Mr. Boston Cocktails	13,324	——
Old Grand Dad	17,182	7,083
Passport Scotch	——	85,782
Regnier Liqueur	34,159	——
Schenley Multi. Prods.	70,226	38,741
Schenley Reserve	——	34,198
Seagram's Multi. Prods.	46,699	——
Seagram's 7 Crown	60,481	14,357
Silignac Cognac	15,126	——
Skol Multi. Prods.	——	10,637
Smirnoff Vodka	21,642	153,458
Southern Comfort	94,072	66,547
Wild Turkey	45,441	42,891
Windsor Supreme	——	31,507
TOTAL	1,532,816	1,160,449
BEVERAGES		
COFFEE		
Brim Freeze Dried Decaffeinated & Ground Decaffeinated	30,298	——
Folger's Ground	34,150	5,820
Folger's Instant	13,466	——
General Foods International Instant Coffees	20,616	6,533
High Yield Regular Coffee	——	12,478
Maxim Freeze Dried Coffee	40,375	12,063
Maxwell House Ground	——	17,991
Maxwell House Ground & Instant	39,231	——
Maxwell House Instant	9,027	42,016
Mellow Roast Ground & Instant	7,332	45,380
Nescafe Decaffeinated Instant & Instant Coffee	43,458	17,603
Nescafe Instant Decaffeinated	10,467	——
Sanka Coffees	24,205	3,327
Sunrise Instant	14,705	40,552
Taster's Choice Decaffeinated & Freeze Dried Coffe	32,861	2,873
Taster's Choice Freeze Dried Coffee	28,751	14,611
TOTAL	349,032	221,227
SOFT DRINKS—CARBONATED—DIET		
Diet Pepsi	15,496	——
Fresca & Tab		11,600
Pepsi Light	10,281	
TOTAL	25,777	11,600
SOFT DRINKS—CARBONATED—NONDIET		
Aspen	10,304	——
Bubble Up	——	104,200
C&C Cola & Diet C&C Cola	14,088	——
Canada Dry	58,478	41,332
Canada Dry & Diet Canada Dry	——	11,622
Coca-Cola	——	26,695
Diet Pepsi & Pepsi	9,918	19,230
Diet Rite Cola & RC Cola	10,777	——
Diet 7Up & 7Up	——	33,502
Faygo & Diet Faygo	10,046	——

Reaching Buffalo's ADI takes more than news.

Sports
Gusto

Seven-day-a-week coverage isn't enough for this area. Even for our paper. So we created Gusto, Sports Magazine and Sunday Magazine. With an Effective Buying Income of 11 billion dollars annually, 1.8 million consumers in Buffalo's ADI are interested in this area's leisure activities. They read Friday's Gusto for great food, great shows, great listening and great entertainment. Saturday's Sports Magazine involves them in the athletic world. The plays. The players. The teams, standings and schedules. Our Sunday Roto Magazine lets them know about colorful people, issues and the local history that surrounds them.

They are the kind of consumer you're after. And they have an avid interest in us. Our demographics prove it.

So put your media message in front of an active consumer where it will do the most good. Put it into the Buffalo Evening News.

For more information on us, call Hugh G. Monaghan at (716) 849-3422.

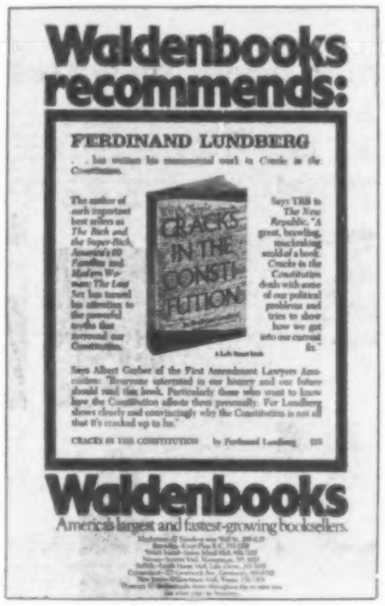
We deliver. 7 days a week.

BUFFALO EVENING NEWS

One News Plaza, Buffalo, New York 14240
Represented nationally by Story & Kelly-Smith

Philadelphia (Cont.)

	INVESTMENTS	
CATEGORIES & BRANDS	1979	1978
Kent Golden Light 100s	56,788	—
Kent Golden Light 100s & Golden Light 100s Menthol	160,489	114,747
Kent III	373,197	—
Kent III & 100s	49,955	—
Kent III 100s	174,873	—
Kent King	—	69,728
Kent King & 100s	50,709	211,006
Kent 100s	—	31,996
Kool King Menthol & 100s Menthol	—	133,570
Kool Milds Menthol & Mild 100s Menthol	44,669	—
Kool Mild 100s Menthol	108,538	—
Kool Multi. Cigarets	—	13,261
Kool Super Lights King Menthol & Super Light 100s Menthol	4,514	167,017
Kool Super Lights Menthol	71,988	—
Kool Super Light 100s Menthol	96,363	38,165
L&M Lights & Light 100s	31,714	125,678
L&M Light 100s	152,894	193,167
Lark Lights & Light 100s	104,989	295,402
Marlboro Lights & Light 100s	455,615	311,372
Malrboro Light 100s	—	158,741
Marlboro Multi. Cigarets	121,178	188,688
Merit	102,500	177,696
Merit & Menthol	746,639	573,952
Merit Menthol	78,232	84,282
Merit Menthol & 100s Menthol	78,232	—
Merit 100s	2,533	41,446
Merit 100s & 100s Menthol	60,645	8,308
More 120s & 120s Menthol	76,739	243,287
Newport King Menthol	147,003	77,631
Newport Lights King Menthol	46,699	93,644
Newport Multi. Cigarets	23,350	35,020
Now	230,123	—
Now & Menthol	—	12,067
Pall Mall Extra Light	—	36,490
Pall Mall Extra Mild	—	14,738
Pall Mall Light 100s	45,623	29,412
Parliament	10,248	422,776
Parliament Lights	147,203	—
Parliament Lights & & Light 100s	90,217	—
Parliament Light 100s	23,350	—
Raleigh Lights	—	43,070
Real & Menthol	—	257,584
Salem Lights Menthol & Light 100s Menthol	866,557	355,609
Salem Menthol	183,065	76,330
Salem Menthol & 100s Menthol	—	190,825
Salem 100s Menthol	129,597	—
Tareyton Lights	—	83,275
Tareyton Lights & Lights 100s	42,483	158,220
Tareyton Light 100s	—	44,444
Triumph & Menthol	584,040	—
True	149,984	19,083
True & Menthol	93,258	150,487
Vantage	112,302	—
Vantage & Menthol	225,293	—
Vantage & 100s	—	147,628
Vantage Multi. Cigarets	—	89,063
Vantage Ultra Lights & Ultra Lights 100s	309,998	—
Viceroy Rich Lights	—	44,697
Viceroy Rich Lights & Rich Light 100s	3,532	40,835
Virginia Slims Lights & Lights Menthol	235,152	—
Winston	164,301	4,730
Winston King	153,512	15,642
Winston King & 100s	60,588	198,594
Winston Lights King	231,413	—
Winston Lights King & Light 100s	4,514	200,456
Winston Light 100s	208,497	—
Winston Multi. Cigarets	18,602	—
Winston 100s	187,578	—
TOTAL	10,495,049	7,939,801
TRANSPORTATION		
AIRLINES, DOMESTIC		
Allegheny	27,240	43,078
American	173,445	183,930
Braniff International	87,331	—
Delta	173,399	130,003
Eastern	109,396	157,673
Midway	15,226	—
Northwest Orient	43,580	37,850
Republic	71,858	—
TWA	57,237	45,898
United	239,867	248,903
US Air	27,201	—
Wright	11,047	14,496
TOTAL	1,036,827	861,831
WEARING APPAREL		
Bali Bra	7,687	23,732
Hush Puppies	38,430	38,328
Jumping Jack Shoes	10,125	—
L'eggs Pantyhose	4,883	10,472
Maidenform Bra	2,242	16,280
Maidenform Bra & Panties	41,412	9,520
Playtex Bra	—	10,295
Sheer Indulgence Pantyhose	—	19,840
Wolverine Boots & Shoes	40,533	25,671
Wool Bureau	13,112	14,382
TOTAL	158,424	167,720
GASOLINE & OIL COMPANIES		
Exxon	56,001	10,784
Mobil Oil Corp.	17,237	2,972
Shell Oil Co.	18,817	456
TOTAL	92,055	14,212
PASSENGER CARS (NEW)		
FACTORY		
American Motors Corp. Multi. Cars	18,858	—
BMW	32,327	—
Buick LeSabre	37,538	—
Cadillac Multi. Cars	24,028	3,922
Chevrolet Citation	27,117	—
Chevrolet Multi. Cars	72,296	19,980
Chevrolet Malibu	—	21,668
Chevrolet Monza	—	10,499
Chevrolet Nova	—	36,398
Chrysler Corp. Multi. Cars	137,706	18,015
Datsun	56,337	18,456
Dodge Aspen	—	18,465
Dodge Multi. Cars	41,513	17,724
Ford Multi. Cars	97,721	21,257
Ford Fairmont	21,270	—
Ford Ltd.	10,584	—
Ford Pinto	—	83,095
Ford Thunderbird	27,940	—
General Motor Corp. Multi. Cars	105,305	44,679
General Motors Corp. (Service)	31,175	—
Lancia	—	15,052
Mercedes-Benz	8,996	28,306
Oldsmobile Cutlass	20,253	13,924
Oldsmobile Delta	41,956	—
Oldsmobile Multi. Cars	24,455	10,314
Plymouth Volare	—	13,772
Pontiac Multi. Cars	13,102	21,462
Renault	52,547	—
Saab	69,601	3,306
Toyota	33,048	55,686
Volkswagen	8,549	13,262
Volvo	42,749	42,264
TOTAL	1,056,169	524,966



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SAN FRANCISCO/OAKLAND (Chronicle, Examiner, Examiner & Chronicle and Tribune)

	INVESTMENTS	
CATEGORIES AND BRANDS	1979	1978
ALCOHOLIC BEVERAGES		
BEERS		
Budweiser	$ 1,584	$ 10,128
Coors	31,491	49,472
Hamms	15,270	—
Henry Weinhard	2,529	42,741
Lowenbrau	—	32,067
Michelob	—	30,785
Molson	52,673	38,274
Olympia	13,234	12,239
Schlitz	41,547	16,792
Tuborg Gold	28,423	4,164
TOTAL	186,751	236,662
WINES		
Beaulieu Vineyard	2,471	10,809
Campari	60,231	63,954
Julius Wiles	5,019	28,127
Monterey Vineyards	40,154	—
St. Raphael	—	15,876
Taylor	10,077	
TOTAL	117,952	119,766
LIQUORS		
Absolut Vodka	18,275	—
Ancient Age	73,475	59,814
B & B Liqueur	14,054	—
Bacardi Rum	23,791	1,884
Beefeater Gin	48,235	44,127
Black & White Scotch	10,359	11,182
Black Velvet	—	54,308
Calvert Extra	30,243	—
Canadian Club	12,595	5,477
Cheers Cocktails	—	15,086
Chivas Regal Scotch	—	46,181
Cocktails For Two	80,703	39,311
Daviess County	10,391	—
DeKuyper Amaretto Liqueur	15,170	—
DeKuyper Peppermint Schnapps	—	10,787
Desmond & Duff Scotch	12,046	—
Dewar's White Label Scotch	—	27,596
E & J Brandy	57,372	63,225
Early Times	—	10,145
Gilbey's Gin	11,471	—
Gordon's Gin	16,325	16,206
Gordon's Multi. Prods.	—	32,163
Hennessy Cognac	23,011	23,037
Heublein Cocktails	30,118	—
J & B Scotch	41,168	16,098
Jameson	50,193	52,774
Jim Beam	18,779	26,486
Johnnie Walker Red Label Scotch	1,454	11,501
Jose Cuervo Tequila	56,626	—
Julius Wiles Multi. Prods.	12,046	—
Kessler	30,524	83,294
Kobrand Multi. Prods.	—	21,005
Malcolm Hereford Cows	—	31,062
Mr. Boston Cocktails	—	21,437
Peter Dawson Scotch	39,984	83,269
Ronrico Rum	—	41,303
Schenley Multi. Prods.	—	18,216
Seagram's Multi. Prods.	—	21,677
Seagram's 7 Crown	17,003	13,090
Silverado Vodka	36,946	—
Smirnoff Vodka	—	45,219
Southern Comfort	68,952	74,749
Tuaca Liqueur	—	26,117
Vaklova Liqueur	—	16,876
White Horse Scotch	120,462	12,408
Wild Turkey	54,460	60,121
TOTAL	1,033,231	1,136,640
BEVERAGES		
COFFEE		
Brim Freeze Dried Decaffeinated & Ground Decaffeinated	37,069	—
Folger's Ground	12,469	2,308
General Foods International Instant Coffees	96,763	14,873
Maxim Freeze Dried Coffee	29,960	14,730
Mellow Roast Ground & Instant	2,233	20,943
MJB Ground	38,100	6,801
Nescafe Decaffeinated Instant & Instant Coffee	26,720	8,440
Sunrise Instant	19,288	18,840
Taster's Choice Decaffeinated & Freeze Dried Coffee	16,232	17,217
Yuban Ground & Instant	25,445	12,721
TOTAL	261,369	114,802
SOFT DRINKS—		
CARBONATED		
Bubble Up	—	40,328
C & C Cola	26,697	—
Canada Dry	11,806	8,298
Canada Dry & Diet Canada Dry	790	33,467
Coca-Cola & Tab	—	11,451
Dad's Root Beer	—	12,238
7Up	71,251	3,850
TOTAL	110,624	109,622
HOUSEHOLD EQUIPMENT & APPLIANCES		
RANGES, STOVES & DISHWASHERS		
GE Dishwasher	22,851	—
GE Microwave Oven	30,638	11,664
Kitchen Aid Dishwasher	22,074	1,757
Litton Microwave Oven	—	18,957
Magic Chef Microwave Oven & Range	—	14,714
Thermador Waste King Dishwasher	13,744	—
TOTAL	89,307	47,092
INSURANCE		
LIFE, HEALTH & MEDICAL		
Blue Cross of Northern Cal.	266,076	277,615
Blue Shield of Cal.	118,751	117,664
Certified Life Insurance Co.	—	11,328
Mutual of Omaha Insurance Co.	24,841	11,781
National Home Life Assurance Co.	21,688	77,891
New York Life Insurance Co.	34,593	28,202
Physicians Mutual Insurance Co.	6,273	13,758
Travelers Insurance Co.	11,431	4,740
TOTAL	494,453	542,977
TOBACCO		
CIGARETS		
Arctic Lights Menthol	43,285	—
Arctic Lights Menthol & 100s Menthol	68,105	—
Belair King Menthol & 100s Menthol	5,814	13,932
Benson & Hedges Light 100s & Light 100s Menthol	185,312	238,844
Benson & Hedges Multi. Cigarets	—	21,457
Benson & Hedges 100s & 100s Lights Menthol	24,438	73,988
Benson & Hedges 100s Menthol & Light 100s Menthol	32,433	7,513
Camel	108,263	32,632
Camel Lights	121,709	265,363
Camel Lights & Light 100s	223,762	—
Carlton	448,869	244,578
Carlton & 100s	30,746	—
Carlton 100s	—	29,632
Carlton 100s & 100s Menthol	11,486	8,133
Decade	—	20,275
Decade & Menthol	—	103,057
Doral II & Menthol	267,883	—
Fact King & King Menthol	—	32,938
Kent Golden Lights	80,224	83,411
Kent Golden Lights & Golden Lights Menthol	238,501	82,022
Kent Golden Lights Menthol & Golden Light 100s Menthol	1,454	20,694
Kent Golden Lights Multi. Cigarets	45,958	54,234
Kent Golden Light 100s	56,028	—
Kent Golden Light 100s & Golden Light 100s Menthol	49,743	138,547
Kent III	257,233	—
Kent III & 100s	31,569	—
Kent III 100s	171,883	—
Kent King	—	52,413
Kent King & 100s	29,611	104,432
Kent 100s	—	16,922
Kool King Menthol	24,129	—
Kool King Menthol & 100s Menthol	—	63,971
Kool Milds Menthol & Milds 100s Menthol	11,280	—
Kool Multi. Cigarets	23,708	11,072
Kool Super Lights King Menthol & Super Light 100s Menthol	17,808	87,329
Kool Super Lights Menthol	52,347	—
Kool Super Lights 100s Menthol	27,303	21,157
L&M Lights & Light 100s	2,907	147,863
L&M Light 100s	53,531	182,272
Marlboro Lights & Light 100s	293,783	196,222
Marlboro Light 100s	—	97,040
Marlboro Multi. Cigarets	77,525	118,496
Merit	64,797	97,106
Merit & Menthol	492,415	363,456
Merit Menthol	40,870	49,129
Merit Menthol & 100s Menthol	47,853	—
Merit 100s	—	34,698
Merit 100s & 100s Menthol	42,025	—
More 120s & 120s Menthol	315,826	128,622
Now	119,482	—
Now & Menthol	—	117,927
Pall Mall Extra Light	—	24,220
Pall Mall Light 100s	20,537	19,865
Parliament	—	208,320
Raleigh Lights	—	10,965
Real & Menthol	—	137,998
Salem Light Menthol & Light 100s Menthol	288,615	186,380
Salem Menthol	80,232	23,001
Salem Menthol & 100s Menthol	—	134,470
Salem 100s Menthol	57,248	—
Saratoga 120s & 120s Menthol	82,200	—
Tareyton Lights	—	38,423
Tareyton Lights & Light 100s	30,666	122,177
Tareyton Light 100s	—	30,683
Triumph & Menthol	396,759	—
True	147,075	57,752
True & Menthol	36,825	95,441
True 100s & 100s Menthol	47,893	—
Vantage	55,063	—
Vantage & Menthol	127,866	—
Vantage & 100s	—	294,481
Vantage Multi. Cigarets	—	125,541
Vantage Ultra Lights & Ultra Light 100s	248,661	—
Viceroy Rich Lights	13,422	18,848
Viceroy Rich Lights & Rich Light 100s	233,579	28,903
Viceroy Rich Light 100s	13,427	—
Virginia Slims Lights & Lights Menthol	160,384	—
Winston	100,118	3,472
Winston King	48,489	11,015
Winston King & 100s	—	107,185
Winston Lights King	134,819	—
Winston Lights King & Lights 100s	—	66,963
Winston Lights 100s	12,019	—
Winston 100s	11,628	—
TOTAL	8,591,787	5,117,660
TRANSPORTATION		
AIRLINES, DOMESTIC		
Air California	128,365	46,447
Alaska	139,743	—
American	850,583	440,853
Braniff International	123,076	—
Continental	97,128	51,783
Delta	477,283	501,562
Eastern	304,966	—
Hughes Air West	230,390	9,180
National	286,187	183,881
Northwest Orient	55,767	21,648
PSA	191,035	160,123
Pan American World	145,458	—
TWA	444,477	283,656
United	953,310	957,247
Western	249,778	76,615
World	48,867	—
TOTAL	4,426,325	2,739,095
WEARING APPAREL		
AJD Cap Co.	11,492	—
American Wool Council	23,984	36,431
Bali Bra	19,275	18,885
Burlington Socks	—	11,474
Career Guild	—	19,757
Footworks Shoes	16,939	—
Gloria Vanderbilt Jeans	10,039	—
Haband Co.	24,235	16,818
Hush Puppies	10,039	18,751
Jockey Underwear	11,492	10,719
Lane Bryant (National)	1,068	12,121
L'eggs Knee Highs	—	10,719
L'eggs Pantyhose	3,834	17,150
Levi's Socks	—	10,063
Maidenform Bra	—	18,751
Maidenform Bra & Panties	70,270	46,878
Maidenform Panties	10,039	3,160
Munsingwear Pajamas	—	11,251
Playtex Bra	—	16,238
Vassarette Bra	11,574	—
Vassarette Lingerie	58,635	—
Warner's Bra	—	15,402
Wolverine Boots & Shoes	11,492	4,295
Young Smoothie On A Tard	12,046	—
TOTAL	306,473	290,863
GASOLINE & OIL COMPANIES		
Atlantic Richfield Co.	35,332	22,986
Chevron USA	235,592	—
Exxon	108,432	80,067
Gulf Oil Corp.	46,206	4,426
Mesa Petroleum Co.	11,992	—
Mobil Oil Corp.	106,155	45,164
Shell Oil Co.	13,725	—
Texaco	48,582	21,538
TOTAL	686,016	174,108
PASSENGER CARS (NEW)		
FACTORY		
Alfa Romeo	198,976	229,640
Audi	—	16,422
BMW	37,403	60,379
Buick Multi. Cars	23,112	—
Buick Lesabre	46,967	—
Cadillac Multi. Cars	55,138	—
Chevrolet Camaro	—	12,367
Chevrolet Caprice	—	11,815

San Francisco-Oakland (Cont.)

CATEGORIES AND BRANDS	INVESTMENTS 1979	1978
Chevrolet Chevette	——	27,824
Chevrolet Citation	45,988	——
Chevrolet Multi. Cars	78,848	18,780
Chevrolet Malibu	——	21,437
Chevrolet Monte Carlo	——	12,890
Chevrolet Monza	——	32,156
Chrysler Cordoba	16,975	——
Chrysler Corp. Multi. Cars	267,011	4,531
Chrysler Plymouth Multi. Cars	——	43,852
Datsun	220,240	61,902
Dodge Colt	14,376	——
Dodge Colt & Plymouth Champ	47,582	——
Fiat	78,543	33,421
Fiesta	3,910	24,013
Ford Multi. Cars	155,524	12,135
Ford Fairmont	30,843	——
Ford Ltd	15,121	——
Ford Motor Co (Service)	11,450	——
Ford Mustang	15,144	——
Ford Pinto	30,421	199,226
Ford Thunderbird	15,190	——
General Motor Corp. Multi. Cars	306,962	79,309
Lancia	15,111	98,649
Mercedes—Benz	19,355	58,857
Oldsmobile Cutlass	58,790	1,908
Oldsmobile Delta	35,165	——
Oldsmobile Multi. Cars	24,171	8,463
Oldsmobile Omega	11,787	——
Peugeot	318,718	50,105
Plymouth Champ	14,376	——
Plymouth Volare	——	27,844
Pontiac Multi. Cars	——	21,437
Renault	79,746	124,821
Saab	254,755	121,092
Subaru	15,402	——
Toyota	162,382	175,799
Volkswagen	5,948	10,932
Volvo	166,806	210,036
TOTAL	2,885,216	1,806,531

WASHINGTON
(Post and Star)

CATEGORIES AND BRANDS	INVESTMENTS 1979	1978
ALCOHOLIC BEVERAGES		
BEERS		
Lowenbrau	$ 5,307	$ 38,198
Michelob	——	23,105
Schlitz	63,267	12,791
Schmidt's	3,815	17,787
Stroh	——	18,911
Tuborg Gold	31,857	——
TOTAL	104,246	110,792
WINES		
Henkell	12,421	——
Sebastiani Vineyards	10,081	7,274
Shaw Ross	——	10,098
Sonoma Vineyards	12,712	——
Souverain	13,117	4,804
Taylor	——	11,124
Verdicchio	20,094	——
TOTAL	68,425	33,300
LIQUORS		
Ancient Age	15,179	——
Bacardi Rum	26,151	——
Beefeater Gin	20,970	24,529
Black & White Scotch	11,194	——
Canada Dry Multi Prods.	10,161	11,024
Canadian Club	92,212	86,212
Canadian Mist	11,343	17,505
Chambord Liqueurs	16,745	——
Chivas Regal Scotch	——	50,490
Cocktails For Two	18,467	7,418
Cruzan Rum	3,162	33,660
Cutty Sark Scotch	30,816	22,596
Dewar's White Label Scotch	16,308	22,264
E & J Brandy	27,856	——
Early Times	14,312	13,182
Finlandia Vodka	36,414	29,789
Haig & Haig Pinch Scotch	16,745	——
Hennessy Cognac	20,094	16,830
Heublein Cocktails	26,086	——
Inver House Scotch	19,022	765
Irish Velvet Liqueur	23,210	——
Izmira Vodka	34,811	——
J & B Scotch	38,333	32,236
Jim Beam	17,802	28,136
Johnnie Walker Black Label Scotch	23,319	——
Johnnie Walker Red Label Scotch	66,422	64,685
MacNaughton	29,421	13,563
Mr. Boston Cocktails	——	16,830
Old Forester	50,181	57,302
Old Taylor	53,463	——
Richard Liqueur	10,047	——
Seagrams Multi Prods.	25,029	11,124
Smirnoff Vodka	51,510	96,389
Southern Comfort	25,118	22,336
Virginia Gentleman	16,152	13,946
Wild Turkey	33,490	33,660
TOTAL	933,463	726,473
BEVERAGES		
COFFEE		
Brim Freeze Dried Decaffeinated & Ground Decaffeinated	27,866	8,491
Folgers Ground	45,240	27,365
General Foods International Instant Coffees	27,196	7,350
Luzianne Ground	9,398	13,570
Maxim Freeze Dried Coffee	75,184	13,844
Maxwell House Ground	——	21,864
Maxwell House Ground & Instant	21,830	11,084
Maxwell House Instant	17,084	25,928
Mellow Roast Ground & Instant	4,750	25,148
Nescafe Decaffeinated Instant & Instant Coffee	24,540	16,154
Sanka Coffees	16,880	8,554
Sunrise Instant	8,388	13,928
TOTAL	278,468	182,477
SOFT DRINKS—CARBONATED		
C & C Cola	40,185	——
Coca-Cola	254	21,363
Dad's Root Beer	——	12,094
Diet Rite Cola & R C Cola	12,544	——
Franks	10,125	54,140
Mountain Dew	15,160	——
Schweppes	36,261	——
7Up	65,790	3,980
TOTAL	188,319	91,577
HOUSEHOLD EQUIPMENT AND APPLIANCES		
GE Microwave Oven	20,862	——
Litton Microwave Oven	3,009	21,896
Quasar Microwave Oven	——	25,041
Tappan Range	10,962	——
TOTAL	34,833	46,937
INSURANCE		
LIFE, HEALTH & MEDICAL		
Acacia Mutual Life Insurance Co.	12,697	——
Aetna Life & Casualty Co.	73,161	84,608
Allstate Insurance Co.	17,951	——
American Council of Life Insurance	——	18,911
American Republic Insurance Co.	24,751	10,573
Bankers Life & Casualty Co.	10,789	11,142
Colonial Penn Life Insurance Co.	28,120	17,598
Columbia Medical Plan	15,960	——
Continental Assurance Co.	10,719	——
Geico	163,455	153,202
George Washington University Health Plan	22,096	43,745
Group Health Assn.	15,139	——
Group Hospitalization & Medical Service of D.C.	220,133	166,882
Healthplus	10,600	——
Home Life Insurance Co. of N.Y.	14,834	——
Independent Insurance Agents of America	12,515	——
Insurance Co. of North America	14,608	——
Jefferson Standard Life Insurance Co.	4,963	10,103
Massachusetts Mutual Life Insurance Co.	26,054	23,725
Metropolitan Life Insurance Co.	14,256	6,897
Mutual Life Insurance Co. of N.Y.	10,760	——
Mutual of Omaha Insurance Co.	32,875	11,084
National Home Life Assurance Co.	46,412	33,921
New York Life Insurance Co.	45,369	67,089
Physicians Mutual Insurance Co.	36,174	49,153
Travelers Insurance Co.	12,443	22,248
Union Fidelity Life Insurance Co.	47,176	63,164
TOTAL	944,126	794,955
TOBACCO		
CIGARETS		
Arctic Lights Menthol	112,684	——
Arctic Lights Menthol & 100s Menthol	130,627	——
Arctic Light 100s Menthol	15,720	——
Belair King Menthol & 100s Menthol	24,514	60,962
Benson & Hedges Light 100s & Light 100s Menthol	79,771	239,708
Benson & Hedges Multi. Cigarets	——	20,128
Benson & Hedges 100s & 100s Menthol	26,767	23,393
Benson & Hedges 100sMenthol & Light 100s Menthol	53,064	68,653
Camel Lights	32,895	337,812
Camel Lights & Light 100s	166,728	——
Carlton	548,124	384,420
Carlton & 100s	40,782	——
Carlton Light 100s	57,408	17,256
Carlton 100s	6,610	18,485
Decade	——	11,124
Decade & Menthol	——	140,903
Doral II & Menthol	298,068	——
Fact King	——	19,942
Fact King & King Menthol	——	22,168
Kent	660	10,828
Kent Golden Lights	93,912	77,104
Kent Golden Lights & Golden Lights Menthol	198,555	128,758
Kent Golden Lights Menthol & Golden Light 100s Menthol	64,764	47,207
Kent Golden Lights Multi. Cigarets	21,930	55,988
Kent Golden Light 100s	50,636	——
Kent Golden Light 100s & Golden Light 100s Menthol	46,685	69,092
Kent III	325,491	——
Kent III & 100s	14,136	——
Kent III 100s	115,608	——
Kent King	——	46,544
Kent King & 100s	33,650	136,982
Kent 100s	——	16,962
Kool King Menthol & 100s Menthol	——	38,794
Kool Milds Menthol & Mild 100s Menthol	44,226	——
Kool Mild 100s Menthol	96,853	——
Kool Multi. Cigarets	4,289	24,496
Kool Super Lights King Menthol & Super Light 100s Menthol	58,112	97,138
Kool Super Light 100s Menthol	28,191	14,586
L&M Lights & Light 100s	12,257	110,475
L&M Light 100s	——	134,235
Marlboro Lights & Light 100s	348,518	240,645
Marlboro Light 100s	——	117,012
Marlboro Multi. Cigarets	96,767	151,808
Merit	95,050	146,012
Merit & Menthol	586,988	392,407
Merit Menthol	85,802	75,359
Merit Menthol & 100s Menthol	73,371	——
Merit 100s	——	46,826
Merit 100s & 100s Menthol	33,233	——
More 120s & 120s Menthol	104,185	125,299
Newport King Menthol	11,802	32,480
Newport Lights King Menthol	20,783	65,002
Newport Multi. Cigarets	——	20,699
Now	134,240	——
Now & Menthol	——	290,133
Pall Mall Extra Light	——	26,409
Pall Mall Extra Mild	——	12,346
Pall Mall Lights 100s	34,699	22,130
Parliament	——	267,398
Raleigh Lights	——	49,878
Raleigh Multi. Cigarets	——	11,084
Real & Menthol	——	129,812
Salem Lights Menthol & Lights 100 Menthol	467,367	510,426
Salem Menthol	63,206	44,149
Salem Menthol & 100s Menthol	15,428	128,367
Salem 100s Menthol	58,370	12,937
Tareyton Lights	——	47,722
Tareyton Lights & Light 100s	30,358	137,138
Tareyton Light 100s	1,818	31,434
Triumph & Menthol	509,742	——
True	227,710	8,662
True & Menthol	142,304	172,175
True 100s Menthol	71,898	——
Vantage	69,836	——
Vantage & Menthol	132,872	——
Vantage & 100s	——	91,052
Vantage Multi. Cigarets	——	157,724
Vantage Ultra Lights & Ultra Light 100s	307,484	——
Viceroy King	——	11,084
Viceroy Rich Lights		31,278
Viceroy Rich Lights & Rich Light 100s	2,395	20,414
Virginia Slims Lights & Lights Menthol	197,558	——
Winston King	98,767	10,738
Winston King & 100s	25,475	96,118
Winston Lights King	246,135	——
Winston Lights King & Lights 100s	62,155	138,414
Winston 100s	97,393	——
TOTAL	7,257,309	6,074,707
TRANSPORTATION		
AIRLINES, DOMESTIC		
Air Florida	65,867	11,116
Allegheny	96,925	124,096
American	267,698	283,769
Braniff International	251,644	248,718
Continental	237,179	25,489
Delta	319,602	279,607
Eastern	317,032	364,904
National	197,487	242,070
North Central	64,241	11,916
Northwest Orient	91,505	88,152
Ozark	11,228	——
Piedmont	41,708	24,892
Republic	65,903	——
Southern	32,913	1,560
Texas International	87,730	——
TWA	533,579	355,697
United	310,197	525,160
USAir	57,832	——
Western	125,130	——
World	51,326	——
TOTAL	3,226,726	2,587,138
WEARING APPAREL		
AJD Cap Co.	10,965	——
American Fur Industry	——	10,676
American Wool Council	22,211	30,038
Bali Bra	13,377	14,527
Burlington Socks	——	20,774
Damart Underwear	14,552	8,279
Featherspring	5,885	18,628
Haband Co.	137,258	75,871
Hush Puppies	21,868	17,814
Jockey Underwear	11,852	10,064
Lana Lobell	32,517	33,252
Lane Bryant (National)	11,934	20,931
L'eggs Knee Highs	——	10,064
L'eggs Pantyhose	9,046	16,102
Maidenform Bra	——	33,660
Maidenform Bra & Panties	42,655	20,790
Playtex Bra	——	19,604
Playtex Bra & Girdle	6,021	10,334
Playtex Girdle	3,863	11,870
Sofwear	19,129	20,030
J. P. Stevens & Co	——	17,969
Wool Bureau	18,777	21,352
TOTAL	383,910	441,830
GASOLINE & OIL COMPANIES		
Amoco Oil Co.	74,044	5,854
Atlantic Richfield Co.	98,425	15,536
Chevron USA	270,405	——
Cities Services Co.	75,087	——
Continental Oil Co.	26,578	11,124
Exxon	258,827	185,552
Gulf Oil Corp.	191,338	67,192
Mobil Oil Corp.	875,776	541,179
Pennzoil Co.	11,745	——
Shell Oil Co.	25,158	6,838
Standard Oil Co. of Indiana	20,718	——
Standard Oil Co. of Ohio	12,515	——
Stuart Petroleum Co.	10,988	——
Sun Oil Co.	5,975	13,598
Texaco	137,842	71,457
TOTAL	2,095,421	918,330
PASSENGER CARS (NEW)		
FACTORY		
Alfa Romeo	17,828	——
American Concord	31,838	4,848
Audi	——	10,503
BMW	137,146	131,622
Buick Multi. Cars	14,418	7,748
Buick LeSabre	59,540	——
Cadillac Multi. Cars	32,785	18,911
Chevrolet Caprice & Chevrolet Impala	19,228	——
Chevrolet Chevette	2,006	31,955
Chevrolet Citation	44,262	——
Chevrolet Multi. Cars	68,689	24,004
Chevrolet Malibu	——	31,871
Chevrolet Monza	——	30,192
Chrysler Corp. Cars (Service)	20,718	5,069
Chrysler Corp. Multi-Cars	361,559	3,716
Chrysler Plymouth Multi. Cars	74,136	69,246
Datsun	176,723	58,380
Dodge Multi. Cars	27,643	94,079
Dodge Omni	——	18,911
Fiat	95,810	16,478
Ford Multi. Cars	151,537	28,535
Ford Fairmont	51,136	7,272
Ford Motor Co. (Service)	20,718	——
Ford Pinto	——	155,159
General Motors Corp. Multi. Cars	226,183	102,107
Jeep	——	23,264
Lancia	14,811	68,768
Mercedes-Benz	29,025	26,345
Oldsmobile Cutlass	87,342	——
Oldsmobile Delta	111,867	——
Oldsmobile Multi. Cars	40,840	25,939
Oldsmobile Omega	21,328	——
Peugeot	130,298	77,614
Plymouth Volare	——	37,822
Pontiac Multi. Cars	5,292	30,676
Renault	43,578	64,936
Saab	190,353	139,843
Toyota	165,320	172,272
Volkswagen	1,212	40,517
Volvo	81,751	279,424
TOTAL	2,552,919	1,838,026

Try the new MARS Bar free.
NEW
You get big crunchy nuts in a new MARS® Bar... heaps of big crunchy sundrenched nuts, golden caramel and creamy nougat. All covered with rich milk chocolate. Try one today free. Just clip the coupon below.

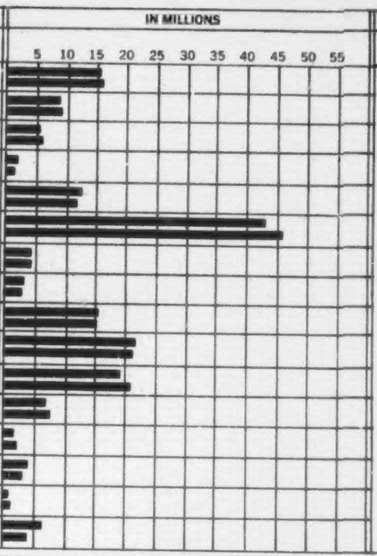
M&M/Mars: D'Arcy-McManus & Masius, New York.

NEW! Sesame RyKrisp
Sesame
15¢ off
NEW! Sesame RyKrisp
The new Light 'n' Tasty member of Ralston Purina's popular RyKrisp® family

Ralston Purina Co.: Vinyard & Lee & Partners, St. Louis.

FLASH REPORT: Newspaper advertising investment for April

Source: Media Records Inc.



APRIL—1980 CATEGORIES	YEAR	DOLLARS 1980	DOLLARS 1979	CHANGE ACTUAL $ G OR L	CHANGE % G OR L
Amusements	1980 1979	$15,186,780	$15,644,779	− 457,999	− 2.9
Apparel & accessories	1980 1979	8,960,825	9,668,266	− 707,441	− 7.3
Auto supply, service shops	1980 1979	5,336,806	5,837,068	− 500,262	− 8.6
Building contractors	1980 1979	1,576,006	1,579,607	− 3,601	− 0.2
Building matls, hardware	1980 1979	7,280,431	6,601,226	+ 679,205	+10.3
Department stores	1980 1979	43,707,149	46,200,851	−2,403,702	− 5.2
Drug stores	1980 1979	3,960,940	3,899,980	+ 60,960	+ 1.6
Eating & drinking places	1980 1979	2,814,305	2,633,650	+ 180,655	+ 6.9
Food stores	1980 1979	16,055,830	15,062,800	+ 993,030	+ 6.6
Furniture & furnishings	1980 1979	21,997,348	21,723,132	+ 274,216	+ 1.3
General mdse stores	1980 1979	19,584,641	21,083,871	−1,499,230	− 7.1
Real estate	1980 1979	6,965,637	7,517,586	− 551,949	− 7.3
Shoe stores	1980 1979	1,475,829	1,611,101	− 135,272	− 8.4
Sptg & leisure time equipment	1980 1979	3,105,470	2,906,341	+ 199,129	+ 6.8
Public service utilities	1980 1979	1,051,123	1,088,769	− 37,646	− 3.5
Banks & trust companies	1980 1979	6,398,985	3,417,890	+2,981,095	+87.2

This Flash Report of newspaper advertiser investment, compiled for ADVERTISING AGE by Media Records, is derived from tabulations that cover 35 dailies and 25 Sunday editions in 15 cities—Atlanta, Baltimore, Boston, Chicago, Cleveland, Dallas, Denver, Detroit, Los Angeles, Miami, New York, Philadelphia, Pittsburgh, San Francisco and Washington. The report indicates marketplace strengths and weaknesses.

Bank and trust investments in newspaper ads up 87.2%

NEW YORK—Given the enormous lengths to which economy-plagued banks and trust companies went this spring to attract customers, it was not surprising that newspaper advertising in that category increased 87.2% in dollar spending during April, 1980, compared with April, 1979, according to the April Flash Report prepared for ADVERTISING AGE by Media Records.

However, the category was the only one of the 16 areas measured to show a substantial increase. The next highest jump was 10.3% for building materials and hardware. Nine of the categories showed decreases in April ad volume in the 15 cities whose newspapers are measured *(see chart above)*.

Department stores, newspapers' leading dollar category, declined 5.2%. According to dollar spending, it was followed in the top five rankings by furniture and furnishings, general merchandise stores, food stores and amusements. #

Chocolate Cow acquired

Iroquois Brands, Greenwich, Conn., has acquired Chocolate Cow chocolate drink products from Beverage House and Star Candle, two affiliated New York-based companies, for an undisclosed amount of cash. The brand will be marketed by Yoo-Hoo Chocolate Beverage, an Iroquois subsidiary.

MPA gains member

Modern Handcraft Inc., publisher of *Workbasket*, *Workbench* and *San Francisco*, has joined the Magazine Publishers Assn., bringing total membership to 177 companies representing 648 publications.

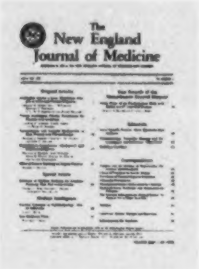
Caples adds radio

The John Caples Creative Contest, which awards creativity in direct response advertising, has established a separate radio-award category this year. Entry forms for all parts of the contest are available at John Caples Awards, 1211 Ave. of the Americas, N.Y. 10036.

Health publisher begins

James Tate IV has resigned as management supervisor at Lewis & Gilman, Philadelphia, to start his own health care publishing company, Nurses Direct Marketer. Address is P.O. Box 1004, Paoli, Pa. 19301.

this
mark
is your
assurance
of photographic
competence
PROFESSIONAL PHOTOGRAPHERS OF AMERICA INC



FACT:

The New England Journal of Medicine is the MOST QUOTED medical journal in the world.

When you go by the FACTS, you must go . . .

The New England Journal of Medicine

Advertising Dept., 10 Shattuck St. Boston, MA 02115
New York 212-244-3100 Chicago 312-641-0755
San Mateo, CA 415-349-6062

There are holes in your coverage

The New York Times
DAILY NEWS
The Boston Globe
Boston Herald American

If You Think You're Covering the *Hartford Metro* with
Boston and New York Newspapers...

	Hartford Metro Circulation	Hartford Metro Household Coverage
HARTFORD COURANT	192,254	52.5%
N.Y. Daily News	9,716	2.7%
N.Y. Times	5,890	1.6%
Boston Herald American	2,182	.6%
Boston Globe	875	.2%

Source: Circulation 79/80 — Based on daily circulation in Metro Hartford

The Courant is 5th Highest in Metro Coverage of ALL U.S. Metros with over One Million Population ... Daily or Sunday

Covering the Only Million Population Market Between Boston and New York City

The Hartford Courant

285 Broad St./Hartford, CT 06115

Member Million Market Newspapers, Inc. Represented in Canada By American Publishers Ltd.

WEBCRAFT prints the games people play.

Games work because they involve the consumer. And involvement helps sell product. We're here to tell you of a cheaper means of producing great games and sweepstakes. With our unique web presses, we accomplish in-line what other printers have to take off press and ship to other departments or even outside sub-contractors. It stands to reason, the fewer steps involved the less money you'll have to pay.

So, when you want to create an involvement device utilizing die-cut, tabbed windows, wash off inks, invisible inks that react to moisture, inks that change color or on-press gumming and perforating, call or write Jack Cooper for our sample game kit.

WEBCRAFT
Dept. AA 7-7 Rt. I & Adams Station
North Brunswick, N.J. 08902

1 7/15/80 C2710-1 U

Advertising Age

50 YEARS 1930-1980

$1 a Copy; $40 a Year

The International Newspaper of Marketing • In Two Sections. Section 1.

July 14, 1980

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This is an ad for the hair dryer.
The Go Dryer from GE.
We bring good things to life.
GENERAL ELECTRIC
This is an ad for the hair dryer.
The Go Dryer from GE.
We bring good things to life.
GENERAL ELECTRIC

Gee! No, GE's new hair dryers

General Electric takes a page from cosmetics and fragrance marketers in giving new ads for its Go Dryer the gauzy, unfocused look of high fashion. The campaign, to begin next fall, will run in 15 shelter and fashion magazines. BBDO is the agency. (*See story on Page 4.*)

DC-10 worldwide effort selling safety or planes?

By JOSH LEVINE

NEW YORK—The deployment of a worldwide corporate ad campaign for the McDonnell Douglas DC-10, when memories of the plane's painful history are fast receding, has left observers wondering whether the international audience is expected to fly the plane or buy it.

To go by current speculation, the latter is at least as important as the former, though a selling effort behind a DC-10 and future MD offerings would hardly require the multi-million-dollar scope McDonnell Douglas envisions.

Airlines that utilize the DC-10 report little vestige of the passenger skittishness that surfaced last summer when an American Airlines DC-10 lost an engine over Chicago and crashed, claiming 273 lives.

Sales of the plane could be healthier, but the clouded economic climate has rained on the industry, not just McDonnell Douglas.

"The only thing this campaign is going to do is recall that tragic incident in the passenger's mind," said one airline industry analyst. "It's an enigma why the campaign should emerge now, when the Chicago crash is a distant, faded memory."

According to an analyst at A.G. Edwards, a St. Louis securities firm, McDonnell Douglas' DC-10 backlog (the difference between orders and deliveries) has dwindled from 112 at the end of the second quarter of 1979 to 77 at the end of the first quarter of 1980. That indicates to the firm that deliveries on past orders are outpacing new orders for the $50,000,000 plane.

McDonnell Douglas' first-quarter report for 1980 listed sales and orders of 387 planes. The goal of 400 planes is widely circulated as a break-even figure.

In addition to new planes, how-

(Continued on Page 84)

A-B forging Europe links for its brews

By ELSPETH DURIE and JACQUES NEHER

LONDON—Anheuser-Busch, making good on its stated objective to expand beyond U.S. borders, has gotten its foot in the door in Canada and now is making a variety of moves in Europe, which could bring Budweiser and Michelob to the Old World in the near future.

- The St. Louis-based brewer, which signed a deal with Labatt Brewing Co. last month to brew Budweiser and import Michelob in Canada (AA, June 23), recently completed a preliminary survey of the Swiss beer market, through D'Arcy-MacManus & Masius in Zurich, a branch of A-B's U.S. agency. In addition, the world's largest brewer currently is negotiating with Oetker Breweries in West Germany and Societe Europeenne des Brasseries in France, a sister to the company which brews Kronenbourg.

Ironically, A-B reached its first foreign distribution agreement in the United Kingdom last year with Allied Breweries, which was to have helped the company spearhead its European invasion. But that effort has been stymied by legal difficulties over the Budweiser trademark.

- When the Czechoslovakian Budweiser Budvar Brewery got wind of Allied's intentions to import A-B's Budweiser into the U.K., it sued to prevent usurpation of its trademark in Britain (AA, Oct. 8). A-B originally acquired rights 69 years ago from Budweiser Budvar

(Continued on Page 82)

last minute news

McNeil Labs gives new cold remedy to Y&R

FT. WASHINGTON, PA.—Johnson & Johnson's McNeil Laboratories has quietly assigned a new cold remedy to Young & Rubicam. Slated to go into test in October, the undisclosed brand is expected to compete with Bristol-Myers' successful Comtrex cold tablets and capsules, introduced last year with a budget of more than $12,000,000.

Bic Roller pen set for debut via tv blitz

MILFORD, CONN.—Bic Pen Corp. this week is expected to introduce Bic Roller pen, supported by a multi-million-dollar tv campaign via WRG, New York. The rolling ball unit, said to be similar to Gillette's Quicksilver, is touted in tv spots in Canadian markets as "the first pen that writes so smooth it lets you go with the flow."

Ex-president Marquis sues Hoefer shop

SAN FRANCISCO—Harold H. Marquis Jr., former president of Hoefer, Dieterich + Brown, now Chiat/Day/Hoefer, has filed a $2,800,000 breach of contract suit against the agency and also seeks damages for "emo-

(Continued on Page 8)

Ford world car taking multiple routes

By RALPH GRAY

DEARBORN, MICH.—Ford's best marketing vehicle for its Escort world car has to be big enough to hold a number of approaches.

The car—set for fall introduction—is basically the same from nation to nation, but the buyers aren't. Ford also has different marketing problems in North America from those in Europe. And in the U.S., Ford has two Escorts—one the Mercury Lynx—and they will be handled differently.

Both Escort and Lynx are more than bright, shiny new cars to Ford Motor Co., said Ben E. Bidwell, vp-car and truck group, North American Automotive Operations.

"You could make a case that in its own way, Escort-Lynx is almost as important to Ford as the K-car is to Chrysler Corp.," Mr. Bidwell said.

"This isn't like Mustang—breaking sales records. It's bigger than that. This is proof and evidence that Ford is in the 20th Century and is fully competitive with, and, we believe on total, ahead of its competition's technology," he said.

- A corporate campaign breaking Aug. 3 is designed "to sell Ford as opposed to a car. I think Ford needs to be sold," Mr. Bidwell added. "We've lost some market share [in the U.S.] and have been losing some money. We've gone through a lot of publicity [Pinto, transmissions]."

Ford's overseas marketing strategy for the world car is not only different but perhaps a little easier. "Escort is well-known and a fairly cherished name over there" in Europe, said John E. Peters, vice-chairman of J. Walter Thompson USA, who is coordinating things.

"Its position is completely different," Mr. Peters explained. "Escort [both new and old models] actually is a fairly big car in some European markets."

Europeans aren't especially impressed by the fact that Escort is a world car, either, he said. "It's not as important." The U.S. Escort-Lynx will lean heavily on world car engineering—also an effort to help Ford's corporate image. In Europe, its engineering expertise is to be spotlighted. "The engineering flow is likely to come from Germany as any other country in Europe," Mr. Peters said.

- "It's a different orientation," he added. "Ford has a leadership position in some markets. We had a very good small car introduction with the Fiesta."

The emphasis in Europe won't be on fuel economy—that's almost taken for granted. "We're developing our final advertising approach [ads and introduction there in September], and we have to stress that Escort is totally new," Mr. Peters said. "We have to tell the front-wheel-drive story along with ride and comfort. There will be heavy

(Continued on Page 81)

AA MAR81
DC2001+CONGLIHAGNR 021159200013
R HAGERMAN SECY TO SR VP
CONGRESSIONAL INFO SERVICE
7101 WISCONSIN AVE
WASHINGTON DC 20014

Silverman's renewal seen as Pfeiffer axed

By COLBY COATES

New York—Sometime within the next few days, RCA Corp. is expected to renew NBC president Fred Silverman's contract for a "standard" three years. Sources describe the renegotiation as "quid pro quo" for last week's ouster of NBC chairman Jane Cahill Pfeiffer.

Talks about renewing Mr. Silverman's contract began last fall. During those negotiations, RCA chairman Edgar Griffiths, the man who had to sell Mr. Silverman on the idea of hiring Mrs. Pfeiffer, "made a run at her," sources said. At that point apparently, Mrs. Pfeiffer had so alienated herself from NBC and parent RCA management that her only supporter was Mr. Silverman.

- With Mrs. Pfeiffer's resignation secured, speculation is mounting as to her successor. NBC vice-chairman Richard Salant has been ruled out on the grounds that he is a Pfeiffer ally. NBC Television president Irwin Segelstein is by most accounts the logical successor, since his administrative background in broadcasting is as broad based as anyone around.

Yet sources see RCA as reluctant to go within NBC, though it's said that if the post is filled (and knowledgeable sources see that as a big if), the prime prerequisite will be to find someone with a broadcast background. One candidate high on a number of observers' lists is Post-Newsweek Stations president Joel Chaseman.

Another is the recently deposed president of CBS, John Backe. Sources at NBC have confirmed that Mr. Backe's name has been mentioned, though it's unclear how he would be brought on board and whether he would report to Mr. Silverman. Moreover, his contract with CBS may prevent him from working for another broadcast operation for a period of time.

A spokesman for CBS, after first indicating Mr. Backe probably could take a job with NBC, later retracted that, refusing to discuss just what the contract does allow. "The only way we'll know if he can take the job is if he takes it," CBS said.

- Those familiar with the Pfeiffer contretemps said the NBC chairman was only on the job three months before RCA execs openly labeled her "a disaster." Even though the NBC chairman "had very little to do with NBC's success or failure," her "paranoia" and inability to prove "she would ever be able to learn anything about broadcasting" set RCA management against her.

Sources described Mrs. Pfeiffer as "the outsider critic," and talked of how "she never showed an inclination to get into the organization." But while most other execs were disenchanted, Mr. Silverman was "giving her great latitude" as the two forged an "us and them" alliance.

That alliance was doomed, however, as RCA execs tallied a list of all that they found wrong with Mrs. Pfeiffer. Among her alleged faults: She mishandled the unit managers scandal; took too many trips with her husband, a high ranking IBM exec, and failed to exhibit managerial skill.

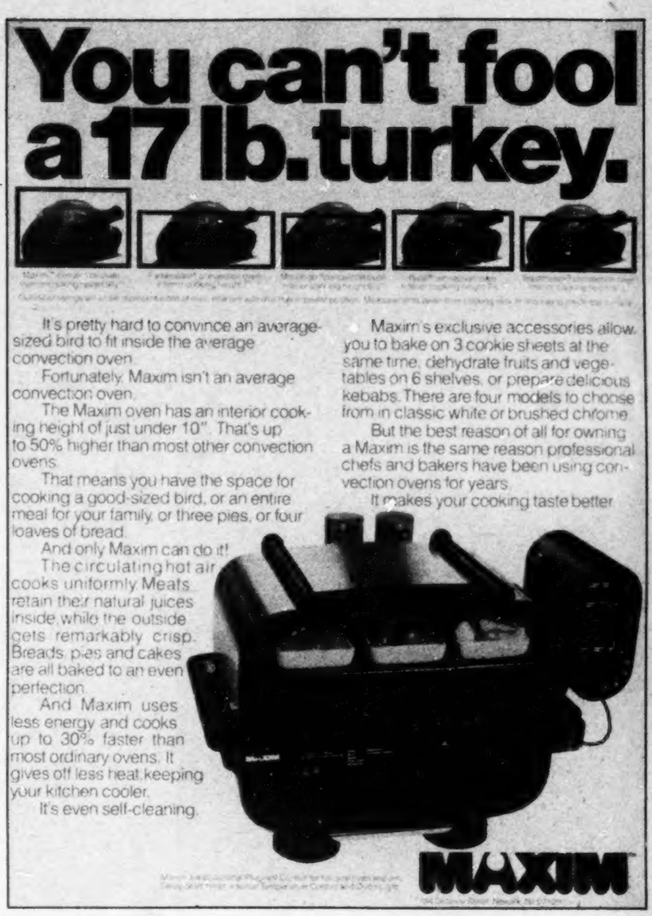
"RCA's mistake was not looking more carefully at her role at IBM," said one exec. "Yes, she had enormous power there, but it was generally in nonmanagement roles. In reality, she was a gatekeeper to the IBM executive committee. To see them you had to see Jane, but it was all on a one-on-one level."

Although RCA backed off on its attempt to dump Mrs. Pfeiffer last

(Continued on Page 81)

Turkey meets its Maxim

Only the Maxim convection oven can cook an average-size bird, ad by David Deutsch Associates, New York, notes. Illustration shows how a 17-lb. turkey fits into a Maxim oven (right), on Farberware, Moulin-air, Rival and Toastmaster ovens. Ad begins in August issues of *Better Homes & Gardens, Bon Appetit, Cuisine, Gourmet, Prime Time, Southern Living, Sunset, Weight Watchers.*



You can't fool a 17 lb. turkey.

It's pretty hard to convince an average-sized bird to fit inside the average convection oven.

Fortunately, Maxim isn't an average convection oven.

The Maxim oven has an interior cooking height of just under 10". That's up to 50% higher than most other convection ovens.

That means you have the space for cooking a good-sized bird, or an entire meal for your family, or three pies, or four loaves of bread.

And only Maxim can do it!

The circulating hot air cooks uniformly. Meats retain their natural juices inside, while the outside gets remarkably crisp. Breads, pies and cakes are all baked to an even perfection.

And Maxim uses less energy and cooks up to 30% faster than most ordinary ovens. It gives off less heat, keeping your kitchen cooler.

It's even self-cleaning.

Maxim's exclusive accessories allow you to bake on 3 cookie sheets at the same time, dehydrate fruits and vegetables on 6 shelves, or prepare delicious kebabs. There are four models to choose from in classic white or brushed chrome.

But the best reason of all for owning a Maxim is the same reason professional chefs and bakers have been using convection ovens for years.

It makes your cooking taste better.

MAXIM

'Parade' to offer localized versions

By LEAH ROZEN

New York—*Parade* magazine president Carlo Vittorini has seen the future and he says it is in Chicago—more specifically, a "pilot project" with the *Chicago Sun-Times* that will allow *Parade* to expand its national format to include local pages.

This happens for the first time Sept. 14, when the *Sun-Times* will drop its own Sunday rotogravure magazine, *ChicagoStyle*, and replace it with an issue of *Parade* that carries the regular *Parade* stories and ads, plus *Sun-Times*-provided editorial and ad copy.

Mr. Vittorini sees the *Sun-Times-Parade* project as one of the keys to *Parade's* growth in coming years. Parade Publications is discussing the national-local *Parade* format with several other unnamed papers and hopes to have a "handful" of them participating in the project within the next three or four months. If these papers do well, *Parade* will offer the option to its subscribing papers and new customers next spring.

"For any market with a circulation of a quarter-million or more, we can actually create an edition that is personal to that market," Mr. Vittorini said.

Not that *Parade* isn't doing well now, Mr. Vittorini and publisher Warren J. Reynolds hastened to add in an interview last week. The weekly newspaper supplement just celebrated its 39th birthday. If anyone had tried to put a candle on the cake for every newspaper distributing *Parade*, it would have taken 130. Total circulation is about 22,000,000.

Here's how the national-local *Parade* will work: The cooperating newspaper's advertising sales staff sells local retailers and other advertisers on using *Parade*, while *Parade's* own advertising staff is selling to national advertisers.

Then, 44 days prior to issue date, the newspaper tells *Parade* how many local ad pages it will provide to the magazine. Within 30 days of the issue date, local ad copy is

(Continued on Page 81)

highlights

Monday, July 14, 1980

Colgate-Palmolive gets a boost as Fluorigard receives the seal of acceptance from the ADA's Council on Dental Therapeutics. *See Page 4.*

CCN and ESPN revise their policies to try to keep cable operators from charging extra for their advertiser-supported programing. *See Page 6.*

RCA names Dancer Fitzgerald Sample to handle advertising of its SelectaVision disc software in 1981. *See Page 10.*

Keith Reinhard didn't hand over his creative hold when he took the reins of Needham, Harper & Steers' Chicago office. *See Page 12.*

Tired of door-to-door encyclopedia salesmen? Arete Publishing Co. hopes so because it's going to market its 21-volume set at retail instead. *See Page 14.*

Tv magazine programs are being readied by CBS and ABC-owned stations, and cable may get into them, too. *See Page 24.*

The British are coming—or at least $2,350,000 in U.K. advertising will arrive in the U.S. in an attempt to lure Americans to London to boost the sagging tourist industry. *See Page 28.*

C&W maps out growth objectives. *See Page 42.*

Eric Heiden's first major endorsement could be for Kellogg's, while the hockey team is due in Kirin beer advertising. *See Page 44.*

A behind-the-scenes glimpse is offered on how General Foods went about choosing its fifth agency. *See Page 45.*

Harry Wayne McMahan takes a look at the use of stars, celebrities and continuing central characters in tv commercials. *See Page 50.*

Morton B. Elliot offers suggestions on treating sales training as a promotion and marketing technique. *See Page 56.*

Companies that suffer financial loss due to the Australian government's trade ban against the Soviet Union and Iran will be able to claim compensation under guidelines released recently. *See Page 58.*

Daiei, Japan's largest supermarket chain and retail operation, will merge with the financially ailing Yoshinoya Co., a string of fast-food restaurants whose stateside operations include seven Denver and 13 Los Angeles restaurants under the Beef Bowl name. *See Page 60.*

Planning its Christmas shopping early, Levi Strauss & Co. is setting some of its ad budget from Olympics aside for the holidays. *See Page 69.*

Marketing an "animate product"—the political candidate—will be examined at Advertising Age Week. *See Page 78.*

Taft Broadcasting assigns its Worldvision Enterprises unit the task of distributing its programing for the home video marketplace. *See Page 85.*

London's Observer is having severe labor pains as Fleet Street is plagued by more woes. *See Page 86.*

Public tv's new magazine, *Dial*, was branded as "unfair competition" by *Washingtonian* magazine's publisher, who vowed a series of legal challenges on behalf of concerned for-profit magazines. *See Page 86.*

Section 2

The military market is complex and quite different from any other. Filtered through government agencies and congressional regulation, policy and procedures can confuse uninitiated marketers. Yet, success can represent as much as 5% in a company's total sales. This week's Section 2 covers the basics—from marketing helicopters to hot sauce—beginning opposite Page 44.

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Judge will end Yellow Pages case

By JENNIFER PENDLETON and JACQUES NEHER

Los Angeles—U.S. district court Judge Francis Whelan has announced his intention to grant motions for dismissal of the long-smouldering lawsuit by the defunct Selten Agency, claiming phone company conspiracy to drive it out of business.

It is not yet clear, however, how far reaching the judge's upcoming action will be and whether it will amount to a major turning point in the case which is one of several that raise the question of whether the National Yellow Pages Service Assn. and its members illegally monopolize Yellow Pages ad sales.

A supporting opinion concerning Selten vs. Pacific Telephone & Telegraph and others has not yet been filed in federal district court, but the judge's intention to grant a directed verdict has been revealed to the parties in the case.

A jury earlier this year was unable to reach a verdict in Selten's antitrust case after almost 10 weeks of testimony, and Judge Whelan declared it a mistrial (AA,

(Continued on Page 84)

Estimates of '79 advertising to sales and advertising to gross profit margin by industry

A fourth annual study of advertising and promotion expenditures of U.S. corporations and industry has been completed by Schonfeld & Associates, Inc., a Chicago-based consulting company.

The study forecasts advertising and promotion expenditures of more than 2,500 individual companies in 179 industry sectors. Ratios of A&P to net sales and A&P to gross margin (sales minus cost of goods sold) are also calculated.

The accompanying table from the study contains average 1979 industry ratios which are commonly used for ad budgeting. However, Schonfeld & Associates cautions that within many of the industry sectors, individual companies may spend siginificantly more or less than the average shown.

The raw data for the study were compiled from 10-K Reports filed by publicly owned companies with the Securities & Exchange Commission. Therefore, advertising and promotion expenditures include media and nonmedia spending such as collateral literature, production, etc. For this reason, SAI figures are often substantially larger than figures from media auditing services.

While data for the study were compiled from published financial statements rather than surveys, cautious interpretation is required for several reasons. First, companies may vary in what they include under advertising and promotion expenditures. Second, many large companies are in several fields, yet are listed in only their primary industry sector. Distortion may result because a large subsidiary may not be included in the industry in which it competes. Third, a few large companies are privately held and their figures are not included.

The basic methodology of the Schonfeld study was to fit a six-year nonlinear time trend to each company's advertising expenditures for 1974 through 1979, and transformation of fiscal year data to calendar year data. Besides ratios, the study forecasts 1980 and 1981 expenditures for each company, including their growth rates, a measure of A&P spending stability, and SAI's rating of A&P effectiveness.

A copy of the 420 page study is available for $250 from Schonfeld & Associates.

		A&P AS	
INDUSTRY	SIC	% Sales 1979	% Margin 1979
Agriculture production-crops	100	2.2	5.4
Agriculture produc-livestock	200	.6	1.6
Metal mining	1000	.1	.2
Copper ores	1020	.2	1.0
Lead & zinc ores	1030	.0	.1
Gold ores	1040	0.0	0.0
Coal & lignite mining	1210	.0	.1
Crude petroleum & natural gas	1310	.2	.3
Drilling oil & gas wells	1380	.2	.6
Misc nonmetallic minerals	1490	N/A	N/A
General building contractors	1520	1.1	5.1
Operative builders	1530	2.7	9.0
Construction-not bldg constr	1600	.2	1.2
Construction-spl contractors	1700	1.5	2.0
Food & kindred products	2000	3.5	11.3
Meat products	2010	1.2	9.5
Dairy products	2020	4.1	22.2
Canned-preserved fruits-vegs	2030	2.0	8.5
Flour & other grain mill pds	2040	2.0	10.4
Bakery products	2050	1.5	3.8
Cane sugar refining	2060	2.4	5.8
Fats & oils	2070	.2	3.1
Alcoholic bev & soft drinks	2080	5.4	15.8
Food preparations NEC	2090	1.0	2.8
Cigarets	2110	6.6	15.7
Cigars	2120	2.2	4.7
Textile mill products	2200	.6	2.9
Floor covering mills	2270	2.0	4.3
Apparel & other finished pds	2300	1.8	6.6
Lumber & wood products	2400	.8	3.4
Wood buildings-mobile homes	2450	1.0	4.9
Household furniture	2510	1.6	8.7
Office furniture	2520	.9	3.2
Paper & allied products	2600	.8	2.5
Convert paper-paperbd pd NEC	2640	2.0	5.6
Paperboard containers-boxes	2650	.4	1.2
Printing publishing & allied	2700	3.0	5.0
Newspapers publishing-print	2710	2.0	11.6
Periodicals publishing-print	2720	3.5	14.7
Books publishing & printing	2730	4.9	9.4
Commercial printing	2750	1.0	3.0
Manifold business forms	2760	.5	1.3
Greeting card publishing	2770	1.7	3.0
Service indus for print trde	2790	.0	.0
Chemicals & allied prods	2800	2.6	6.2
Indl inorganic chemicals	2810	2.2	5.4
Plastic matr & synthic resin	2820	.2	.5
Drugs	2830	5.6	11.7
Soap & detergent & cosmetics	2840	10.2	18.5
Paints-varnishes-lacquers	2850	1.7	5.3
Industrial organic chemicals	2860	.6	2.8
Agriculture chemicals	2870	1.2	2.2
Misc chemical products	2890	2.8	6.7
Petroleum refining	2910	.7	2.9
Paving & roofing materials	2950	1.3	5.1
Rubber & misc plastic prods	3000	1.1	5.0
Fabricated rubber prods nec	3060	.4	2.3
Misc plastic products	3070	3.7	4.1
Footwear except rubber	3140	2.3	7.1
Leather goods NEC	3190	1.9	4.3
Flat glass	3210	.3	1.0
Glass containers	3220	4.0	11.3
Cement hydraulic	3240	.1	.3
Structural clay products	3250	.6	1.6
Pottery products NEC	3260	1.9	5.8
Concrete gypsum & plaster	3270	.9	4.9
Abrasive asbestos & misc min	3290	.5	2.0
Blast furnaces & steel works	3310	.2	1.3
Iron & steel foundries	3320	N/A	N/A
Prim smelt-refin nonfer mtl	3330	.1	1.3
Second smelt-refin nonfer mt	3340	.2	.8
Rolling & draw nonfer metal	3350	.5	2.4
Misc primary metal products	3390	.4	1.7
Metal cans & shipping cont	3410	2.1	8.6
Hardware NEC	3420	1.6	4.5
Heating equip & plumbing fix	3430	2.4	10.0
Misc metal work	3440	1.4	4.3
Bolts-nuts-screws-riv-washrs	3450	.5	1.4
Ordnance & accessories	3480	2.9	10.9
Valves pipe fittings ex bras	3490	.9	2.9
Engines & turbines	3510	.9	2.9
Farm-garden machinery & eqp	3520	2.2	12.3
Construction machinery & eqp	3530	.9	3.9
Metalworking machinery & eqp	3540	1.2	3.4
Special industry machinery	3550	1.6	4.2
General industrial mach & eq	3560	1.1	3.3
Office computing & acctg mch	3570	1.2	2.6
Refrig & service ind machine	3580	1.7	9.6
Elec & electr mach eq & supp	3600	1.5	6.5
Elec transmission & distr eq	3610	1.0	3.3
Industrial controls	3620	.9	2.3
Household appliances	3630	5.5	17.7
Electric lighting-wiring eqp	3640	1.7	4.2
Radio-tv receiving sets	3650	5.7	16.4
Tele & telegraph apparatus	3660	1.9	5.6
Electronic components & acce	3670	1.1	3.2
Electrical machy & eqp NEC	3690	2.9	12.0
Motor vehicles & car bodies	3710	1.3	9.3
Aircraft & parts	3720	.7	4.0
Ship-boat building repairing	3730	2.0	11.5
Railroad equipment	3740	.2	.7
Motorcycles bicycles & parts	3750	1.3	9.0
Guided missiles & space vehc	3760	.1	.5
Travel trailers & campers	3790	1.0	10.9
Engr lab & research equip	3810	1.1	2.8
Measuring & controlling inst	3820	2.0	4.2
Optical instruments & lenses	3830	2.1	4.7
Surg & med instruments & app	3840	1.5	3.5
Photographic equip & suppl	3860	2.2	5.7
Watches clocks & parts	3870	1.6	6.4
Jewelry-precious metals	3910	4.3	9.2
Musical instruments	3930	2.6	7.6
Toys & amusement sport goods	3940	5.3	14.4
Pens-pencil & oth office mat	3950	4.6	11.6
Misc manufacturing	3990	1.8	5.0
Railroads-line haul operating	4010	.5	2.8
Intercity & rural hywy trans	4130	.5	1.8
Trucking-local & long dist	4210	1.1	2.0
Water transportation	4400	.1	.2
Air transportation-certified	4510	1.5	7.2
Pipe lines ex natural gas	4610	N/A	N/A
Transportation services	4700	1.0	6.7
Telephone communication	4810	.1	.2
Radio-tv broadcasters	4830	2.5	4.5
Communication services NEC	4890	1.5	7.8
Natural gas transmission	4920	.2	.9
Water supply	4940	.0	.0
Sanitary services	4950	.2	.6
Steam supply	4960	N/A	N/A
Whsl-autos & parts	5010	1.2	6.0
Whsl-lumber & constr matl	5030	1.0	6.7
Whsl-sporting & recrea goods	5040	2.3	10.7
Whsl-metals & minerals	5050	.5	1.4
Whsl-elec apparatus & equip	5060	1.6	7.5
Whsl-hardwr plum heat equip	5070	1.2	13.7
Whsl-machinery & equipment	5080	1.3	4.9
Whsl-scrap & waste materials	5090	8.3	20.3
Whsl-drugs & proprietary	5120	1.4	3.1
Whsl-groceries & related pds	5140	.6	2.4
Whsl-nondurable goods NEC	5190	.8	3.6
Retail-lumber & bldg matrl	5210	2.2	8.7
Retail-mobile home dealers	5270	1.3	7.2
Retail-department stores	5310	3.0	9.8
Retail-variety stores	5330	2.1	8.0
Retail-grocery stores	5410	1.1	5.2
Retail-auto dlrs & gas statn	5500	1.9	9.3
Retail-apparel & acces stores	5600	2.7	7.0
Retail-womens ready to wear	5620	2.5	7.9
Retail-shoe stores	5660	2.2	5.4
Retail-furniture stores	5710	5.8	15.8
Retail-hshld appliance store	5720	2.9	13.9
Retail-eating places	5810	3.3	15.8
Retail-drug stores	5910	1.7	8.1
Retail-jewelry stores	5940	3.6	12.5
Retail-mail order houses	5960	10.7	24.0
Retail-fuel & ice dealers	5980	N/A	N/A
Retail-stores NEC	5990	2.7	9.6
Savings & loan associations	6120	.7	1.9
Personal credit institutions	6140	2.9	6.8
Business credit institutions	6150	8.5	9.1
Finance-services	6190	3.4	14.1
Security & commodity brokers	6200	1.4	4.9
Insurance agents & brokers	6400	.9	2.0
Real estate	6500	1.4	7.2
Subdivid develop ex cemetery	6550	1.7	7.0
Miscellaneous investing	6790	5.9	15.1
Hotel-motels	7010	3.0	12.9
Serv-personal	7200	3.6	11.4
Serv-linen supply	7210	.6	2.0
Serv-advertising agencies	7310	.2	1.5
Serv-bldg cleang & mainten	7340	.2	1.3
Serv-computer & data process	7370	1.4	5.6
Serv-R&D labs & info service	7390	3.2	9.9
Serv-automotive repair & ser	7500	1.3	3.2
Serv-motion picture prodctn	7810	4.3	18.4
Serv-motion picture theatres	7830	3.1	19.1
Serv-racing incl track oper	7940	3.2	20.8
Serv-misc amusement & recrea	7990	3.9	14.9
Serv-nursing personal care	8050	4.6	7.2
Serv-hospitals	8060	.8	2.4
Serv-educational	8200	5.8	17.6
Serv-engineering & architec	8910	1.2	3.1
Conglomerates	9990	1.2	4.3

Legend:
A&P = Advertising & Promotion
SIC = Standard Industrial Classification
N/A = No data available for this value
NEC = Not Elsewhere Classified
A&P/SALES = A&P EXPENDITURES/NET SALES
A&P GROSS MARGIN = A&P Expenditures (NET SALES-COST OF GOODS SOLD)

SOURCE: Schonfeld & Associates Inc., 120 South LaSalle Stre
Chicago, Illinois 60603, (312) 236-5846

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Advertising Age

50 YEARS 1930-1980

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Rubinstein owners map one-year turnaround

By PAT SLOAN

NEW YORK—Alvin Burack and his partner William Weiss have given themselves approximately one year to return Helena Rubinstein, the former Colgate-Palmolive subsidiary, to the break-even point from an approximate $22,000,000 pre-tax loss in 1979.

No one knows better that the clock is ticking than Mr. Burack. Faced with payments to Colgate and responsibility for domestic debt within the year *(see box on Page 88)*, Mr. Burack, in an effort to save over $3,000,000, has just done away with 100 jobs in the domestic division of Rubinstein.

Mr. Burack, president-chief operating officer at Rubinstein, and Mr. Weiss, secretary-treasurer, also have started reviewing several other domestic areas where it is thought better cost efficiencies can be achieved.

- As previously announced, a creative agency review is being conducted following the dismissal of Kenyon & Eckhardt (AA, July 14). Additionally, media may be assigned to a media buying specialist. Thus far, Mr. Burack has talked with several media companies, including David Geller & Associates.
- Leo Yarfitz, former corporate officer and vp-commercial services division, Crocker National Bank, will join Rubinstein next month as chief financial officer.
- The status of Rubinstein's East Hill, N.Y., plant also is being studied to see if the facility should remain open, be closed or partially leased out. According to industry sources, the 300,000-sq.-ft. plant has nearly twice the space required by Rubinstein. And the plant's hourly wage rates, although competitive for the area, are much higher than those paid nationwide by the industry.

Mr. Burack has stated that no further personnel cuts are planned and that Fred Purches, vp-Europe, will remain. As for Stan Kohlenberg, who recently departed as vp-U.S. operations to start his own consulting company, sources said his exit stemmed from the fact that he originally had joined Rubinstein as a consultant for William Catacosinos, who also was bidding on Rubinstein. Colgate, anxious for a deal, had strung the Catacosinos offer along to the bitter end as a backup.

Mr. Burack termed totally untrue the rumor that he intends to consolidate department and chain drugstore sales forces. At the same time, he reiterated his intent to

(Continued on Page 88)

Dailey spells out Reagan fight plan

By JACQUES NEHER

DETROIT—Ronald Reagan's top adman is banking on victory in November with a double-barreled ad campaign that spells out the "urgency" in retiring Jimmy Carter from the presidency, while telling the "untold story" of Mr. Reagan's tenure as governor of California.

And while the politics of the post-Labor Day blitz will hold to the conservative line, Campaign '80 chairman Peter Dailey plans a liberal—if not radical—media strategy that will employ national cable tv for the first time in the history of political advertising.

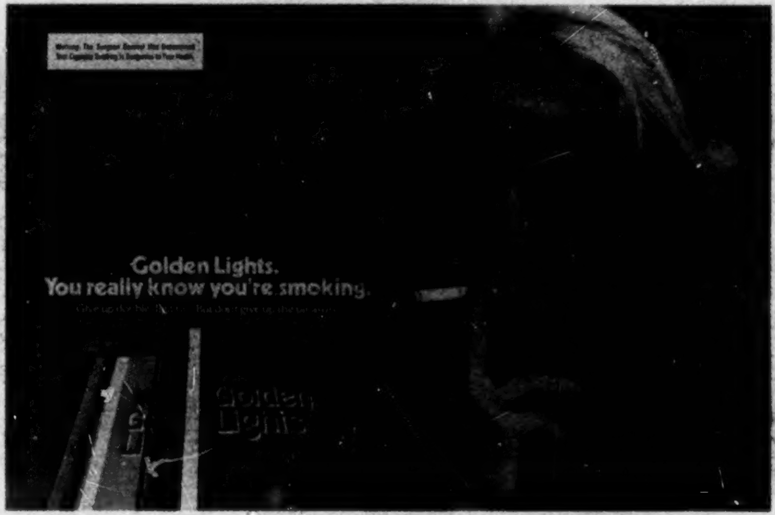
While party leaders spent the week crooning about the "disasters" of the Carter administration before a national tv audience, 1,994 delegates and 8,000 frenzied reporters, Mr. Dailey was "going bananas" behind the scenes at the Oz-like Renaissance Center, putting the final touches to the makeshift agency that will attempt this fall to sell American voters on Mr. Reagan and his running mate, George Bush.

"We've got two stories to tell," said the head of Dailey & Associates, Los Angeles. One of those stories, he said, will "convey a sense of urgency in getting Carter out," a theme well established in the convention by the myriad speakers who warned of certain catastrophe for the nation if Mr. Carter is allowed another term.

Mr. Dailey would not offer any specifics as to how loud the gloom and doom alarm would sound, but one longtime Reagan watcher pre-

(Continued on Page 86)

PETER DAILEY



Golden touchup

Loews Corp.'s Lorillard division, New York, has revamped advertising for its Golden Lights brand to emphasize flavor and taste with the theme, "You really know you're smoking." The new campaign, running nationally in newspapers and beginning in consumer publications next month, replaces Lorillard's comparative ad strategy. Foote, Cone & Belding handles.

Hampel to head WRG/Chicago

By JENNIFER ALTER

CHICAGO—Ending months of personal and industry speculation, Benton & Bowles' former creative chief Al Hampel has teamed up with Mary Wells Lawrence and set his sights on Chicago, where he has been charged with establishing a major presence for Wells, Rich, Greene.

Mr. Hampel, who left B&B—as exec vp-director of creative services worldwide—over "management differences" last fall (AA, Nov. 5), will join WRG/Chicago as president Sept. 2. Mr. Hampel said he will spend a number of months operating out of New York, familiarizing himself with the agency and laying the groundwork for parlaying WRG's 23-person Midas Muffler service office into a strong Chicago institution.

Wells, Rich, Greene originally made clear its intentions to move into this market when it sent senior vp-managing director Larry Singer here last February. Mr. Singer, who has now been elevated to exec vp, has developed full media and account departments for the Midas business, though creative has remained in New York.

Mr. Hampel's decision to take the job has expedited the agency's plans for mobilization in Chicago. "It's something that would have happened eventually, but we really felt there was an opportunity with Al to make something great," WRG vice-chairman Charles Moss said.

It is expected that the Midas creative work and some business from other Midwest clients, such as Miles Laboratories and Procter & Gamble, could eventually be handled in Chicago. However, Mr. Moss said, that subject is currently only a source of speculation and would depend entirely on client approval.

Specific plans for the office have not and will not be formulated for some time. Mr. Hampel said he will not solicit new business until the office is fully functional, and that at that time he will focus on midwestern companies. Staff size, office location and a timetable of events are all yet to be determined, though six months was mentioned by Mr. Moss as a reasonable estimate.

Wells, Rich, Greene is running somewhat behind other New York agencies which have recently begun to build their Chicago operations.

Young & Rubicam, which officially opened here in June, 1979, has doubled its staff to 80, spruced up its ranks with several major ad-

(Continued on Page 86)

Syndie update

What's hot where? Nielsen ratings showing which syndicated tv programs are doing well in each of the top 25 markets are analyzed starting on Page 3. "M*A*S*H," the "Muppet Show" and "Family Feud" looked strong in these May sweeps as did "PM Magazine" and "Donahue." An analysis of markets 26 to 50 will run next week.

last minute news

L&M drops JWT, NCK, Della Femina

DURHAM, N.C.—Liggett & Myers Tobacco Co., its market-share continuing to decline, has ended its relationship with J. Walter Thompson Co., Della Femina, Travisano & Partners and Norman, Craig & Kummel, its major agencies, a source confirmed. The marketer of Lark, Chesterfield, Eve, L&M and Decade has been cutting ad spending over the last year. Liggett continues to use Promotion Development Corp., Westport, Conn., for limited promotional efforts. Ad spending in 1979 for all brands was about $10,000,000.

Premiere cable net talking to six agencies

LOS ANGELES—Premiere, the new pay cable network from Getty Oil and four major movie studios, is in talks with D'Arcy, DDB, Evans/-Wienberg, Needham, JWT and C&W for its estimated $4,000,000 account (AA, June 23). Premiere ceo Burt Harris said he's looking at agencies of all sizes with strong creative in Los Angeles for the heavy print and possible on-air promotion assignment, expected to be made in 30 days. A trade campaign to net cable operators as affiliates will precede the consumer ad push.

(Continued on Page 8)

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DC2001 4CONGLIHAGNR 02115920013
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'News' goal to out-New York its competition

ROBERT HUNT

HENRY WÜRZER

By LEAH ROZEN

NEW YORK—The *New York Daily News'* top 11 executives get together every Tuesday at lunchtime and dish the dirt. It was over such Tuesday lunches and many other meetings during the past nine months that the new *Daily News*, set to appear sometime this fall, was cooked up.

Four of the proud chefs, president-publisher Robert Hunt; exec vp-director of sales Henry (Buzz) Wurzer; exec vp-general manager Joe Barletta, and exec vp-editor Michael O'Neill, sat in Mr. Hunt's large office last week and discussed the paper's fresh strategy for attracting more readers and advertisers.

Mr. Hunt and his fellow executives said the paper has decided to concentrate on the New York market, out-New Yorking the other papers, if you will.

"The role of this paper in this market is to serve the city of New York," said Mr. Hunt. "We're heading in a direction we think is correct. We're going to be a very competitive force in this town," he warned.

Photos by Andrew Popper.

- Essentially, the *News'* new competitive strategy is designed to do what every newspaper wants to do: Attract more readers who will buy the paper daily and more advertisers (especially from Bloomingdales, Sak's Fifth Avenue, Lord & Taylor and the rest of that toney crowd to whom the *News* previously has never held much appeal).

When the *News* appears on the newsstands this fall, it will feature a more contemporary graphics look, five new life style sections, a daily Manhattan section and an afternoon edition. These changes involve an investment of $15,000,000 to $20,000,000 over the next 18 months, hiring 200 to 400 new employes and the reputations and careers of the executives involved in its creation.

Mr. Hunt stressed that the $15,000,000 to $20,000,000 was all coming from the *News'* earnings, not from the privately-owned parent Tribune Co. "The *News* is performing currently at a level that makes all of us very proud," he said, dismissing rumors that the paper suffers from low profitability. "The *News* is making money."

At the same time, he shot down rumors that the *News* is now or ever was for sale. "Never! The *Daily News* is not in trouble. It was never on the block," he said. At this point, Mr. Barletta interjected that prior to Mr. Hunt's arrival in New York last June from the Chicago headquarters of the Tribune Co., a major conglomerate had approached him with "feelers" about buying the *News* "that were so out of left field that nobody even wanted to respond."

With the question of the *News'* financial health out of the way, Mr. Hunt went on to acknowledge and discuss the paper's circulation woes. "That's a problem," he said. "You're damn right it bothers me."

The paper has been losing circulation steadily for most of the past decade, and is now down to 1,554,604 daily and 2,202,610 on Sundays. These numbers still make it the largest selling paper in the city (the rival *New York Times* has 914,938 daily and 1,477,499 Sundays, and the *New York Post* has 654,314 daily), but are an embarrassingly shrunken base compared with the 2,000,000-plus daily circulation of the *News* in the 1960s and early '70s.

- The *News'* executives took a hard look at these figures and had market researcher Ruth Clark of Yankelovich, Skelly & White do some studies. According to Mr. Hunt and Mr. Wurzer, the declines are deceptive. Here's why: "The

(Continued on Page 88)

Will Renault USA wed Intermarco N.Y.?

By JOHN J. O'CONNOR
and CAROLYN PFAFF

NEW YORK—Would Intermarco Advertising, a new agency formed by ex-Marsteller Inc. president Ramon G. Gaulke and Intermarco-Farner, like to have the $7,000,000 Renault car account in the U.S.? The answer is a resounding oui, oui, oui.

But Mr. Gaulke, whose former agency now has the French car account, insists that Intermarco Advertising was not set up here with that goal chiefly in mind.

- "This is not a political game," chimed in Gerard Pedraglio, executive vice-chairman of Intermarco-Farner, the international agency network owned by the French-based Publicis group that handles Renault in 11 European countries.

Those comments were reaffirmed in an interview in Paris with Publicis' founding father, Marcel Bleustein-Blanche, who told ADVERTISING AGE, "I want to emphasize we are not out to steal away clients. In 50 years of advertising I have never had that reputation and I will not start now. We are going to New York very softly *sur les pattes de velours* [on velvet paws]."

Mr. Pedraglio made it clear that any approach to American Motors (Renault's U.S. distributor since 1978) or Renault USA would be made on the basis that Intermarco Advertising "has something to offer."

That something, Mr. Gaulke noted, is the wealth of experience Intermarco-Farner has gained in representing Renault and its demonstrated ability to develop advertising concepts that are international in scope. And now that Intermarco has arrived, Mr. Pedraglio said efforts will be made to meet execs at both American Motors and Renault USA for the first time.

- Those American execs won't be the only ones with whom Intermarco plans to discuss business. According to Mr. Bleustein-Blanche: "We have some 12 clients who may be interested in making the move with us. At the moment we have spoken to them, but you cannot sell an agency which has not yet proved itself."

The obvious clients outside Renault would be L'Oreal (a recent convert), Air France and Boursin cheese. Intermarco-Farner, which last year billed $478,817,600 from its 15-agency network, holds down N.V. Philips, Nestle and, of course, Renault.

Mr. Gaulke, a young-looking 46, indeed envisions Intermarco Advertising—in which he has a 50% interest and the title of president—tapping those overseas creative resources and adapting them to the American market. Interestingly enough, that adapting may very well be what Marsteller plans to do in Mr. Gaulke's absence. The Y&R subsidiary has named Louis A. Magnani, formerly in charge of Marsteller's European operations in Brussels, to succeed Mr. Gaulke. Mr. Magnani more recently has been vp-general manager of Marsteller in New York.

"I am giving Ramon Gaulke carte blanche," says Mr. Bleustein-Blanche. "If we fail, then we will close the door and nothing will be lost. If it costs us $1,000,000 or $3,000,000, that is of no importance. What counts is that Intermarco has an American base. Big French companies are going abroad in a way they never did before. We cannot serve them nor claim to be an international network without a New York base."

- The reason why Publicis/Intermarco-Farner opted not to buy into an existing agency was an analysis of the disastrous takeover of Kelly, Nason by the rival French group, Univas. Buying an agency doesn't mean that the clients will stay on afterwards, Mr. Bleustein-

(Continued on Page 88)

highlights

Monday, July 21, 1980

Quartz heaters warmed up the housewares show. But will they last as a trend? *See Page 4.*

Computer and cable technologies and their applications for local newspaper markets were the focus of the summer International Newspaper Advertising Executives conference in Boston last week. *See Page 4.*

American Isuzu Motors will drive into the U.S. market following signs from the Della Femina shop. *See Page 6.*

U.S. Pioneer Electronics says it's pleased with four-market sales of its videodisc and offers a bullish forecast for 1981, while dismissing RCA's promised threat. *See Page 10.*

Renewed competition in the women's shaving market has centered around styling and innovation. *See Page 12.*

G. D. Searle's Equal sweetener could be on shelves within 18 weeks of FDA approval, with an ad campaign close behind. *See Page 24.*

The National Advertising Division resolved 13 challenges to national advertising last month. *See Page 33.*

With the acquisition of 45% of the Berlin shop, Uniconsult, Foote, Cone & Belding has assured itself one of the juiciest pr accounts in Germany, the $1,000,000 City of Berlin budget, plus its advertising business worth $10,000,000. *See Page 46.*

German ad trade is buzzing with the exodus of the Spalt Tabletten (aspirin) account (worth $3,500,000) of Prof. Much AG, a subsidiary of Whitehall Laboratories division of American Home Products, from Benton & Bowles, Frankfurt. *See Page 48.*

Ron Hoff takes a look at resort conventions—who goes, who speaks and how to enjoy the convention. *See Page 49.*

William D. Tyler reviews 10 ads for July—from the Volkswagen Rabbit to General Foods' Dream Whip. *See Page 52.*

The 5-year-old Advertising To Women believes that to sell women you've got to be one. *See Page 65.*

ANPA is pressing legislative proposals on Congress to bar AT&T from controlling electronic "newspapers" of the future. *See Page 80.*

Marketing strategies for the '80s will be outlined at ADVERTISING AGE Week. *See Page 82.*

The new Subscription Television Assn. predicts a billion-dollar-a-year future without advertising sales. *See Page 83.*

Hopping on a bicycle built for two is Ogilvy & Mather—the shop just landed the $1,750,000 Schwinn bicycle account. *See Page 87.*

Tortillas are the latest popular food with a taste for a more permanent spot in America's diet. *See Page 90.*

Section 2

What's in the stars for commercials production? Computers are having special effects on art and animation; regional houses are packing more clout; celebrities and look-alikes are valued; the ultimate cost-cutting methods are still to be found; the importance of post-production is still to be recognized. These subjects and more are covered in this week's Section 2/Commercials Production, starting opposite Page 48.

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Vol. 51, No. 31—Advertising Age (ISSN-001-8899) is published weekly, except semiweekly the third week in March, the third week in September and the third week in December at 740 N. Rush St., Chicago, IL 60611. Second class postage paid at Chicago and additional mailing addresses.

Purina sets $25 million for Hero

ST. LOUIS—Ralston Purina Co. says it will spend more than $25,000,000 in advertising and promotion for the national launch of Hero dry dog food, due to hit shelves next month, with much of that support in media.

The network and spot tv schedule begins the third week of September, with color page ads first appearing in October women's magazines. Newspaper ads (in supplements and inserts) and other couponing will be used.

- The rollout of Hero, testing since late last year, was recently reported as imminent by industry sources (AA, June 9). It follows by just weeks the introduction of Purina's Homestyle Blend, which rounded out the company's three-item Blend dry line, and by just months the launch of Mainstay dry (also budgeted at about $25,000,000).

"They [RP] told us last fall we'd get a new product every two months," a top chain merchan-

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Variety spices top 25 syndie market sweeps

By MAURINE CHRISTOPHER

NEW YORK—A mixture of offnet sitcoms, magazine shows, games, music and Muppets took the homes rating honors in syndication in the largest population centers as measured in the Nielsen May sweeps.

When ranked in top tens in the 25 top markets, the local picture that emerged varied across the country, with a range of suppliers represented on the lists. However, such old favorites as "M*A*S*H," the "Muppet Show" and "Family Feud" muscled into most of the winning circles.

The lists covering May 1 to 28 tune-in were put together for ADVERTISING AGE by a broadcast researcher to dramatize the competitive patterns locally and to see how specific shows and distributors are faring in the markets where their products demand the highest rights fees and where advertisers pay the biggest prices to buy into syndie shows. Markets 26 to 50 will be covered later.

This analysis took a strictly arithmetic approach to the local battles being waged in order to reach peak audiences of the sort needed to entice sponsors. At stake for telecasters in such compilations: To get more of the $3.255 billion spot dollars that are expected to flow into tv this year.

The Nielsen and Arbitron syndication reports now are being studied in detail by reps, telecasters and agency execs. They evaluate the ratings in line with the local factors involved—competition, time periods, lead-ins and geographical differences in life styles.

AD AGE's top tens again spotlighted the strength of 20th Century-Fox' "M*A*S*H," which continues to look like one of the biggest station bargains ever in light of what telecasters reportedly paid for it and the mileage they are getting out the long-running hit.

Complete list of the top Nielsen-rated syndicated fare in the 25 largest markets appears on Pages 60 and 62.

The wartime comedy, which played repeats locally while continuing as a popular first-run show on CBS-TV placed in the first ten for designated market area household ratings averages in every market except Sacramento and Atlanta. It did not run in syndication in the latter city and was close to the leaders in the former.

"M*A*S*H" emerged as a sturdy workhorse with the stamina to take stripping twice a day without weakening in the Nielsens. It played twice Monday through Friday and placed twice in the top ten in Philadelphia, Boston, Dallas, Minneapolis and St. Louis. In Denver, KBTV ran Hot Lips and her associates twice on weekdays and carried them Saturday afternoon as well. All three made the top ten.

This record is particularly notable in view of the relatively modest per-episode prices stations are believed to have paid for this Fox title. These range from $4,500 in Washington and Detroit to $9,500 in Chicago and $13,000 in New York. By contrast, Washington is said to have handed out $18,500 for "All in the Family" and New York, $54,500 for "Laverne & Shirley."

Station prices for "M*A*S*H" are in striking contrast to the figures now being bandied about in the trade as the "Muppet Show," another standout in this 25-city analysis, goes into strip syndication reruns after several years as a series.

ITC Entertainment opened the market in New York where WCBS-

(Continued on Page 59)

The Muppets welcome Loretta Swit to their show. The ITC-distributed weekly comedy was a standout in the May sweeps home ratings, placing in the top ten Nielsens in 22 of the top 25 markets. The show is already on sale to stations for Monday-through-Friday scheduling starting in the fall of 1981.

Dollars flow for Bic Roller effort

On the ball

Bic Pen Corp. will use this 30-second spot for its new Bic Roller pen in a national campaign to begin January, 1981. Promotional efforts will begin in September.

By SAM HARPER

NEW YORK—On the strength of its upcoming advertising effort, Bic Pen Corp. not only plans to gain a dominant share of the burgeoning rolling ball pen segment but also will try to muscle consumers out of the porous pen market where archrival Gillette Co. dominates.

The Milford, Conn.-based marketer of shavers, lighters and pens will spend $11,000,000 in 1981 on its new, disposable 98-cent Bic Roller, the largest campaign ever for a writing instrument (AA, July 14). If all goes according to the game plan of Bic president Robert Adler, Bic will dominate the burgeoning rolling ball segment by September, 1981.

While Bic will be aiming at taking shares from rolling ball segment leader Pentel of America, Torrance, Cal., it also will attempt to reduce Gillette Co.'s Paper-Mate division's dominant 35% share of the $170,000,000-plus porous pen market.

Boston-based Paper-Mate also has an entry in the rolling ball segment with its Quicksilver unit, but Bic apparently does not consider it a major obstacle in its pursuit of market share.

■ "It is unfair to compare our new entry and Quicksilver," Mr. Adler said. "They are not a dominant factor in the rolling ball segment." Later, he remarked during a press conference that his company had changed the color of its entry to tan because consumers might "mistake the Bic Roller with the silver pen, which is of very poor quality."

The Bic Roller was introduced nationally in Canada in October, 1979, where it has since become the leading ball roller. Obviously, Bic is hoping the product will do as well in the U.S. where the domestic market showed successive gains of 40% and 61% in 1978 and 1979, according to the Writing Instruments Manufacturers Assn. At about 90,000,000 units, the roller ball market is the fastest growing writing instrument segment in a 2.9 billion-unit industry.

"We considered Canada our test market," Mr. Adler said, "and we think we can do just as well here." He added that the new unit had been designed with the Pentel in mind and that it had been tested for 4½ years before introduction. "We've come into markets late before," Mr. Adler said, referring to the company's foray into the lighter and shaver categories. "And we've done well." This time should be no exception.

The Bic Roller campaign, created by Wells, Rich, Greene, is virtually the same as its Canadian counterpart. The theme, "Go with the flow," is underscored by an emphasis on the pen's tip, which, according to the spots, "won't turn to mush no matter how hard you push."

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Grant firing perils Talbot's pan-Europe net

By CAROLYN PFAFF
and ELSPETH DURIE

PARIS—The $5,000,000-plus Talbot account went up for grabs in London last week with the firing of Young & Rubicam unit Grant Advertising, turning the spotlight on one of the more coveted pan-European automobile accounts, today worth $30,000,000 and currently coordinated by Y&R.

But more than just a local development, the lost account took on the flavor of the for-want-of-a-nail-the-kingdom-was-lost adage with talk of Talbot (formerly Chrysler-Talbot) tiring of the whole pan-European concept of coordination and Talbot disenchantment with Y&R's over-all performance.

Even though Talbot, which was bought by Peugeot-Citroen in August, 1978, has seen sales halved in the last year from 6% to 3% share of the European market, the healthy state of the new French owners' balance sheet on the Peugeot-Citroen ledger side at least makes Talbot a worthwhile risk.

The trouble this week in London stems from an unusual advertising setup, contracted by the former American owners of Chrysler and inherited by the French. In the mid-'70s when it was decided to coordinate the account, Y&R was prevailed upon by Chrysler to buy a small agency in Britain, Grant, whose only important budget at the time was the big Detroit car maker.

That gave Y&R two London shops; ironically, Y&R's main London unit now has been asked to bid on the account handled by its other shop (Grant), along with D'Arcy-MacManus & Masius, Allen, Brady & Marsh and Cogent Elliott.

The fact that the account was not automatically shifted over to the big Y&R London shop seems significant. Good manners would indicate that the Europewide coordinating agency be given first nod. But obviously George Turnbull, former head of British Leyland and now top man at Talbot in Britain, is not quite sold on the French connection and over-all ad direction *does* emanate from Paris.

■ Moreover, rumors have been circulating in Paris for some time that all is not well between Talbot and Y&R. At the time of the Talbot name change, French sales director Dominique Bachelet told ADVERTISING AGE, "We decided to go with Y&R because they are an international agency and because advertising is not of fundamental importance to us."

This disregard of advertising may explain why Talbot turned a deaf ear to the big French Univas group, which has no car account but is known to be perpetually pitching for one. Univas is continuing to try to play the chauvinist card and convince Peugeot-Citroen to change.

French president of Y&R, Jean-Claude Boulet, does not exactly deny that the account is in trouble. "Every account is shaky," he said. "And any trick is worth trying to get Talbot from us."

It is no secret that Y&R as well as Talbot have been through terrible growing pains on the account. As long as the Americans owned Chrysler-Europe, Y&R Paris functioned as an international agency staffed with a number of Americans and Europeans. But in the last year, control of the account has been taken firmly in hand by Jean-Claude Boulet and Pierre Lecosse in Paris at the expense of the international element.

First to leave the coordinating team was senior American art director Joe Poulhy. Then Mike Forster, a trilingual German head of international client services with specific emphasis on Talbot in Paris, asked to return to Y&R Frankfurt. Even the French creative director, Michel Persitz, moved on.

The low morale at Y&R may have had a lot to do with the client. Mr.

(Continued on Page 85)

Syndie top 25 markets

(Continued from Page 3)

TV will pay $62,500 to $65,000 per episode for 14 runs, depending on who you talk to. KTTV, Los Angeles, reportedly will spend several thousands more than that to air Miss Piggy and her friends on a five-a-week basis starting in the fall of 1981. This same station is said to have gotten "M*A*S*H" for $17,000.

The May books are filled with data that should provide good ammunition for ITC exec vp Pierre Weis and his sales force. As a weekly attraction, Jim Henson's Muppets rated a spot on the top ten in 22 of the 25 markets compiled. The Muppets were at their best—1st place—in Detroit, with a 16 rating on WDIV, and in Chicago on WBBM-TV with a 14.

Still another program faring exceptionally well in this study was Viacom's "Family Feud," This show is going the local strip route for the first time this fall. As this story was written, 76 stations already had bought the Richard Dawson-hosted game for '80-'81, and the lineup was sure to expand.

As a weekly syndie telecast, it placed among the rating leaders in every top 25 market except Boston, Atlanta, Seattle, Tampa and Denver. In New York on WNBC-TV, "Family Feud" tied for second with a 10. The quiz led the dma homes rating list in Philadelphia for WPVI-TV, in Houston for KTRK-TV and in St. Louis for KMOX-TV.

Not all the shows on the top tens were cross-tabbed in this fashion, but among others put to that test and looking good were Group W's magazines, Colbert's, "Tic Tac Dough" and Viacom's "All in the Family."

Now moving toward the 100 station mark for fall, Group W's vidmags were first in Pittsburgh, Minneapolis, Balitmore, Indianapolis, Hartford and San Diego, and in a three-way tie for the lead in Dallas. The strip took second honors in Houston, San Francisco, Boston, Washington and Denver. "PM Magazine" was not playing in America's three biggest cities last May, but had been set for summertime debuts in all three.

The best city for Archie-and-the-family reruns was New York, where WNEW-TV offered the comedy twice a day, six days a week and placed first and fifth on the list. The bigger score came during the access half hour—all 11 rating.

These rankings also can be considered for what they are not intended to cover. They do not, for example, reflect the potency of Multimedia's best-seller, "Donahue." That titillating, mostly morning program requires a broader tabulation covering its 200-plus station lineup. Such an analysis also would need to touch on its strength as a morning lead-in.

Even so, Mr. Donahue, handicapped by being ranked against programs aired when there are more people available to watch, turned up on the top tens in four cities—Philadelphia, Minneapolis, Miami and Baltimore.

To top off this set of figures, our researcher put together a score card ranking the suppliers in terms of the number of positions carried on those top ten lists. The leaders, by his count: Viacom, 48; 20th Century-Fox, 41; Colbert, 25; ITC, 23; Group W, 21; Sandy Frank Productions, 11; Don Fedderson Productions, 10; Victory TV, 10; Metromedia, 9, and Tandem, 9. #

Richard Dawson puts contestants through their paces as host of Viacom's highly successful "Family Feud" syndication series. A leader in the May sweeps, it will be stripped for fall.

Ad Council officers set

New York—Barton Cummings, chairman of Compton Advertising, has been reelected chairman of the Advertising Council.

Elected new directors at large were Harry Gross, president of Gannett Outdoor Advertising; Garland K. Ingraham, vp-retail sales of Sears, Roebuck & Co.; Richard R. McLoughlin, publisher of *Reader's Digest;* Sanford Buchsbaum, senior exec vp-advertising of Revlon Inc.; Paul McPherson, president of McGraw-Hill Publications; Stuart Upson, chairman of Dancer Fitzgerald Sample, and Carlo Vittorini, president of Parade Publications.

Constituent directors are Lois Wyse, president of Wyse Advertising, and Charles Peebler, chairman-president of Bozell & Jacobs.

Honorary chairmen: John P. Kelley, vp-advertising of Goodyear Tire & Rubber Co.; Thomas Adams, chairman of Campbell-Ewald Co., and Gibson McCabe, retired president of Newsweek Inc.

James Fish, retired General Mills executive, was elected honorary director of the Ad Council.

John Elliott Jr., chairman of Ogilvy & Mather, and Patricia Carbine, vp-publisher of *Ms.*, were reelected vice-chairmen. #

Fischer changes name

Fischer & Kraker Associates, New York, management consultants, has changed its name to Fischer Kraker LeFever in recognition of its new president, Robert H. LeFever. Mr. LeFever, onetime chief operations officer of J.M. Korn & Son ad agency and most recently head of his own management consulting business in Philadelphia, succeeds Frederick S. Fischer, who becomes a consultant.

THE UNDERSTATEMENT OF THE YEAR.

To err is human. To forgive is divine. To correct is good business.

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*Details upon request.

Top Nielsen-rated syndicated fare—25 markets (May sweeps)

Rank	Show	Station	Time	Supplier	DMA Rating
	NEW YORK (1)				
1.	All in the Family	WNEW-TV	7:30-8 M-Sa	Viacom	11
2.	Family Feud	WNBC-TV	7:30-8 M&W	Viacom	10
2.	Muppet Show	WCBS-TV	7:30-8 M	ITC	10
2.	Match Game	WABC-TV	7:30-8 T&T	Victory TV	10
5.	All in the Family	WNEW-TV	7-7:30 M-Sa	Viacom	9
6.	M*A*S*H	WNEW-TV	11-11:30 M-Sa	20th Century-Fox	8
6.	Welcome Back Kotter	WNEW-TV	6:30-7 M-F	Warner Bros	8
6.	In Search Of	WCBS-TV	7:30-8 Th	Bristol-Myers	8
6.	Name That Tune	WABC-TV	7:30-8 F	Sandy Frank	8
6.	Little Rascals	WNEW-TV	10-10:30 a.m. Su	King World	8
	LOS ANGELES (2)				
1.	Horowitz-Byline	KNBC	7:30-8 M	Carbie Productions	11
1.	In Search Of	KNBC	7:30-8 Th	Bristol-Myers	11
1.	Hollywood Squares	KABC-TV	7:30-8 W&F	Filmways	11
4.	Muppet Show	KNXT	7:30-8 M&W	ITC	10
4.	M*A*S*H	KTTV	7-7:30 M-F	Fox	10
4.	Happy Days Again	KTLA	7-7:30 M-F	Paramount	10
4.	Guinness Game	KNBC	7:30-8 W	Fox	10
8.	All in the Family	KTTV	7:30-8 M-F	Viacom	9
8.	Name That Tune	KABC-TV	7:30-8 Tu	Sandy Frank	9
8.	Match Game PM	KABC-TV	7:30-8 Th	Victory	9
8.	Family Feud	KNBC	7:30-8 F&Sa	Viacom	9
	CHICAGO (3)				
1.	Muppet Show	WBBM-TV	6:30-7 Sa	ITC	14
2.	$1.98 Beauty Show	WMAQ-TV	6:30-7 W	Chuck Barris	14
3.	Family Feud	WMAQ-TV	6:30-7 M & Tu	Viacom	13
4.	Hollywood Squares	WLS-TV	10:30-11 Su	Filmways	12
5.	Prisoner: Cell Block H	WGN-TV	11:15-11:45 F	Firestone	11
5.	Price Is Right	WMAQ-TV	6:30-7 Th	Viacom	11
7.	Welcome Back, Kotter	WGN-TV	6:30-7 M-F	Warner	10
7.	Carol Burnett & Friends	WGN-TV	6:30-7 M-F	Silverbach-Lazarus	10
7.	Name That Tune	WMAQ-TV	6:30-7 F	Sandy Frank	10
10.	McHale's Navy	WGN-TV	5:30-6 Sa	MCA	9
10.	M*A*S*H	WFLD	10-10:30 M-F	Fox	9
10.	Dance Fever	WMAQ-TV	6:30-7 Sa	Fox	9
10.	Mary Tyler Moore	WMAQ-TV	4-4:30 M-F	Viacom	9
	PHILADELPHIA (4)				
1.	Family Feud	WPVI-TV	7:30-8 M&F	Viacom	16
2.	Tic Tac Dough	WPVI-TV	7-7:30 M-F	Colbert	15
3.	Hollywood Squares	WPVI-TV	7:30-8 T&Th	Filmways	13
3.	Price Is Right	WPVI-TV	7:30-8 W	Viacom	13
5.	Muppet Show	WCAU-TV	7:30-8 Th	ITC	12
6.	Donahue	WPVI-TV	9-10 a.m. M-F	Multimedia	11
7.	Dance Fever	WCAU-TV	7:30-8 Tu	Fox	10
8.	M*A*S*H	WTAF-TV	7:30-8 M-F	Fox	9
8.	M*A*S*H	WTAF-TV	7-7:30 M-F	Fox	9
8.	Joker's Wild	WTAF-TV	6:30-7 M-F	Colbert	9
	SAN FRANCISCO-OAKLAND (5)				
1.	M*A*S*H	KTVU	7-7:30 M-F	Fox	17
2.	Evening Magazine	KPIX	7:30-8 M-F	Group W	14
3.	Family Feud PM	KGO-TV	7:30-8 T&Th	Viacom	11
4.	Star Trek	KTVU	6-6:30 M-F	Paramount	10
4.	Odd Couple	KTVU	7:30-8 5 days	Paramount	10
4.	Muppet Show	KRON-TV	6-6:30 Su	ITC	10
6.	Bob Newhart	KRON-TV	5:30-6 M-F	Viacom	9
6.	Name That Tune	KGO-TV	7:30-8 M	Sandy Frank	9
6.	That's Hollywood	KGO-TV	6:30-7 Su	Fox	9
9.	Tic Tac Dough	KRON-TV	7:30-8 M-F	Colbert	8
9.	Hollywood Squares	KGO-TV	7:30-8 M&F	Filmways	8
9.	Mary Tyler Moore	KRON-TV	5-5:30 M-F	Viacom	8
	BOSTON (6)				
1.	Lawrence Welk	WCVB-TV	7-8 Sa	Fedderson	14
2.	Evening Magazine	WBZ-TV	7:30-8 M-F	Group W	13
3.	Muppet Show	WCVB-TV	7:30-8 Tu	ITC	11
4.	M*A*S*H	WSBK-TV	7-7:30 M-F	Fox	10
5.	Newlywed Game	WNAC-TV	7:30-8 M-F	Worldvision	9
5.	All in the Family	WCVB-TV	5:30-6 M-F	Viacom	9
7.	Dance Fever	WNAC-TV	7-7:30 Sa	Fox	8
8.	M*A*S*H	WSBK-TV	6-6:30 M-F	Fox	7
8.	Match Game	WBZ-TV	5-5:30 M-F	Victory	7
8.	Carol Burnett & Friends	WCVB-TV	5-5:30 M-F	Silverbach-Lazarus	7

Rank	Show	Station	Time	Supplier	DMA Rating
	DETROIT (7)				
1.	Muppet Show	WDIV	7-7:30 Sa	ITC	16
2.	M*A*S*H Hour	WKBD-TV	7-8 M-Sa	Fox	14
3.	Joker's Wild	WDIV	7:30-8 M-F	Colbert	13
4.	P.M. Magazine	WJBK-TV	7-7:30 M-F	Group W	12
5.	All in the Family	WDIV	5:30-6 M-F	Viacom	10
5.	Family Feud	WXYZ-TV	7:30-8 W&Th	Viacom	10
5.	Sanford & Son	WKBD-TV	6:30-7 M-Sa	Tandem	10
8.	What's Happening	WDIV	5-5:30 M-F	Columbia Pictures	9
9.	Happy Days Again	WKBD-TV	6-6:30 M-F	Paramount	8
9.	Mike Douglas	WJBK-TV	4-5:30 M-F	Group W	8
9.	Bewitched	WDIV	4:30-5 M-F	Columbia	8
9.	Match Game	WXYZ-TV	7:30-8 Tu	Victory	8
9.	Tic Tac Dough	WJBK-TV	7:30-8 M-F	Colbert	8
	CLEVELAND (8)				
1.	Tic Tac Dough	WEWS	7:30-8 M-F	Colbert	16
2.	Joker's Wild	WJKW-TV	7-7:30 M-F	Colbert	14
2.	Muppet Show	WJKW-TV	7:30-8 Sa	ITC	14
2.	Sha Na Na	WKYC-TV	7-7:30 Sa	Lexington	14
5.	PM Magazine	WJKW-TV	7:30-8 M-F	Group W	12
5.	M*A*S*H	WUAB-TV	7-7:30 M-F	Fox	12
5.	Dance Fever	WKYC-TV	7:30-8 Sa	Victory	10
8.	Merv Griffin	WEWS	5-6 M-F	Metromedia	11
9.	Match Game	WEWS	7-7:30 M-F	Victory	10
10.	Joker! Joker!	WJKW-TV	7-7:30 Sa	Colbert	9
10.	Family Feud	WKYC-TV	7:30-8 M&W	Viacom	9
10.	In Search Of	WEWS	6:30-7 Su	Bristol-Myers	9
	WASHINGTON (9)				
1.	M*A*S*H	WTTG	7:30-8 M-Sa	Fox	14
2.	PM Magazine	WDVM-TV	7:30-8 M-F	Group W	11
3.	Happy Days Again	WTTG	7-7:30 M-Sa	Paramount	10
3.	Muppet Show	WJLA-TV	8-8:30 Sa	ITC	10
3.	Tic Tac Dough	WJLA-TV	7:30-8 M-F	Colbert	10
5.	Newlywed Game	WRC-TV	7-7:30 M-F	Worldvision	9
6.	Andy Griffith	WTTG	6:30-7 M-Sa	Viacom	8
6.	I Love Lucy	WTTG	6-6:30 M-Sa	Viacom	8
6.	Family Feud	WRC-TV	7:30-8 M&Th	Viacom	8
9.	Soul Train	WTTG	5-6 Sa	Media & Marketing	7
	DALLAS/FT WORTH (10)				
1.	PM Magazine	WFAA-TV	6:30-7 M-F	Group W	14
1.	Newlywed Game	KDFW-TV	6:30-7 M-F	Worldvision	14
1.	Hee Haw	KXAS-TV	6-7 Sa	Yongestreet	14
4.	Family Feud PM	KXAS-TV	6:30-7 T&Th	Viacom	13
5.	All in the Family	KDFW-TV	10:30-11 M-F	Viacom	12
6.	M*A*S*H	KXAS-TV	5-5:30 Su	Fox	11
7.	Bewitched	KTVT	6-6:30 M-F	Columbia	10
7.	Muppet Show	KXAS-TV	6:30-7 M	ITC	10
7.	M*A*S*H	KXAS-TV	4:30-5 M-Sa	Fox	10
10.	Dick Van Dyke	KTVT	5:30-6 M-F	Viacom	9
10.	I Love Lucy	KTVT	5-5:30 M-F	Viacom	9
10.	Sanford & Son	KDFW-TV	4-4:30 M-F	Tandem	9
	PITTSBURGH (11)				
1.	Evening Magazine	KDKA-TV	7:30-8 M-F	Group W	16
2.	Bowling for Dollars	WTAE-TV	7-7:30 M-F	Claster	13
3.	M*A*S*H	WTAE-TV	5-5:30 M-F	Fox	12
3.	Lawrence Welk	WIIC-TV	7-8 Sa	Fedderson	12
5.	Name That Tune	WTAE-TV	7:30-6 W	Sandy Frank	11
5.	All in the Family	WTAE-TV	5:30-6 M-F	Viacom	11
5.	Family Feud	WTAE-TV	7:30-8 M&F	Viacom	11
5.	Mike Douglas	KDKA-TV	4:30-6 M-F	Group W	11
5.	Dance Fever	WTAE-TV	7:30-8 Tu	Fox	11
10.	Brady Bunch	WTAE-TV	4:30-5 M-F	Paramount	9
10.	Newlywed Game	WIIC-TV	7:30-8 M-F	Worldvision	9
	HOUSTON (12)				
1.	Family Feud	KTRK-TV	6:30-7 M&Th	Viacom	18
2.	PM Magazine	KHOU-TV	6:30-7 M-F	Group W	15
3.	Price Is Right	KTRK-TV	6:30-7 F	Viacom	13
3.	$100,000 Name That Tune	KTRK-TV	6:30-7 W	Sandy Frank	13
5.	Hee Haw	KTRK-TV	6-7 Sa	Yongestreet	12
6.	Hollywood Squares	KTRK-TV	6:30-7 Tu	Filmways	11
7.	Good Times	KRIV-TV	5-5:30 M-F	Tandem	10
8.	M*A*S*H	KHOU-TV	4:30-5 M-F	Fox	8
8.	Sanford & Son	KRIV-TV	5:30-6 M-F	Tandem	8
8.	Face the Music	KPRC-TV	6:30-7 M-F	Sandy Frank	8
	MINNEAPOLIS (13)				
1.	PM Magazine	WCCO-TV	6:30-7 M-F	Group W	15
2.	Lawrence Welk	KMSP-TV	6-7 Sa	Fedderson	13

(Continued on Page 62)

Top Nielsen-rated syndicated fare—25 markets (May sweeps)

(Continued from Page 60)

Rank	Show	Station	Time	Supplier	DMA Rating
3.	Muppet Show	KMSP-TV	5:30-6 Sa	ITC	10
4.	Family Feud PM	WCCO-TV	6:30-7 Sa	Viacom	9
4.	Dance Fever	WSTP-TV	6:30-7 Sa	Fox	9
6.	Dick Van Dyke	KMSP-TV	5:30-6 M-F	Viacom	8
6.	Tic Tac Dough	KMSP-TV	6-6:30 M-F	Colbert	8
6.	M*A*S*H	WTCN-TV	5-5:30 M-Sa	Fox	8
6.	M*A*S*H	WTCN-TV	10:30-11 Su	Fox	8
6.	In Search Of	KMSP-TV	5-5:30 Sa	Bristol-Myers	8
6.	Family Feud PM	WCCO-TV	10:30-11 Su	Viacom	8
6.	Prisoner: Cell Block H	WSTP-TV	6:30-7 M-F	Firestone	8
6.	Donahue	WCCO-TV	8-9 a.m. M-F	Multimedia	8
	ST. LOUIS (14)				
1.	Family Feud PM	KMOX-TV	6:30-7 Th&F	Viacom	13
2.	Muppet Show	KMOX-TV	6:30-7 W	ITC	12
2.	Hee Haw	KTVI	6-7 Sa	Yongestreet	12
4.	M*A*S*H	KTVI	10:30-11 M-F	Fox	11
5.	Match Game	KMOX-TV	6:30-7 Sa	Victory	10
5.	M*A*S*H	KTVI	4:30-5 M-F	Fox	10
5.	$1.98 Beauty Show	KMOX-TV	6:30-7 M	Chuck Barris	10
8.	Hogan's Heroes	KPLR-TV	6:30-7 M-F	Viacom	9
8.	Hollywood Squares	KMOX-TV	6:30-7 Tu	Filmways	9
8.	Bowling for Dollars	KTVI	6:30-7 4 days	Claster	9
	MIAMI-FT. LAUDERDALE (15)				
1.	Tic Tac Dough	WCKT	7:30-8 M-F	Colbert	19
2.	Cross Wits	WTVJ	7-7:30 M-F	Metromedia	17
3.	Merv Griffin	WTVJ	4-5:30 M-F	Metromedia	16
4.	Lawrence Welk	WTVJ	7-8 Sa	Fedderson	15
5.	M*A*S*H	WTVJ	5:30-6 M-F	Fox	14
6.	All in the Family	WPLG	4-4:30 M-F	Viacom	11
7.	Muppet Show	WTVJ	7:30-8 F	ITC	10
7.	Donahue	WPLG	9-10 a.m. M-F	Multimedia	10
7.	Dance Fever	WTVJ	7:30-8 M	Fox	10
10.	Family Feud	WPLG	7-7:30 Sa	Viacom	9
10.	Match Game PM	WTVJ	7:30-8 Tu	Victory	9
	ATLANTA (16)				
1.	Hee Haw	WSB-TV	7-8 Sa	Yongestreet	16
2.	Tic Tac Dough	WXIA-TV	7:30-8 M-F	Colbert	15
3.	$1.98 Beauty	WAGA-TV	7:30-8 Sa	Chuck Barris	12
3.	Muppet Show	WAGA-TV	7-7:30 Sa	ITC	12
5.	PM Magazine	WAGA-TV	7:30-8 M-F	Group W	11
5.	Three's a Crowd	WSB-TV	7:30-8 M-F	Firestone	11
7.	Sanford & Son	WTBS	7-7:30 M-F	Tandem	10
8.	Mike Douglas	WAGA-TV	4:30-6 M-F	Group W	9
9.	Jim Rockford	WXIA-TV	5-6 M-F	MCA	8
9.	Starsky & Hutch	WSB-TV	4-5 M-F	Columbia	8
	SEATTLE (17)				
1.	M*A*S*H	KSTW-TV	7-7:30 M-F	Fox	16
1.	Lawrence Welk	KOMO-TV	7-8 Sa	Fedderson	16
3.	Muppet Show	KOMO-TV	7:30-8 Th	ITC	15
4.	Tic Tac Dough	KING-TV	7:30-8 M-F	Colbert	14
4.	Joker's Wild	KIRO-TV	7-7:30 M-F	Colbert	14
6.	PM Magazine	KIRO-TV	7:30-8 M-F	Group W	11
7.	Bob Newhart	KSTW-TV	7:30-8 M-F	Viacom	10
7.	All in the Family	KIRO-TV	6:30-7 M-F	Viacom	10
7.	Sha Na Na	KOMO-TV	7:30-8 Tu	Lexington	10
10.	Dream Merchants	KSTW-TV	8-10 Th&F	Operation Prime Time	9
	TAMPA-ST. PETERSBURG (18)				
1.	Cross Wits	WTVT	7:30-8 M-F	Metromedia	18
2.	Tic Tac Dough	WFLA-TV	7:30-8 M-F	Colbert	16
3.	Dance Fever	WTVT	7-7:30 Sa	Fox	14
4.	Newlywed Game	WFLA-TV	7-7:30 M-F	Worldvision	13
5.	M*A*S*H	WFLA-TV	5-5:30 M-F	Fox	12
5.	Merv Griffin	WTVT	4-5:30 M-F	Metromedia	12
7.	All in the Family	WFLA-TV	5-5:30 M-F	Viacom	11
8.	Carol Burnett & Friends	WTVT	5:30-6 M-F	Silverbach-Lazarus	10
9.	Nashville on the Road	WTOG-TV	9-9:30 Sa	ShowBiz	8
9.	Muppet Show	WTSP-TV	7:30-8 Tu	ITC	8
	BALTIMORE (19)				
1.	Evening Mag.	WJZ-TV	7:30-8 M-F	Group W	16
2.	M*A*S*H	WBAL-TV	5:30-6 M-F	Fox	13
2.	Joker's Wild	WMAR-TV	7:30-8 5 days	Colbert	13
2.	Guinness Game	WMAR-TV	7-7:30 Sa	Fox	13
5.	Muppet Show	WJZ-TV	7:30-8 Sa	ITC	11
5.	Donahue	WBAL-TV	9-10 a.m. M-F	Multimedia	11
5.	Tic Tac Dough	WMAR-TV	7-7:30 M-F	Colbert	11
8.	Good Times	WMAR-TV	4:30-5 M-F	Tandem	9
8.	All in the Family	WMAR-TV	5-5:30 M-F	Viacom	9
10.	Andy Griffith	WMAR-TV	5:30-6 Su	Viacom	8
10.	Family Feud	WBAL-TV	7:30-8 M&Th	Viacom	8
	INDIANAPOLIS (20)				
1.	PM Magazine	WISH-TV	6:30-7 M-F	Group W	16
2.	Lawrence Welk	WRTV	6-7 Sa	Fedderson	13
3.	Muppet Show	WTHZ	6-6:30 Sa	ITC	12
4.	M*A*S*H	WTHR	4:30-5 M-F	Fox	10
4.	Circus	WTHR	6:30-7 Sa	Glen-Warren	10
4.	Hee Haw	WISH-TV	6-7 Sa	Yongestreet	10
7.	Muppet Show	WTHR	6:30-7 Sa	ITC	9
8.	All in the Family	WTTV	6:30-7 M-F	Viacom	8
8.	Family Feud	WTHR	6:30-7 Tu&F	Viacom	8
10.	Pop Goes Country	WTTV	9-9:30 Sa	Show Biz	7
10.	Joker's Wild	WTTV	8-8:30 M-F	Colbert	7
10.	Sanford & Son	WTTV	5:30-6 M-Sa	Tandem	7
10.	Welcome Back, Kotter	WTTV	6-6:30 M-Sa	Warner	7
10.	Name That Tune	WTHR	6:30-7 Th	Sandy Frank	7
10.	Benny Hill	WRTV	10:45-11:15 4 days	Taffner	7
	DENVER (21)				
1.	M*A*S*H	KBTV	10:30-11 M-Su	Fox	18
2.	PM Magazine	KOA-TV	6:30-7 M-F	Group W	13
2.	Lawrence Welk	KBTV	6-7 Sa	Fedderson	13
4.	M*A*S*H	KBTV	5:30-6 Sa	Fox	11
4.	Tic Tac Dough	KBTV	6:30-7 M-F	Colbert	11
4.	Muppet Show	KMGH-TV	6:30-7 Sa	ITC	11
4.	Name That Tune	KBTV	5:30-6 Su	Sandy Frank	11
8.	Cross Wits	KOA-TV	6-6:30 M-F	Metromedia	10
8.	In Search Of	KOA-TV	5:30-6 Su	Bristol-Myers	10
10.	M*A*S*H	KBTV	4:30-5 M-F	Fox	9
	SACRAMENTO-STOCKTON (22)				
1.	Joker's Wild	KOVR	7:30-8 M-F	Colbert	17
2.	Wild Kingdom	KCRA-TV	6:30-7 Su	Bozell & Jacobs	15
2.	Match Game	KXTV	6:30-7 M-F	Victory	15
4.	Match Game PM	KXTV	7:30-8 Sa	Victory	13
4.	Tic Tac Dough	KOVR	7-7:30 M-F	Colbert	13
6.	Lawrence Welk	KCRA-TV	7-8 Sa	Fedderson	12
7.	In Search Of	KCRA-TV	7:30-8 Th	Bristol Myers	11
7.	Family Feud PM	KXTV	7-7:30 Sa	Viacom	11
7.	PM Magazine	KXTV	7-7:30 M-F	Group W	11
10.	Newlywed Game	KXTV	7-7:30 M-F	Worldvision	10
	PORTLAND, ORE. (23)				
1.	M*A*S*H	KOIN-TV	6:30-7 M-F	Fox	17
2.	Lawrence Welk	KATU	7-8 Sa	Fedderson	16
3.	Muppet Show	KATU	7:30-8 Tu	ITC	15
4.	Tic Tac Dough	KGW-TV	7-7:30 M-F	Colbert	13
5.	PM Magazine	KGW-TV	7:30-8 M-F	Group W	12
6.	Merv Griffin	KOIN-TV	7-8 M-F	Metromedia	11
6.	Happy Days Again	KPTV	7-7:30 M-F	Paramount	11
6.	Family Feud PM	KATU	7:30-8 W&F	Viacom	11
6.	Match Game PM	KATU	7:30-8 Th	Victory	11
10.	Wild Kingdom	KATU	7:30-8 M	Bozell & Jacobs	10
10.	Kung Fu	KPTV	6-7 M-F	Warner	10
10.	Joker's Wild	KGW-TV	6:30-7 M-F	Colbert	10
10.	Hank Williams	KPTV	6-8 Sa	Multimedia	10
10.	Cross Wits	KATU	7-7:30 M-F	Metromedia	10
	HARTFORD-NEW HAVEN (24)				
1.	PM Magazine	WFSB-TV	7:30-8 M-F	Group W	13
2.	Roots 5&6	WFSB-TV	4:30-6 Th&F	Warner	12
3.	M*A*S*H	WTNH-TV	5:30-6 M-F	Fox	11
4.	Family Feud	WTNH-TV	7:30-8 W&F	Viacom	10
4.	Muppet Show	WTNH-TV	7:30-8 M	ITC	10
6.	Name That Tune	WTNH-TV	7:30-8 Th	Sandy Frank	9
7.	All in the Family	WFSB-TV	5:30-6 M-F	Viacom	8
7.	Sha Na Na	WTNH-TV	7:30-8 Tu	Lexington	8
7.	Hee Haw	WVIT	7-8 Sa	Yongestreet	8
10.	Sanford & Son	WFSB-TV	5-5:30 M-F	Tandem	7
	SAN DIEGO (25)				
1.	PM Magazine	KFMB-TV	7:30-8 M-F	Group W	19
2.	Joker's Wild	KFMB-TV	7-7:30 M-F	Colbert	15
2.	Tic Tac Dough	KFMB-TV	6:30-7 M-F	Colbert	15
4.	Muppet Show	KFMB-TV	7-7:30 Sa	ITC	12
4.	Merv Griffin	KGTV	6:30-7 M-F	Metromedia	12
4.	M*A*S*H	KFMB-TV	4:30-5 M-F	Fox	12
4.	Lawrence Welk	KCST-TV	7-8 Sa	Fedderson	12
8.	In Search Of	KFMB-TV	7:30-8 Sa	Bristol-Myers	10
9.	Face the Music	KGTV	7:30-8 M-F	Sandy Frank	9
10.	Hollywood Squares	KFMP-TV	5:30-7 Sa&Su	Filmways	8
10.	Family Feud PM	KGTV	7:30-8 Sa	Viacom	8

Explanatory note

These syndicated show top tens for the top 25 markets are based on average designated market area household ratings as reported in the NSI sweeps books covering May 1 to 28. Ties are listed in order of total households reached.

The lists were compiled for ADVERTISING AGE by a broadcast research expert. If a show ran twice a day, it was considered twice for these rankings. Syndicated movies were not included. All times are local and p.m. unless marked a.m.

Advertising pages in July consumer publications

Current and July '79 pages for U.S., Canadian and foreign publications reporting to Advertising Age

Women's

	Pages			
	July 1980	July 1979	Jan.-July 1980	Jan.-July 1979
†§Bride's Magazine	344.6	302.5	1,158.4	987.2
§Cosmopolitan	154.5	159.4	1,356.6	1,336.0
Essence	73.0	71.0	542.0	477.0
§Family Circle	77.8	105.7	870.4	975.1
▲Family Health	25.1	35.3	181.4	191.6
§Good Housekeeping	147.5	129.8	1,094.1	1,082.1
Ladies' Home Journal	90.4	90.8	710.4	733.7
Lady's Circle	8.4	6.0	61.9	63.2
McCall's	85.1	96.1	691.2	752.9
○McCall's Working Mother	70.9	46.8	276.1	95.5
†Modern Bride	284.6	289.7	959.0	945.6
Ms.	45.7	33.7	295.5	276.7
○New Woman	36.3	44.6	147.9	173.5
§Parents Magazine	45.1	39.6	396.7	336.1
Playgirl	45.1	30.6	364.3	238.2
Redbook	100.6	116.8	745.8	855.1
Self	58.1	36.6	394.5	275.9
Seventeen	63.8	76.6	688.1	719.0
Soap Opera Digest	7.8	13.6	74.2	71.9
*Talk	18.3	16.6	111.1	86.3
'Teen Magazine	48.1	47.6	312.4	288.2
§True Story	47.0	48.9	339.8	382.1
§Woman's Day	102.7	103.9	859.5	872.5
The Workbasket	—	—	175.4	161.5
Working Woman	33.0	20.3	288.6	182.2
Total Group	2,013.5	1,963.5	13,093.3	12,559.1

General

	Pages			
	July 1980	July 1979	Jan.-July 1980	Jan.-July 1979
▲A.D. Magazine	10.6	8.4	105.0	83.9
After Dark	32.0	34.0	187.5	223.9
Air Progress	15.7	22.5	153.0	171.2
American Forests	10.3	9.8	100.4	96.0
§American Legion	20.5	20.8	185.9	185.2
Apartment Life	44.3	38.0	343.1	345.3
§▲Architectural Digest	83.9	84.8	766.5	621.3
§The Atlantic	27.2	21.7	226.7	220.0
○Audubon Magazine	22.4	21.9	122.9	129.2
§Blueboy	32.5	29.0	208.9	172.3
§Bon Appetit	43.0	40.8	460.4	378.5
Book Digest	25.8	33.0	207.8	290.3
A. Christian Herald	31.0	29.5	272.0	284.9
Christian Life	21.2	24.6	187.6	206.7
*Christianity Today	33.3	19.9	383.3	365.8
Complete Men's Group	22.7	23.0	174.5	166.9
Country Journal	39.8	37.2	320.7	313.7
Creative Computing	71.2	50.7	559.5	376.4
▲Cuisine Magazine	38.1	35.1	250.4	206.6
Ebony	79.1	84.7	613.0	609.9
A. Elks Magazine	19.0	35.4	160.1	190.9
§Esquire	25.0	36.8	265.5	208.0
50 Plus	26.8	17.5	248.7	177.6
Flying	44.8	53.4	406.4	370.9
○Games	22.0	24.1	92.9	67.4
§Gentlemen's Quarterly	—	—	530.5	439.7
Golf Digest	50.6	65.2	512.7	601.2
§Golf Magazine	42.1	50.5	531.6	542.6
Gourmet	34.1	31.8	379.6	364.7
§Harper's Magazine	25.6	20.0	231.3	232.8
○Hi-Fi/Stereo Buyer's Guide	19.7	26.2	88.2	107.0
*High Fidelity	43.7	75.7	400.2	477.6
Income Opportunities	33.4	32.2	309.0	291.7
Kiwanis Magazine	—	—	109.3	97.0
Let's Live	85.0	98.0	643.6	637.8
Life	34.0	34.0	381.3	315.6
Lion Magazine	—	—	29.0	110.8
Modern Photography	124.5	112.1	768.5	741.5
§Money	55.9	54.9	517.6	455.8
Moneysworth	15.4	17.6	129.7	152.7
Moody Monthly	32.2	33.2	321.7	354.2
○Moose Magazine	22.0	19.0	128.0	122.0
○Mother Earth News	64.0	43.3	246.7	173.1
○Museum	16.5	—	55.3	—
National Geographic	13.6	25.9	216.1	224.7
National Jewish Monthly	—	—	164.6	165.1
Natural History	24.9	—	287.8	259.3
○Next	18.7	—	76.0	—
Omni	35.8	33.4	330.8	203.7
§Oui Magazine	28.7	22.7	163.8	117.1
§Penthouse Magazine	61.9	64.3	491.5	486.8
Petersen's Photographic	40.7	44.2	305.6	348.5
Playbill	33.5	26.7	299.6	275.6
§Playboy	111.2	100.4	790.2	783.3
Popular Photography	134.8	153.7	990.0	1,122.6
Prevention	85.1	99.1	608.6	745.4
Prime Time	11.2	—	122.0	—
Psychology Today	58.2	52.9	412.0	419.1
A. ▲Quest '80	27.6	29.3	187.0	148.8
§Reader's Digest	76.1	67.5	720.3	825.0
Rotarian	8.2	22.4	162.8	147.6
††Saturday Evening Post	34.9	45.2	222.4	239.3
Scientific American	65.5	60.1	580.4	518.0
Signature	34.0	28.2	310.7	289.9
Smithsonian	54.3	40.5	536.4	442.7
Stereo Review	58.5	60.3	478.3	522.6
Success Unlimited	22.0	12.8	153.0	98.4
Tennis Magazine	63.9	71.8	468.8	465.9
Town & Country	60.3	34.6	615.5	496.0
Travel/Holiday	30.3	36.6	345.8	349.1
Travel & Leisure	42.3	55.9	583.6	551.7
VFW Magazine	15.6	14.5	139.8	174.2
Weight Watchers	21.1	20.0	143.6	139.2
World Tennis	48.5	33.8	356.6	295.4
Writer's Digest	19.2	18.5	144.1	133.8
Yankee Magazine	65.0	60.0	597.3	645.0
Total Group	2,946.4	2,885.7	25,183.9	24,107.7

Fashion & service

	Pages			
	July 1980	July 1979	Jan.-July 1980	Jan.-July 1979
Glamour	104.1	117.7	1,054.7	1,105.7
Harper's Bazaar	40.2	27.1	481.1	403.0
Mademoiselle	85.1	83.5	801.5	793.4
Vogue	78.8	94.3	1,106.0	1,070.2
►"W"	18.9	21.6	355.9	326.5
Total Group	327.1	344.2	3,799.2	3,698.6

Arts & antiques

	Pages			
	July 1980	July 1979	Jan.-July 1980	Jan.-July 1979
American Artist	43.3	51.5	369.1	382.7
Antiques	101.9	106.6	1,016.8	912.3
Antiques World	—	—	60.2	315.5
○Art & Antiques	45.5	47.2	218.4	183.6
Art in America	—	—	570.8	344.6
▲Artnews	—	—	683.3	608.5
Total Group	190.7	205.3	2,918.6	2,747.2

Home

	Pages			
	July 1980	July 1979	Jan.-July 1980	Jan.-July 1979
§Better Homes & Gardens	101.9	113.8	898.6	939.6
○Colonial Homes	—	—	171.4	113.5
▲Decorating Showcase	—	—	142.9	81.8
▲Family Handyman	53.2	57.0	370.5	335.7
Flower & Garden	—	—	196.3	215.6
Homeowners How-to	17.7	22.0	96.9	93.3
The Hometown Magazines:				
Dallas-Fort Worth Home/Garden	41.4	37.8	329.9	238.5
Houston Home/Garden	100.8	105.3	743.7	731.9
Horticulture	26.2	20.3	205.0	230.7
House Beautiful	66.2	63.5	649.6	638.0
House & Garden	82.3	70.3	818.0	764.2
Hudson Home Magazine	45.8	50.0	307.5	345.7
Indianapolis at Home	36.4	55.0	371.0	463.5
Living:				
○Dallas	127.6	116.8	480.2	481.1
○Houston	98.6	124.0	396.4	483.0
○Denver	90.4	84.6	366.7	336.5
‡Austin	—	—	100.3	93.4
‡San Antonio	56.1	38.2	102.4	75.2
○Phoenix	—	—	113.1	96.9
○Tampa	—	—	91.6	12.6
††New Shelter	36.8	—	170.5	—
▲1001 Decorating Ideas	29.3	34.0	199.9	144.7
Organic Gardening	57.0	63.0	564.3	559.5
○Plants Alive	—	—	107.0	105.4
San Diego Home/Garden	59.8	—	366.6	—
Southern Living	95.1	116.9	874.5	935.3
§Sunset Magazine	120.3	101.9	934.4	976.8
▲Texas Homes	118.0	103.6	471.0	329.1
○Workbench	49.4	49.7	239.4	232.1
Total Group	1,510.3	1,427.7	10,879.6	10,053.6

In-flight

	Pages			
	July 1980	July 1979	Jan.-July 1980	Jan.-July 1979
#Aboard Group	432.0	342.0	1,200.0	1,058.0
Air California	54.5	61.0	395.8	403.8
American Way	60.2	60.5	467.2	418.2
Clipper	56.1	—	317.6	—
East/West Network:				
Eastern Review	51.3	77.6	539.0	570.8
Continental Extra	54.0	65.4	485.5	489.0
Hughes Airwest Sundancer	64.5	72.0	536.2	562.2
Ozark Flightime	40.7	52.7	386.2	422.6
PSA Magazine	88.1	101.7	760.2	780.1
Texas International/-The Texas Flyer	50.2	56.8	425.4	399.2
United Mainliner	73.5	110.7	666.2	606.2
Halsey Publications:				
Braniff's Flying Colors	37.7	34.3	263.2	225.0
Delta Sky	38.2	36.0	300.0	323.8
○Pace	64.0	40.0	123.5	93.0
Scene	39.8	—	212.7	—
Southwest Airlines	60.1	56.8	444.5	341.1
○Spirit of Aloha	25.4	20.7	107.6	71.5
USAir	51.1	—	278.7	—
Webb Publications:				
○Frontier	42.0	35.2	168.4	149.7
Passages	30.0	23.8	197.2	182.7
TWA Ambassador	43.3	57.3	370.0	340.7
Total Group	1,456.7	1,304.5	8,645.1	7,437.6

Metropolitan

	Pages			
	July 1980	July 1979	Jan.-July 1980	Jan.-July 1979
○Aloha	17.8	9.0	81.3	30.3
Atlanta	62.1	74.3	521.7	513.2
Baltimore	61.9	60.4	502.3	434.9
◇Bay Views	34.5	40.3	241.3	238.1
Birmingham	27.5	28.0	175.8	204.8
Boston	115.0	106.4	746.4	643.0
Broward Life	39.6	40.2	343.4	334.7
Brown's Guide to Georgia	58.0	53.6	323.4	299.6
Central Florida Scene	17.0	24.7	111.5	117.9
○Charlotte	—	—	152.7	133.4
Chicago	90.8	90.1	962.2	984.7
▲Chicago's North Shore	70.7	43.5	315.9	166.9
Cincinnati	66.0	46.1	444.3	370.3
Cleveland	67.7	73.8	498.6	575.0
Columbus Monthly	94.8	102.5	572.7	567.6
Commonwealth	12.0	12.2	103.0	124.9
Connecticut	66.0	64.8	460.4	520.7
D/Magazine, Dallas/-Fort Worth	103.2	87.0	730.8	703.5
Delaware Today	31.7	25.2	231.5	208.7
Denver	40.5	24.0	239.3	192.6
Denver Monthly	23.3	26.8	168.2	169.3
Monthly Detroit	88.8	28.4	355.7	260.6
Exclusively Yours Wisconsin	60.3	70.3	484.6	552.8
Gold Coast of Florida/-Indian River Life	88.0	80.0	819.4	763.5
Grand Rapids	38.6	21.1	237.7	165.8
Honolulu	64.2	73.0	490.8	512.7
Houston City	37.7	37.4	251.6	263.3
Indianapolis	30.0	26.1	273.2	202.9
Kansas City	33.0	34.0	231.8	231.3
Lansing	29.0	29.0	225.6	152.0
Los Angeles	161.5	170.0	1,264.3	1,335.5
Madison	36.4	30.5	256.4	182.6
Mesa	23.5	31.5	348.4	—
Miami	49.3	38.8	420.9	347.4
Mpls./St. Paul	60.3	49.3	471.3	327.6
Nashville!	48.6	52.6	362.1	367.1
New Jersey Monthly	45.3	54.6	482.8	432.6
New Mexico	39.3	24.5	181.4	127.4
New Orleans	49.8	47.4	322.4	346.0
Ohio	21.3	27.2	161.7	253.5
Omaha	25.7	29.8	179.3	157.6
Palm Beach Life	24.8	27.1	414.4	326.6
Palm Springs Life	53.7	49.0	854.2	756.2
Philadelphia	110.3	117.8	882.4	941.3
Phoenix	64.9	62.3	690.8	598.2
Pittsburgh	39.7	40.0	308.6	356.0
Pittsburgher	33.7	22.7	271.6	192.9
SA, The Magazine of San Antonio	29.7	44.0	271.2	213.0
Sacramento	35.5	35.5	186.1	248.6
St. Louis	78.0	91.0	582.0	664.0
San Diego	116.3	153.7	976.8	1,057.9
San Francisco	44.5	44.7	415.1	361.7
San Francisco Focus	30.3	25.3	234.2	154.0
††Sarasota Town & County	24.0	37.0	217.0	166.0
†Shenandoah Valley	—	—	108.6	—
Spokane	40.2	32.5	243.3	230.0
Tampa Bay Life	65.4	—	—	—
Texas Monthly	93.3	86.4	774.1	708.0
Twin Cities	54.3	14.7	243.9	125.6
Washington Dossier	39.0	34.7	301.0	289.7
The Washingtonian	82.0	108.4	770.5	850.3
Westchester	65.5	39.0	323.9	293.0
Westchester Illustrated	40.0	36.9	298.2	256.3
Wichitan	39.0	48.5	310.5	368.7
Total Group	3,334.8	3,139.6	25,426.5	23,854.3

Movie-romance-radio-tv

	Pages			
	July 1980	July 1979	Jan.-July 1980	Jan.-July 1979
○Complete Women's Group	—	—	72.3	84.7
Ideal Women's Group:				
Daytime Stars	29.2	27.2	172.2	173.3
Intimate Story	30.3	28.3	195.9	205.8
Personal Romances	30.3	28.3	196.0	205.8
Soap Opera Stars	12.0	—	12.0	—
KMR Women's Group:				
Real Romances	8.5	11.2	66.0	99.4
Real Story	8.5	11.2	66.0	99.4
○Teen Bag	5.9	10.2	32.6	52.1
Macfadden's Women's Group:				
Modern Romances	28.1	32.9	201.2	250.3
Secrets	28.1	33.5	201.2	249.3
True Confessions	29.9	32.9	206.5	248.7
True Experience	28.1	32.9	201.2	248.3
True Love	28.1	32.9	201.2	249.3
True Romance	28.1	32.9	201.2	248.3
Sterling Women's Group:				
Daytime TV	30.5	32.0	218.0	225.9
Modern Love	—	27.3	90.4	211.6
Modern Screen	32.5	32.0	224.8	225.9
○Movie Mirror	32.5	32.0	127.7	128.7
Photo Screen	—	—	64.5	97.2
Real Confessions	28.6	27.3	152.3	211.6
TV Movie Screen	32.5	32.0	127.7	129.8
TV Picture Life	—	—	97.1	97.2
Total Group	451.7	497.0	3,128.0	3,742.6

Youth

	Pages			
	July 1980	July 1979	Jan.-July 1980	Jan.-July 1979
Boys' Life	26.7	19.4	157.4	154.2
Campus Life	27.3	20.6	222.3	193.2
††Scholastic Magazines	—	—	154.9	194.9
Total Group	54.0	40.0	534.6	542.3

Mechanics & science

	Pages			
	July 1980	July 1979	Jan.-July 1980	Jan.-July 1979
○Elementary Electronics	26.9	30.7	100.9	135.6
§Mechanix Illustrated	58.9	58.9	564.0	611.0
Popular Electronics	49.3	47.7	409.9	386.4
Popular Mechanics	79.5	85.5	825.8	836.1
§Popular Science	64.8	61.0	639.5	626.8
Total Group	279.4	283.8	2,540.1	2,595.9

Boating & yachting

	Pages			
	July 1980	July 1979	Jan.-July 1980	Jan.-July 1979
Boating	85.9	88.5	874.3	857.2
Chesapeake Bay	25.8	26.0	210.0	197.8
Cruising World	118.5	127.5	793.5	741.6
Motor Boating & Sailing	90.5	87.8	918.9	946.5
§Sail	94.9	103.7	940.0	986.1
§Sea	79.1	75.9	702.8	662.3
Trailer Boats	21.5	23.8	202.9	201.3
Yachting	143.3	143.5	1,250.9	1,358.0
Total Group	659.5	676.7	5,893.3	5,950.8

Automotive & recreational vehicles

	Pages			
	July 1980	July 1979	Jan.-July 1980	Jan.-July 1979
Car & Driver	79.3	76.9	573.6	528.5
Car Collector & Car Classics	18.9	23.7	161.1	190.2
Car Craft	62.9	72.3	302.4	471.8
Choppers	—	—	82.0	72.3
○Custom Bike	—	17.5	66.9	164.5
○Custom Rider	22.5	—	88.0	—

§Sectional linage included but prorated to circulation of regional editions. *Sectional linage included but NOT prorated to circulation of regional editions. †Published 6 times a year. ○Published every other month. ▲Published 10 times a year. ††Published 9 times a year. ‡Published 3 times a year. #Published quarterly. ☆Published twice a month. ‡‡Published 7 times a year. ◇Published 11 times a year. ▼Published 8 times a year. **Published weekly. ►Published every two weeks. A.July/Aug. combined. issue in 1979. B.Preprinted inserts included. C.First issue April 1980. D.May 1979 was bi-weekly.

(Continued on Page 76)

Advertising pages in July consumer publications

(Continued from Page 75)

	Pages July 1980	July 1979	Jan.-July 1980	Jan.-July 1979
Cycle	70.3	66.7	727.7	780.3
Cycle Guide	51.5	38.2	346.8	434.6
Cycle World	61.4	48.7	615.3	644.7
Dirt Bike	24.0	15.8	191.6	183.1
Dune Buggies & Hot Vw's	41.4	35.2	276.4	260.2
Family Motor Coaching	57.9	83.0	437.6	612.3
4 Wheel & Offroad	41.5	36.0	203.4	208.5
Four Wheeler	41.6	46.0	232.9	307.2
Hot Rod	49.4	59.6	398.5	416.4
Motocross Action	28.7	28.3	225.7	162.5
Motorcyclist	36.6	20.3	337.5	360.9
Motor Trend	39.6	35.0	330.1	331.7
††Motorhome Life	42.0	74.3	303.2	422.6
Pickup, Van & 4 WD	49.3	61.5	312.4	411.9
Road & Track	98.6	105.9	717.2	630.3
Touring Bike	—	—	72.9	85.8
Trailer Life	77.8	140.0	647.0	939.3
Woodall's Trailer & RV Travel Magazine	28.5	73.7	583.0	282.9
Total Group	1,023.7	1,158.6	8,233.2	8,922.5

Outdoor & sport

	July 1980	July 1979	Jan.-July 1980	Jan.-July 1979
Alaska	37.5	36.3	296.0	308.5
○The American Handgunner	40.3	29.6	141.1	100.2
American Hunter	10.2	9.1	112.0	46.1
American Rifleman	28.8	28.9	187.6	203.9
○Archery World	—	—	130.0	123.0
○Backpacker	—	—	150.3	—
§Bass Master	50.0	48.4	317.3	298.5
††Bicycling	58.9	42.3	348.4	282.7
▼Camping Journal	15.6	19.5	153.7	194.7
Field & Stream	55.1	62.3	613.1	640.3
Fins and Feathers	14.5	18.3	239.5	219.1
○Fishing World	26.6	23.6	143.1	149.5
Florida Sportsman	43.0	50.2	467.9	475.2
††Fly Fisherman	—	30.8	309.4	292.3
Fur-Fish-Game	18.7	18.3	160.6	162.9
Guns	31.8	31.1	186.2	221.4
Guns & Ammo	46.5	43.6	313.4	316.3
Horseman	30.6	24.5	239.7	224.1
C.Inside Sports	19.5	—	110.5	—
Outdoor Life	49.0	60.1	518.7	603.3
Petersen's Hunting	29.3	24.8	149.7	172.1
The Runner	30.2	30.0	213.0	223.1
Runner's World	42.7	58.7	29.0	403.0
Salt Water Sportsman	42.3	33.2	407.4	451.2
Shooting Times	37.6	44.2	238.2	270.1
SkateBoarder	18.3	34.3	125.5	285.6
††§‡Ski	—	—	195.2	171.4
††Skiing	—	—	210.9	177.0
Skin Diver	47.9	75.7	401.7	458.1
Soccer Corner	13.0	3.5	71.5	11.5
††Southern Outdoors	46.0	44.4	177.3	174.6
§Sport	38.2	35.1	301.7	276.6
Sports Afield	59.5	67.9	636.8	562.0
▼Spray	53.0	45.2	284.9	234.6
#Swim Swim	13.0	6.2	36.7	16.2
Western Outdoors	25.6	23.8	212.7	257.8
Total Group	1,073.2	1,103.9	9,091.7	9,004.9

Comics

	July 1980	July 1979	Jan.-July 1980	Jan.-July 1979
○Archie Comic Group	—	—	30.0	30.0
DC Comics	11.5	12.0	79.8	81.5
Harvey Comics Group	8.0	8.0	56.0	56.0
Marvel Comics Group	12.0	13.0	87.5	86.5
Total Group	31.5	33.0	253.3	254.0

Newspaper magazines I

	Pages July 1980	July 1979	Jan.-July 1980	Jan Jul 19
§Family Weekly	47.9	79.4	558.5	598.
Parade	42.6	66.9	462.9	531.
Total Group	90.5	146.3	1,021.4	1,129.

Canadian national weekend magazines

	July 1980	July 1979	Jan.-July 1980	Jan Jul 19
B. Perspectives	19.3	20.7	262.0	235.0
§Today	22.5	20.3	274.4	256.0
Total Group	41.8	41.0	536.4	491.6

Canadian

	July 1980	July 1979	Jan.-July 1980	Jan Jul 19
L'Actualite	24.0	31.0	294.5	293.7
Chatelaine:				
§English Edition	53.5	52.8	533.5	497.9
French Edition	40.6	41.3	461.6	422.3
§Financial Post Magazine	—	—	252.7	211.6
▲§Flare	—	—	328.2	286.3
▲§Homemaker's Magazine:				
English Edition	91.0	69.1	537.5	470.6
French Edition	55.7	52.7	384.8	378.0
**§Macleans	48.2	57.7	517.1	517.0
▼§Quest Magazine	—	—	182.3	163.7
§Reader's Digest:				
Canada-English	45.7	51.9	571.4	590.9
Canada-French	34.0	39.9	498.2	525.3
Total	79.7	91.8	1,069.6	1,116.2
▲Saturday Night	—	—	146.1	173.2
▲Toronto Life	64.3	54.0	660.3	591.8
Total Group	457.0	450.4	5,368.2	5,122.3

Canadian (previous month)

	July 1980	July 1979	Jan.-July 1980	Jan Jul 19
§Time-Canada	120.0	112.1	680.8	712.4

June pages

Business

	Pages June 1980	June 1979	Jan.-June 1980	Jan.-June 1979
Atlanta Business Chronicle	46.2	21.2	176.3	80.7
Barron's	205.9	143.6	1,157.4	956.3
Black Enterprise	125.0	146.5	316.8	317.0
The Business Review of Washington	48.0	51.0	303.0	200.8
§Business Week	461.8	458.9	2,527.3	2,380.1
California Business	58.9	21.1	304.2	161.4
Corporate Report	64.7	58.5	443.6	364.3
Crain's Chicago Business	84.8	37.7	368.0	212.0
Dun's Review	82.6	76.3	532.5	481.4
☆Financial World	82.9	80.1	480.2	461.7
Florida Trend	59.0	51.4	351.8	344.2
▶Forbes	186.0	163.0	1,323.1	1,268.6
▶§Fortune	257.7	216.5	1,252.4	1,080.7
Houston Business Journal	146.5	119.7	743.7	721.7
§Inc. Magazine	62.4	52.6	382.9	150.4
▶§Industry Week	166.9	210.0	922.0	1,035.1
§Nation's Business	55.2	40.4	251.5	274.7
*New England Business	75.2	70.3	306.2	277.7
▶§Northern Ohio Business Journal	33.5	24.8	207.7	144.8
Outlook	34.2	49.2	214.4	221.0
Texas Business	44.4	37.8	217.0	238.6
Total Group	2,361.4	2,130.6	12,782.0	9,373.2

Newspaper magazines II

	June 1980	June 1979	Jan.-June 1980	Jan.-June 1979
Boston Globe	146.3	121.2	833.5	812.6
Chicago Tribune	123.1	157.3	686.3	619.2
*Cleveland Plain Dealer	145.7	158.6	861.4	951.8
Detroit News	166.8	193.5	859.6	978.0
§Los Angeles Times Home Magazine	114.5	145.9	731.8	832.3
New York News	80.8	94.9	676.6	718.1
New York Times Magazine	284.1	283.6	1,996.2	1,913.3
Philadelphia Inquirer	84.5	106.7	480.6	543.7
Washington Post Magazine	117.0	116.1	772.0	652.0
Washington Star, Home/Life Magazine	55.4	74.3	368.9	365.1
Total Group	1,318.2	1,452.1	8,266.9	8,586.1

Weeklies, bi-weeklies, semi-monthlies

	June 1980	June 1979	Jan.-June 1980	Jan.-June 1979
§Army Times Military Group:				
Air Force Times	157.0	141.4	927.7	915.1
Army Times	155.1	137.8	925.0	893.2
Navy Times	176.3	148.5	1,009.8	960.8
The Times Magazine	31.1	66.1	131.5	150.1
The Blood Horse	241.9	232.7	2,092.3	1,909.8
Circus	14.5	21.0	98.3	167.5
Commonweal	6.6	4.8	76.5	44.3
Golf World	75.0	72.1	429.4	387.1
§Grit	26.1	32.2	217.7	240.7
National Review	25.0	39.0	91.0	113.0
New West	148.1	149.6	638.9	643.9
New York Magazine	57.2	51.8	1,068.0	1,079.9
New Yorker	309.5	259.7	1,923.4	1,797.5
§Newsweek	274.0	270.6	1,571.2	1,628.8
People	327.5	303.2	1,701.0	1,660.2
Rolling Stone	83.6	107.5	478.9	546.9
D.▶§Saturday Review	32.2	65.6	268.2	313.6
Sporting News	57.5	70.5	299.3	351.5
§Sports Illustrated	240.2	205.2	1,340.7	1,275.2
§Time	227.9	217.3	1,414.9	1,429.3
§TV Guide	209.8	252.2	1,870.6	1,858.0
▶Us Magazine	50.7	56.0	262.3	309.4
§U.S. News & World Report	175.3	138.3	1,012.7	943.8
Total Group	3,102.1	3,043.1	19,849.3	19,619.6

Foreign

	June 1980	June 1979	Jan.-June 1980	Jan.-June 1979
Buenhogar:				
Ecuador	5.7	12.0	39.7	49.0
Chile	2.0	1.0	18.5	4.7
Mexico	68.3	67.2	304.0	322.8
Puerto Rico	27.7	20.3	135.3	109.0
Venezuela	44.3	39.3	210.2	223.2
Colombia	60.0	69.8	273.5	286.2
Peru	18.2	20.8	85.2	65.5
Central America	9.8	17.0	43.7	78.2
U.S.	5.8	10.3	40.3	51.7
Dominican Republic	12.2	27.0	83.8	155.2
Fascinacion:				
Mexico	7.8	9.5	42.8	45.7
Puerto Rico	2.7	2.0	8.7	8.3
Venezuela	8.3	9.0	31.2	58.3
Colombia	10.0	4.0	40.8	21.8
Central America	—	—	—	0.3
Geomundo:				
Chile	7.0	4.0	34.0	17.0
Mexico	21.5	14.5	84.7	44.7
Ecuador	7.0	9.5	31.0	27.0
Puerto Rico	8.5	10.5	37.5	46.0
Venezuela	17.0	17.3	68.5	60.3
Colombia	14.0	22.8	69.5	70.3
Peru	11.0	7.5	42.0	25.0
Central America	7.0	9.8	35.0	29.3
Hombre De Mundo:				
Dominican Republic	3.0	—	29.0	—
Mexico	28.5	27.2	113.2	88.0
Chile	5.0	3.0	30.7	13.0
Puerto Rico	12.3	50.2	69.2	102.5
Ecuador	6.0	6.0	25.0	18.5
Venezuela	18.3	18.8	84.0	61.0
Colombia	20.8	26.8	73.0	75.7
Peru	11.0	3.0	24.0	3.0
Central America	8.0	7.0	36.8	27.5
Ideas Para Su Hogar:				
Dominican Republic	1.5	—	9.2	—
Mexico	18.2	11.5	65.0	35.2
Chile	—	—	5.0	—
Puerto Rico	4.7	1.8	14.3	15.0
Ecuador	0.5	—	0.7	2.0
Venezuela	25.2	16.8	82.3	63.8
Colombia	29.2	21.7	105.7	68.7
Peru	16.0	2.5	36.2	5.0
Central America	1.5	0.5	2.0	3.0
Intimidades				
Mexico	7.2	3.5	22.2	33.5
Puerto Rico	4.0	4.0	21.0	11.0
Venezuela	10.0	10.0	55.0	56.0
Colombia	3.0	—	21.0	3.0
Central America	1.0	—	10.0	3.0
Mecanica Popular:				
Caribbean	44.5	35.8	209.0	212.7
Mexico	28.3	18.0	149.2	108.2
Argentine	8.3	3.3	38.3	23.0
The Ring en Espanol:				
Mexico	3.0	3.2	14.8	4.8
Puerto Rico	3.0	4.0	16.0	4.2
Venezuela	1.0	4.0	7.5	22.7
Colombia	0.5	2.0	1.5	2.7
Central America	—	—	—	2.2
U.S.	5.0	5.0	17.0	4.2
Vanidades Continental:				
Dominican Republic	14.7	29.8	136.8	185.3
Mexico	125.3	113.7	603.3	599.3
Chile	6.8	2.0	63.3	25.2
Puerto Rico	38.5	49.8	281.0	273.7
Venezuela	72.0	55.0	377.2	301.3
Colombia	82.8	96.3	374.2	370.7
Peru	27.5	21.3	135.8	106.0
Central America	32.0	30.0	150.5	136.0
Ecuador	20.5	10.8	85.5	88.3
U.S.	32.8	30.7	164.7	180.2
Cosmopolitan Foreign Editions:				
Australia	59.5	55.4	352.7	298.1
Brazil	46.0	38.0	204.0	144.0
France	102.0	107.0	488.0	435.0
Great Britain	172.0	149.0	724.0	698.0
Greece	22.0	—	121.0	—
Italy	82.0	44.0	299.0	192.0
Japan	62.0	—	62.0	—
Cosmopolitan en Espanol:				
Central America	9.5	10.2	42.5	39.3
Colombia	23.7	34.5	127.0	124.7
Ecuador	1.7	5.0	16.8	12.0
Mexico	64.5	66.8	325.2	306.8
Puerto Rico	25.5	31.5	191.7	156.0
U.S. (Spanish Language)	11.7	17.3	75.2	94.0
Venezuela	33.8	33.2	158.0	150.8
Peru	18.0	—	18.0	—
International Communications:				
African Business	25.2	19.6	185.7	137.7
The Middle East	44.1	48.9	203.4	318.8
New African	42.7	51.7	187.3	229.2
Al-Iktissad Al-Arabi	11.8	12.8	83.4	107.7
International Herald Tribune	112.3	102.5	543.6	557.3
International Management:				
Africa	21.7	26.5	111.7	110.3
Europe	42.7	61.2	233.7	239.1
Latin America	19.3	34.8	105.3	126.5
Middle East	29.0	32.0	149.3	186.2
Pacific	19.7	23.5	98.7	104.0
§Newsweek International:				
Atlantic	100.7	104.6	493.4	583.1
Latin America	36.2	29.7	180.3	171.0
Pacific	85.7	85.6	435.8	451.3
††Progreso	20.3	23.3	82.4	97.2
§Reader's Digest:				
Arabic	11.0	13.5	65.5	99.0
*Asian	226.0	231.5	1,304.0	1,198.5
Australian	90.5	70.2	433.3	310.7
Belgian-Flemish	94.0	86.8	512.0	543.9
Belgian-French	83.5	81.5	466.0	521.8
British	69.5	84.6	424.3	494.1
*Chinese	121.5	104.0	719.5	604.0
Danish	38.0	32.2	268.3	238.8
Dutch	74.5	62.3	366.4	324.0
Finnish	56.5	50.5	317.3	380.3
French	109.6	84.2	442.0	467.8
German	75.2	79.3	458.9	475.5
Iberian	55.0	49.3	256.4	229.6
Indian	110.5	71.0	552.9	476.0
Italian	78.0	54.0	417.5	356.0
Japanese	62.9	44.5	310.8	312.0
Korean	21.5	12.0	112.0	91.0
Latin America:				
Argentine	32.0	52.0	199.0	272.0
Brazil	33.9	11.9	79.2	66.7
Central America	22.5	21.5	103.0	110.5
Chile	37.5	16.5	172.5	128.0
Colombia	53.0	48.5	220.0	257.5
Ecuador	15.0	23.0	74.5	91.5
Mexico	49.3	43.6	239.3	196.4
Peru	5.0	5.0	40.0	40.5
Puerto Rico	12.5	13.5	61.0	78.5
U.P.B.	18.5	26.0	130.5	185.5
U.S. Spanish	17.0	18.0	91.0	89.5
Venezuela	26.5	21.5	129.5	122.5
Portugal	39.8	41.5	234.9	244.3
New Zealand	70.5	58.4	393.7	258.6
Norwegian	52.5	43.5	256.2	277.6
South African	102.5	67.5	384.5	388.5
Swedish	21.5	31.3	140.0	196.7
Swiss-French	30.0	37.0	190.0	191.0
Swiss-German	39.0	48.0	261.0	278.0
Canada-English	89.6	68.9	524.5	537.3
Canada-French	61.4	59.0	460.2	482.5
Total	2,207.2	1,967.5	11,811.6	11,616.6
Time International:				
Time-Asia	110.3	76.7	527.8	510.0
Time-Atlantic	118.7	105.5	642.1	687.5
Time-Latin America	86.6	62.3	372.3	370.8
Time-South Pacific	173.6	124.9	794.3	702.6
**Visao	116.7	70.0	548.2	493.0
▶§Vision/Latin America	70.9	40.6	247.8	201.4
Total Group	5,386.5	4,830.2	26,763.2	25,790.5

media people

Symington rejoining 'Us'

NEW YORK—Garey T. Symington has rejoined *Us*, the magazine he left in 1978.

Mr. Symington, most recently ad vp at Parade Publications, has been named senior vp-ad director at *Us*, a new post. John Fitzpatrick, publisher of the Macfadden Women's Group, who had been handling ad sales for *Us* since Peter Callahan acquired the biweekly from The New York Times Co. earlier this year (AA, March 10), returns to his Macfadden duties with the arrival of Mr. Symington.

Mr. Callahan said he also has entered into an agreement whereby Warner communications can, over a 12-year period, acquire up to 50% of the magazine once Warner is called upon to advance cash to the biweekly. Warner's subsidiary, Warner Publishers Service, distributes *Us*. Mr. Callahan said that the *Us* cash flow is satisfactory at this time, and Warner has not been asked to underwrite any of its efforts. He envisioned a time when *Us*, seeking to expand and perhaps increase its frequency, would call on Warner for financing.

At the present time, the new *Us* owner says, the magazine has already moved from red to black ink. Mr. Callahan said his paid ad page count for 1980 through July 22 is 299, up from 295 a year earlier. He said a $300,000 trade campaign handled by Catania-Mackie Advertising will break soon, and *Us* will undergo a graphic design revamp supervised by David Merrill, former *Time* art director, who is now a graphic consultant.

The new *Us* owner said the magazine is again raising its circulation rate base to 1,000,000 from 900,000 without any increase in ad rates.

Mr. Symington, former director-national advertising at *Time*, left Time Inc. in 1976 to become ad director of the then-fledgling *Us* magazine. He left the biweekly in 1978. At *Parade*, his successor is James Martise (AA, May 23).

Other people moving:

Jerry Brown to western regional manager, Chicago, for Metropolitan Sunday Newspapers, from manager, Detroit office. He succeeds **Ed Howard,** who retired. Also at Metropolitan's Chicago office: **Donald W. Barrus** to sales manager from sales staff.

James L. Turner to associate publisher, Atlantic edition of *Newsweek*, a new post, from publisher of the Los Angeles edition of *Adweek*. Also, **Stephen Douglas** to research director, a new post, from media research manager.

Michael B. Klein to copy supervisor, marketing division of Knapp Communications Corp., publishers of *Architectural Digest* and *Bon Appetit*, from copywriter, Young & Rubicam, Los Angeles. He succeeds **Sue Fisher,** who left.

Joe B. McAdams, exec vp-general manager, *Chicago Sun-Times*, to new post of corporate vp-publications for parent Field Enterprises. He is succeeded by **Thomas Tallarico,** vp-finance and assistant gm.

Jack Sweeney to ad director of the *Houston Chronicle* from the same post at the *Boston Herald American*, succeeding **Vern Zastrow,** now classified ad director. **Robert E. Lange,** Herald American national ad director, will succeed Mr. Sweeney.

George F. Cominsky to publisher, *Design Engineering & Industrial Product Bulletin*, New York, from regional manager, *Contractor*, another Morgan-Grampian publication in Chicago. He succeeds **Paul Beatty,** who left.

Larry Steckler to publisher, *Radio Electronics*, New York, continuing as editor. Mr. Steckler succeeds **M. Harvey Gernsback** who continues as president of Gernsback Publications.

Jeremy Halbreich to vp-marketing, *Dallas Morning News*, from marketing-promotion director and assistant to the exec vp. Also at the *News*: **Harry M. Stanley Jr.** to vp-advertising from display advertising director; **Larry Kramer**, assistant display advertising director, to assistant to vp of advertising; **Dick Jeffrey,** pr director, to assistant to exec vp and **Duff Daniels** of pr staff to pr manager.

J. Halbreich

H. Stanley

Andrew Stanton to advertising director-North America, *International Herald Tribune*, New York office, from associate advertising manager. He succeeds **John J. Quigley**, who left. Also at the *Herald Tribune*: **Arthur B. Whitcomb** to associate advertising director-North America, from associate general manager, Dearmas Publications, and **Matthew Greene** to regional advertising manager, from sales staff, Media Networks.

Louise Cupelli to publisher, *Accent Magazine*, Radnor, Pa., from co-publisher of the Chilton monthly. **Charles M. Bond** relinquishes co-publisher status but continues as publishing vp of the Chilton merchandising group.

Bill McGorry to publisher, *Mart*, New York, from director of sales, succeeding **William J. Adams,** who continues to direct Morgan-Grampian Publications publishing operations in Pittsfield, Mass.

Brian C. Thayer to assistant general manager, a new title, Jackson Newspapers, New Haven, Conn. (*Journal-Courier* and *New Haven Register*), from publisher, *Biddeford* (Me.) *Journal-Tribune*.

Arthur Johnson to editor and vp-marketing, a new title, Inquirer Newspaper Group, Hartford, Conn. **William R. Hales,** ING editor/publisher, continues as publisher. Mr. Johnson formerly was director of human relations for the city of Hartford.

Alma C. Moore to Redbook Publishing Co., New York, as director of marketing communications, a new post, from vp-director of communications, Penthouse International Ltd.

P. Robert Farley to senior vp, Magazine Publishers Assn., New York, from vp circulation. He succeeds **Robert C. Gardner,** who left the MPA to join Decisions Publications.

Douglas W. Florenzie to circulation director, *The New Yorker*, from circulation manager. He succeeds **Frank Ogden,** who is retiring from the magazine.

Martin Goldstein to national sales manager, Hearst Corp. auto accessory publications, a new post, from national sales-marketing manager, Coronet Parts Mfg. Co.

Cigar sales sag, and no letup in sight

By JOHN C. MAXWELL JR.

For almost two decades sales of large cigars have been declining—and at present the industry sees no sign that consumption will bottom in the near future.

In the past some observers suggested that the industry could bottom out around the 4 billion unit level; but this is where volume is currently, and there has been no diminution of the downward trend. In fact, even on a dollar basis all three areas of the cigar industry show declines or no growth.

The only over-all area of some expansion continues to be premium cigars (defined as those retailing for 50 cents and above), which probably account for 3% to 4% of industry unit volume and 16% to 18% of dollar volume.

Last year witnessed the failure of Flite, Consolidated Cigar's test of a mild and low-aroma type product. Flite was launched in answer to market studies indicating that there might be some consumer acceptance of this type of cigar.

- Consolidated's Dutch Treats and to a lesser extent General Cigar's William Penn were the only two major brands to show any 1979 growth. Particularly in the case of Dutch Treats, several factors have accounted for this. Consolidated has made successful line extensions, the latest being Pipe Aroma in 1979. The brand has also enjoyed a price advantage of 2 cents to 3 cents per package over Winchester, and even larger amounts over such products as A&C and Omega. Note also that Dutch Treats are 100 mgs, while Winchester is 85mgs.

There also is a feeling that the spread between the price of cigarets and little cigars, particularly in cases where a state has high cigaret taxes and no cigar taxes, might be beneficial. #

Mr. Maxwell is with Lehman Brothers Kuhn Loeb, New York.

LITTLE CIGARS

(Millions of units)

	% of 1979 market		% of 1978 market	
	Units	Pct.	Units	Pct.
Reynolds				
Winchester	976.5	67.8%	1,002.3	64.4%
Consolidated				
Dutch Treats	283.7	19.7	248.5	16.0
Lorillard				
Omega Natural 85s	21.6	1.5	26.0	1.7
Omega Natural 100s	41.2	2.9	45.7	2.9
Cherry 100s	7.6	0.5	9.9	0.6
Menthol 100s	6.2	0.4	7.7	0.5
Total Omega	76.6	5.3	89.3	5.7
Between the Acts (80mm)	52.9	3.7	58.7	3.8
Madison (80mm)	35.5	2.5	40.9	2.6
Total	165.0	11.5	188.9	12.1
American Cigar				
Roi-Tan (85mm and 100mm-F)	32.3	2.2	46.0	3.0
Antonio y Cleopatra (100mm-F)	36.0	2.5	55.0	3.5
Deringer	10.2	0.7	14.4	0.9
Others	1.6	0.1	1.0	0.1
Total	80.1	5.5	116.4	7.5
Total	1,440.8	100.0%	1,556.1	100.0%

LARGE CIGARS

(Millions of units)

	% of 1979 market		% of 1978 market	
	Units	Pct.	Units	Pct.
Consolidated Cigar				
Muriel	422	9.9%	463	9.9%
Dutch Masters	362	8.5	388	8.3
El Producto	234	5.5	271	5.8
Cigarlet & Big Sur	—	—	—	—
Others	102	2.4	102	2.2
Total	1,120	26.3	1,224	26.2
John H. Swisher & Sons				
King Edward	800	18.8	845	18.1
Others	150	3.5	165	3.5
Total	950	22.3	1,010	21.6
General Cigar				
White Owl	302	7.1	318	6.8
Robert Burns	191	4.5	215	4.6
Tijuana Smalls	98	2.3	98	2.1
William Penn	165	3.9	156	3.3
Corina	—	—	—	
Others	59	1.3	70	1.5
Total	815	19.1	857	18.3
American Cigar				
Roi-Tan	115	2.7	143	3.1
Antonio y Cleopatra	172	4.0	202	4.3
La Corona	17	0.4	19	0.4
Others	6	0.2	6	0.1
Total	310	7.3	370	7.9
Bayuk Cigars				
Phillies	205	4.8	207	4.4
Garcia y Vega	108	2.6	116	2.5
Others	1	—	1	—
Total	314	7.4	324	6.9
Havatampa	170	4.0	190	4.1
Lorillard				
Erik Filter Natural	81	1.9	87	1.9
Erik Filter Menthol	40	0.9	44	0.9
Erik Filter Cherry	24	0.6	27	0.6
Total	145	3.4	158	3.4
U.S. Tobacco (House of Windsor)	80	1.9	92	2.0
M&N Cigar Manufacturers				
Cuesta-Rey	68	1.6	66	1.4
Rigoletto	29	0.7	27	0.6
Total	97	2.3	93	2.0
Universal Cigar				
Optimo	68	1.6	72	1.5
Corral Wodiska y Ca	32	0.7	33	0.7
Others	164	3.7	250	5.4
Total	4,265	100%	4,673	100.0%

CIGAR INDUSTRY SALES

1979

	Units		Dollars	
	Mil.	Pct.	Mil.	Pct.
Large	2,771	49%	$ 529	80%
Small	1,494	26	102	15
Little	1,441	25	30	5
Total	5,706	100%	$ 661	100%

1978

	Units		Dollars	
	Mil.	Pct.	Mil.	Pct.
Large	3,038	49%	$ 537	80%
Small	1,635	26	109	16
Little	1,558	25	30	4
Total	6,231	100%	$ 676	100%

Banks pace newspaper ad spending rate again

NEW YORK—For the second month in a row, the banks and trust companies category posted the highest growth rate for newspaper advertising dollar spending, according to the May Flash Report prepared for ADVERTISING AGE by Media Records.

Banks and trust companies showed gains of 89% for May, 1980, compared with the same month a year ago. The increase is attributed to the flurry of advertising being undertaken by banks as they try to keep current customers and attract new ones in the midst of the nation's economic pinch.

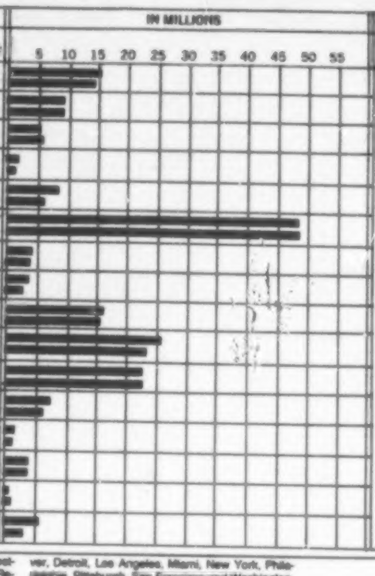
Of the 16 categories monitored for AA by Media Records Inc., only three were down in May ad volume in the 15 cities whose newspapers are measured. The categories showing downturns were auto supply and service shops, department stores and public service utilities.

Department stores, though down 0.9%, maintained its position as the highest spending category. It was followed in the top five dollar rankings by furniture and furnishings, general merchandise stores, amusement and food stores.

In addition to the banks and trust companies category, percentage gains of 15% or better were registered by building materials and hardware, eating and drinking places and real estate. #

FLASH REPORT: Newspaper advertising investment for May

Source: Media Records Inc.



MAY—1980 CATEGORIES	YEAR	DOLLARS 1980	DOLLARS 1979	CHANGE ACTUAL $ G OR L	CHANGE % G OR L
Amusements	1980 1979	$15,931,810	$14,892,938	+1,038,872	+ 7.0
Apparel & accessories	1980 1979	9,617,363	9,408,502	+ 208,861	+ 2.2
Auto supply, service shops	1980 1979	5,568,061	6,193,092	− 625,031	−10.1
Building contractors	1980 1979	1,630,205	1,525,793	+ 104,412	+ 6.8
Building matls, hardware	1980 1979	8,102,017	6,397,186	+1,704,831	+26.6
Department stores	1980 1979	47,949,242	48,385,816	− 436,574	− 0.9
Drug stores	1980 1979	4,509,573	4,383,389	+ 126,184	+ 2.9
Eating & drinking places	1980 1979	3,533,929	2,924,117	+ 609,812	+20.9
Food stores	1980 1979	15,803,327	15,649,703	+ 153,624	+ 1.0
Furniture & furnishings	1980 1979	25,985,970	23,476,210	+2,509,760	+10.7
General mdse stores	1980 1979	22,976,451	22,899,874	+ 76,577	+ 0.3
Real estate	1980 1979	7,747,473	6,461,099	+1,286,374	+19.9
Shoe stores	1980 1979	1,521,730	1,477,969	+ 43,761	+ 3.0
Sptg & leisure time equipment	1980 1979	3,470,007	3,068,701	+ 401,306	+13.1
Public service utilities	1980 1979	1,239,286	1,367,586	− 128,300	− 9.2
Banks & trust companies	1980 1979	5,033,217	2,662,530	+2,370,687	+89.0

This Flash Report of newspaper advertiser investment, compiled for ADVERTISING AGE by Media Records, is derived from tabulations that cover 35 dailies and 25 Sunday editions in 15 cities—Atlanta, Baltimore, Boston, Chicago, Cleveland, Dallas, Denver, Detroit, Los Angeles, Miami, New York, Philadelphia, Pittsburgh, San Francisco and Washington. The report indicates marketplace strengths and weaknesses.

Time feels 2nd quarter softness

NEW YORK—Time Inc. reports that its magazines "began feeling some recession-related softness" late in the second quarter.

In addition, startup costs for *Discover* magazine, set for a September debut, further held down net income at Time Inc., which reported second-quarter earnings of $40,700,000 on revenues of $699,700,000. Second-quarter '79 results showed net income of $42,300,000 on revenues of $629,600,000. Thus, while revenues increased 11% in the '80 second quarter, income declined 3.8%.

For the first half, Time Inc. reported earnings almost even with year-ago results, the '80 net coming to $68,961,000 and the '79 net at $68,948,000. Revenues were $1.363 billion in January to June, 1980, up nearly 17% from $1.165 billion in '79.

▪ Chairman Andrew Heiskell and president James R. Shepley noted the recession's impact on late-second-quarter results, cited *Discover's* startup expense and added that the company's paper making operations also began seeing signs of weakness in their markets. "Moreover," Mr. Heiskell said, "in June we had to curtail production at our east Texas paper mill beyond the normal maintenance downtime in order to make scheduled capital improvements." Book publishing suffered from a "profit squeeze" throughout the first half, the two added, and building materials also continued to decline. The bright spots at Time Inc., they said, proved to be gains by the video group—led by cable tv and pay cable. #

Hecht signs 1st client

Information and Analysis Inc., New York, the new management consultancy formed by former Arbitron TV exec vp Norm Hecht, has inked its first client, Post-Newsweek Television, which includes four owned stations and Top Market Television.

Stanville heads AWRT

The 1980-81 president of American Women in Radio and Television is Martha Pell Stanville, director of advertising and promotion, WCCO-TV, Minneapolis. Installed as president-elect last month was Muriel Kennedy, president/owner of MMK Associates, Watertown, N.Y. Jeri Warrick-Crisman, director, national community affairs, National Broadcasting Co., was elected secretary/treasurer. AWRT represents more than 2,800 professionals in broadcasting and allied fields.

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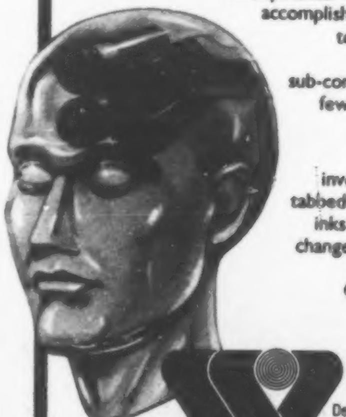

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Advertising Age

50 YEARS 1930-1980

$1 a Copy; $40 a Year · The International Newspaper of Marketing • In Two Sections. Section 1. · July 28, 1980

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Most expensive

National Distillers bucks the trend toward lower proof spirits with new Old Grand-Dad Special Selection 114-proof bourbon. Expected to sell in the $15-to-$16 range, the product will be promoted for its "barrel-proof" distinction via ads breaking in August in more than a dozen magazines. Young & Rubicam is the agency.

Why Old Grand Dad Special Selection is the most expensive Bourbon in the world.
OLD GRAND DAD SPECIAL SELECTION
The most expensive Bourbon in the world.

While U.S. bakes

Cold weather chills European marketing

By CAROLYN PFAFF

PARIS—"Let's hope the heat in Texas will make up for the cold here in France," said a Perrier spokesman commenting on the slump in his sales here after six continuous weeks of rain and cold on the Continent, the most frigid June/July period since 1907.

Across La Manche, Britain isn't faring much better. Equally doused under a cool shroud of mist, fair weather businesses are in the doldrums adding a fraction of woe to Britain's already unstable climate of 2,000,000 unemployed, factory closures, sagging tourist dollars, droopy retail sales, record interest rates, an overvalued pound and 20% inflation.

Thinned tourist ranks, slumping sales in thirst-quenchers, water-logged agricultural producing areas that will bring higher food prices down the road and declining retail sales—except for a run on rainwear—are all products of this stationary front.

Tourism has been struck a heavy blow in Britain, where the impulsive tourist market—weekends and Sunday trippers—certainly has been rained in, and is a contributory factor to what is expected to be a 20% shortfall in the U.K. tourist trade from last year. The strong pound, to be sure, is far more disastrous than the weather in Britain, where no one comes for a suntan anyway.

All-round tourism, typified by an expected 15% drop in visitors to London, is in bad enough shape to have shaken the British Tourist Authority into plans for a $5,000,000 London-boosting worldwide campaign through Ogilvy & Mather to combat the capital's worsening image (AA, July 14).

▪ But tourists do stream into France, where hotel occupancy is down as much as 50%, the hardest hit being Brittany.

The American Express office in Paris says tourists from America who usually spend an average of

(Continued on Page 83)

RJR, PM sue to stop Triumph ads

By SAM HARPER

NEW YORK—R. J. Reynolds Tobacco Co. has joined the fight that archrival Philip Morris U.S.A. began two weeks ago, also filing a suit accusing Loews Corp.'s increasingly aggressive Lorillard division of false advertising.

While it is rare that the nation's top two cigaret marketers see eye to eye, RJR and PM are seeking damages and an injunction against Lorillard on the basis of a month-old advertising campaign that touts its 3mg Triumph cigaret as the winner of what RJR and PM maintain are questionable "national taste tests." The results of the tests, which the PM suit described as "not statistically significant," found Triumph "preferred" over PM's Merit and Marlboro Lights cigaret brands and RJR's Vantage and Winston Lights (AA, June 16).

Though RJR would not comment on the litigation, a company spokesman said there were "parallels" between the RJR and the Philip Morris suits.

PM's suit, filed in federal district court here July 17, claims that the smokers interviewed during Lorillard's taste tests were subject to information that "biased the expression of preference and subsequent taste comparison in favor of Triumph." Ads claim that 60% of the smokers tested preferred Triumph over the 8mg Merit and 62% preferred the 3mg brand over RJR's 11mg Vantage.

The suit also alleges that the number of respondents interviewed was not great enough to justify the ad headline, "Triumph beats Merit." In its suit, PM also noted that Merit has achieved a 3.7% share of market since its introduction in 1976, while Triumph, "despite considerable advertising and promotion, has failed to obtain a 0.5% share" of market. Triumph moved national in June, 1979.

The Lorillard campaign "will, if continued, cause smokers to switch from Merit to and from Marlboro Lights to Triumph, who otherwise would not do so," according to PM.

▪ As a result PM, and presumably RJR, are calling for a halt to the comparison campaign and are seeking "a sum equal to Lorillard's profits from Triumph" since the outset of the campaign. The PM suit adds that the funds accrued from the case would both make up for a loss of customers and be invested in a corrective advertising effort.

Prior to the June startup of its now controversial campaign, Lorillard remained a relatively passive competitor in the ultralow-tar (5mgs tar and under) segment. As RJR's Now, PM's Cambridge and American Tobacco's Carlton this spring fought for "lowest tar" classification, Triumph emphasized taste as its major attribute. This advertising focus gave it a 0.3% market share by the end of 1979, according to John C. Maxwell Jr., senior analyst, Lehman Bros. Kuhn Loeb Research.

While Triumph's year-end growth is considered respectable in an industry inundated with low-tar and ultralow-tar brands, industry analysts speculate that Lorillard felt the need to bring Triumph up to the share level of its year-old Kent III brand, which claimed a 1.4% share of market in its first year.

However, Lorillard's aggressive marketing push has extended beyond Triumph. In a campaign that appeared last week for its 5mg True, the nation's fifth largest cigaret marketer takes aim at brands marketed by RJR, PM and American. While the campaign does not compare products, its headline, "To those of you who will try a 1mg tar cigaret and find it tasteless . . .

(Continued on Page 79)

Cable blockbusters beat net tv share: Nielsen data

By MAURINE CHRISTOPHER

NEW YORK—Schedule a film like "Deer Hunter" on the home screen in the rerun month of May, and most viewers hooked up to pay cable will watch it in preference to the repeats on ABC, CBS and NBC.

Furthermore, increasing numbers of people are willing to put out $8 to $11 a month to see movies at home that would cost $5 or more each in theaters.

▪ Once they join the 8,000,000-plus pay cable subscriber list, homes tune in an average of two and one-half movies weekly on the premium pay channels.

"Looked at in terms of today's cost of going out to the movies, viewers who watch and enjoy a couple of movies or so at home weekly would seem to be getting their money's worth from pay cable," said Dwight M. Cosner, the A. C. Nielsen Co. exec in charge of analyzing the research company's cable reports.

▪ The star catv attraction for Nielsen's new May report was Home Box Office's premiere showing of "Deer Hunter." It drew a 41 rating in pay cable homes, just three points below the record set by "Saturday Night Fever" on HBO last February.

In the 5,000,000 HBO homes, the Sunday night (May 18) showing of "Deer Hunter" decimated the commercial networks and a Showtime special.

The network scores were 12 for "One Day at a Time" on CBS, 11 for "CHiPs" on NBC and 8 for "Mysteries of the Sea" on ABC.

Showtime premiered "Deer Hunter" on a Saturday night and also did well against the networks. In Showtime's 1,200,000 homes, the war feature drew a 28 rating compared with four for NBC and eight for CBS. ABC's "Love Boat" hung in there with a 17.

▪ For the first time since Nielsen began counting heads in pay cable, there was one full week—May 15 to 21—during which HBO pulled higher prime time (8 p.m. to 11 p.m., local time) shares in pay ca-

(Continued on Page 79)

Designer jeans

3

AA MAR81
DC2001 4CONGLIHAGNR 02115920013
R HAGERMAN SECY TO SR VP
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WASHINGTON DC 20014

NEWSPAPER

last minute news

Gillette to test Silkience skin moisturizer

BOSTON—Gillette Co. will test a new self-adjusting skin moisturizer under the Silkience name within the next six weeks, according to trade sources. A tv campaign via N W Ayer ABH, New York, will support. The new entry follows the launches of Silkience hair conditioner and shampoo, both handled by Advertising To Women, New York.

Max Factor to debut Living Proof skin system

HOLLYWOOD—Norton Simon Inc.'s Max Factor & Co. will introduce Living Proof, 13-item skincare system, in major department stores in New York, Chicago, Detroit and Los Angeles beginning in October. Co-op and national women's magazine ads, heavy sampling and a gift-with-purchase promotion are in the works. "An exciting new concept in hypoallergenic skincare begins" is the ad theme. WRG/West handles.

Ricoh expected to name DKG Advertising

WOODSIDE, N.Y.—Ricoh Corp., makers of 35mm cameras and accessories, is expected to name DKG Advertising, New York, to handle its estimated $2,000,000 to $3,000,000 account. Final approval of DKG is dependent on the agency's acceptance by Ricoh Ltd., Tokyo, the parent company. Ogilvy & Mather/2 is the previous agency.

New Dad's, Bubble Up campaigns due

CHICAGO—IC Industries will launch new campaigns for Dad's root beer and Bubble Up next month to reposition the soft drinks for a younger market. Dad's is dropping its "foams up" pitch for "Dad's—the real root beer lover's root beer." Bubble Up will stress refreshment, calling itself

(Continued on Page 8)

Key issue is new video

Strike perils fall season

By BOB MARICH
and COLBY COATES

LOS ANGELES—Actors striking most prime time network tv and theatrical movie production went into the weekend with no talks scheduled with producers, dimming hopes for an early settlement.

A prolonged strike would mean postponement of the new prime time season and the big promotional push that goes with it. But sources say the strike would have to continue another two weeks before the new season start date would be in peril.

Producers were just starting series production when some 60,000 members of the Screen Actors Guild and the American Federation of Television & Radio Artists began the strike last week. About 10 made-for-tv movies and some theatricals made by smaller production companies have been granted waivers by the unions to continue production, but most production has stopped.

Although the job action affects prime time network tv and theatrical features, the contract impasse ironically centers largely around provisions for pay tv, cable tv and home video production—areas that up to now have generated virtually no union work for actors.

The walkout is being compared to a 1960 strike—a five-week job action when SAG's president was Ronald Reagan. Then the main issue was residuals for the emerging practice of broadcasting theatrical movies on tv. Now emerging new media are the major stumbling block in the current strike.

"The outlook [for a settlement] isn't too good at this point," a SAG source said.

(Continued on Page 79)

Welcome
Pizza Hut Franchisees
To Our Home Town.
Foote Cone & Belding

Foote, Cone & Belding showed its "Hometown Pizza Hut" campaign, scheduled to break in early fall, to franchisees during the chain's midyear meeting held last week in Chicago *(see story, Page 82)*. Before the franchisees could decide whether they liked the commercials, the agency extended a welcome to its hometown. (Staff photo by Mary Cairns.)

Schnappy: Ex-Heublein exec Elliot tackles the giants with innovative spirits

By JOHN J. O'CONNOR

NEW YORK—Wine and spirits entrepreneur William V. Elliott is banking on Spritzen, a sparkling white wine, and Rumple Minze, a 100-proof, imported peppermint schnapps, to extend the new product success record he achieved while at Heublein Inc.

The former vp-marketing of Heublein Inc.'s spirits group has officially opened a company bearing his name following a year of planning, developing several new entries and contracting with overseas suppliers.

Mr. Elliott, 49, said that while the entrepreneurial road has been tough and demanding (he logged 15,000 miles of travel in a recent 10-day period), "it's also been very satisfying. Not having to deal with all the politics of Heublein in getting a job done makes all the difference in the world. I don't miss the corporate life at all."

▪ Operating from an office in West Hartford, Conn., no more than a mile away from the spirits group headquarters, Mr. Elliott—with 10 salesmen to start—is attempting to do battle with giant competitors via innovative products like Spritzen, Rumple Minze and nine other undisclosed products he has personally conceived.

Spritzen was recently introduced in San Francisco, supported by a radio campaign created by Flaherty & Co. here.

If Spritzen can make it in a market like San Francisco—"a well-understanding and mature wine market that's heavily into sparkling wines," Mr. Elliott believes the product can make it anywhere.

Promoted as the "waterfall wine," Spritzen is designed to ride the crest of popularity that sparkling wines currently enjoy. As a category, sparkling wines are soon expected to pass the 10,000,000 case mark. Spritzen, imported from Germany, is technically considered a sec, or like champagne. It will retail for $7 a bottle.

But rather than dwell on the

(Continued on Page 83)

Syndie tv wrapup

"Hee Haw," "Donahue," "M*A*S*H" and the Muppets—how are they doing in Cincinnati, Salt Lake City and Birmingham? An update on syndication show rankings in markets 26 through 50 starts on Page 22; tables are on Pages 62 and 64. This study, based on the latest Nielsen measurements, includes top tens for each market.

Raisin growers plan $10 million push

STOCKTON, CAL.—Diamond-Sunsweet and Sun-Maid Growers of California are combining their marketing efforts in an attempt to protect their slipping market shares from competitors like Tenneco West and RJR Foods' Del Monte Corp.

Diamond-Sunsweet, based here, and Sun-Maid Growers, Kingsburg, Cal., have agreed to pool their marketing capabilities with a combined advertising budget topping $10,000,000.

The new organization is expected to be called Sun-Diamond Growers of California, headquartered here. Each of the three members, Sun-Maid, Diamond and Sunsweet, will maintain its own assets and legal identities.

Industry observers say the joint marketing agreement is a necessary step for the fruit and nut cooperatives to remain competitive—or even hold their own—in a category where consumption is rising and competiton is intensifying.

Sun-Maid president Frank Light has been named president of the new group, with Diamond-Sunsweet president William Dabney as exec vp. Donald Soetaert, formerly Sun-Maid's exec vp, has become senior vp-sales and distribution. George Funk, formerly senior vp-marketing and sales, Diamond-Sunsweet, has been named senior vp-marketing.

▪ As for agencies—Doyle Dane Bernbach (Diamond-Sunsweet) and D'Arcy-MacManus & Masius (Sun-Maid)—the new arrangement does not necessarily mean one will be dropped. Mr. Funk told ADVERTISING AGE he does not plan to initiate any major agency changes and is not opposed to the idea of Doyle Dane and D'Arcy continuing as "co-agencies." Sun-Diamond will hold meetings over the next month to work out combined marketing details.

Both Mr. Funk and Mr. Light said the new arrangement will allow Sun-Diamond the advantages of more economical joint distribution and advertising.

This fall, before the joint marketing starts, Sunsweet will begin its first national advertising in more than 10 years, repositioning prunes as "the smart snack."

In an attempt to overcome an "old folks' laxative" image, Sunsweet will spend $1,500,000 in women's magazine advertising stressing the food value of prunes. The drive starts in September.

Diamond, with a $3,500,000 1980-81 advertising budget, will run in women's magazines throughout the year, in addition to running spot tv commercials.

Mr. Funk said the year-round ad schedule is an attempt to extend the walnut-selling season, usually concentrated in the fourth quarter of the year.

▪ Sun-Maid, which has more than 50% of the raisin market, has allotted $1,800,000 of its $5,000,000 1980-81 ad budget to back raisins. Tv and print advertising positions "America's favorite raisin" as a healthy snack food for kids and a cooking ingredient. Nature Snacks' ad spending will reach $700,000 and Sun-Maid Cinnamon Swirl raisin bread will get $2,500,000 in tv and print ad support.

Sources at Tenneco West, the Bakersfield-based marketer of Sun Giant nuts and fruit, said it will increase ad spending well beyond the $3,500,000 levels it reached last year, with a tv ad campaign continuing some of the "Something good under the sun" themes introduced last fall.

▪ The new Sun-Diamond marketing agreement is not without precedent. About 10 years ago, Sun-Maid and Sunsweet tried a similar co-marketing arrangement that failed because of management differences.

Sun-Diamond execs are optimistic that the new arrangement will be different. Unlike the first marketing venture, Sun-Diamond has a single chief executive—Mr. Light. #

highlights

Monday, July 28, 1980

Tv commercial production business exiting Los Angeles has brought action by producers and labor. *See Page 4.*

Life Savers kicks off $5,000,000 effort on behalf of Bubble Yum. *See Page 10.*

DeLorean Motor Co. has decided on a name for its long awaited new car—the DeLorean. *See Page 12.*

Syndication looks healthy in AD AGE analysis of Nielsen May sweeps returns for markets 26 through 50. "Hee Haw" is a big hit. *See Page 22.*

Although financial institutions tend to have a sedate image, banks in the U.K. are going on a promotional binge to attract the "unbanked" populace. *See Page 24.*

Samsonite Corp. seeks market share gains with its $4,000,000 campaign for luggage lines. *See Page 28.*

Anheuser-Busch illustrates the strength merchandising support can lend to a brand at an AD AGE Week session. *See Page 32.*

NBC-TV and S.E.P. Productions are the biggest ad media losers as the Moscow Olympics get under way. *See Page 37.*

War/military fare catches tv viewers' fancy and toy gun sales rise, signaling interest in traditional militarism. *See Page 38.*

JWT's Robert E. (Buck) Buchanan sees a long healthy life ahead for the Big Three tv networks and solid growth for new video forms. *See Page 42.*

General Foods president defends the company's coffee business at its annual stockholder meeting. *See Page 46.*

Leonard J. Reiss offers his "recipe" for creative ad copy and how he acquired it. *See Page 47.*

How do MBAs fare in advertising? Dick Wasserman surveys the field to come up with an interesting answer. *See Page 52.*

Gene Mahany looks at current couponing and sweepstakes promotions to see if they are helping to draw consumers out of a buying apathy. *See Page 55.*

Foreign-language broadcasting in Australia would be expanded and commercialized under legislation introduced by the country's prime minister. *See Page 56.*

Christiane Quenard, one of the top women in French advertising, has been fired following a freewheeling interview she gave to a French advertising magazine. *See Page 57.*

"The IAA must grow in importance, especially in the U.S.," says the group's newly elected president, Mauro Salles. *See Page 58.*

L'Officiel, buffeted by recession winds, cuts back. *See Page 81.*

O&M makes major changes in London. *See Page 81.*

ABC takeover talk is nixed for now, but Wall Street is concerned about all networks' expenses. *See Page 84.*

Section 2

The demographics of suburbia have long been important to advertisers. Among media tailored to this market, suburban press still holds center stage, but cable tv has made a dramatic entrance in some markets and is waiting to do the same in others. Section 2/-Suburban Media focuses on these topics as well as magazines, shoppers and a radio station that found a home in the suburbs, beginning opposite Page 44.

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Agencies profit, but fall short of '78 record

NEW YORK—Last year was a good one for the advertising agency business, though average net profit fell short of 1978, according to a membership survey by the American Assn. of Advertising Agencies.

The average net profit of 4.84% of gross income reported in 1979 was down from the decade record high of 5.09% in 1978. Although the '79 net percentage was second highest for the decade, profit before U.S. income taxes slipped to the lowest since 1975—6.18% of gross income. The tax percentage declined for the fourth straight year *(see chart)*.

▪ Expenses continued to rise as a percentage of gross income in most categories, except for the biggest expense—payroll. Here the figure hit 60.93%, a drop from 61.02% in 1978. The payroll percentage has shown a steady drop through the '70s, from a high of 66.67% in 1970, according to the study.

The Four A's showed separate figures for incorporated agencies. These total more than 90% of Four A's membership, though the number of incorporated agencies among the 265 agencies participating in the survey was not given. The net profit for incorporated agencies last year was 4.59% of gross income, down from 4.74% in 1978. Both figures are below the profit averages for all agencies surveyed.

However, the incorporated agencies showed a growth in net profit as a percentage of billings—1.03% in 1979 and 0.99% in 1978. It's the first time that the figure topped 1%. #

Ten-year record of Four A's member agencies' costs and profits

(Per cent of gross income unless otherwise stated)*

	1970	1971	1972	1973	1974	1975	1976	1977	1978	1979
Number of agencies represented	220	215	240	240	230	233	231	240	242	265
Rent, light and depreciation	7.30%	7.81%	7.74%	7.29%	7.37%	7.81%	7.36%	7.13%	7.22%	7.64%
Taxes (other than U.S. income)	2.93	2.98	3.27	3.67	3.81	3.84	3.94	4.05	4.11	4.20
Other operating expenses	15.40	15.86	15.95	15.83	16.20	16.52	16.47	16.61	16.89	16.91
Total payroll	66.67	65.26	64.53	64.37	64.11	63.23	61.86	61.41	61.02	60.93
Payments into retirement plans	1.67	1.87	1.96	1.85	2.03	2.00	2.31	2.80	2.32	2.37
Insurance for employee benefit	0.99	1.14	1.19	1.22	1.23	1.44	1.58	1.59	1.71	1.77
Total expenses	94.96	94.92	94.64	94.23	94.75	94.84	93.52	93.59	93.27	93.82
Profit before U.S. income tax for all agencies	5.04	5.08	5.36	5.77	5.25	5.16	6.48	6.41	6.73	6.18
U.S. income taxes	1.58	1.76	1.60	1.51	1.59	1.28	1.71	1.68	1.64	1.34
Net profit	3.46	3.32	3.76	4.26	3.66	3.88	4.77	4.73	5.09	4.84
Profit before U.S. income tax for incorporated agencies	4.92	4.80	5.42	5.70	5.27	5.43	6.38	6.19	6.58	6.01
U.S. income tax for incorporated agencies	1.81	1.93	1.80	1.83	1.84	1.52	1.86	1.83	1.84	1.42
Net profit for incorporated agencies	3.11	2.87	3.62	3.87	3.43	3.91	4.52	4.36	4.74	4.59
Net profit for incorporated agencies (as percentage of sales — *i.e.*, billing)	0.66	0.56	0.75	0.82	0.65	0.77	0.97	0.95	0.99	1.03

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*Gross income comprises commissions, agencies' service charges, and fees. Source: Annual studies of advertising agencies' costs and profits conducted by American Association of Advertising Agencies. Figures are averages for agencies of all sizes.

L.A. tries to stem loss of tv ad production

By BOB MARICH

LOS ANGELES—Convinced that tv commercial business has been heading for other parts of the country, a tv commercial producers' trade group and a technicians' union here are fashioning a recovery program to lure back advertisers and their agencies.

Most notable of the defectors is Procter & Gamble, which is slowly but steadily cutting back on production here because of costs.

"I don't think that there's any question that Los Angeles production is down this year, that there's a big drop in business," said Frank Tuttle, president of the Film Tree, Orloff & Roagan, a tv production house with offices in Los Angeles and New York.

"Part of it is the economy," he said. "But in addition to the economic slowdown, there's been a runaway of some business to New York, Florida and other parts of the country."

▪ Mr. Tuttle is past president of the Assn. of Independent Commercial Producers/West, a trade group that is scheduled to present an "economic impact" study documenting the decline to Los Angeles Mayor Tom Bradley's office Aug. 8. Union representatives also will be on hand.

The hope is that the mayor will take steps to bring back the lost business. Members of a technicians' local union have already reduced their customary minimum to appease producers.

Cay Mohr, recently named AICP/West president, said that a decade-old New York City policy of giving producers free location permits and police and fire services is giving the Big Apple a big edge over Los Angeles, where producers are charged for the same services.

"Location, police and fire isn't the total reason that we're losing production here," said Ms. Mohr, exec vp-producer of Ross, McCanse & Associates, a tv commercial producer. "But these factors are something that is brought up all the time" by agencies and advertisers.

She noted that the firemen New York City provides at no charge will cost a tv producer shooting in Los Angeles brush areas $24.90 an hour plus $100 a day for a fire truck. In addition, regulations covering permits and other areas have become more stringent, she added.

The slide in Los Angeles production is traced to a 1978 memo from P&G to its agencies saying "there's a premium for doing a full production tv commercial shot in a studio in Los Angeles compared to New York," according to Bill Dobson, P&G pr section manager.

▪ The memo asserted that labor costs "all the way up and down the line" are higher in Los Angeles, Mr. Dobson said. P&G has sent its agencies several follow-up memos reminding them that "some justification other than cost" is necessary for having studio shoots in Los Angeles instead of New York, Mr. Dobson said.

Earlier this year, Barney Melsky, president of AIPC/East, compared labor costs of an average commercial shoot in a study presented to the New York City mayor's office that said Los Angeles is 26% more expensive than New York. Los Angeles had higher film processing costs, required a generator accompanied by firemen in more cases, higher union paper work expenses, more stringent child welfare rules and higher location fees for both public and private sites, according to the comparison.

▪ The National Assn. of Broadcast Employees & Technicians Local 531 in Los Angeles—which has jurisdiction over at least half of the tv commercial productions—was "stunned to have such a drop-off" in commercial productions recently, although business has picked up in the last two weeks, said Judy Wester, assistant business representative.

In an effort to attract more production, NABET members voted at a July 12 meeting to reaffirm that they would work for 8-hour daily guarantees instead of 10-hour guarantees, Ms. Wester said. The longer minimum guarantee meant producers who completed a day's work in less than eight hours were obliged to pay crews for 10 hours' work—with the last two hours at time and a half pay.

▪ "The P&G report gave some people ideas that Los Angeles costs more," which is not true, Ms. Wester said.

Meanwhile, Los Angeles city public works commissioner Maureen Kindel said that Mayor Bradley "has become aware of this problem and is committed to stem this tide as far as the city can control it." She added that "many factors," not all related to government, are part of the reported loss in tv commercial production.

She added that the city has responded to producers' needs in the past months by opening a permit office in Hollywood and adding several AICP/West representatives to a 50-person film advisory board that reports to the mayor.

Also, the city recently hired Berkheimer & Kline pr company to communicate the city's efforts on behalf of producers, "urging them not to go away."

▪ Ms. Kindel said that she doesn't feel Los Angeles would eliminate permit, police and fire fees because the city averages 20 to 25 outdoor shoots involving movie, tv and commercial productions daily, and "there's no way we could support that level of activity."

She added that fees are structured to cover costs and are reasonable, such as $125 per day to use city hall as a location. Owners of private property "are becoming greedy" by charging high fees to use their locations, she said. #

Permits tell the story

LOS ANGELES—While tv commercial production has fallen here recently, production activity remains relatively unchanged in New York City.

Comparing tv commercial location permits issued—a measure of outdoor production activity—Los Angeles in June conferred 75 location permits, down 26 from a year ago.

Meanwhile, in New York City, location permits for the first six months of 1980 stood at 441 compared to 447 for the same period in 1979.

Meredith Anthony, assistant to the director of New York's mayor's office for Motion Pictures & Television, attributed the steady production in part to free permit, police and fire services.

She added: "It's taken almost 10 years for it to sink in to the industry. The myth was so prevalent that New York was hard to deal with that it's only in the past few years that it's been erased." #

Arco to push saving at home

LOS ANGELES—Atlantic Richfield Co. here will broaden its energy conservation ad campaign from auto fuel conservation to home energy conservation in a $7,000,000 network tv and national magazine ad push from August through December.

Themed "Conservation, it's the thing to do," the campaign is a new part of Arco's $20,000,000 "energy diet" corporate advertising effort promoting conservation and offering energy-saving tips (AA, Sept. 17). Needham, Harper & Steers handles.

▪ Thirty-second network tv ads on CBS and NBC in prime time, news and other dayparts break Aug. 18. The magazine ads start in *Newsweek* and *Time* during September.

Earlier ads encouraging fuel conservation in automobiles were based on the theme, "It's time we all went on an energy diet."

Arco also has made its first Cable News Network buy via Needham, taking a two-week flight breaking in September promoting the Public Broadcasting Service's science/-astronomy "Cosmos" series premiering Sept. 28, which it is largely underwriting. #

corrections & clarifications

- Two high-ranking syndication shows in Minneapolis—"Dance Fever" and "Prisoner: Cell Block H"—are on KSTP-TV. Nielsen top tens were printed with incorrect call letters for that station (AA, July 21, P. 62).
- The name of Marcel Bleustein-Blanchet, founder of Publicis, was earlier misspelled (AA, July 21, P. 2).

Two studies

How the public views shoppers

BY GERALD C. STONE

MEMPHIS—It may be the diversity of nondaily newspapers that has prevented shoppers from receiving serious study.

Or it may be that more traditional papers believe ignoring the free-circulation papers will damage their credibility or (better yet) cause them to go away.

But the shoppers, pennysavers and throwaways are in nearly every city and town and they have proliferated in the suburbs.

Do people read them? Are they regarded as newspapers? Can ads in the shoppers sell goods and services? Are the throwaways any real threat to daily newspapers?

According to recent research, the answer to each of these questions is yes—at least a tentative yes.

Two studies were completed in Southern California and nationally by the Newspaper Advertising Bureau (NAB) in 1977 and 1978, respectively. And, though the approaches were slightly different and the results, therefore, also differed slightly, the general conclusions of these independent studies were the same: Shoppers have an impact on the newspaper reading public.

Roughly, the studies found that the majority of homes do receive a freely distributed newspaper—perhaps 65% to 75% of single family dwelling units; at least half the respondents who said they had access to a shopper also said they read it—59% to 66%; most of the shopper readers also subscribed to and read a daily newspaper; and most of those who said they read the free papers seemed to read them thoroughly or at least skim through them.

Other individual findings of the studies: That 48% of residents found free home-delivered papers either useful or very useful; 33% found the home-delivered a nuisance; 41% found the store shoppers either useful or very useful; 48% said they read the ads in home-delivered shoppers compared with 84% who said they read the ads in their daily newspaper; 20% had tried to buy from an ad in a shopper during the past year compared with 37% who had tried to buy from a daily paper.

- There are other interesting bits of information from the two studies, but it might be appropriate to say something about how the studies were conducted before going into these details.

The NAB study was a national random sample of 3,048 adults, conducted in 1977. That means all adults were equally likely to be selected for the sample and should have approximated the U.S. adult population from every geographic area and at every demographic level. The study was designed to investigate nondaily papers and attempted to distinguish between paid and nonpaid papers and those delivered to the home or secured elsewhere.

The Southern California study, on the other hand, attempted to calculate the pervasiveness of free-circulated papers and to chart peoples' perceptions of this medium and its use of them. The study was conducted by myself and a colleague, Dr. Ed Trotter, in the Long Beach and northwest portions of Orange County below Los Angeles.

Its sample was a random selection of single residences (87%), multiple-family residences (6%) and apartments (7%). This approach was used because past discussions of shopper distribution suggested it was difficult to circulate them in apartment complexes.

It is not surprising to note, therefore, that the latter study's 432 households had a higher shopper penetration than did the national random survey of adults in the former study.

- Both investigations had difficulty distinguishing among the variety of nondaily papers, noting they might be weeklies, advertising sheets or pennysavers only; sent through the mail, available in stores only or distributed to front yards; fully paid, partially paid or circulated free of charge. Knowing the diversity of shoppers might cause respondent confusion, both studies carefully distinguished between the paid-free and the home-store dyads.

The national study found 46% of the adults received one or more free papers at home; in Southern California the figure was 76%. Much of the 30% difference may be attributed to the exclusion of apartment dwellers in the California study. Yet this discrepancy was the largest for any of the comparable findings of the two studies.

(Continued on Page S-6)

Gerald C. Stone is chairman of the Memphis State University department of journalism and editor of the "Newspaper Research Journal."

Reported use of newspaper ads

Table 1

Type of paper	% who read ads	% who have placed ads	% who tried to buy from ads in last year
Daily	84%	39%	37%
Free home delivery	48	12	20
Store shopper	n.a.	11	17

Table 2

Readership of home-delivered papers

No. of papers received	% who read editorial	% who read advertising	% who read ads and editorial
None	8%	10%	7%
One	57	54	47
Two	60	59	53
Three	58	57	51

Table 3

Queries to paid-circulation managers

Questions	% Yes
Are you aware of shoppers or free-circulation papers in your area? Does their presence affect your paper at all?	77%
Do you think they have an effect on your paper's readership?	46
Do they have an effect on your paper's advertising revenue?	77
Do you think your paper is affected by the shoppers available in grocery stores and in racks at other retail stores?	42
Have the shoppers been responsible for any changes in your paper?	23
Is your paper putting out a shopper, or is it financially aligned with a shopper?	31

Publishers sign for cable tv share

BY ED ZOTTI

CHICAGO—As the scramble for cable tv franchises heats up across the country, many suburban newspaper publishers who've been anxiously contemplating the looming struggle for the suburban ad dollar are finding it's better to join 'em now rather than try to beat 'em later, when cable will be an established competitor.

Some two dozen publishers here have signed up for minority shares (typically 2½% to 10%) in joint ventures with Metrovision, an Atlanta-based subsidiary of the Newhouse newspapers chain seeking suburban cable franchises in the area. In another deal, Paddock Publications in Arlington Heights, Ill., has joined forces with Cox Cable Communications.

In Wisconsin, Post Corp., a newspaper publisher with broadcast tv holdings in the northern part of the state, has signed a partnership agreement with Metrovision for 20% of any franchises obtained in the Milwaukee area. Publishers in or near Boston, Detroit and other cities also report they're taking a close look at cable, either with the idea of pursuing a cable tv partnership or at least leasing a channel or two.

- The advantage of newspaper partnerships for the cable tv companies is obvious enough—"if you're an outsider you always try to hook up with somebody local," one cable spokesman candidly observes.

The publishers' motives in exploring the possibilities of cable tv are often less an infatuation with the charms of video than a simple fear of the unknown, coupled with the expectation that if they don't take advantage of cable's opportunities, their competitors will.

"I was talking with the president of a cable company who said he's now being approached by shoppers," one publisher says.

Unlike broadcast tv, which hasn't had much of an impact on suburban newspapers, "cable tv can be very localized. It can cover very congruently the same area that a suburban newspaper serves," says Ben Compaine, executive director of the media and allied areas at Harvard's Program on Information Resources Policy. With its no-waste coverage, "cable could sell advertising to local people and drain off advertising revenue from newspapers."

Mr. Compaine has advised suburban publishers at national conferences to do one of several things: "First, try to buy a cable system and be the operator. The problem with that is the high cost involved and, unless you're a very large operation, you may not be able to afford it. A second approach is to lease a channel, which for many is the more practical way."

Partnership with a cable company, naturally, is a third option.

Apart from its value as a purely defensive tactic, getting into cable offers publishers a potentially profitable outlet for the news/advertising product they're already putting into their newspapers. To be sure, that means reassessing traditional notions of newspapering.

"The future is in delivering information," observes Lou Lerner, publisher of Lerner Newspapers, a chain of suburban and neighborhood papers in Chicago. "It's the Gillette razor blade principle. It's not as important to own the razor [*i.e.*, the printing presses] as it is to furnish the blade [*i.e.*, information]. We're in a peculiarly favorable position to furnish the blade."

- What form the newspapers' contribution to cable might take is pretty much up in the air at this point. In the past year or so, the media have been full of reports on projects ranging from Ted Turner's 24-hour Cable News Network to more exotic schemes like Britain's Prestel, a "universal data base" operated by the British Post Office that gives subscribers access to everything from stock reports to train timetables via their tv screens.

The simplest sorts of "electronic newspapers" are the videotext systems, such as those presently operated by United Press International and Reuters news services. Here viewers basically watch a sort of video teletype in which stories scroll slowly past on the screen. A variation of this scheme flashes a sequence of video "pages" before the viewer.

The Mason City (Ia.) *Globe-Gazette*, one of the few small newspapers that actually has a videotext system up and running, typically feeds 30 to 40 pages to several thousand cable subscribers over one of the two channels it leases. At 20 seconds per page, viewers "can get the whole sequence in 11 minutes," reports publisher Jerry Moriarity.

In operation for only a month so far, the Mason City system features ads and condensed versions of news stories supplied by *Globe-Gazette* staffers. The paper plans to use its second channel to run videotape of area news events, interspersed with conventional filmed commercials, although they may run longer than the usual :30 to :60 broadcast limit. Construction of a tv studio is under way.

(Similarly, Post Corp., which already owns a sizable tv production company, expects to contribute heavily to conventional cable programing.)

Down the road a bit are two-way interactive video systems that permit the user to call up any of several hundred to (potentially) several million screenfuls of text at will. Such technology, generically called viewdata, relies on telephone lines but readily could be adapted to cable.

Ultimately, such a setup might permit a subscriber to call up an airline schedule, place a reservation and order funds transferred from his bank account to pay for the ticket—all through his home video unit.

There's little question that the more thorough suburban newspapers, with their heavy local orientation, have an information product that might compete successfully with other outlets, notably electronic news generated by their downtown cousins.

"If I were to take a metropolitan paper and measure out the portion that could be supplied by some other information provider such as the *New York Times* or the *Wall Street Journal*, I'm sure I'd find that a good bit of it was duplicated," says Bruce Sagan, publisher of the daily Southtown Economist Newspapers, another Chicago area chain. "Suburban newspapers have a set of information that nobody else can match," he adds.

But, while two-way communication offers a real opportunity to newspapers that get in while the getting is good, it also poses a real threat to those who don't. Among other things, it could chip away at the lucrative newspaper classified advertising market.

Such "directory" ads, the kind that readers will actively seek out, also include things like movie and restaurant sections and even, to a certain extent, grocery and department store ads. Suburban Newspapers of America (SNA), a trade association representing some 900 papers, estimates that its members derive 15% of their revenues from classified ads.

Skeptics aren't hard to find—and it is hard to imagine lugging your tv around with you while you search for a job or a new apartment. But the potential is real.

(Continued on Page S-6)

Ed Zotti is a Chicago-based free lance writer and frequent contributor to ADVERTISING AGE.

Public perception

Studying the shoppers

(Continued from Page S-2)

The national study found a huge difference in penetration between families with incomes under $8,000 and those with incomes over $25,000. Only 49% of the former had access to the shoppers while 75% of the latter had access.

Again we may assume the higher income families are more likely to have their own homes while the lower income families are more likely to be in apartments. Of course it is an advantage to shoppers to concentrate delivery in the high-income areas. After all, these are the residences advertisers want to reach.

Other attributes which correlate with income also distinguish between levels of access to shoppers: The national study showed 49% of the 65-year-old and older group receive shoppers; 46% of those without a high school degree and only 33% of all nonwhites receive them.

That shoppers are more a product of the suburbs than other communities was documented in the national study as 67% of those living in their present community less than five years had access to a free paper compared with 55% of those living in the same community five years or longer.

In the national study, 72% of the local paid weekly readers and 69% of the local free paper readers also were regular daily newspaper readers (defined as those who read a daily four or more days in the past week).

The national study touches on a finding reported in the California study—that the shoppers are actually relied upon more by a generally lower demographic group, even though that group is less likely to receive them. The figures for reading thoroughness of free papers in the national study show 29% of all respondents who got the paper reported reading it thoroughly.

But 40% of middle income respondents, 37% of nonwhites and 34% of those living in their community less than five years reported thorough reading of free papers. The NAB contrasts these figures with the 74% of respondents to their 1973 national study, who picked dailies over free weeklies when asked which they read more thoroughly.

■ Our goal in California was to try to determine if the free papers were being substituted for the daily newspaper. We found that people used the shoppers as a supplement for dailies rather than as a substitute. Still, the shoppers were having an impact.

Three-quarters of the California residents said they received a free home-delivered paper and 42% said they got two or more such publications. A total of 23% who received them said they had been asked to pay for the papers at one time or other.

Other indications of the impact of these free papers in the California suburbs were that 62% of those receiving a free home-delivered paper could name it.

- Also, as Table 1 shows, the daily newspaper is the superior advertising medium, but the free home paper and even the store shopper gets a significant percentage of advertising readership and ad activity.
- 48% of those who receive free papers found them useful and 41% of those who get store shoppers found them useful. However, 33% of those receiving a home-delivered free paper said they thought it was a nuisance.
- As Table 2 shows, some 58% of those receiving the free home-delivered papers read editorial content; some 57% read advertising

Cable tv

(Continued from Page S-2)

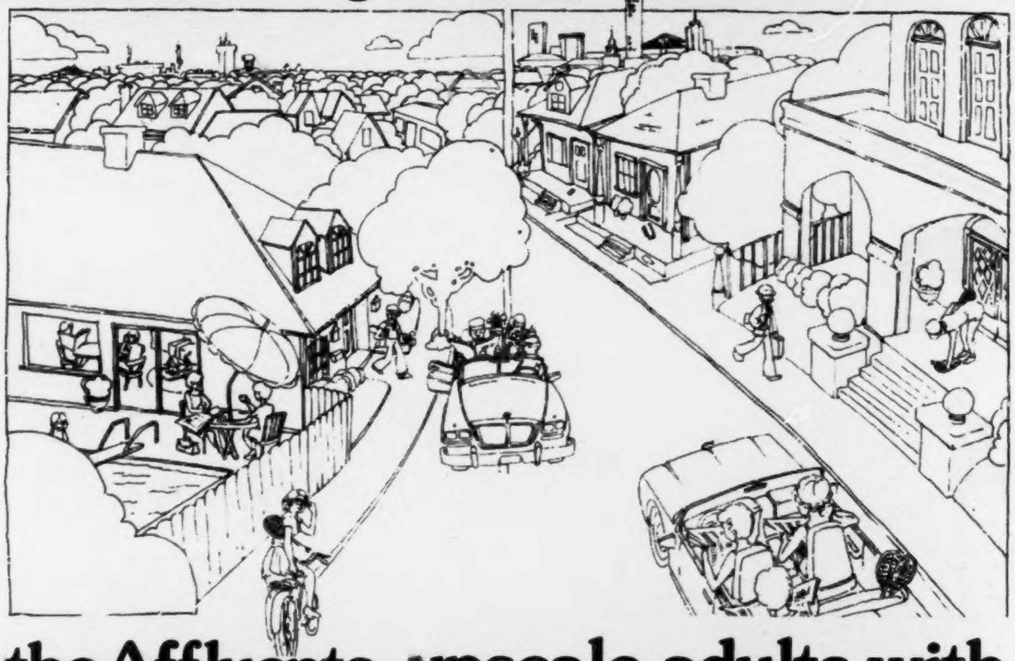
"To use an easy example, suppose the Yellow Pages were available on cable tv and you could punch a few buttons to let your fingers do the walking," Mr. Sagan says. "The advantages there are obvious. When you start getting into retail advertising and so on, where an element of randomness is important, the situation gets more complex. But there's simply no question that cable is going to be a competitor."

The question, of course, is how much of a competitor, which leads to consideration of the impact of "electronic news" on print. There's little doubt that in its simplest form the video newspaper can provide a useful and more or less benign supplement to its paper-and-ink cousin.

"We feel it enhances the newspaper's position in the community," Mr. Moriarity asserts, since a video story may conclude with a note advising the viewer to read the newspaper for more detail. The paper also can run promotions for itself. Once, the *Globe-Gazette* was able to notify cable viewers that there'd be a three-hour delivery delay due to a press breakdown.

But what effect a full-blown interactive video newspaper drawing on comprehensive data banks might have is anybody's guess. "The consumer has not yet spoken," one source notes. Apart from tests here and there, little market research has been done.

High Rollers'n' Heavy Readers



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Upscale Audience Demographics:

Family Income	weekday	Sunday	wdy.& Sun. net
$15,000–$24,999	74%	80%	85%
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source: Bolden Associates
Continuing Market Study
of metro New Orleans adults,
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content. We note also that about 9% of those who don't receive such papers at their homes report reading the editorial and advertising content. This is probably an indication of the amount of secondary readership for the shoppers—some people who don't get them seem to read them at the homes of relatives or friends.

- 77% of respondents who reported reading any portion of their shoppers read both advertising and editorial matter.

But the California study could not document a greater reliance on shoppers among those who did not receive a daily newspaper. There was no perceived difference in use of either the home delivered or the store shopper based on whether the respondent subscribed to a daily newspaper.

What we did find—and this seems to relate to shopper use in the suburbs and distances more removed from the central city—was that subscriptions to a metro daily drop as the residential distance from the heart of the city increases. And as the distance from the central city increases, the perceived utility of home-delivered shoppers increases. But there is no difference in perceived usefulness of the store shopper at greater distances from the central city.

The California study tried to put respondents in three income categories based on the interviewer's impression of what family income might be depending on the size of home, number of cars and other visual impressions. Hence the division of below $10,000, $10,000 to $20,000 and above $20,000 income is certainly a fallible guess. But the findings based on income seemed to gel with those of the national study.

We found that as income increased perceived value of the store shoppers decreased: these papers were used more by low-income residents. There was a similar trend for the home-delivered free papers, but not as distinct as for the store papers.

The California study also concluded that people make a distinction between home-delivered free papers and store shoppers, with the former rated more useful.

To briefly summarize the main findings of the two studies on free-distribution newspapers, both investigations found the papers available to the majority of residents, with suburban areas more likely to receive them and to use them more heavily for both advertising and editorial content.

Both studies indicate the more wealthy residents have greater access to the throwaways, but these papers are most influential among middle and lower-income residents.

But the best documented finding of the two surveys was the evidence that free home-delivered shoppers are not being taken lightly by residents. These papers are a source of information and an advertising medium, and are accepted in today's marketplace.

The findings should not be a cause for alarm among daily papers, but the evidence suggests these shoppers are competitors that must be taken seriously.

- Do daily publishers take them seriously?

To find out, we asked publishers and managers of 13 paid-circulation papers in the Southern California area some questions.

Asked to name papers they considered competitors of their own newspaper, the publishers were allowed to list four each. In this group, 14 free-circulation papers were named.

"What other papers in the area compete with you for advertising and/or classified ads?" we asked, and this group of answers yielded five more shoppers.

When we probed further about the effects of shoppers and the free newspapers found only in retail store racks, we got the replies shown in Table 3. It seems there's a high awareness of shoppers but the concern is primarily in ad sales. A substantial number of publishers were concerned about the store rack shoppers, though several mentioned these effects were slight or limited to classified advertising. (One publisher said "every ad they get is one we lost.")

Finally, we asked the publishers, "What are your projections for the future of the shoppers in this area?" Negative predictions were given by 60% of the paid-circulation managers; 20% said shopper prospects were good.

Among the two extremes was one publisher's comment, "If I owned a shopper, I'd be optimistic." Another said, "If they show signs of becoming important, we will preempt the field," by putting out a shopper too. #

"It's too early to even be able to ask intelligent questions," Mr. Sagan says.

- Despite gloomy predictions in some quarters, nobody is seriously suggesting that suburban newspapers will wither away altogether under the cable tv onslaught.

"I just don't see it happening," says Jim Elsener, SNA executive director. "I see cable tv as filling another niche."

From an advertiser's point of view, he says, "there are problems associated with all media and cable gives you a few things that newspapers don't give you and a few things that broadcast doesn't give you. But I really don't think that, unless there's a drastic change in people's habits," that it'll have a major impact on the suburban press. "The danger is more on the network side than on newspapers."

John Rothman, director of research and information technology for the *New York Times*, concurs. "People will always want to read. You can't take your tv to the bathroom or on the train or to the barber shop. It's hard to browse (with tv) and it's hard to read long articles. Tv as a medium for textual information is best suited for terse items that can fit into a screenful of say, 100 words," he adds, observing that tv might be useful for directories, catalogs or schedules.

Besides ease of use, another factor that may hinder the spread of electronic newspapers is cost. Columbus, O.-based CompuServe, a subsidiary of H&R Block, offers subscribers an electronic version

(Continued on Page S-14)

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Top Nielsen-rated syndicated fare—markets 26 to 50 (May sweeps)

Rank	Show	Station	Time	Distributor	DMA Rating
	CINCINNATI (26)				
1.	Joker's Wild	WCPO-TV	7:30-8 M-F	Colbert	15
2.	PM Magazine	WKRC-TV	7:30-8 M-F	Group W	14
3.	M*A*S*H	WXIX-TV	7-7:30 M-F	20th Century-Fox	12
3.	Lawrence Welk	WLWT	7-8 Sa	Fedderson	12
5.	Donahue	WLWT	9-10 a.m. M-F	Multimedia	11
6.	Joker! Joker! Joker!	WCPO-TV	7:30-8 Sa	Colbert	10
6.	Tic Tac Dough	WKRC-TV	7-7:30 M-F	Colbert	10
8.	Hollywood Squares	WLWT	7-7:30 M-F	Filmways	9
9.	M*A*S*H	WXIX-TV	6:30-7 Sa	Fox	8
9.	Happy Days Again	WXIX-TV	6:30-7 M-F	Paramount	8
9.	Family Feud PM	WLWT	7:30-8 M&W	Viacom	8
9.	Starsky & Hutch	WLWT	4-5 M-F	Columbia	8
9.	Streets of San Francisco	WLWT	5-6 M-F	Victory	8
9.	Dinah & Friends	WKRC-TV	4-5:30 M-F	Fox	8
9.	In Search Of	WLWT	7:30-8 F	Bristol-Myers	8
9.	When Havoc Struck	WXIX-TV	7-7:30 Sa	Mobil	8
	MILWAUKEE (27)				
1.	M*A*S*H	WISN-TV	10:30-11 M-Sa	Fox	21
2.	Joker's Wild	WITI-TV	6:30-7 M-F	Colbert	16
3.	Tic Tac Dough	WISN-TV	6-6:30 M-F	Colbert	12
3.	Muppet Show	WTMJ-TV	6:30-7 Th	ITC	12
3.	M*A*S*H	WISN-TV	4:30-5 M-F	Fox	12
6.	PM Magazine	WISN-TV	6:30-7 M-F	Group W	10
7.	Family Feud	WTMJ-TV	6:30-7 M&W	Viacom	9
7.	Hee Haw	WISN-TV	6-7 Sa	Yongestreet	9
7.	Bob Newhart	WITI-TV	10:30-11 M-F	Viacom	9
7.	$1.98 Beauty Show	WTMJ-TV	5-5:30 Sa	Chuck Barris	9
7.	M*A*S*H	WISN-TV	11-11:30 Sa	Fox	9
	KANSAS CITY (28)				
1.	PM Magazine	KMBC-TV	6:30-7 M-F	Group W	17
2.	M*A*S*H	KMBC-TV	10:30-11 M-F	Fox	13
3.	Cross Wits	WDAF-TV	6:30-7 M-F	Metromedia	11
4.	Hee Haw	WDAF-TV	6:30-7 Sa	Yongestreet	10
5.	Face the Music	WDAF-TV	6:30-7 M-F	Sandy Frank	9
5.	Lawrence Welk	KMBC-TV	6-7 Sa	Fedderson	9
5.	M*A*S*H	KMBC-TV	4:30-5 M-F	Fox	9
5.	Family Feud PM	KCMO-TV	6:30-7 Tu & F	Viacom	9
5.	Muppet Show	KMBC-TV	5-5:30 Su	ITC	9
10.	Donahue	KCMO-TV	9-10 a.m. M-F	Multimedia	8
	BUFFALO (29)				
1.	Tic Tac Dough	WKBW-TV	7-7:30 M-F	Colbert	20
2.	Joker's Wild	WKBW-TV	7:30-8 M-F	Colbert	18
3.	M*A*S*H	WIVB	5:30-6 M-F	Fox	14
3.	Hee Haw	WGR-TV	7-8 Sa	Yongestreet	14
5.	PM Magazine	WIVB	7-7:30 M-F	Group W	12
6.	Sha Na Na	WKBW-TV	7:30-8 Sa	Lexington	10
6.	Muppet Show	WGR-TV	7:30-8 Tu	ITC	10
6.	Horowitz-Byline	WIVB	6:30-7 Su	Carbie Productions	10
6.	Donahue	WKBW-TV	9-10 a.m. M-F	Multimedia	10
10.	Match Game	WIVB	7:30-8 M-F	Victory	9
	NASHVILLE (30)				
1.	Tic Tac Dough	WTVF	6:30-7 M-F	Colbert	19
2.	Bugs Bunny	WTVF	6-7 Sa	Warner	14
3.	Hee Haw	WTVF	5:30-6:30 Sa	Yongestreet	13
3.	Happy Days Again	WSM-TV	5-5:30 M-F	Paramount	13
3.	Good Times	WTVF	5-5:30 M-F	Tandem	13
6.	Gilligan's Island	WTVF	4-4:30 M-F	United Artists	12
6.	M*A*S*H	WNGE	5:30-6 M-F	Fox	12
6.	Sanford & Son	WTVF	4:30-5 M-F	Tandem	12
6.	Donahue	WSM-TV	9-10 a.m. M-F	Multimedia	10
10.	PM Magazine	WNGE	6:30-7 M-F	Group W	9
10.	Carol Burnett & Friends	WTVF	10:30-11 M-F	Silverbach/Lazarus	9
10.	Gunsmoke	WTVF	10:30-11 Sa&S	Viacom	9
10.	Wanted: Dead or Alive	WTVF	5-5:30 Sa	Four Star	9
	PHOENIX (31)				
1.	M*A*S*H	KPHO-TV	6:30-7 M-F	Fox	19
2.	Happy Days Again	KPHO-TV	6-6:30 M-F	Paramount	13
3.	Muppet Show	KPNX-TV	6-6:30 Sa	ITC	12
3.	Tic Tac Dough	KPNX-TV	6:30-7 M-F	Colbert	12
5.	Hee Haw	KPHO-TV	6-7 Sa	Yongestreet	11
5.	Sha Na Na	KPHO-TV	5:30-6 Sa	Lexington	11
7.	Bionic Woman	KPHO-TV	4-5 Sa	MCA	10
7.	Family Feud PM	KPNX-TV	6:30-7 Sa	Viacom	10
9.	Jim Rockford	KPHO-TV	7-8 M-F	MCA	9
9.	In Search Of	KTVK-TV	6:30-7 Sa	Bristol-Myers	9
	PROVIDENCE/NEW BEDFORD (32)				
1.	Tic Tac Dough	WJAR-TV	7:30-8 M-F	Colbert	17
1.	PM Magazine	WJAR-TV	7-7:30 M-F	Group W	17
3.	M*A*S*H	WPRI-TV	5:30-6 M-F	Fox	16
4.	Lawrence Welk	WPRI-TV	7-8 Sa	Fedderson	14
5.	Newlywed Game	WPRI-TV	7-7:30 M-F	Worldvision	13
6.	Dance Fever	WJAR-TV	7:30-8 Sa	Fox	12
6.	Cross Wits	WPRI-TV	7:30-8 M-F	Metromedia	12
8.	Merv Griffin	WPRI-TV	4-5:30 M-F	Metromedia	11
8.	Sha Na Na	WJAR-TV	7-7:30 Sa	Lexington	11
10.	Donahue	WJAR-TV	9-10 a.m. M-F	Multimedia	10
	CHARLOTTE (33)				
1.	PM Magazine	WBTV	7:30-8 M-F	Group W	21
2.	Lawrence Welk	WBTV	7-8 Sa	Fedderson	15
3.	Newlywed Game	WSOC-TV	7:30-8 M-F	Worldvision	12
4.	Grizzly Adams	WBTV	5-6 M-F	Viacom	11
4.	Cross Wits	WSOC-TV	7-7:30 M-F	Metromedia	11
4.	Muppet Show	WBTV	8-8:30 M	ITC	11
4.	M*A*S*H	WSOC-TV	5:30-6 M-F	Fox	11
8.	Happy Days Again	WBTV	4:30-5 M-F	Paramount	10
8.	Hee Haw	WSOC-TV	7-8 Sa	Yongestreet	10
9.	Good Times	WCCB	7-7:30 M-F	Tandem	9
9.	What's Happening	WBTV	4-4:30 M-F	Columbia	9
	COLUMBUS, O. (34)				
1.	Family Feud PM	WBNS-TV	7:30-8 M&F	Viacom	15
1.	PM Magazine	WCMH	7:30-8 M-F	Group W	15
3.	Hee Haw	WTVN-TV	7-8 Sa	Yongestreet	14
4.	Bugs Bunny	WBNS-TV	7-8 Sa	Warner	13
4.	Lawrence Welk	WCMH	7-8 Sa	Fedderson	13
6.	M*A*S*H	WBNS-TV	5:30-6 M-F	Fox	12
6.	Tic Tac Dough	WCMH	7-7:30 M-F	Colbert	12
6.	Match Game PM	WTVN-TV	7:30-8 W	Victory	12
9.	Muppet Show	WTVN-TV	7:30-8 M	ITC	10
9.	Donahue	WCMH	9-10 a.m. M-F	Multimedia	10
	MEMPHIS (35)				
1.	Tic Tac Dough	WMC-TV	6:30-7 M-F	Colbert	23
2.	Hee Haw	WREG-TV	6:30-7 Sa	Yongestreet	22
3.	Good Times	WHBQ-TV	5:30-6 M-F	Tandem	16
4.	Match Game	WREG-TV	6:30-7 M-F	Victory	12
5.	Mary T. Moore	WREG-TV	5-5:30 M-F	Viacom	11
5.	I Love Lucy	WREG-TV	4-4:30 M-F	Viacom	11
5.	Muppet Show	WREG-TV	5-5:30 Su	ITC	11
5.	Wild Kingdom	WREG-TV	5:30-6 Su	Bozell & Jacobs	11
9.	Pop Goes Country	WMC-TV	4:30-5 Sa	Show Biz	10
9.	Nashville on Road	WMC-TV	4-4:30 Sa	Show Biz	10
9.	Donahue	WMC-TV	9-10 a.m. M-F	Multimedia	10
	NEW ORLEANS (36)				
1.	Family Feud PM	WWL-TV	6:30-7 Sa	Viacom	20
1.	PM Magazine	WWL-TV	6:30-7 M-F	Group W	20
3.	Sanford & Son	WVUE	10:30-11 M-F	Tandem	16
3.	M*A*S*H	WWL-TV	10:30-11 M-F	Fox	16
5.	What's Happening	WVUE	4:30-5 M-F	Columbia	13
5.	Tic Tac Dough	WDSU-TV	6:30-7 M-F	Colbert	13
5.	Tom & Jerry	WVUE-TV	3:30-4:30 M-F	MGM	13
8.	Dick Van Dyke	WWL-TV	5-5:30 Sa	Viacom	11
8.	Muppet Show	WDSU-TV	6:30-7 M	ITC	11
8.	Good Times	WGNO-TV	6:30-7 M-F	Tandem	11
8.	Starsky & Hutch	WVUE	11-12 M-F	Columbia	11
	GREENVILLE/SPARTANBURG/ASHVILLE (37)				
1.	Tic Tac Dough	WLOS-TV	7:30-8 M-F	Colbert	18
2.	Hee Haw	WSPA-TV	7:30-8 Sa	Yongestreet	16
2.	Joker's Wild	WLOS-TV	7-7:30 M&F	Colbert	16
4.	Dance Fever	WFBC-TV	7-7:30 Sa	Fox	13
4.	Sha Na Na	WFBC-TV	7:30-8 Sa	Lexington	13
6.	Name That Tune	WFBC-TV	6:30-7 Sa	Sandy Frank	12
6.	Family Feud PM	WSPA-TV	7:30-8 M&F	Viacom	12
8.	Match Game	WFBC-TV	7:30-8 M-F	Victory	11
8.	Dating Game	WSPA-TV	7-7:30 M-F	Firestone	11
10.	Guinness Game	WSPA-TV	7:30-8 W	Fox	10
10.	M*A*S*H	WLOS-TV	5:30-6 M-F	Fox	10
10.	Donahue	WFBC-TV	9-10 a.m. M-F	Multimedia	10
10.	Good Times	WFBC-TV	5:30-6 M-F	Tandem	10
10.	In Search Of	WSPA-TV	7:30-8 Tu	Bristol-Myers	10
	GRAND RAPIDS/KALAMAZOO (38)				
1.	Lawrence Welk	WKZO-TV	7-8 Sa	Fedderson	15
2.	Muppet Show	WOTV	7-7:30 Sa	ITC	14
3.	Tom & Jerry	WOTV	7:30-8 Sa	MGM	12
3.	Newlywed Game	WOTV	7:30-8 M-F	Worldvision	12
3.	Donahue	WOTV	9-10 a.m. M-F	Multimedia	12
6.	American Lifestyle	WOTV	7-7:30 M	Showcase Corp.	11
7.	Happy Days Again	WOTV	5:30-6 M-F	Paramount	10
7.	Match Game	WKZO-TV	7-7:30 M-F	Victory	10
9.	Tom & Jerry	WOTV	4:30-5 M-F	MGM	9
9.	Joker's Wild	WZZM-TV	7:30-8 M-F	Colbert	9
9.	Merv Griffin	WKZO-TV	4:30-6 M-F	Metromedia	9
9.	Tic Tac Dough	WKZO-TV	7:30-8 M-F	Colbert	9
	BIRMINGHAM (39)				
1.	Tic Tac Dough	WBRC-TV	6-6:30 M-F	Colbert	31
2.	Joker's Wild	WBRC-TV	6:30-7 M-F	Colbert	30

(Continued on Page 64)

Top Nielsen-rated syndicated fare—markets 26 to 50 (May sweeps)

(Continued from Page 62)

Rank	Show	Station	Time	Distributo:	DMA Rating
3.	Hee Haw	WVTM-TV	6-7 Sa	Yongestreet	18
4.	Lawrence Welk	WBRC-TV	6-7 Sa	Fedderson	15
5.	Gunsmoke	WBRC-TV	4-5M-F	Viacom	13
6.	M*A*S*H	WVTM-TV	4:30-5 M-F	Fox	12
6.	Happy Days Again	WVTM-TV	4-4:30 M-F	Paramount	12
6.	Bewitched	WBRC-TV	3:30-4 M-F	Columbia	12
9.	Tom & Jerry	WVTM-TV	3:30-4 M-F	MGM	11
10.	M*A*S*H	WVTM-TV	10:30-11 M-F	Fox	10

OKLAHOMA CITY (40)

Rank	Show	Station	Time	Distributor	DMA Rating
1.	M*A*S*H	KOCO-TV	10:30-11 M-Su	Fox	19
2.	Tic Tac Dough	KOCO-TV	6:30-7 M-F	Colbert	18
3.	Joker's Wild	KOCO-TV	6-6:30 M-F	Colbert	17
4.	Match Game	KTVY	6:30-7 T&T	Victory	11
4.	Hee Haw	KOCO-TV	6-7 Sa	Yongestreet	11
6.	Family Feud PM	KTVY	6:30-7 M&W	Viacom	9
6.	Donahue	KOCO-TV	9-10 a.m. M-F	Multimedia	9
8.	Kung Fu	KTVY	5-6 Sa	Warner	8
8.	Hogan's Heroes	KTVY	5-5:30 M-F	Viacom	8
10.	Price Is Right	KTVY	6:30-7 F	Viacom	7
10.	Sanford & Son	KOCO-TV	6:30-7 M-F	Tandem	7

ORLANDO-DAYTONA (41)

Rank	Show	Station	Time	Distributor	DMA Rating
1.	Lawrence Welk	WFTV	7-8 Sa	Fedderson	21
2.	Joker's Wild	WFTV	7-7:30 M-F	Colbert	19
3.	PM Magazine	WDBO-TV	7-7:30 M-F	Group W	14
4.	M*A*S*H	WDBO-TV	5:30-6 M-F	Fox	13
4.	Family Feud	WFTV	7:30-8 M&F	Viacom	13
6.	Hee Haw	WDBO-TV	7-8 Sa	Yongestreet	12
7.	Tic Tac Dough	WESH-TV	7:30-8 M-F	Colbert	11
8.	Hollywood Squares	WFTV	7:30-8 W	Filmways	10
8.	Newlywed Game	WDBO-TV	7:30-8 M-F	Worldvision	10
8.	$100,000 Name That Tune	WFTV	7:30-8 Th	Sandy Frank	10
8.	Merv Griffin	WFTV	4:30-6 M-F	Metromedia	10

LOUISVILLE (42)

Rank	Show	Station	Time	Distributor	DMA Rating
1.	Hee Haw	WHAS-TV	7-8 Sa	Yongestreet	20
2.	Muppet Show	WHAS-TV	7:30-8 F	ITC	17
3.	Face the Music	WHAS-TV	7:30-8 MTuWTh	Sandy Frank	16
4.	M*A*S*H	WHAS-TV	5:30-6 M-F	Fox	14
5.	Nashville Music	WAVE-TV	7:30-8 F	Gardner Adv.	11
5.	Andy Griffith	WHAS-TV	5-5:30 M-F	Viacom	11
5.	$1.98 Beauty Show	WAVE-TV	7:30-8 M	Chuck Barris	11
8.	America's Top 10	WAVE-TV	7:30-8 W	Gold Key Media	10
9.	Joker's Wild	WLKY-TV	7-7:30 M-F	Colbert	9
9.	Play Percentage	WAVE-TV	7-7:30 M-F	Colbert	9

NORFOLK-PORTSMOUTH-NEWPORT NEWS (43)

Rank	Show	Station	Time	Distributor	DMA Rating
1.	Hee Haw	WTAR-TV	7-8 Sa	Yongestreet	19
2.	PM Magazine	WTAR-TV	7:30-8 M-F	Group W	18
3.	Cross Wits	WTAR-TV	7-7:30 M-F	Metromedia	17
4.	Family Feud PM	WAVY-TV	7:30-8 Tu&Th	Viacom	13
5.	Muppet Show	WAVY-TV	7:30-8 F	ITC	12
5.	All in the Family	WVEC-TV	5-5:30 M-F	Viacom	12
7.	Name That Tune	WAVY-TV	7:30-8 M	Sandy Frank	11
7.	Happy Days Again	WVEC-TV	4:30-5 M-F	Paramount	11
7.	Donahue	WTAR-TV	9-10 a.m. M-F	Multimedia	11
10.	Merv Griffin	WTAR-TV	4:30-5 M-F	Metromedia	10

SAN ANTONIO (44)

Rank	Show	Station	Time	Distributor	DMA Rating
1.	PM Magazine	KSAT-TV	6:30-7 M-F	Group W	20
2.	Hee Haw	KENS-TV	6-7 Sa	Yongestreet	19
3.	M*A*S*H	KSAT-TV	10:30-11 M-F	Fox	16
4.	Muppet Show	KMOL-TV	6-6:30 Sa	ITC	14
4.	Newlywed Game	KSAT-TV	6-6:30 M-F	Worldvision	14
4.	Tic Tac Dough	KMOL-TV	6:30-7 M-F	Colbert	14
7.	Happy Days Again	KMOL-TV	5-5:30 M-F	Paramount	13
7.	Wild Kingdom	KMOL-TV	6:30-7 Sa	Bozell & Jacobs	13
9.	M*A*S*H	KSAT-TV	4:30-5 M-F	Fox	12
10.	Joker's Wild	KENS-TV	6:30-7 M-F	Colbert	10

WILKES-BARRE (45)

Rank	Show	Station	Time	Distributor	DMA Rating
1.	Tic Tac Dough	WNEP-TV	7:30-8 M-F	Colbert	19
1.	PM Magazine	WNEP-TV	7-7:30 M-F	Group W	19
3.	Hee Haw	WBRE-TV	7-8 Sa	Yongestreet	15
3.	Muppet Show	WNEP-TV	6:30-7 Su	ITC	15
5.	Joker's Wild	WBRE-TV	7-7:30 M-F	Colbert	14
6.	M*A*S*H	WBRE-TV	5:30-6 M-F	Fox	13
7.	Joker! Joker! Joker!	WBRE-TV	7:30-8 W&Th	Colbert	11
8.	Donahue	WBRE-TV	9-10 a.m. M-F	Multimedia	10
8.	M*A*S*H	WBRE-TV	5-5:30 M-F	Fox	10
10.	Dance Fever	WBRE-TV	7:30-8 M	Fox	9
10.	Odd Couple	WBRE-TV	5-5:30 M-F	Paramount	9

RALEIGH-DURHAM (46)

Rank	Show	Station	Time	Distributor	DMA Rating
1.	Hee Haw	WTVD	7-8 Sa	Yongestreet	19
2.	Sanford & Son	WRAL-TV	7-7:30 M-F	Tandem	18
2.	Happy Days Again	WRAL-TV	7:30-8 M-F	Paramount	18
4.	Joker's Wild	WTVD	7-7:30 M-F	Colbert	16
5.	Tic Tac Dough	WTVD	7:30-8 M-F	Colbert	15
6.	Good Times	WRAL-TV	5-5:30 M-F	Tandem	12
6.	Andy Griffith	WRAL-TV	5:30-6 M-F	Viacom	12
8.	M*A*S*H	WTVD	5:30-6 M-F	Fox	9
8.	Tom, Jerry & Friends	WRAL-TV	4-4:30 M-F	MGM	9
10.	I Love Lucy	WRAL-TV	4:30-5 M-F	Viacom	8
10.	Merv Griffin	WTVD	4-5:30 M-F	Metromedia	8

HARRISBURG-LANCASTER (47)

Rank	Show	Station	Time	Distributor	DMA Rating
1.	Tic Tac Dough	WGAL-TV	7-7:30 M-F	Colbert	15
2.	Name That Tune	WGAL-TV	7:30-8 M-F	Sandy Frank	10
2.	Lawrence Welk	WHTM-TV	7-8 Sa	Fedderson	10
4.	Muppet Show	WGAL-TV	7:30-8 F	ITC	9
4.	Dance Fever	WGAL-TV	7:30-8 M	Fox	9
4.	Hollywood Squares	WGAL-TV	7:30-8 Tu&Th	Filmways	9
7.	Merv Griffin	WGAL-TV	4-5:30 M-F	Metromedia	8
7.	Carol Burnett & Friends	WGAL-TV	5:30-6 M-F	Silverbach-Lazarus	8
7.	Newlywed Game	WHTM-TV	7:30-8 M-F	Worldvision	8
7.	Joker's Wild	WHP-TV	7:30-8 M-F	Colbert	8

SALT LAKE CITY (48)

Rank	Show	Station	Time	Distributor	DMA Rating
1.	Tic Tac Dough	KSL-TV	6:30-7 M-F	Colbert	21
1.	M*A*S*H	KSL-TV	5-5:30 M-F	Fox	21
3.	M*A*S*H	KSL-TV	10:30-11 M-F	Fox	15
4.	PM Magazine	KUTV	6:30-7 M-F	Group W	13
5.	Joker! Joker! Joker!	KUTV	6:30-7 Sa	Colbert	12
5.	Hee Haw	KSL-TV	5-6 Sa	Yongestreet	12
7.	Muppet Show	KUTV	5-5:30 Su	ITC	11
8.	Happy Days Again	KUTV	5:30-6 M-F	Paramount	10
8.	Name That Tune	KUTV	6-6:30 Sa	Sandy Frank	10
8.	Best of Donny & Marie	KTVX	5-6 Su	Osmond Tv Sales	10

ALBANY-SCHENECTADY-TROY (49)

Rank	Show	Station	Time	Distributor	DMA Rating
1.	M*A*S*H	WTEN	5:30-6 M-F	Fox	17
2.	PM Magazine	WTEN	7-7:30 M-F	Group W	16
3.	Wild Kingdom	WRGB	6:30-7 Su	Bozell & Jacobs	15
3.	Family Feud	WRGB	7:30-8 M&Tu	Viacom	15
3.	Hollywood Squares	WRGB	6:30-7 Sa	Filmways	15
6.	Sha Na Na	WRGB	7:30-8 Th	Lexington	14
7.	Happy Days Again	WRGB	5-5:30 M-F	Paramount	12
7.	Guinness Game	WRGB	7:30-8 F	Fox	12
7.	Face the Music	WAST	7:30-8 M-F	Sandy Frank	12
10.	Hee Haw	WTEN	7-8 Sa	Yongestreet	11
10.	In Search Of	WRGB	7:30-8 Sa	Bristol-Myers	11
10.	Merv Griffin	WTEN	4-5:30 M-F	Metromedia	11

DAYTON (50)

Rank	Show	Station	Time	Distributor	DMA Rating
1.	Cross Wits	WHIO-TV	7:30-8 M-F	Metromedia	17
2.	Hee Haw	WHIO-TV	6:30-7:30 Sa	Yongestreet	13
2.	Muppet Show	WDTN	7:30-8 Sa	ITC	13
4.	Match Game PM	WHIO-TV	7:30-8 Sa	Victory	12
5.	Happy Days Again	WHIO-TV	5:30-6 M-F	Paramount	11
6.	Donahue	WDTN	9-10 M-F	Multimedia	9
7.	Bewitched	WHIO-TV	4:30-5 Tu	Columbia	8
7.	Mary T. Moore	WHIO-TV	5-5:30 M-F	Viacom	8
7.	Face the Music	WDTN	7:30-8 M-F	Sandy Frank	8
7.	Donahue	WDTN	6-7 Su	Multimedia	8
7.	Joker's Wild	WKEF	7-7:30 M-F	Colbert	8

Explanatory note

These syndicated show top tens for the top 26 through 50 markets are based on average designated market area household ratings as reported in the NSI sweeps books covering May 1 to 28. Ties are listed in order of total households reached.

The lists were compiled for ADVERTISING AGE by a broadcast research expert. If a show ran twice a day, it was considered twice for these rankings. Syndicated movies were not included. All times are local and p.m. unless marked a.m.

"PM Magazine" co-hosts Danielle Folquet and Mike Cerre break out the bubbly for their recent debut in the New York market. The show is currently running on more than 90 stations.

Domestic wines gain at expense of imports

By JOHN C. MAXWELL JR. and DONNA M. MATTEI

Wine industry sales in 1979 grew some 10.2% over 1978, raising per capita U.S. consumption to 2.17 gals. The domestic segment was up 13.8%, while imports fell 2%.

In the various categories of taxable removals, still wines continued as the largest force in the industry, with sales up 13.3% over 1978. Effervescent wines also maintained their growth, rising 7%. Vermouth and natural wines dropped in 1979, with respective losses of 11.3% and 8.5%.

Total industry taxable removals posted a gain of 10.3%, mostly accounted for by still wines, which captured some 85% of the 1979 total.

Domestic sweet wines continued to decline, dropping 26.7%. The domestic dry and sparkling segments registered respective volume gains of 6.2% and 5.1% from 1978 levels.

- E. & J. Gallo remained the premier U.S. wine producer with a gain of 5.3% in sales, but dropped more than a point in market share. The Wine Spectrum, which includes Taylor, Great Western, Sterling and Monterey, moved into fourth place with a gain of 20.2% over 1978. Strong increases were also posted by Gibson and Sonoma, with gains of 26.9% and 20.9%, respectively.

Imports in 1979 declined 2% from 1978. While Italian wines account for more than half of the import market (with a 52.8 percentage), they showed only a modest gain of 6.5%. This represented a severe shrinkage from Italian gains of previous years. The increased promotion received by Italian wines as well as their moderate prices, associated with good quality, are reasons for their continuing popularity in the U.S.

- French wines dropped 7.5% in 1979, but remained in second place with a market share of 16.5%. Due to high prices, we expect to see French wines continue to lose share. German wines showed the largest 1979 decline, dropping 14.9%. This was due partially to cold and rainy weather during the vines' flowering period, which results in underdevelopment. Smaller supplies of grapes may push prices up, causing U.S. consumers to turn further from German wines to lower-price imports and domestic vintages.

Spanish and Portuguese wines posted respective 1979 volume losses of 11.6% and 6.1%.

We look for continued growth in the U.S. wine industry for several reasons. As noted, domestic wine consumption reached 2.17 gals. per capita in 1979. Americans are just beginning to enjoy wine, and there is a tremendous potential for increased consumption. Higher levels of education, more women holding good jobs and increased travel abroad by Americans can positively influence the amount of wine consumed in the U.S.

Wines are also more defensive in times of economic stress in that they are often consumed with meals. Also, in more and more states, wine is becoming available in supermarkets. This could have a tremendous impact on sales because special trips to state stores or liquor stores would no longer be necessary.

Although we expect to see more purchasers of wine in the years ahead, we also expect those who already purchase wine to continue doing so at a higher rate. #

The writers are with Lehman Brothers Kuhn Loeb, New York.

Domestic wine market (Estimated sales, market shares)

(millions of gallons)

Rank			1978		1979		1978/79
1978	1979		Amount	% Total	Amount	% Total	Change
1	1	**E. & J. Gallo**	106.0	24.5%	111.6	23.4%	5.3%
2	2	**United Vintners**	54.7	12.7	54.4	11.4	(0.5)
3	3	**Almaden**	25.7	5.9	28.6	6.0	11.3
5	4	**Wine Spectrum**	13.2	3.1	15.9	3.4	20.2
4	5	**Paul Masson**	13.2	3.1	13.2	2.8	—
6	6	**Guild**	11.4	2.6	13.0	2.7	14.0
7	7	**Franzia Bros.**	10.3	2.4	11.7	2.5	13.6
9	8	**Sebastiani**	8.7	2.0	9.0	1.9	3.4
8	9	**Mogen David**	9.4	2.2	6.3	1.3	(33.4)
10	10	**Christian Bros.**	6.2	1.4	5.5	1.2	(10.0)
11	11	**C. K. Mondavi**	4.9	1.1	4.9	1.0	—
12	12	**Beringer**	3.4	0.8	3.5	0.7	2.9
15	13	**Gibson**	2.6	0.6	3.3	0.7	26.9
14	14	**Bronco**	2.9	0.7	2.9	0.6	—
13	15	**California Growers**	3.0	0.7	2.1	0.4	(30.0)
16	16	**Perelli-Minetti**	2.5	0.6	2.1	0.4	(16.0)
17	17	**Lamont**	2.5	0.6	2.0	0.4	(20.0)
18	18	**East-Side**	1.8	0.4	1.5	0.3	(16.7)
21	19	**Wente**	1.3	0.3	1.5	0.3	15.4
19	20	**Robert Mondavi**	1.7	0.4	1.4	0.3	(17.6)
20	21	**Giumarra**	1.4	0.3	1.4	0.3	—
22	22	**Weibel**	1.3	0.3	1.4	0.3	7.7
23	23	**Sonoma**	1.0	0.2	1.2	0.3	20.9
27	24	**Delicato**	0.6	0.1	1.0	0.2	66.7
24	25	**Brookside**	0.9	0.2	0.8	0.2	(11.1)
25	26	**Louis Martini**	0.7	0.2	0.8	0.2	14.3
26	27	**Mirassou**	0.7	0.2	0.7	0.1	—
28	28	**F. Korbel**	0.6	0.1	0.7	0.1	16.7
29	29	**San Martin**	0.5	0.1	0.7	0.1	40.0
30	30	**M&H**	0.1	—	0.2	—	100.0
31	31	**Concannon**	0.1	—	0.1	—	—
32	32	**Vie-del**	—	—	—	—	—
33	33	**Filice**	—	—	—	—	—
		Canandaigua	NA	NA	12.0	2.5	—
		Monarch	11.7	2.7	12.2	2.6	4.3
		Souverain Cellers	NA	NA	NA	NA	—
		Subtotal	305.0	70.5	327.6	68.6	7.4
		Other Domestic	34.3	7.9	58.4	12.2	70.3
		Total Domestic	339.3	78.4	386.0	80.8	13.8
		Imports	93.6	21.6	91.7	19.2	(2.0)
		Total	432.9	100.0%	477.7	100.0%	10.3%

NA-Not Available
Lehman Brothers research estimates

BERNARD D. KAHN

NEW YORK—Bernard D. Kahn, 58, head of the new product development consulting organization bearing his name, died of a heart attack here July 22.

A specialist in the development of product planning and new market identification, Mr. Kahn established his company in 1968 with Don Buckley, former creative director at Foote, Cone & Belding. The company was known for two years as Kahn/Buckley Associates and, in 1970, with Mr. Buckley's departure, became Bernard D. Kahn Associates.

Mr. Kahn joined Grey Advertising in 1958 as a copy group head from Ted Bates & Co. He was elected a vp in November, 1959, later became a Grey creative director and, in March, 1965, was named exec vp-creative services. He began his agency career in Philadelphia and moved to New York to serve at the old Milton Biow Co. and Lennen & Newell.

J. LUCIAN SMITH

ATLANTA—J. Lucian Smith, 61, retired president of Coca-Cola Co., died of a heart attack July 19 at Lake Lanier near his home here.

Mr. Smith joined Coca-Cola in 1940 in the company's bottling operation. He worked at a number of company-owned plants across the country and was named general manager-bottler sales in 1961. In 1965, he was appointed assistant marketing director for carbonated beverages. Two years later, he moved to Houston to organize the newly-acquired Duncan Foods business into the Coca-Cola Foods division.

Mr. Smith was named the first president of the foods division, which by then included Minute Maid. In 1971, he was named president of Coca-Cola USA, the domestic soft drink division, and president of Coca-Cola Co. in 1974. He retired from that post last August but remained as a director.

His early retirement last August was announced by chairman J. Paul Austin, and company officials noted then that Mr. Smith had a history of heart trouble. Mr. Smith did not comment on his abrupt departure, but there were reports that he left under pressure from Mr. Austin, who wanted to appoint a group of vice-chairmen from which the chairman's own successor would be selected. #

the advertising market place

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Car makers tell revival plans

By RALPH GRAY

DETROIT—Car makers will spend money on 1981 launch marketing as if they had it. Not even whopping losses will muffle the ad drums.

General Motors' F. James McDonald spoke for all when he said of GM, "I don't think we get nervous on ad budgets in economic downturns. That's probably when you need the most advertising. If you set up a good solid program, you've got to hold in there with them. We don't gyrate up and down because of economic downturns."

Downturn is a mild word for what's been happening. GM for the second quarter lost $412,000,000, Ford Motor Co. dropped $468,000,000, Chrysler Corp. lost $536,000,000 and American Motors Corp. dropped $85,000,000.

It's enough to blunt Detroit's eternal optimism. Mr. McDonald, exec vp for GM's North American automotive operations and probably the company's next president, forecast a "long, slow, gradual climb" out of the sales slump.

"We say May bottomed at 7,200,000 cars on an annualized basis. June saw a turn up to 7,800,000. I don't believe any of us think there will be a boom and sharp upturn," he said after a speech to the Management Briefing Seminar of the University of Michigan in Traverse City, Mich.

"Next year we [the auto industry] don't have to peddle floor mats and hood ornaments for the trunk. We have some real juice," Bennett Bidwell, vp car and truck group of Ford North American operations, earlier told the *Automotive News* World Congress in Dearborn, Mich.

"We have Chrysler's K-bodies [new compacts], GM's new J- cars [subcompacts due next spring] to go with their great X-bodies [1980 compacts] and Ford's new world cars, Escort and Lynx. Maybe we will never roll the imports back to the ocean, but we will roll somebody back somewhere for a change.

"We will light a candle and hopefully a fire and possibly a conflagration in the marketplace. Methinks we will recover by and by," Mr. Bidwell said.

Car sales so far this year are down 38%, and the import share has skyrocketed with concerns over fuel economy.

Fuel economy is central to everyone's marketing strategy, it appeared at both the World Congress and U. of M. seminar.

Chrysler's new corporate ad campaign this fall—with chairman Lee Iacocca still as spokesman—is "The American way to beat the pump." Jack Givens, director of

(Continued on Page 75)

Reagan's ad agency adds old teammate

By LEAH ROZEN and RICHARD L. GORDON

NEW YORK—The top command shift at Ronald Reagan's Campaign '80 ad agency here has allowed senior Reagan adviser Peter Dailey to replace a newcomer to his circle with an old ally from the 1972 Nixon campaign.

Former Norman, Craig & Kummel president Jack Savage resigned unexpectedly last week as exec vp-general manager of Campaign '80. The exec had been plucked from a job as advertising and marketing consultant to the Federal Trade Commission only a month ago to work on the campaign.

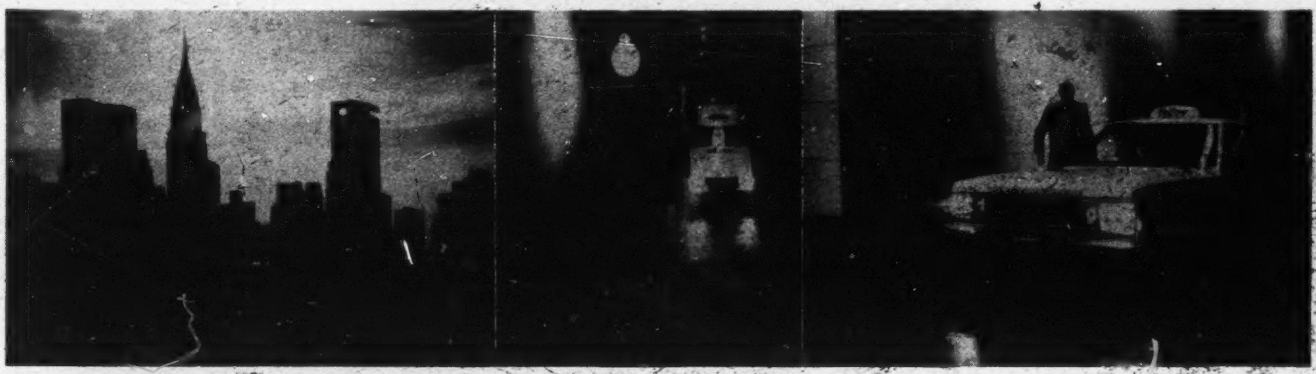
▪ His immediate replacement was another seasoned agency exec turned consultant, Richard T. O'Reilly, part of Mr. Dailey's November Group team that put together President Richard Nixon's 1972 campaign. Mr. O'Reilly will be president-general manager of the Reagan campaign.

Mr. Savage told ADVERTISING AGE that his job as general manager "was not what I expected it would be." But his departure was "amicable," he insisted, and there had been "no political differences, no differences in advertising thinking or strategy to date.

"We just had a difficult time trying to get it together among us all," he said when reached in Washington last week.

▪ In an earlier interview Mr. Savage had expressed surprise that he had been tapped for the Reagan campaign job (AA, June 30). While his ad business credentials are

(Continued on Page 75)



Bache says it beats the sun for its clients

Even before the sun comes up, Bache Halsey Stuart Shields, New York, is working to benefit its clients, says this new spot, which breaks today on the NBC-TV "Today Show" Money Matters segment. Actor Raymond Burr, in his first tv voiceover commercial role, describes Bache's "winning attitude." McCann-Erickson, New York, is the agency for the stock brokerage house.

McCann sued by car rental client

By RICHARD KREISMAN

CHICAGO—Lawyers for a group of Florida licensees of Budget Rent A Car have begun taking depositions in a suit charging that McCann-Erickson here failed to provide them with advertising services, resulting in a loss of profits.

The suit, filed in federal district court in Orlando by Budget Rent A Car Co. of Florida, master licensee for the state, accuses the agency of breach of contract and negligence in its handling of regional co-op ad dollars from September, 1978, to January, 1979. Although damages are not specified, a source close to the case called them "substantial."

McCann-Erickson and licensees had no comment on the case. Lawyers for both sides were not available. McCann also is agency for the national Budget account. Execs there also declined to comment, calling it a matter between McCann and the franchise group.

The suit charges that McCann-Erickson "failed to analyze and study ... marketing and promotional requirements and prepare advertising recommendations ... failed to plan, create, write and supervise the production of all advertising ... failed to order and contract for necessary space, time, talent and materials."

According to the complaint, the licensee and Budget Rent A Car Corp., Chicago, agreed to contribute a total of $65,000 to a regional ad fund administered by McCann-Erickson. The agreement specified that the licensee would not receive the money if it dropped McCann-Erickson as its agency.

The suit charges that as a result of McCann's actions, the licensees "lost income and profits that they would otherwise have derived directly" from the ad campaigns "had the appropriate advertising programs ... been placed ..."

"This is a highly unusual case," said Stephen Durchslag, a partner at Sidley & Austin, Chicago, and a specialist in marketing law. "I've never heard of a dispute over not providing services." Mr. Durchslag added the question of profits loss is purely speculative and difficult to prove.

However, another lawyer said breach of contract lawsuits on the part of a franchisor are not uncommon. Thomas A. Mass, a partner at Mass, Miller & Josephson, Chicago, who has represented both franchisors and agencies, also noted that loss of profit claims are hard to prove.

Since it fired McCann in early 1979, Budget Rent A Car of Florida, which controls franchises in Orlando, Tampa and Fort Lauderdale, has formed an in-house agency. The Florida franchisee spends more than $1,000,000 annually on advertising in local and national media, said one source.

The case moved to Chicago and St. Louis last week as lawyers took depositions from Morris Belzberg, president and chief executive officer of Budget Rent A Car, Meg Jacobson, vp-advertising and consumer marketing and Steve Maxwell, a former account exec at McCann, who now works at D'Arcy-MacManus & Masius, St. Louis. #

last minute news

Gleason named president of Treacher's

PHILADELPHIA—Jack Gleason has been named president of Arthur Treacher's Fish & Chips, a subsidiary of Mrs. Paul's Kitchens, succeeding Kenneth L. Horstmyer. Mr. Horstmyer, a former exec vp at Burger King, joined Treacher's in March. Mr. Gleason, founder and owner of a suburban Philadelphia restaurant called Fagleysville Inn, recently has been acting as a restaurant consultant to Mrs. Paul's. C&W, Chicago, is the Treacher's agency.

Lever Bros. tests Dimensions shampoo

NEW YORK—Lever Bros. is testing Dimensions shampoo in Albany via J. Walter Thompson Co. The product promises to get rid of the "scragglies" and make hair "shiny and healthy from end to end."

Tyree and Gardner opening agency

NEW YORK—Earl Tyree, former president of American Home Products' house agency and previously president of Glenbrook Labs, has opened an ad agency here with Ed Gardner, a former agency exec who, most recently, was vp-marketing of Bio-Products. Dr. H. James Barnum of Barnum Communications is an investor, and the new shop will have a

(Continued on Page 8)

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highlights

Monday, Aug. 4, 1980

From San Antonio to Waco-Temple, Arbitron markets 51 to 100, ABC, CBS and NBC have a major hold over tv. The analysis of the May sweeps continues with Part 2, story and tables on *Pages 60 and 61*.

Anheuser-Busch and Miller Brewing continued to increase share at the expense of other brewers in 1979. *See Page 4*.

Fox tv chairman sees a "point of no return" for the actors strike and is gearing up to produce for pay tv and home video markets. *See Page 6*.

Rums of Puerto Rico is taking a long-term look at the rum market and the revenues it brings to the island. *See Page 10*.

Marketers of 35mm cameras are turning to rebates, price reductions and styling changes in hopes of stemming sales declines. *See Page 12*.

ABC magazine audits still cause sparks. *See Page 14*.

BBDO's Allen Rosenshine and Norman Muse of Leo Burnett Co. are among those examining the creative picture at AD AGE Week. *See Page 20*.

Kitchens of Sara Lee account shifts to Benton & Bowles, Chicago, from New York. *See Page 36*.

Jack Honomichl looks at the U.S. auto industry—its current status and the events that led to the problems now facing the domestic car makers. *See Page 43*.

Jack. H. Grossman provides five checkpoints in marketing research that could help solve some sales or marketing problems. *See Page 51*.

Richard Douglas offers some financial tips on how to use a buying service. *See Page 51*.

Chasing the U.S. sports shoe market, Japan's Mizuno Corp., the world's second largest sporting goods marketer, plans a push through Curley-Bates Co. *See Page 54*.

With a predominantly vegetarian population in India and tradition-bound food habits, particularly in the major urban centers, the introduction of a soy product with its meatlike texture posed a special problem to marketers. *See Page 56*.

SmithKline agreed to sell off its stagnant Sea & Ski suncare line to satisfy government anti-trust objections, but will keep its recently acquired Eclipse suncare brands. *See Page 60*.

The FTC gives a final okay for co-op ads in free community and suburban papers. *See Page 64*.

The director of the British National Consumer Council told a recent World Future Society meeting in Toronto that home video information systems now coming onto the market are beset with economic and technical problems that will delay consumers' acceptance of them. *See Page 69*.

Helena Rubinstein surfaces in new reports and picks a media buyer. *See Page 73*.

The Revlon Touch, a computer that analyzes beauty needs, is set for Bloomingdale's, New York, and department stores in Minneapolis and Los Angeles. *See Page 76*.

The recession and red ink at *Inside Sports* sends Washington Post Co. second-quarter net income down from a year ago. *See Page 76*.

Section 2

What are the popular spirits of 1980 and how are marketers positioning the brews to meet the challenges of the new decade? These and other questions are explored in Section 2/Liquor, Beer and Wine marketing beginning opposite Page 40.

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FIGURES TO FILE

ARBITRON TV AFFILIATES
AND INDEPENDENTS
AUDIENCE SHARE (51-100) .60
BEER MARKET SHARE TREND .4

Vol. 51, No. 33—ADVERTISING AGE (ISSN 0001-8899) is published weekly, except semiweekly the third week in March, the second week in September at 740 Rush Street, Chicago, IL 60611. Second-class postage paid at Chicago and additional mailing addresses.

Share of the beer market trends

	1970	1975	1976	1977	1978	1979
Anheuser-Busch	18.1%	24.9%	20.9%	25.4%	28.3%	30.4%
Miller	3.4	8.2	11.9	15.3	19.4	24.5
Schlitz	10.5	14.0	14.5	12.9	11.4	9.8
Coors	5.3	7.9	8.6	8.2	7.8	8.1
Pabst	8.3	7.9	8.7	8.1	7.5	7.1
Heileman	1.9	2.6	3.1	3.7	4.1	6.0
Olympia	4.3	4.0	4.2	4.0	3.9	4.0
Schaefer	4.3	3.5	3.1	2.8	2.2	1.8
Genesee	0.8	0.9	1.2	1.3	1.4	1.5
Pittsburgh	0.5	0.4	0.4	0.3	0.3	0.3
Total	57.5%	74.4%	76.7%	81.9%	86.2%	93.5%
Total Top 5 (1979)	45.6%	63.0%	64.7%	69.9%	74.4%	79.9%
Total (A-B & Miller)	21.5%	33.2%	32.8%	40.7%	47.7%	54.9%
Total (Schlitz, Coors, Pabst)	24.1%	29.8%	31.9%	29.2%	26.7%	25.0%
Total, 6th-10th companies	9.9%	11.4%	12.0%	12.0%	11.8%	13.6%

Source: Company records and *Impact* calculations

Leading imports—estimated '79 sales

Rank	Brand*	Country of Origin	1979 Sales (Million Gallons)	% of Import	% of Total U.S. Beer Sales
1	HEINEKEN	Netherlands	56	40.7%	1.08%
2	MOLSON	Canada	22	16.0	0.42
3	LABATT	Canada	14	10.2	0.27
4	DOS EQUIS	Mexico	7	5.1	0.13
5	BECK	Germany	6	4.4	0.12
6	GUINESS	Ireland	3	2.2	0.06
7	FOSTER	Australia	2	1.5	0.04
7	ST. PAULI GIRL	Germany	2	1.5	0.04
9	CARTA BLANCA	Mexico	2	1.5	0.04
10	MOOSEHEAD	Canada	2	1.5	0.04
	Total		116	84.2%	2.24%
	All imports		137.7	100.0%	2.65%

Source: Industry sources, *Impact* estimates

*Includes all brands imported by company

A-B, Miller brews continue to barrel ahead

NEW YORK—The startling market share growth of Anheuser-Busch and Philip Morris' Miller Brewing between 1970 and 1979 spells future bad news for smaller breweries, a just-released beer study indicates.

The giant rivals last year accounted for a combined 55% share of the 171,800,000 barrel market, a gain of 34% over their 21% combined share in 1970, according to *Impact* newsletter's "American Beer Market Review & Forecast" edition.

In contrast, the next three largest brewers, Schlitz, Coors and Pabst, "only increased their combined share of the market since 1970 a bare 0.9% to 25%," the study notes.

- With the industry's growth pegged at a moderate 3.4%, compared with 5.4% in 1977 and 4.3% in 1978, the study concludes that "growth of major brewers will have to be at the expense of other lesser brewers and will lead to an environment of product segmentation and proliferation. While the total number of brands will decrease as more smaller brewers close their doors, the number of brands controlled by major breweries will increase. In the 1980s, the name of the brewing game will be segmentation, advertising and marketing."

The study points out that while Miller Brewing still is enjoying better barrelage growth, "It appears that Anheuser-Busch has the greater strength because of its broad line of well-positioned brands. A-B, the nation's No. 1 brewer, markets Budweiser, Michelob, Michelob Light, Busch Premium, Busch Bavarian, Natural Light and is test marketing Wurzburger, an import. Miller Brewing, the nation's second largest brewer, has Miller High Life, Lite and Lowenbrau, and is experimenting with a German import, Munich Oktoberfest.

A-B's market share last year rose to 30.4% from 28.3% in 1978. Miller's rose sharply to 24.5%, compared with 19.4% the previous year. The Miller growth is even more dramatic when one considers that the brewery only had held a 3.4% market share when it was acquired by Philip Morris in 1970.

Miller's 1979 advertising outlay totaled $75,000,000, compared with $87,300,000 for A-B. The total invested by the industry for advertising last year was $370,000,000.

- The study notes that imported beers, led by Heineken (Van Munching & Co.), surpassed malt liquors as the fifth largest of six beer categories in 1979. Imports shipped 4,400,000 barrels of beer to the U.S. last year, up 25.7% over the previous year.

Copies of the 60-page study, which contains more than 40 tables, are available at $75 each from Tasco Publishing Corp., 305 E. 53rd St., New York 10022. #

Arbitron TV affiliates and independents audience share

Rankings spotlight daypart rivalry in markets 51-100

SAN ANTONIO (51)

Station (Ranked by sign-on to sign-off share)	Sign-on Sign-off	Prime	Access	Early fringe
KSAT-TV (A)	33	31	40	23
KENS-TV (C)	32	32	17	34
KMOL-TV (N)	25	27	31	32
KWEX-TV	6	8	3	6

FLINT-SAGINAW-BAY CITY (52)

Station (Ranked by sign-on to sign-off share)	Sign-on Sign-off	Prime	Access	Early fringe
WNEM-TV (N)	36	34	42	35
WJRT-TV (A)	29	29	15	26
WEYI-TV (C)	13	17	22	15
WJIM-TV (C) (Lansing)	4	6	4	3

GREENSBORO-WINSTON SALEM-HIGH POINT (53)

Station (Ranked by sign-on to sign-off share)	Sign-on Sign-off	Prime	Access	Early fringe
WFMY-TV (C)	35	34	27	30
WGHP-TV (A)	26	28	37	29
WXII-TV (N)	24	25	15	23
WBTV (C) (Charlotte)	3	3	5	4

WICHITA-HUTCHINSON (54)

Station (Ranked by sign-on to sign-off share)	Sign-on Sign-off	Prime	Access	Early fringe
KARD-TV (N)	29	29	38	35
KAKE-TV (A)	29	29	36	30
KTVH (C)	28	30	15	20

LITTLE ROCK (55)

Station (Ranked by sign-on to sign-off share)	Sign-on Sign-off	Prime	Access	Early fringe
KATV (A)	32	33	39	34
KARK-TV (N)	32	31	25	34
KTHV (C)	26	28	22	20

TOLEDO (56)

Station (Ranked by sign-on to sign-off share)	Sign-on Sign-off	Prime	Access	Early fringe
WTOL-TV (C)	31	31	22	30
WTVG (N)	30	29	39	29
WDHO-TV (A)	22	25	16	21
WKBD (Detroit)	4	1	11	4

TULSA (57)

Station (Ranked by sign-on to sign-off share)	Sign-on Sign-off	Prime	Access	Early fringe
KTUL-TV (A)	34	33	38	37
KOTV (C)	25	28	20	25
KTEW (N)	25	23	25	21

SHREVEPORT-TEXARKANA (58)

Station (Ranked by sign-on to sign-off share)	Sign-on Sign-off	Prime	Access	Early fringe
KSLA-TV (C)	32	34	34	36
KTBS-TV (A)	28	27	33	25
KTAL-TV (N)	20	23	17	14
KLTV (A/N) (Tyler)	4	3	3	4

KNOXVILLE (59)

Station (Ranked by sign-on to sign-off share)	Sign-on Sign-off	Prime	Access	Early fringe
WBIR-TV (C)	37	36	34	39
WATE-TV (A)	27	27	32	27
WTVK (N)	16	18	11	13

MOBILE-PENSACOLA (60)

Station (Ranked by sign-on to sign-off share)	Sign-on Sign-off	Prime	Access	Early fringe
WKRG-TV (C)	37	36	44	33
WEAR-TV (A)	30	29	35	36
WALA-TV (N)	20	24	10	17
WLOX-TV (A) (Biloxi)	4	4	3	3
WTBS (Atlanta)	3	2	2	4

ROANOKE-LYNCHBURG (61)

Station (Ranked by sign-on to sign-off share)	Sign-on Sign-off	Prime	Access	Early fringe
WDBJ-TV (C)	36	34	34	33
WSLS-TV (N)	27	27	31	23
WSET-TV (A)	17	19	12	19
WFMY-TV (C) (Greensboro)	3	3	2	4
WXII-TV (N) (Winston-Salem)	3	3	4	4

DES MOINES (62)

Station (Ranked by sign-on to sign-off share)	Sign-on Sign-off	Prime	Access	Early fringe
KCCI-TV (C)	34	32	44	32
WHO-TV (N)	29	27	25	29
WOI-TV (A)	22	26	16	24

SYRACUSE (63)

Station (Ranked by sign-on to sign-off share)	Sign-on Sign-off	Prime	Access	Early fringe
WSTM-TV (N)	31	29	23	28
WTVH (C)	28	28	43	30
WIXT (A)	23	25	14	25

RICHMOND (64)

Station (Ranked by sign-on to sign-off share)	Sign-on Sign-off	Prime	Access	Early fringe
WTVR-TV (C)	36	35	28	30
WXEX-TV (A)	26	28	30	27
WWBT (N)	28	30	34	35

OMAHA (65)

Station (Ranked by sign-on to sign-off share)	Sign-on Sign-off	Prime	Access	Early fringe
WOWT (C)	31	31	30	34
KETV (A)	29	31	15	18
KMTV (N)	27	27	43	30
KOLN-TV (C) (Lincoln)	3	2	4	6

JACKSONVILLE (66)

Station (Ranked by sign-on to sign-off share)	Sign-on Sign-off	Prime	Access	Early fringe
WJXT (C)	43	35	37	44
WTLV (A)	24	25	33	27
WJKS-TV (N)	20	26	18	15

GREEN BAY (67)

Station (Ranked by sign-on to sign-off share)	Sign-on Sign-off	Prime	Access	Early fringe
WBAY-TV (C)	31	30	29	33
WFRV-TV (N)	30	31	42	33
WLUK-TV (A)	27	30	19	13
WLUC-TV (C/A/N) (Marquette)	3	3	2	3

ROCHESTER (68)

Station (Ranked by sign-on to sign-off share)	Sign-on Sign-off	Prime	Access	Early fringe
WOKR (A)	31	30	33	31
WHEC-TV (C)	25	26	19	22
WROC-TV (N)	21	24	21	18
WUHF-TV	13	10	8	19

FRESNO (69)

Station (Ranked by sign-on to sign-off share)	Sign-on Sign-off	Prime	Access	Early fringe
KFSN-TV (C)	26	24	32	34
KMJ-TV (N)	23	27	15	17
KJEO (A)	21	27	13	15
KMPH-TV	15	9	24	22
KBAK-TV (A) (Bakersfield)	3	3	4	2

DAVENPORT-ROCK ISLAND-MOLINE (70)

Station (Ranked by sign-on to sign-off share)	Sign-on Sign-off	Prime	Access	Early fringe
WOC-TV (N)	31	30	24	26
WQAD-TV (A)	27	26	31	23

(Continued on Page 61)

Nets dominate in markets 51 through 100

By MAURINE CHRISTOPHER

NEW YORK—Television is pretty much ABC, CBS and NBC's world out there in Arbitron markets 51 through 100. That conclusion jumped off the page when audience share rankings for those cities were put together by a broadcast researcher for ADVERTISING AGE.

This is part two of the May sweeps share analysis. An earlier story covered markets 1-50 and presented a somewhat different picture with more independents fighting for viewers (AA, June 30). Part three will wind up this series with markets 101-150.

From San Antonio to Waco-Temple the stations in each Arbitron area of dominant influence are ranked in terms of sign-on to sign-off household shares. Home shares for prime, access and early periods also are included in this report.

The May sweeps are among the material most buyers will consult when making their purchases for fall. They cover diary reports for viewing for April 30 to May 27.

▪ The overriding conclusion to be drawn from these tables: The potency of the Big 3 commercial over-the-air networks remains awesome across the country. The dominance of the three giants stands out even more in these markets with their dearth of local indies or reported distant indies than it did in the case of the first 50 markets covered in the earlier article.

The home town ABC, CBS or NBC affiliates took the No. 1, 2 and 3 positions in varying order in all markets up to 100 for full-day shares. But network popularity fluctuates widely across the land.

Fragmentation in these markets came more from overlapping network affiliates turning up in the same a.d.i. than from independents. In the May Arbitron report there were no indies registering a three sign-on to sign-off share in 17 of markets 51 through 100; this was the cutoff point for inclusion in the market-by-market tables.

Stations chalking up the most enviable numbers sign-on to sign-off were KYTV (NBC), Springfield, Mo., 47; WIS-TV (NBC), Columbia, S.C., 46; KELO-TV (CBS), Sioux Falls, 44; WJXT (CBS), Jacksonville, 43; WCYB-TV (NBC), Bristol-Kingsport, 40, and KOLN-TV (CBS), Lincoln-Hastings-Kearney, both with 40.

Among the outstanding prime time averages for the month: 41, KELO-TV (CBS), Sioux Falls; 39, KYTV-TV (NBC), Springfield, Mo.; 38, WCYB-TV, Bristol; 37, WBIR-TV (CBS), Knoxville and WAFB-TV (CBS), Baton-Rouge; 36, WKRG-TV (CBS), Mobile-Pensacola, KOLN-TV (CBS), Lincoln, Neb., and WKYT-TV (CBS), Lexington, Ky.

WIS-TV outranked its competition in all four columns, with a 40 in prime, 65 in access and 47 in early fringe. Access in many markets dramatically demonstrated the importance of program choice. WIS-TV won the network lead-in access period with ITC's Muppets on Monday, playing with four days of "Happy Days Again" from Paramount.

In San Antonio, KSAT-TV chalked up a 40 access share with "PM Magazine" from Group W. WNEM-TV, Bay City, scored 42 with "M*A*S*H" five days a week. KCCI-TV, Des Moines, pulled a 44 audience access share with "M*A*S*H" Monday through Thursday and a Friday press conference. "M*A*S*H" Monday through Thursday and "Hee Haw" from Yongestreet drew a 44 for WKRG-TV in Mobile-Pensacola.

The only satellite-imported superstation showing up far from home in these lists was WTBS, Atlanta. Now being fed by Satcom I to more than 8,000,000 cable homes throughout America, WTBS rated well enough in the Arbitron diaries to make the lineup in four cities in this analysis.

A three was reported for WTBS in Pensacola, Chattanooga and West Palm Beach. The Turner Broadcasting station pulled a four full telecast day share in Huntsville-Decatur-Florence. The best part of the Huntsville-Decatur tv audience pie was split by five major net affiliates—two each for NBC and ABC, but CBS' WHNT-TV was way ahead in access and, with a 42 share, comfortably in front of all the other categories.

Six affiliates had reportable audiences in the West Palm Beach market—two for each major net. In this case, the comfortable leader was WPTV, West Palm Beach, an NBC station, which drew a 51 share in access time by stripping 20th Century-Fox' "M*A*S*H."

WUHE-TV, a uhf station started only last year, had established itself well enough to be a noticeable No. 4 in the Rochester, N.Y., market with a 13 full telecast day share. That's high enough to place among the country's leading indies in that category. #

Arbitron TV affiliates and independents audience share

Rankings spotlight daypart rivalry in markets 51-100

(Continued from Page 60)

Station (Ranked by sign-on to sign-off share)	Sign-on Sign-off	Prime	Access	Early fringe
WHBF-TV (C)	25	28	30	32
CHATTANOOGA (71)				
WTVC (A)	30	27	17	27
WDEF-TV (C)	28	29	25	30
WRCB-TV (N)	27	29	38	27
WTBS (Atlanta)	3	3	3	3
SPRINGFIELD-DECATUR-CHAMPAIGN (72)				
WCIA (C)	32	28	41	27
WICS-TV (N)	25	28	13	27
WAND (A)	25	27	29	27
SPOKANE (73)				
KHQ-TV (N)	29	29	47	37
KXLY-TV (A)	28	28	20	20
KREM-TV (C)	25	25	19	24
PORTLAND-POLAND SPRING (74)				
WCSH-TV (N)	30	26	26	22
WGAN-TV (C)	24	22	21	40
WMTW-TV (A)	20	23	25	14
WABI-TV (C) (Bangor)	3	3	4	4
ALBUQUERQUE (75)				
KOAT-TV (A)	35	32	37	30
KOB-TV (N)	27	30	23	35
KGGM-TV (C)	26	26	24	26
PADUCAH-CAPE GIRARDEAU-HARRISBURG (76)				
KFVS-TV (C)	37	33	40	40
WPSD-TV (N)	34	33	33	34
WSIL-TV (A)	12	17	8	11
WEST PALM BEACH (77)				
WPTV (N)	32	27	51	34
WPEC (A)	20	25	9	13
WTVJ (C) (Miami)	15	16	9	18
WCKT (N) (Miami)	8	6	14	11
WPLG (A) (Miami)	7	6	7	8
WTVX (C) (Fort Pierce-Vero Beach)	6	6	3	7
WTBS (Atlanta)	3	3	1	4
JOHNSTOWN-ALTOONA (78)				
WJAC-TV (N)	34	31	27	29
WTAJ-TV (C)	32	32	28	29
WTAE-TV (A) (Pittsburgh)	11	15	11	12
KDKA-TV (C) (Pittsburgh)	4	5	10	8
WOPC (A)	—	—	—	—
CEDAR RAPIDS-WATERLOO (79)				
KWWL-TV (N)	30	30	36	25
WMT-TV (C)	30	26	34	32
KCRG-TV (A)	28	30	19	32
JACKSON, MISS. (80)				
WLBT (N)	34	31	36	42
WJTV (C)	28	31	31	24
WAPT-TV (A)	14	15	14	13
WABG-TV (A) (Greenwood-Greenville)	5	6	2	3
KNOE-TV (C) (Monroe-West Monroe, La.)	4	3	1	3
YOUNGSTOWN (81)				
WKBN-TV (C)	31	29	42	40
WFMJ-TV (N)	22	23	14	13
WYTV (A)	21	24	14	18
WEWS (A) (Cleveland)	6	4	6	5
WJKW-TV (C) (Cleveland)	3	2	3	3
WKYC-TV (N) (Cleveland)	3	3	2	3
SOUTH BEND-ELKHART (82)				
WNDU-TV (N)	28	29	38	28
WSBT-TV (C)	26	28	19	25
WSJV-TV (A)	24	27	20	11
WGN-TV (Chicago)	5	2	4	4
WHME-TV	3	1	5	8
SPRINGFIELD, MO. (83)				
KYTV (N)	47	39	57	48
KOLR-TV (C)	28	34	26	25
KMTC (A)	10	13	5	9
BRISTOL-KINGSPORT-JOHNSON CITY (84)				
WCYB-TV (N)	40	38	36	40
WJHL-TV (C)	32	34	37	29
WKPT-TV (A)	9	12	6	10
WBIR-TV (C) (Knoxville)	3	3	2	3
LINCOLN-HASTINGS-KEARNEY (85)				
KOLN-TV (C)	40	36	36	44
KHGI-TV (A)	19	22	26	17
KHAS-TV (N)	12	13	10	10
KETV (A) (Omaha)	8	9	5	4
KMTV (N) (Omaha)	6	7	11	6
SPRINGFIELD, MASS. (86)				
WGGB-TV (A)	32	34	33	28
WWLP (N)	28	25	30	28
WFSB-TV (C) (Hartford)	20	23	17	18
WVIT (N) (New Britain-Hartford)	4	4	3	7
PEORIA (87)				
WEEK-TV (N)	29	29	38	33
WRAU-TV (A)	27	28	25	30
WMBD-TV (C)	24	25	18	19
WCIA (C) (Champaign)	4	4	5	4
EVANSVILLE (88)				
WTVW (A)	35	34	26	30
WFIE-TV (N)	27	26	37	28
WEHT-TV (C)	23	26	24	31
LEXINGTON (89)				
WKYT-TV (C)	36	36	55	42
WLEX-TV (N)	32	30	22	31
WTVQ-TV (A)	16	21	4	10
TUCSON (90)				
KVOA-TV (N)	30	29	29	33
KGUN-TV (A)	26	29	40	18
KOLD-TV (C)	24	25	10	23
KZAZ-TV	9	7	9	15
LANSING (91)				
WJIM-TV (C)	32	32	25	31
WILX-TV (N)	26	27	27	21
WJRT-TV (A) (Flint)	10	13	5	3
WKBD-TV (Detroit)	6	2	15	8
WOTV (N) (Grand Rapids)	5	4	5	7
WUHQ-TV (A) (Battle Creek-Kalamazoo)	4	5	—	3
WXYZ-TV (A) (Detroit)	4	4	3	7
WKZO-TV (C) (Kalamazoo)	3	2	5	7
BATON ROUGE (92)				
WBRZ (A)	36	34	34	44
WAFB-TV (C)	35	37	40	24
WRBT (N)	18	21	18	19
FARGO (93)				
WDAY-TV (N)	37	33	16	35
KXJB (C) (Valley City)	27	30	38	28
KTHI-TV (A)	20	22	37	31
FORT WAYNE (94)				
WPTA (A)	28	29	28	24
WANE-TV (C)	27	28	33	24
WKJG-TV (N)	21	24	13	17
WFFT-TV	12	8	14	24
SIOUX FALLS-MITCHELL (95)				
KELO-TV (C)	44	41	40	44
KSFY-TV (N)	32	32	30	27
KXON-TV (A)	10	14	9	10
KCAU-TV (C) (Sioux City)	3	4	8	4
HUNTSVILLE-DECATUR-FLORENCE (96)				
WHNT-TV (C)	33	34	42	27
WAAY-TV (A)	28	29	32	26
WAFF-TV (N)	14	17	8	20
WOWL-TV (N) (Florence)	6	6	3	6
WBRC-TV (A) (Birmingham)	4	3	7	6
WTBS (Atlanta)	4	3	3	3
COLUMBIA, S.C. (97)				
WIS-TV (N)	46	40	65	47
WLTX-TV (C)	16	20	12	14
WOLO-TV (A)	13	17	6	12
WBTW (C/A) (Florence)	4	4	2	6
WCSC-TV (C) (Charleston)	3	2	1	3
BURLINGTON-PLATTSBURGH (98)				
WCAX-TV (C)	39	35	35	38
WPTZ (N)	23	22	27	20
WEZF-TV (A)	11	14	13	11
WMTW-TV (A) (Poland Spring)	7	6	11	8
AUSTIN (99)				
KTBC-TV (C)	33	30	30	25
KVUE-TV (A)	30	30	37	31
KTVV-TV (N)	22	25	14	22
KSAT-TV (A) (San Antonio)	3	2	3	4
WACO-TEMPLE (100)				
KWTX-TV (A/C)	37	35	35	36
KCEN-TV (N/C/A)	26	29	26	16
KTBC-TV (C) (Austin)	6	10	3	3
KTVT (Fort Worth-Dallas)	4	3	2	6
WFAA-TV (A) (Dallas-Fort Worth)	3	2	4	4

These are the May sweeps household audience share average for the area of dominant influence for the full telecast day, prime time, access and early fringe in markets 51 through 100. The figures were compiled for ADVERTISING AGE from the Arbitron books by a veteran tv researcher. Markets are listed in total tv households rank order and stations in the order of their sign-on to sign-off ranking in each market.

In EDT and PDT areas, prime time is 8 p.m. to 11 p.m., seven days a week. Access time is Monday-Friday, 7:30 p.m. to 8 p.m., and early fringe is Monday-Friday, 4:30 p.m. to 7:30 p.m. In CDT and MDT zones, each is one hour earlier. The Arbitron book notes that some stations are on the air longer than others.

Initials in parentheses indicate network affiliation with ABC, CBS or NBC; stations without initials are indies.

These lists include local network affiliates and share runners-up in each market whether local or indies or distant station, affiliates or independent. Not all stations are listed. A blank under any column means not reported.

8/12/80 C 2710-1

Advertising Age

50 YEARS 1930-1980

$1 a Copy; $40 a Year · The International Newspaper of Marketing • In Two Sections. Section 1. · August 11, 1980

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New ads, new cities

The superpremium beer from Adolph Coors Co., Herman Joseph's 1868, is getting a new campaign as three new test sites (Albuquerque, Tucson and Odessa/Midland, Tex.) open up. It replaces an earlier "big night" effort (AA, May 19) in other Texas and California tests, too, beginning Aug. 18, via Ted Bates & Co.

NEW HERMAN JOSEPH'S. A BEER TO REMEMBER.

K-C picks Anyday to fight J&J lead

By JENNIFER ALTER

CHICAGO—Kimberly-Clark Corp. will launch Anyday Pantiliners, under its New Freedom brand, nationally next month with a network tv, consumer magazine and sampling drive breaking in mid-October.

Anyday Pantiliners, to be shipped Sept. 1, are similar to K-C's Kotex Lightdays Pantiliners, but they are said to be more absorbent and slightly heavier than that product, launched in 1975 with $3,000,000 in ad support.

Observers believe Anyday is K-C's attempt to gain the share it never attained with Lightdays. Soon after the Lightdays introduction, Johnson & Johnson countered with Carefree Pantishields, which met with a more enthusiastic reception, sources report.

Anyday, as its name suggests, will be recommended as a liner for use any day. It will be marketed in boxes of 16, 30 and 48. The target audience is similar to that pegged by Carefree—upscale career women, highly educated and on the go, with an unstated characteristic of sexual activity (the development project was code-named "Operation Score").

▪ To reach this group, the introductory media plan includes ads in November issues of *Cosmopolitan*, *Glamour* and *Vogue*. Ads also will run in shelter books, such as *Better Homes & Gardens* and *Good Housekeeping*, and in general in-

(Continued on Page 74)

Media Corp. sold; creditors in dark

By LOUIS A. FANELLI

NEW YORK—Nearly one year to the day after Media Corp. of America announced that it owed media more than $13,000,000, but expected to stay in business, the media buying service filed for reorganization under Chapter 11 of the Bankruptcy Act.

Although those following the troubled company expressed little surprise over this development, more than a few eyebrows and questions were raised when court papers, filed here Aug. 1, revealed the company is being purchased.

The new owner, Delbert W. Coleman, a Chicago investor and president of Enness Realty Corp., Chicago, has agreed to put up $200,000 in what appears to be the purchase price. According to his lawyers, $100,000 will be used to help repay creditors, and the additional $100,000 will be used as a capital investment in the company.

▪ The $100,000 that will be distributed among creditors is little more than a token, however, since Main Lefrentz & Co., accountants for Media Corp.'s creditors' committee, said that current outstanding debts to creditors amount to approximately $7,500,000.

A number of sources, who asked not to be identified, speculated that Mr. Coleman's purchase of MCA was specifically engineered as a tax write-off. The tax advantage on a $7,500,000 loss—the money owed creditors—could be approximately $3,750,000.

While little is known here about Mr. Coleman, he is said to have dealings in Chicago and Las Vegas real estate and to have been involved in an unsuccessful attempt to purchase the Aladdin Hotel in Las Vegas. Repeated attempts to contact Mr. Coleman were unsuccessful.

The list of creditors still owed money by Media Corp. reads like a "Who's Who in Media" list. Among the 20 largest creditors are Metromedia Inc., owed $105,851; Pacific Outdoor Advertising, owed $153,000; *People* magazine, about $114,000; *TV Guide*, approximately $117,000; *Penthouse* International, $31,304, and Metro Sunday Newspapers, $39,084. Jointly, the 20 creditors are owed approximately $850,000. In all, there are some 2,600 creditors.

Under a payment plan first worked out by Albert B. Shepard, president of Media Corp., and its creditors committee last August, Mr. Shepard agreed to personally guarantee 8% of the outstanding debt, payable over a three-year period. Now, with the first payment due this winter, the bankruptcy filing may make it even more difficult for creditors to collect.

Reached by telephone, Mr. Shepard refused comment on the Chapter 11 petition or the part Mr. Coleman is playing in the company. He is apparently conducting business at the Media Corp. ad-

(Continued on Page 74)

Convention-al tv

Affiliates competing, but nets don't mind

By COLBY COATES

NEW YORK—For many practitioners of television news, the 1980 presidential conventions are watershed events, marking the passing of the film and land-line news era while firmly establishing a new age of electronic journalism and satellite distribution.

Nowhere is this changing face of tv news more apparent than at the local station level where news directors, fully aided and abetted by their respective networks, are going after major national and international stories, but reporting them from a hometown perspective. The conventions are prime examples.

"Local coverage like this only adds to the network coverage so we certainly don't view it as a competitive situation," said David Burke, vp-assistant to the president, ABC News. "Strong coverage helps the local product, which certainly is to the network's benefit."

▪ Because of the obvious national importance of the presidential conventions and the availability of the electronic gear, the 1980 conventions are setting new standards in intensive locally oriented coverage—and in attracting more journalists than delegates. At the opening of the Democratic convention here this week, the radio and tv gallery of the 1980 Democratic Committee expected more than 3,000 broadcast reporters representing 400-plus organizations. Over-all, more than 11,000 news-connected personnel will be on hand.

At the 1976 Democratic gathering, also in New York, 2,000 broadcast reporters showed up. Four years ago the Republicans attracted approximately 1,500 broadcast reporters, compared to the 2,300-plus on hand in Detroit for Ronald Reagan's moment of glory.

▪ All this comes as no surprise to Philip McHugh, chairman, McHugh & Hoffman, the network and local news consultancy. "Now that the technology and satellites are available, local stations are able to personalize a convention," he said. "The idea is to let the local viewers know what their delegates

(Continued on Page 74)

NEWSPAPER

3

last minute news

P&G tests Ivory shampoo as lower-price entry

CINCINNATI—Procter & Gamble Co. will move Ivory shampoo into test in St. Louis next month in 7-oz. and 16-oz. white bottles, in normal-to-dry and oily formulas. Supported by tv breaking Sept. 29 and couponing, Ivory will be positioned as a lower-price brand. Agency not determined. P&G's Head & Shoulders conditioning formula shampoo, after a year-long St. Louis test, will go national late this month with tv and couponing beginning Oct. 12. TLK, Chicago, handles.

MacDougall departs own shop for SSC&B posts

NEW YORK—Malcolm MacDougall, exec vp-director of creative services and co-founder of the Boston-based Humphrey Browning MacDougall agency, is joining SSC&B here Sept. 2 as exec vp-creative director, director and executive committee member. He'll report to his former BBDO associate, John Bergin, SSC&B vice-chairman and director of creative services.

Case & McGrath, Jordan talking merger

NEW YORK—James Jordan Inc. and Case & McGrath, billing $40,000,000 and $42,000,000, respectively, are engaged in merger talks. The proposed marriage would set up an account conflict involving National Distillers' brands at Case and Kobrand Corp.'s Beefeater gin at Jordan. Sources close to the negotiations said Beefeater would be retained should the merger go through.

Marschalk's Wainwright named Bloom chairma

DALLAS—C. Anthony Wainwright, former exec vp-general manager, Marschalk, New York, has been named chairman-ceo of the Bloom

(Continued on Page 8)

highlights

Monday, Aug. 11, 1980

In the third and last part of a 150-market analysis of audience share, ADVERTISING AGE looks at syndicated fare in markets 101 through 150, Colorado Springs to Albany, Ga., as reported in the May Arbitrons, on *Pages 56 and 58*.

Horror pictures are set to glut the Halloween market, and major studios lurk behind the trend. *See Page 4*.

McCann-Erickson, Chicago, denies breach of contract and negligence charges in a pending lawsuit between the agency and a group of Florida licensees of Budget Rent A Car. *See Page 6*.

"Donahue" to "Today" rumors pace the fact and fancy flowing from NBC. *See Page 10*.

The microwave oven will heat up markets in Mexico and Brazil as Litton Microwave expands its Latin America sales efforts. *See Page 12*.

The nation's chemical industry battles its own image problem. *See Page 14*.

Five "independent" Reagan for President Committees are gearing up for big-dollar ad campaigns this fall. *See Page 24*.

International Talent Negotiators adds a sports unit as it pursues stars for many areas besides advertising. *See Page 37*.

Essence magazine enters the direct market field with a clothing and housewares catalog, and its two top executives discuss the magazine's 10-year history and plans. *See Page 34*.

Washington editor Stanley E. Cohen and associate editor Richard L. Gordon interview Robert E. Lee, senior member (in terms of years) of the Federal Communications Commission, on television licensing, the equal time act and cable. *See Page 41*.

Hooper White lists seven courses of action that can be taken during commercial production that are sure to add to costs—but not value. *See Page 45*.

Alan Eirinberg looks at a home banking system being tested in Miami and some systems that are scheduled for tests in other major markets across the U.S. *See Page 48*.

Down under Diarist Henry Mendelson reports on trade union ad campaigns, fm radio problems, Robin Hood and Friar Tuck among other subjects. *See Page 49*.

Purring like a Rolls, J. Walter Thompson Co. has motored smoothly back into the lead as Britain's top agency. *See Page 52*.

Displaying new products is the purpose behind ADVERTISING AGE Week's Idea Display Center, Aug. 19 to 21 in Chicago. *See Page 63*.

Norton Simon Inc. may be considering sale of Hunt-Wesson and Canada Dry. *See Page 65*.

Bag-a-Bug trap uses sex to lure the Japanese beetle to his death. *See Page 66*.

David Auchincloss resigns as exec vp at Newsweek Inc. *See Page 71*.

Family Circle fights slumping sales with new ad rate plans. *See Page 75*.

FTC investigates Procter & Gamble sales practices for possible violation of the Robinson-Patman Act. *See Page 78*.

Wall Street Final publisher Michael Goldstein, his new paper not yet two months old, already plans to start a second daily. *See Page 78*.

Section 2

The nation may be what it eats, but that is little consolation for some in the food service industry who are faced with the tangle of recession. Yet, as Section 2/Food Service notes this week, companies are sharpening their marketing strategies to ward off the hard times. This and other views of the $110 billion-plus industry begin opposite Page 40.

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ARBITRON AUDIENCE SHARE RANKINGS IN MARKETS 101-150 56

Vol. 51, No 34—ADVERTISING AGE (ISSN 0001-8899) is published weekly, except semiweekly the third week in March, the second week in September at 740 Rush Street, Chicago, IL 60611. Second-class postage paid at Chicago and additional mailing addresses.

Top 30 advertisers in food service publications

1979

1979 Rank	Advertiser	Pages 1979	Pages 1978	1979 Spending
1.	Procter & Gamble	334	381	$1,195,933
2.	Armour Food Service	258	249	757,684
3.	Kraft	233	267	684,133
4.	Rich Products	181	186	580,000
5.	Hobart	162	186	500,706
6.	Tyson Foods	149	136	462,886
7.	Ore-Ida	141	143	543,479
8.	Nestle	141	41	506,623
9.	Sexton	128	151	407,349
10.	Carnation	124	96	421,693
11.	Sweetheart Plastics	122	102	438,102
12.	General Foods	115	96	448,524
13.	Bloomfield Industries	133	110	378,537
14.	Coldwater Seafood	110	87	345,950
15.	Lamb Weston	110	104	384,034
16.	Castle & Cooke	104	56	403,586
17.	Durkee Food Service	102	90	349,731
18.	Amstar	100	35	294,480
19.	Cambro	98	114	226,089
20.	NIFDA	97	141	281,729
21.	Kitchens of Sara Lee	96	82	330,267
22.	North Atlantic Seafood	96	93	264,199
23.	General Electric (all divisions)	95	65	245,046
24.	Economics Laboratories	93	104	314,383
25.	Fort Howard Paper	92	141	333,603
26.	Hunt Wesson	91	82	364,310
27.	Florida Citrus	90	90	324,702
28.	Campbell Soup	90	71	315,374
29.	Oscar Mayer	89	92	296,810
30.	Rubbermaid	83	69	259,704

Note: Spending is determined by using the six-time rate for either 4-color or b&w.
Source: Paterson Advertising Reports

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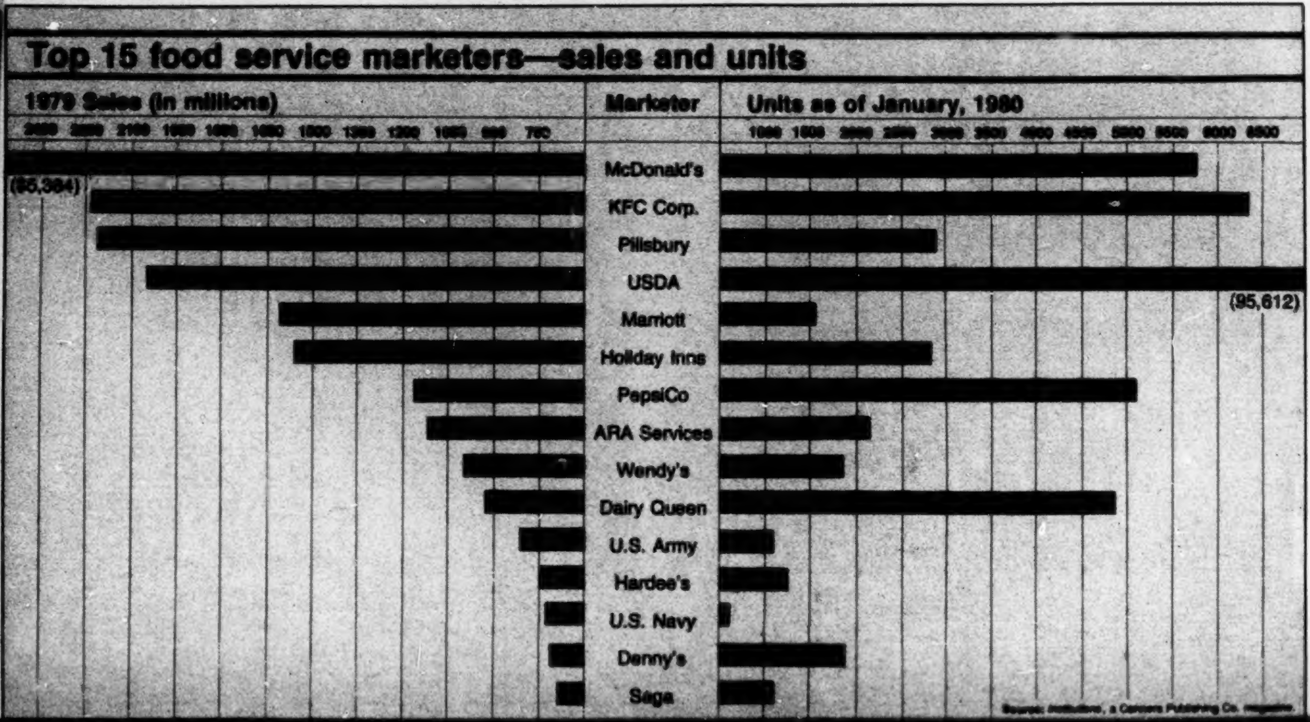
View from above

Meeting the changing market



Top 15 food service marketers—sales and units

Source: Institutions, a Cahners Publishing Co. magazine.

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Arbitron audience share rankings in markets 101-150

Spotlight on tv affiliates' and independents' rivalry

Station	Sign-on Sign-off	prime	access	early fringe
COLORADO SPRINGS-PUEBLO (101)				
KRDO-TV (A)	35	36	26	23
KOAA-TV (N)	27	28	34	28
KKTV (C)	27	30	27	31
EL PASO (102)				
KDBC-TV (C)	26	24	21	24
KTSM-TV (N)	26	28	21	23
KVIA-TV (A)	23	24	21	18
KCIK	4	3	8	8
MADISON, WIS. (103)				
WISC-TV (C)	36	34	41	36
WMTV (N)	27	29	31	24
WKOW-TV (A)	24	27	16	22
ROCKFORD (104)				
WREX-TV (A)	28	30	15	26
WTVO (N)	23	25	30	19
WIFR-TV (C)	20	23	31	19
WQRF-TV	5	5	2	9
WISC-TV (C) (Madison)	3	3	5	2
GREENVILLE-NEW BERN-WASHINGTON, N.C. (105)				
WNCT-TV (C)	34	31	29	27
WITN-TV (N)	29	33	30	24
WCTI-TV (A)	22	24	22	31
WRAL-TV (A) (Raleigh)	4	4	7	7
DULUTH-SUPERIOR (106)				
KDLH-TV (C)	33	34	42	33
WDIO-TV (A)	29	28	17	32
KBJR-TV (N)	25	26	29	19
AMARILLO (107)				
KVII-TV (A)	39	34	42	49
KAMR-TV (N)	25	29	41	25
KFDA-TV (C)	17	21	5	8
WTBS (Atlanta)	6	4	1	5
TERRE HAUTE (108)				
WTHI-TV (C)	38	34	35	39
WTWO (N)	32	32	40	28
WBAK-TV (A)	7	12	4	5
WTTV (Bloomington-Indianapolis)	5	4	5	9
WTVW (A) (Evnsv.)	5	6	2	4
AUGUSTA (109)				
WJBF (A)	37	37	43	38
WRDW-TV (C)	33	33	30	35
WATV-TV (N)	10	12	5	9
WTBS (Atlanta)	4	4	4	4
WIS-TV (N) (Columbia, S.C.)	3	3	3	4
WICHITA FALLS-LAWTON (110)				
KAUZ-TV (C)	27	30	26	20
KFDX-TV (N)	26	27	25	22
KSWO-TV (A)	24	25	27	26
KTVY (N) (Oklahoma City)	4	3	4	4
MONROE-EL DORADO (111)				
KNOE-TV (C)	58	51	57	57
KTVE (A)	18	21	18	17
KLAA (N)	4	7	2	1
JOPLIN, MO.-PITTSBURG, KAN. (112)				
KOAM-TV (N)	38	34	29	23
KODE-TV (A)	26	29	31	32
KTVJ (C)	17	22	21	18
COLUMBUS, GA. (113)				
WTVM (A)	34	31	36	31
WRBL-TV (C)	33	32	27	33
WYEA-TV (N)	11	16	16	10
WTBS (Atlanta)	5	5	4	5
WSFA-TV (N) (Montgomery)	4	4	5	5
SALINAS-MONTEREY (114)				
KNTV (A) (San Jose)	25	29	13	22
KSBW-TV (N)	23	26	16	20
KMST (C)	15	18	27	10
KTVU (San Francisco)	10	8	8	11
KGO-TV (A) (San Francisco)	7	4	6	16
KPIX (C) (San Francisco)	6	4	17	6
KRON-TV (N) (San Francisco)	4	3	5	5
LAFAYETTE, LA. (115)				
KLFY-TV (C)	41	37	37	39
KATC (A)	31	35	26	32
KPLC-TV (N)	9	13	9	7
KALB-TV (N/A) (Alexandria)	5	5	4	3
WAFB-TV (C) (Baton Rouge)	5	4	16	9
WBRZ (A) (Baton Rouge)	3	2	4	4
SANTA BARBARA-SANTA MARIA-SAN LUIS OBISPO (116)				
KSBY-TV (N)	22	22	15	18
KEYT (A)	17	23	13	10
KCOY-TV (C)	15	18	24	7
KNBC (N) (Los Angeles)	9	9	7	12
KTLA (Los Angeles)	7	5	7	6
KTTV (Los Angeles)	7	6	11	9
KABC-TV (A) (Los Angeles)	6	5	7	10
KNXT (Los Angeles)	6	3	6	15
KCOP (Los Angeles)	4	3	3	4
KHJ-TV (Los Angeles)	3	3	3	6
CHARLESTON, S.C. (117)				
WCSC-TV (C)	40	37	51	43
WCIV (N)	28	29	21	29
WCBD-TV (A)	25	28	23	25
WILMINGTON, N.C. (118)				
WECT (N/C)	39	35	28	39
WWAY (A)	24	26	30	23
WBTW (C/A) (Florence, S.C.)	9	9	4	9
WTVD (C) (Durham)	6	8	13	9
WTBS (Atlanta)	4	4	3	3
WRAL-TV (A) (Raleigh)	3	3	5	5
BEAUMONT-PORT ARTHUR (119)				
KFDM-TV (C)	44	38	53	49
KJAC-TV (N)	26	34	22	19
KBMT-TV (A)	24	26	16	25
SAVANNAH (120)				
WTOC-TV (C)	38	35	30	45
WSAV-TV (N)	31	33	32	33
WJCL (A)	17	19	22	16
WTBS (Atlanta)	4	3	3	5
SIOUX CITY (121)				
KCAU-TV (A)	34	34	42	29
KTIV (N)	31	29	22	36
KMEG-TV (C)	11	13	14	16
KELO-TV (C) (Sioux Falls)	5	6	5	4
KSFY-TV (N) (Sioux Falls)	4	4	7	4
MONTGOMERY (122)				
WSFA-TV (N)	55	45	48	67
WCOV-TV (C)	15	20	14	13
WKAB-TV (A)	10	15	17	5
WTBS (Atlanta)	5	3	3	5
WTVY (Dothan)	4	5	5	2
LA CROSSE-EAU CLAIRE (123)				
WKBT (C)	32	34	41	25
WEAU-TV (N)	29	27	22	36
WXOW-TV (A)	10	12	8	11
KSTP-TV (A) (St. Paul/Minneapolis)	4	5	2	7

(Continued on Page 58)

Access period hot territory in smaller markets

By MAURINE CHRISTOPHER

NEW YORK—Which syndicated series do well with viewers in the smaller markets in the much-sought-after access half hour?

Quizzes, "M*A*S*H," "PM Magazine" and the Muppets all drew some whopping audience shares in markets 101 through 150 as measured in the Arbitron May sweeps.

These shows rose like cream on the morning milk down on the farm when a top ten access list was compiled for territory ranging from Colorado Springs to Albany, Ga. This is part three of a 150-market analysis of the audience share competition between affiliates and independent stations across the country.

- The highest access score in markets 101 to 150 went to KVVU-TV, a Las Vegas indie, which got a 58 household share by stripping 20th Century-Fox' hit sitcom as "M*A*S*H 2." The lead-in was "M*A*S*H 1."

Runner-up with a 57 share was KNOE-TV, Monroe, La.-El Dorado, Tex. This CBS affiliate was one of three access top tenners that triumphed by going counter to the stripping trend. KNOE-TV filled the valuable half hour which leads into network prime time with one day of "Hollywood Squares," from Filmways, mixed with two days of "Family Feud," from Viacom and two days of "$100,000 Name That Tune," from Sandy Frank.

Other stations on the small-town top ten access list were WCTV, Tallahassee, 56 with "M*A*S*H," KFDM-TV, Beaumont-Port Arthur, Tex., 53 with "PM Magazine" from Group W, and WMAZ-TV, Macon, Ga., 52, thanks to "Tic Tac Dough" from Colbert TV Sales. The same game drew a 51 for WCSC-TV, Charleston, S.C., and WABI-TV, Bangor, Me.

A three-way eighth-place tie rounded out the winning circle. KLBK-TV, Lubbock, scored a 48 access share with a "Joker's Wild" strip. KFYR-TV, Minot-Bismarck-Dickinson, matched this by scheduling two days of "Family Feud" and one each for "Price Is Right," "$100,000 Name That Tune" and Muppets.

WSFA-TV, Montgomery, struck a blow against stripping by offering a different attraction during its choice half hour each day of the week, and in the process drew an average monthly share of 48. Booked in its access half hour from Monday through Friday were the Muppets, "Wild Kingdom," local news, "$100,000 Name That Tune" and "Family Feud." Largest share was registered by the news—a 54—followed by Miss Piggy & Co. at 53.

- Several of these same stations were standouts in the sign-on to sign-off column as well. Leading the list in that respect was KNOE-TV, Monroe, a CBS affiliate, with 58.

Tables in this analysis, like those published earlier for markets No. 1 to 101, include shares for early fringe and prime time as well as sign-on to sign-off and access. Any station from within or without the market was included if Arbitron credited it with at least a three sign-on to sign-off share. #

Arbitron audience share rankings in markets 101-150

Spotlight on tv affiliates' and independents' rivalry

(Continued from Page 56)

Station	Sign-on Sign-off	prime	access	early fringe
WCCO-TV (C) (Minneapolis/St. Paul)	4	4	5	4
KTTC (N) (Rochester, Minn.)	3	3	3	4
BINGHAMTON (124)				
WBNG-TV (C)	39	32	23	43
WICZ-TV (N)	13	18	13	7
WMGC-TV (A)	10	15	8	6
WPIX (New York)	4	4	5	3
WSTM-TV (N) (Syracuse)	4	3	6	3
WIXT (A) (Syracuse)	3	2	3	7
LUBBOCK (125)				
KLBK-TV (C)	30	30	48	28
KCBD-TV (N)	27	28	10	24
KAMC-TV (A)	23	23	25	22
WTBS (Atlanta)	3	3	3	4
LAS VEGAS (126)				
KLAS-TV (C)	27	29	19	39
KVBC (N)	25	28	8	17
KVVU-TV	24	11	58	28
KTNV-TV (A)	22	30	13	12
EUGENE (127)				
KVAL-TV (N)	42	34	38	44
KEZI-TV (A/C)	23	31	22	18
KOIN-TV (C) (Portland)	11	12	12	15
KPTV (Portland)	6	4	6	5
KOBI-TV (A/C) (Medford)	5	7	6	5
WAUSAU-RHINELANDER (128)				
WSAU-TV (C)	43	38	41	42
WAOW-TV (A)	26	28	21	26
WAEO-TV (N)	11	12	15	10
WEAU-TV (N) (La Crosse)	9	11	6	10
FORT MYERS-NAPLES (129)				
WINK-TV (C)	35	33	39	40
WBBH-TV (N)	29	25	18	31
WEVU-TV (A)	13	18	17	9
WTOG-TV (St. Petersburg)	4	3	4	4
WXLT-TV (A) (Sarasota)	3	4	—	—
WHEELING-STEUBENVILLE (130)				
WTRF-TV (C)	31	31	29	32
WTOV-TV (N/A)	29	30	18	20
WTAE-TV (A) (Pittsburgh)	11	16	10	12
WPGH-TV (Pittsburgh)	7	3	3	8
KDKA-TV (C) (Pittsburgh)	6	6	10	9
WIIC-TV (N) (Pittsburgh)	5	5	19	5
CORPUS CHRISTI (131)				
KIII (A)	34	34	45	38
KZTV (C)	30	29	17	23
KRIS-TV (N)	25	27	28	20
KORO-TV	3	3	1	3
YAKIMA (132)				
KIMA-TV (C)	32	31	36	40
KAPP-TV (A)	24	26	23	19
KNDO-TV (N)	23	27	17	16
TOPEKA (133)				
WIBW-TV (C/A)	38	34	39	39
KTSB (N)	22	25	16	16
KCMO-TV (C) (Kansas City)	9	8	7	14
KMBC-TV (A) (Kansas City)	9	12	9	5
WDAF-TV (N) (Kansas City)	6	6	14	9
COLUMBIA-JEFFERSON CITY (134)				
KOMU-TV (N)	33	33	26	34
KRCG-TV (C)	32	30	39	28
KCBJ-TV (A)	12	15	15	10
COLUMBUS-TUPELO (135)				
WTVA (N)	45	41	46	48
WCBI-TV (C)	25	30	32	20
WTBS (Atlanta)	4	4	3	3
WHBQ-TV (A) (Memphis)	3	5	2	2
WMC-TV (N) (Memphis)	3	2	5	6
WREG-TV (C) (Memphis)	3	3	1	3
TRAVERSE CITY-CADILLAC (136)				
WWTV (C)	34	34	25	35
WPBN-TV (N)	27	27	25	28
WGTU-TV (A)	16	21	14	11
WZZM-TV (A) (Grand Rapids)	5	4	8	4
ROCHESTER-MASON CITY-AUSTIN (137)				
KAAL (A)	31	31	23	33
KIMT (C)	27	26	30	29
KTTC (N)	19	21	18	15
KEYC-TV (C) (Mankato)	4	4	4	5
WCCO-TV (C) (Minneapolis-St. Paul)	4	4	4	4
ERIE (138)				
WICU-TV (N)	38	33	33	39
WJET-TV (A)	25	28	38	24
WSEE (C)	20	25	14	18
BLUEFIELD-BERKLEY-OAK HILL (139)				
WVVA-TV (N)	36	35	22	32
WOAY-TV (A)	19	18	21	13
WCHS-TV (C) (Charleston)	9	12	22	10
WDBJ-TV (C) (Roanoke)	8	9	9	9
WSAZ-TV (N) (Huntington)	7	7	5	8
WTBS (Atlanta)	5	4	2	5
WOWK-TV (A) (Huntington)	4	3	4	10
WCYB-TV (N) (Bristol-Johnson City-Kingsport)	3	3	3	3
TALLAHASSEE (140)				
WCTV (C)	54	48	56	66
WALB-TV (N/A) (Albany)	16	17	11	12
WECA-TV (A)	10	14	9	6
WTBS (Atlanta)	6	5	4	6
WMBB-TV (N) (Panama City)	4	5	7	2
McALLEN-BROWNSVILLE (141)				
KGBT-TV (C/N)	38	33	37	43
KRGV-TV (A)	35	39	31	30
XRIO	8	6	10	6
BOISE (142)				
KTVB (N)	38	35	39	36
KBCI-TV (C)	27	29	32	34
KIVI (A)	22	25	14	18
MINOT-BISMARCK-DICKINSON (143)				
KFYR-TV (N/A)	49	42	48	51
KXMC-TV (C/A)	31	37	33	27
RENO (144)				
KOLO-TV (A)	28	32	15	20
KTVN-TV (C)	24	24	40	31
KCRL-TV (N)	24	25	17	21
MACON (145)				
WMAZ-TV (C/A)	53	43	52	55
WCWB-TV (N)	14	24	4	5
WTBS (Atlanta)	7	8	9	4
WTVM (A) (Columbus)	7	9	12	6
WXIA-TV (A) (Atlanta)	5	5	6	6
WSB-TV (N) (Atlanta)	3	2	4	4
CHICO-REDDING (146)				
KRCR-TV (A/N)	31	33	35	24
KHSL-TV (C/N)	25	26	21	24
KCRA-TV (N) (Sacramento)	10	9	6	14
KTVU (Oakland-San Francisco)	6	5	4	8
KBHK-TV (San Francisco)	3	1	3	5
KOVR (A) (Stockton-Sacramento)	3	4	5	1
KXTV (C) (Sacramento-Stockton)	3	3	7	4
BANGOR (147)				
WABI-TV (C)	35	32	51	44
WLBZ-TV (N)	30	29	26	26
WVII (A)	18	23	7	10
WCSH-TV (N) (Portland)	3	3	2	2
QUINCY-HANNIBAL (148)				
KHQA-TV (C)	37	36	29	41
WGEM-TV (N)	36	38	47	31
KTVO (A) (Ottumwa, Ia.)	7	8	5	7
WQAD-TV (Moline)	3	4	4	2
ODESSA-MIDLAND (149)				
KOSA-TV (C)	35	32	34	39
KMID-TV (N)	33	33	28	30
KMOM-TV (A)	14	22	18	3
ALBANY, GA. (150)				
WALB-TV (N/A)	57	50	46	59
WCTV (C) (Thomasville, Ga.-Tallahassee)	14	18	13	12
WTVM (C) (Columbus)	7	10	8	5
WRBL-TV (C) (Columbus)	5	5	7	5
WTBS (Atlanta)	5	4	4	5
WMAZ-TV (C/A) (Macon)	3	4	4	3

These are the May sweeps household audience share averages for the area of dominant influence for the full telecast day, prime time, access and early fringe in markets 101 through 150. The figures were compiled for ADVERTISING AGE from the Arbitron books by a veteran tv researcher. Markets are listed in total tv households rank order, and stations, in the order of their sign-on to sign-off ranking in each market.

In EDT and PDT areas, prime time is 8 p.m. to 11 p.m., seven days a week. Access time is Monday-Friday, 7:30 p.m. to 8 p.m. and early fringe is Monday-Friday, 4:30 p.m. to 7:30 p.m. In CDT and MDT zones, each is one hour earlier. The Arbitron book notes that some stations are on the air longer than others.

Initials in parentheses indicate network affiliation with ABC, CBS or NBC; stations without initials are indies.

These lists include local network affiliates and share runners-up in each market, whether local indies or distant stations, affiliated or independent. Not all stations are listed. A blank under any column indicates not reported.

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Advertising Age

50 YEARS 1930-1980

$1 a Copy; $40 a Year · The International Newspaper of Marketing • In Two Sections. Section 1. · August 18, 1980

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Coty's new scents of 'discovery'

To know a woman is to never stop discovering her, says actress Sophia Loren, who feels the same about perfume, especially her own. Sophia by Coty will debut this fall in a commercial created by Martin Landey, Geers Gross. Voiceover concludes, "Like the woman who inspired it. . . . always magnificent."

Vitt loses 'pirate' case

By LOUIS A. FANELLI

NEW YORK—A state supreme court jury here has acquitted four former executives of Vitt Media International on charges of conspiring to pirate away accounts from the time buying service.

Vitt's suit charged that the four defendants, Harvey (Mike) LaTerre, ex-Vitt senior vp, and three other execs—Caroline Fraser, Sheri Millman and Leonore Yoss—conspired to leave Vitt with a number of the accounts they planned to service through a new media buying service.

While minutes of the trial were unavailable, the jury voted unanimously to acquit the defendants after a 12-day trial. Vitt had asked the jury to award it $518,000 in damages.

▪ The suit was filed in late December, 1977, a few weeks after Mr. LaTerre resigned from the company. Vitt alleged that he had "stolen VMI employes to staff a competing business, pirated and/or solicited VMI clients to shift their business from VMI" to his new company, Advertising Media Services, and "misused and misappropriated VMI's confidential, proprietary information, know-how and trade secrets."

VMI president Sam Vitt was unavailable for comment, but a company exec said the verdict would be appealed. When asked what he thought of Vitt's chances of winning an appeal, Jessel Rothman, attorney for Mr. LaTerre, said, "they have a zillion to one chance."

Another Vitt contention in the case revolved around Mr.

(Continued on Page 57)

Wary revival of product ads

Gas wars tilt to high grade

By JOSH LEVINE

NEW YORK—Gasoline product advertising, considered as dead as the dinosaurs decomposed into fossil fuel, is returning in guilty spasms as gas marketers flood the country with higher-octane unleaded product.

Gulf Oil Co., rolling out a new brand, will be joined by Exxon Co. USA in September, Atlantic Richfield Co. later this year, and possibly Texaco, as most major oil marketers jostle to establish a position in the growing market for higher grade unleaded gas.

The impending activity in a segment that now occupies less than 1% of the total market has already provoked a bristling response from Amoco (Standard Oil Co., Indiana), the leader in unleaded premium, while Mobil Corp. and Shell Oil Co. which also have high-octane entries, are looking on warily.

The product itself comes at a good moment. Refiners are saddled with so much excess capacity that "you could walk from Houston to Arabia on the decks of full tankers," as one oil exec described it. A 7% decline in gas consumption left stocks of 262,200,000 gals. the first week of August, compared with 233,000,000 in the same week last year. Consequently, refineries are idling along at 70% of capacity.

That leaves both the room and the impetus to furnish the extra crude needed in the production of higher grade unleaded gas. At the same time, the nation's stock of octane-starved, "unleaded only" cars is growing, and the noise of knocks and pings from engines needing an octane fix is growing louder.

But the promotion of the product is making oil company advertising execs wince. Despite the sizable gas glut, product advertising that could be construed as a spur to consumption runs the risk of public and governmental finger-wagging.

"There's going to be increased gas advertising, but of a very temporary duration," said Jim Gordon, advertising manager, Gulf Oil Co. "The system is so backed up right now, something has to be done to stimulate it, but we're certainly not going to try to destroy the conservation ethic—that's here to stay. As long as we don't suggest leisurely Sunday drives through

(Continued on Page 57)

Bergin's job: Coke consistency

By NANCY GIGES

NEW YORK—John Bergin, the new worldwide boss of the Coca-Cola account at McCann-Erickson, will be aiming for a "consistency of purpose" in directing the soft drink business at the agency, Interpublic's chairman maintains.

As Philip Geier sees it, Mr. Bergin will give Coca-Cola the "one-sight, one-sound" image around the world that the brand needs.

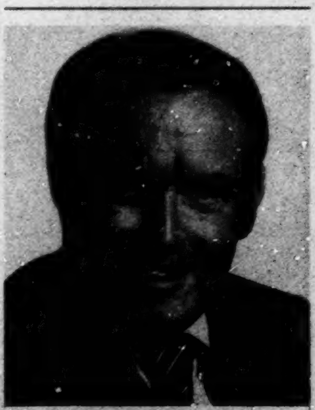
Mr. Bergin's over-all mandate is to bring leadership to the worldwide operations, but he also indicated that his first priority is to make sure that Coca-Cola advertising in this country is in good order. The new Coca-Cola management in Atlanta also has cited the U.S. business as getting immediate attention to improve soft drink profitability in this country.

"I hope that part of my job is to get around and see how the different Coke campaigns are going in different countries, which ones are working and which ones aren't. But I'm more at home in the U.S. I consider this new job the chance of a lifetime, to devote myself with all my heart to unseat Pepsi as the Nielsen leader. Right now I don't know if Coke is making that a No. 1 priority for me."

▪ The long-rumored move of Mr. Bergin to McCann to become the first worldwide head of the Coca-Cola business took place last week just after the Atlanta-based soft drink marketer made a number of organizational changes itself (AA, Aug. 11).

Mr. Bergin had been vice-chairman and director of creative services at SSC&B. Succeeding him as top creative exec there is

(Continued on Page 62)



JOHN BERGIN: "Comforting to encounter a message that is consistent."

Execs call for risk-taking

CHICAGO—Marketing success in the '80s will hinge on trying some unconventional approaches, relying on intuition and having the guts to take some risks, a gathering of marketing executives was told Sunday.

At the opening sessions of the fifth annual ADVERTISING AGE Week conference here, attendees from around the world heard a message of accelerating change from two top advertising execs.

Both William Morris, president of Life Savers Inc., and Doyle Dane Bernbach group senior vp Robert Rees sounded the call for new and more creative ways of meeting the looming challenges.

Conventional wisdom, which advocates close study of demographics, a search for the "average" consumer and "retabbing the latest research report to gain another insight into what happened" is not for the astute marketer in the '80s, according to Mr. Morris.

Addressing the opening session of AD AGE Week, Mr. Morris asserted that the dizzying rate of change that lies ahead demands some "unconventional wisdom." In developing marketing plans, it's not enough to understand what happened. "Go beyond to understand why," he urged the audience assembled for the Marketing Management Workshop portion of AD AGE Week.

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last minute news

Tropicana account moves to MCA Advertising

BRADENTON, FLA.—Beatrice Foods' Tropicana Products has assigned its estimated $7,000,000 citrus juice account to MCA Advertising, New York. The account left SSC&B when that shop became part of the Interpublic Group, whose Marschalk subsidiary handles rival Minute Maid.

Finn moves to B&J/Southwest from Henderson

DALLAS—Peter Finn, president of Henderson Advertising, Greenville, S.C., takes over as president of Bozell & Jacobs/Southwest Aug. 25. He succeeds Lanier Temarlin, now chairman of Bozell & Jacobs Inc. No successor yet at Henderson.

Quaker to test Ken-L Ration Crunch

CHICAGO—Quaker Oats Co. will soon move Ken-L Ration Crunch (AA, March 17), a low-price dry dog food, into test in the Grand Rapids-Kalamazoo market and possibly other areas. JWT handles.

(Continued on Page 8)

highlights

Monday, Aug. 18, 1980

Car dealer groups are setting up to support the fall new car introductions. *See Page 4.*

Manoff Geers Gross and Martin Landey. Geers Gross are being combined. The agency henceforth will operate as Geers Gross. *See Page 4.*

Norman, Craig & Kummel is looking to acquire another agency, but no deal has yet been made. *See Page 6.*

Chrysler has started its strike at Cadillac and Lincoln owners in its push for new Imperials. *See Page 6.*

National Advertising Division reviewed 10 challenges to national advertising last month. *See Page 10.*

Frito's Grandma's gets in shape, and gives its snack bars a final national push. *See Page 12.*

Campbell serves Prego spaghetti sauce to 25% of the country. *See Page 20.*

FDA orders Richardson-Merrell to withdraw Denquel sensitive teeth toothpaste from test market. *See Page 32.*

How much time and effort do you put into hiring creative talent for your agency? As much as you put into preparing a campaign? Karl H. Steinbrenner provides some guidelines for hiring creative talent. *See Page 33.*

Perhaps you've asked the eternal question, "Should I work for an agency or a company?" Tom Schwarz looks at both sides to show how each can shape a career. *See Page 36.*

As the media becomes fragmented, advertisers now have the opportunity to single out and speak only to their best prospects. So how do you take advantage of this opportunity? Madeline Nagel provides some answers to structuring ad spending. *See Page 38.*

Who had the best promotion campaigns of the year? William A. Robinson announces the 1979 winners in the first of a two-part series that looks at his selections. *See Page 40.*

Advertising Age analyzes June vs. May Nielsens for update on tv news battles in New York, Los Angeles and Chicago. *See Page 44.*

MPA's pirating of *New York's* Connie Kazanas has publisher riled. *See Page 55.*

Lever Bros.' Dimensions shampoo follows rival Colgate-Palmolive into the test market. *See Page 55.*

Toro will consolidate its business at one of its two agencies—Ogilvy & Mather, Chicago, or Campbell-Mithun, Minneapolis. *See Page 60.*

World Wide Agency's use of fictitious names in recruitment advertising has evoked a torrent of criticism from other executive recruiting companies. *See Page 60.*

Madison, Wis., and Knoxville, Tenn., will be the proving grounds beginning in October for a USDA paid ad campaign that promotes healthy snacks to schoolchildren and parents. *See Page 61.*

The FTC attacked the Treasury's Savings Bonds campaign in a letter that suggests ads oversold the product. *See Page 61.*

Section 2

Advertising Age measures the pulse of marketing in the Arab world by investigating its media, from assassin-plagued pan-Arab press in Paris and London to the vibrant pan-Gulf media, by looking into successful marketing efforts from Kuwait to the "open doors" of Cairo and discussing the clash between western progressivism and Islamic fundamentalism in Section 2/Arab World, beginning opposite Page 32.

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NIELSEN NEWS RATINGS AND SHARE COMPARISONS, JUNE VS. MAY 45
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Advertising Age, August 18, 1980

Fierce battle for local news viewers

By MAURINE CHRISTOPHER

NEW YORK—Nothing in tv is more hotly contested than the local news turf in major markets.

On-air personnel changes are frequent; for the luckier ones a job move can be reflected almost immediately in the ratings. Just a one point rating shift in the right direction can mean an additional $1,000,000 in annual billings for an affiliate in New York, Los Angeles and Chicago.

In the No. 1 tv market the reporters, sportscasters and backup anchors turn over often enough to make if difficult to remember who's where, though some of the star anchors have enjoyed long runs here.

- For an update on how the network affiliates and independents were faring in the intensified competition for news viewers, ADVERTISING AGE has prepared a three-city analysis of the Nielsen data for June and May. The data for New York, Chicago and Los Angeles were compiled by a broadcast researcher from the weekly reports from the metered sample. These were the only reports available at the time the analysis got under way. (July data later was checked for an update but not included in the tables.)

Once the figures for all the local newscasts were pulled out, tables were prepared to pinpoint the top five ratings and share leaders for June vs. May.

The most striking change came in New York at 11 p.m. where there was a five point rating swing and a nine point share swing from WABC-TV to WCBS-TV. Or put another way, Channel 2's late news, anchored by Roland Smith and Michele Marsh, gained enough ground over their late night WABC-TV counterparts, Ernie Anastos and Rose Ann Scamardella, to move into first place in ratings and share. But it was Warner Wolf, a sportscaster who jumped ship at WABC-TV to join WCBS-TV for more money and better treatment from the brass to whom much of the credit apparently was due.

Said to be making $300,000 to $400,000 at WCBS-TV, Mr. Wolf, whose appearances on the 6 p.m. and 11 p.m. news are peppered with "Let's go to the videotape" frequently second-guesses sports performers and coaches. He joined the Big Eye after going to court and making headlines to get free of WABC-TV entanglements. His last WABC-TV outing was on May 23, but he was not free to appear on WCBS-TV until June 10.

- Vince Manze, director of communications, WCBS-TV, gave Mr. Wolf a large share of the credit for WCBS-TV's improved June numbers—even before he got there. Mr. Manze pointed out that the publicity about the legal battles certainly called attention to the Channel 2 news. Full-page newspaper ads welcoming him to his new home must have helped too.

Despite Mr. Wolf's slot on the 6 p.m. to 7 p.m. news, the June Nielsens showed no ratings gains there over the time period winner, WABC-TV's "Eyewitness News" with Bill Beutel and Roger Grimsby at the controls.

Speaking for WABC-TV, Mike Hodak, research director, said the May, June and July measurements show that viewers left WABC-TV to sample the competition after Mr. Wolf switched stations, but they then made a choice and came back. He noted that his analysis of the second quarter hour in the late news, where sports is scheduled, indicates that Mr. Wolf has not evidenced the "holding power" to keep the viewers who tuned in the first quarter hour.

The July report as analyzed by AA's researcher shows WCBS-TV and WABC-TV neck and neck with an eight rating at 6 p.m. WNBC-TV scored a six. At 11 p.m. WABC-TV led with an 11 rating, followed by WCBS-TV with 10 and WNBC-TV with nine. (These averages excluded the abnormal Republican convention week.)

The best news ratings for indies in this June study were a seven for WNEW-TV's "10 O'Clock News" and a six for WPIX' "7:30 Action News." Both were up over their May sweeps levels.

- In Los Angeles for the months under scrutiny, nothing as dramatic as a court battle over talent contract took place, but in September KABC-TV will move up its first newscast of the day from 5 p.m. to 4 p.m. At 3:30 p.m., "World of People," one of the news magazines set to debut in this market, will be scheduled as its lead-in.

Already Los Angeles viewers get a heavy dose of local news. They can watch it starting at 4:30 p.m. on KNXT, the CBS station, which took that time period in June with a nine rating and a 28 share with Connie Chung at the helm. She gave up a network correspondent slot some years ago to move West for anchoring.

Her lead-in did not hold. From 5 p.m. to 6 p.m. KNBC pulled even with KNXT, both of them holding to May levels with an eight rating. "Eyewitness News," which had the lead in May was off the pace and placed third at a seven rating.

From 6 p.m. to 7 p.m. KNBC and KABC-TV's newscasts tied with a nine. That KNXT news hour, presided over by a variety of anchors, including Ms. Chung and Brent Musburger, off a point from May, placed third.

"Eyewitness News" on KABC-TV held the late news leadership in June, even though it was down slightly from May. The other two network owned stations were right behind, a point back and tied with an eight rating.

The biggest indie numbers in this program category in Los Angeles in June were registered by KTTV's "Metro News," which drew a four rating and an eight share at 10:30 p.m. and KHJ-TV's "10 O'Clock News," in with a four rating and a seven share.

The June leader in this city—KNXT's 4:30 p.m. program—fell off enough in July to drop it into fifth place in the rankings at a seven rating. KABC-TV's various editions of "Eyewitness News" captured the first three positions, leading off the list with a 10 for the 11 p.m. report.

Late news would seem to be a particularly choice slotting for advertisers in Chicago. June ratings and shares for this category in Chicago for the three network stations combined were 53% ahead of New York and 96% ahead of Los Angeles, AA's broadcast researcher pointed out.

The three network stations in total in Chicago scored a 49 rating to 32 in New York and 25 in Los Angeles.

The June-May tables for Chicago did not turn up much of an audience flow, but they did spotlight WBBM-TV's "10 O'Clock News" as the outstanding newscast performer in shares and ratings in these three cities. In June it scored a 20 rating and a 32 share, well beyond the levels of the news leaders in New York and Los Angeles.

In second place in news ratings in Chicago, without much change from May to June, was WLS-TV's "Eyewitness News Update," at 16 for June. Gains were scored by the 6 p.m. to 7 p.m. "Eyewitness News" and by independent WGN-TV's 9 p.m. news. WGN-TV climbed from a five rating and seven share to a six rating and a nine share.

No major anchors were being shifted. Well known faces like Bill Kurtis at WBBM-TV, Fahey Flynn at WLS-TV and Jim Ruddle at WMAQ-TV continue in their usual slots.

A tug of war erupted in July over who would sign up the PBS-popularized newspaper critics, Gene Siskel and Roger Ebert of the *Tribune* and *Sun-Times*, respectively Mr. Siskel had been doing reviews for WBBM-TV, but almost was lured away by WLS-TV, WBBM-TV paid him enough to keep him. WMAQ-TV hired Mr. Ebert to do its reviews several times a week.

In late July, WLS-TV shook up its whole weather staff. This seems to have been triggered by an expansion of the afternoon news.

In the July report, the No. 1 and No. 2 positions were unchanged, with the CBS affiliate holding onto first with its 10 p.m. newscast and ABC coming in second with "Eyewitness News." "Newscenter 5," from WMAQ-TV, dropped off a few points to tie for third place with WBBM-TV's "Channel 2 News" at 6 p.m. Both these shows were Nielsen rated at 10. #

Nielsen news ratings and share comparisons, June vs. May

MONTHLY LEADERS BY RATINGS AND SHARES

New York Ratings—May

Rank	Program	Station	Time (P.M.)	Rating
1.	Eyewitness News	WABC-TV	11-11:30	13
2.	Channel 2 News	WCBS-TV	11-11:30	10
3.	Eyewitness News	WABC-TV	6-7	9
3.	Newscenter 4	WNBC-TB	11-11:30	9
5.	Channel 2 News	WCBS-TV	6-7	8

New York Ratings—June

Rank	Program	Station	Time (P.M.)	Rating
1.	Channel 2 News	WCBS-TV	11-11:30	12
2.	Eyewitness News	WABC-TV	11-11:30	10
2.	Newscenter 4	WCBS-TV	11-11:30	10
4.	Eyewitness News	WABC-TV	6-7	9
5.	Channel 2 News	WCBS-TV	6-7	8

New York Shares—May

Rank	Program	Station	Time (P.M.)	Share
1.	Eyewitness News	WABC-TV	11-11:30	26
2.	Eyewitness News	WABC-TV	6-7	21
3.	Channel 2 News	WCBS-TV	11-11:30	20
4.	Newscenter 4	WNBC-TV	11-11:30	18
4.	Channel 2 News	WCBS-TV	6-7	18
4.	Newscenter 4	WNBC-TV	5-6	18

New York Shares—June

Rank	Program	Station	Time (P.M.)	Share
1.	Channel 2 News	WCBS-TV	11-11:30	24
2.	Eyewitness News	WABC-TV	11-11:30	21
2.	Eyewitness News	WABC-TV	6-7	21
4.	Newscenter 4	WNBC-TV	11-11:30	20
5.	Channel 2 News	WCBS-TV	6-7	19

Los Angeles Ratings—May

Rank	Program	Station	Time (P.M.)	Rating
1.	Eyewitness News	KABC-TV	11-11:30	10
1.	Eyewitness News	KABC-TV	6-7	10
3.	Channel 2 Newsroom	KNXT	5-6	9
3.	Newscenter 4	KNBC	11-11:30	9
3.	Eyewitness News	KABC-TV	5-6	9
3.	Newscenter 4	KNBC	6-7	9

Los Angeles Ratings—June

Rank	Program	Station	Time (P.M.)	Rating
1.	Channel 2 Newsroom	KNXT	4:30-5	9
1.	Eyewitness News	KABC-TV	11-11:30	9
1.	Newscenter 4	KNBC	6-7	9
1.	Eyewitness News	KABC-TV	6-7	9
5.	Newscenter 4	KNBC	11-11:30	8
5.	Channel 2 Newsroom	KNXT	11-11:30	8
5.	Newscenter 4	KNBC	5-6	8
5.	Channel 2 Newsroom	KNXT	5-6	8

Los Angeles Shares—May

Rank	Program	Station	Time (P.M.)	Share
1.	Eyewitness News	KABC-TV	11-11:30	27
2.	Channel 2 Newsroom	KNXT	4:30-5	25
3.	Newscenter 4	KNBC	11-11:30	23
4.	Eyewitness News	KABC-TV	6-7	20
4.	Eyewitness News	KABC-TV	5-6	20
4.	Newscenter 4	KNBC	5-6	20

Los Angeles Shares—June

Rank	Program	Station	Time (P.M.)	Share
1.	Channel 2 Newsroom	KNXT	4:30-5	28
2.	Eyewitness News	KABC-TV	11-11:30	26
3.	Newscenter 4	KNBC	11-11:30	22
3.	Channel 2 Newsroom	KNXT	11-11:30	22
5.	Newscenter 4	KNBC	5-6	21

Chicago Ratings—May

Rank	Program	Station	Time (P.M.)	Rating
1.	10 o'clock News	WBBM-TV	10-10:30	19
2.	Eyewitness News Update	WLS-TV	10-10:30	17
3.	Newscenter 5	WMAQ-TV	10-10:30	13
4.	Channel 2 News	WBBM-TV	5-5:30	12
5.	Channel 2 News	WBBM-TV	6-7	11

Chicago Ratings—June

Rank	Program	Station	Time (P.M.)	Rating
1.	10 o'clock News	WBBM-TV	10-10:30	20
2.	Eyewitness News Update	WLS-TV	10-10:30	16
3.	Newscenter 5	WMAQ-TV	10-10:30	13
4.	Channel 2 News	WBBM-TV	5-5:30	11
5.	Channel 2 News	WBBM-TV	6-7	10

Chicago Shares—May

Rank	Program	Station	Time (P.M.)	Share
1.	10 o'clock News	WBBM-TV	10-10:30	30
2.	Channel 2 News	WBBM-TV	5-5:30	28
3.	Eyewitness News Update	WLS	10-10:30	27
4.	Channel 2 News	WBBM-TV	6-7	23
4.	Newscenter 5	WMAQ-TV	4-5:30	23

Chicago Shares—June

Rank	Program	Station	Time (P.M.)	Share
1.	10 o'clock News	WBBM-TV	10-10:30	32
2.	Channel 2 News	WBBM-TV	5-5:30	26
3.	Eyewitness News Update	WLS-TV	10-10:30	25
4.	Newscenter 5	WMAQ-TV	4:30-5:30	22
5.	Channel 2 News	WBBM-TV	6-7	21

This ADVERTISING AGE analysis is based on Nielsen metered measurements for weekday, Monday through Friday, newscasts for four weeks ending June 27 and four weeks ending May 28. May averages came from the monthly sweeps report. June figures came from the four-week averages printed in the Nielsen report for June 21-27. These tables were prepared by a free lance researcher with many years experience in television. In each city the leading programs were ranked by share and rating for May and June.

Advertising pages in August consumer publications

Current and Aug. '79 figures for U.S., Canadian and foreign publications reporting to Advertising Age

Women's

	Pages Aug. 1980	Aug. 1979	Jan.-Aug. 1980	Jan.-Aug. 1979
†§Bride's Magazine	—	—	1,158.4	987.2
§Cosmopolitan	174.9	187.5	1,531.5	1,523.6
Essence	80.0	78.0	622.0	553.0
§Family Circle	144.7	166.1	1,015.1	1,141.2
▲Family Health	—	—	181.4	191.6
§Good Housekeeping	119.4	127.3	1,213.6	1,209.3
Ladies' Home Journal	78.0	75.9	788.4	809.5
Lady's Circle	8.0	7.7	69.9	70.9
McCall's	76.9	91.0	768.1	843.9
○McCall's Working Mother	81.7	61.0	357.8	156.9
†Modern Bride	—	—	959.0	946.8
Ms.	36.5	34.3	332.0	311.0
○New Woman	36.3	44.6	147.9	173.5
§Parents Magazine	64.6	55.2	461.1	391.3
Playgirl	41.5	39.3	405.8	323.8
Redbook	111.7	102.2	857.5	957.3
Self	59.3	36.7	453.8	312.6
Seventeen	256.2	247.3	944.3	966.3
Soap Opera Digest	15.0	10.6	89.0	81.5
Talk	—	—	111.1	86.3
'Teen Magazine	44.0	49.5	356.4	337.7
§True Story	46.5	63.9	388.3	446.0
§Woman's Day	87.9	90.7	947.4	963.2
The Workbasket	36.9	25.9	212.3	187.4
Working Woman	30.5	22.2	319.1	204.3
Total Group	1,632.5	1,614.9	14,689.1	14,176.1

General

	Aug. 1980	Aug. 1979	Jan.-Aug. 1980	Jan.-Aug. 1979
▲A.D. Magazine	—	—	105.0	83.9
After Dark	22.0	—	209.5	—
Air Progress	18.5	21.4	171.5	192.6
American Forests	12.6	14.1	113.0	110.1
§American Legion	20.5	18.9	206.5	204.0
Apartment Life	46.4	45.5	389.4	390.8
§▲Architectural Digest	—	—	786.5	621.3
§The Atlantic	23.8	32.5	250.5	252.5
○Audubon Magazine	—	—	122.9	129.2
Blueboy	24.7	31.7	233.6	204.0
§Bon Appetit	37.3	41.2	497.7	419.7
Book Digest	13.0	24.0	220.8	314.3
Christian Herald	—	—	272.0	284.9
Christian Life	17.9	22.4	205.5	229.1
*Christianity Today	27.5	22.4	410.9	388.3
Complete Men's Group	19.0	22.0	193.5	188.9
Country Journal	38.7	46.7	359.4	336.5
Creative Computing	80.5	57.4	639.9	433.8
▲Cuisine Magazine	—	—	250.4	206.6
Ebony	88.9	90.5	701.9	700.4
Elks Magazine	—	—	160.1	190.9
§Esquire	37.2	24.5	303.3	232.5
Flying	44.0	49.5	450.9	420.4
○Games	—	—	92.9	67.4
§Gentlemen's Quarterly	83.8	72.0	723.8	511.7
Golf Digest	50.5	58.0	563.2	659.2
§Golf Magazine	35.2	40.0	566.8	583.4
Gourmet	31.2	37.4	410.8	402.1
§Harper's Magazine	19.7	28.8	251.0	262.5
○Hi-Fi/Stereo Buyer's Guide	19.7	26.2	88.2	107.0
*High Fidelity	35.0	43.5	435.2	521.1
Income Opportunities	40.6	37.0	349.6	328.7
Kiwanis Magazine	18.9	23.5	128.2	132.8
Let's Live	88.6	97.7	732.2	735.5
Life	32.5	40.5	413.8	356.1
Lion Magazine	5.7	26.0	34.7	136.8
Modern Photography	120.8	116.5	889.3	857.2
§Money	49.2	54.9	566.8	510.7
Moneysworth	16.3	15.7	146.0	168.4
Moody Monthly	—	—	321.7	354.2
○Moose Magazine	—	—	128.0	122.0
○Mother Earth News	64.0	43.3	246.7	173.1
○Museum	—	—	55.3	—
National Geographic	27.9	18.9	244.0	243.5
National Jewish Monthly	45.6	21.8	210.2	186.9
A. Natural History	23.5	52.3	311.3	311.6
○Next	—	—	76.0	—
§Omni	37.5	33.6	368.4	237.3
§Oui Magazine	17.7	10.5	181.5	127.6
D. Panorama	20.1	—	134.5	—
§Penthouse Magazine	62.1	50.7	553.6	537.5
Petersen's Photographic	40.0	45.4	345.6	392.1
Playbill	36.0	30.0	335.0	305.7
§Playboy	110.9	94.7	901.1	878.0
Popular Photography	137.0	148.6	1,127.0	1,270.2
Prevention	87.2	98.2	695.8	843.6
Prime Time	17.5	—	139.5	—
Psychology Today	33.2	47.8	445.2	466.9
▲Quest '80	—	—	187.0	148.8
§Reader's Digest	76.1	67.5	720.3	825.0
Rotarian	16.7	15.7	179.5	163.3
††Saturday Evening Post	—	—	222.4	239.3
○Science '80	20.7	—	106.0	—
Scientific American	77.2	99.1	657.6	617.0
Signature	30.1	29.7	340.8	319.6
Smithsonian	45.4	52.0	581.8	494.7
Stereo Review	47.3	62.8	525.6	585.4
Success Unlimited	19.8	14.5	174.0	112.9
Tennis Magazine	70.7	52.7	539.5	518.7
Town & Country	71.2	64.5	687.2	560.5
Travel/Holiday	35.0	32.6	360.8	381.7
Travel & Leisure	45.1	38.6	628.7	590.3
V.F.W. Magazine	14.1	15.1	203.9	189.3
Weight Watchers	20.5	17.6	164.1	156.8
World Tennis	40.9	36.3	406.6	345.1
Writer's Digest	19.5	16.6	163.6	150.4
Yankee Magazine	80.3	85.0	677.5	730.0
Total Group	2,711.0	2,679.5	27,994.5	26,454.3

Fashion & service

	Aug. 1980	Aug. 1979	Jan.-Aug. 1980	Jan.-Aug. 1979
Glamour	161.2	191.1	1,215.9	1,296.9
Harper's Bazaar	52.1	54.1	533.2	457.1
Mademoiselle	151.8	165.8	953.3	959.2
Vogue	147.5	153.0	1,253.5	1,223.1
"W"	75.2	90.2	431.1	416.7
Total Group	587.8	654.2	4,387.0	4,353.0

Arts & antiques

	Aug. 1980	Aug. 1979	Jan.-Aug. 1980	Jan.-Aug. 1979
American Artist	39.0	40.3	408.1	423.0
AntiquesB	96.7	106.7	1,113.5	1,019.0
Antiques World	—	—	308.7	347.7
○Art & Antiques	—	—	218.4	183.5
Art in America	—	—	570.8	344.6
▲Artnews	—	—	690.0	610.9
Total Group	135.7	147.0	3,309.5	2,928.8

Home

	Aug. 1980	Aug. 1979	Jan.-Aug. 1980	Jan.-Aug. 1979
§Better Homes & Gardens	89.8	99.5	988.8	1,039.1
○Colonial Homes	—	—	171.4	113.5
▲Decorating Showcase	20.0	19.0	162.9	100.8
▲Family Handyman	—	—	370.5	335.7
Flower & Garden	25.7	19.6	222.0	235.2
The Hometown Magazines:				
Dallas-Fort Worth Home/Garden	33.2	41.0	363.1	279.5
Houston Home/Garden	92.3	101.4	836.4	833.3
Horticulture	23.7	24.5	228.7	255.2
House Beautiful	73.1	66.8	722.1	704.8
House & Garden	93.5	82.7	911.4	846.9
†Homeowners How-To	—	—	96.9	93.3
Hudson Home Magazine	31.2	28.8	338.7	374.5
Indianapolis at Home	40.6	52.5	411.6	516.0
Living:				
○Dallas	—	—	480.2	481.1
○Houston	—	—	396.4	483.0
○Denver	—	—	368.7	336.5
‡Austin	—	—	100.3	93.4
‡San Antonio	—	—	102.4	75.2
○Phoenix	32.3	36.6	145.4	133.5
○Tampa	19.7	21.2	113.3	33.8
††New Shelter	—	—	170.5	—
▲1001 Decorating Ideas	—	—	199.9	144.7
Organic Gardening	71.4	66.9	635.7	626.4
San Diego Home/Garden	59.2	—	425.8	—
Southern Living	75.4	76.0	949.9	1,011.3
§Sunset Magazine	94.5	97.2	1,028.9	1,074.0
▲Texas Homes	—	—	470.3	329.1
○Workbench	—	—	239.4	232.1
Total Group	875.6	833.7	11,649.6	10,781.9

In-flight

	Aug. 1980	Aug. 1979	Jan.-Aug. 1980	Jan.-Aug. 1979
#Aboard Group	—	—	1,192.0	876.0
Air California	70.3	69.0	466.1	472.8
American Way	56.3	64.5	529.5	473.0
Clipper	52.2	—	369.1	—
East/West Network:				
Eastern Review	54.5	79.4	593.5	650.2
Continental Extra	49.2	65.9	534.7	554.9
Hughes Airwest Sundancer	58.3	76.4	594.5	638.6
Ozark Flightime	35.8	60.4	422.0	483.0
PSA Magazine	82.3	103.6	842.5	883.7
Texas International/The Texas Flyer	41.7	66.8	467.1	486.0
United Mainliner	64.8	97.9	731.0	704.1
Halsey Publications:				
Braniff's Flying Colors	27.3	32.0	291.0	257.0
Delta Sky	28.0	36.0	328.0	370.0
○Pace	64.0	46.0	240.0	168.0
Scene	35.3	22.0	248.1	44.3
Southwest Airlines	66.6	51.6	511.1	392.7
○Spirit of Aloha	—	—	107.6	71.5
USAir	40.0	—	318.7	—
Webb Publications:				
○Frontier	—	—	168.4	149.7
Passages	24.3	25.8	221.5	208.5
TWA Ambassador	42.1	70.6	412.0	411.3
Total Group	893.0	969.9	9,582.4	8,275.3

Metropolitan

	Aug. 1980	Aug. 1979	Jan.-Aug. 1980	Jan.-Aug. 1979
○Aloha	17.8	9.0	81.3	30.0
Atlanta	74.0	55.0	595.7	559.7
Baltimore	67.2	97.7	569.5	632.6
Birmingham	23.0	39.8	198.8	244.6
Boston	95.5	86.3	842.0	729.3
Broward Life	44.2	41.2	387.6	375.9
Brown's Guide to Georgia	55.7	46.4	379.1	348.0
Central Florida Scene	—	—	111.5	117.9
○Charlotte	39.3	26.4	193.6	164.6
Chicago	100.4	101.7	1,062.6	1,086.4
▲Chicago's North Shore	—	—	315.9	166.9
Cincinnati	47.3	51.1	491.7	421.3
Cleveland	58.3	62.3	556.9	637.3
Columbus Monthly	60.0	89.1	652.7	656.7
Connecticut	72.3	50.0	537.7	570.0
D/Magazine, Dallas/-Fort Worth	106.3	96.1	837.1	801.6
Delaware Today	17.8	28.9	249.3	251.7
Denver	36.6	24.8	260.9	220.6
Denver Monthly	24.5	26.3	190.7	195.6
Monthly Detroit	30.7	39.5	386.4	300.1
Exclusively Yours Wisconsin	51.7	59.7	536.3	612.5
Gold Coast of Florida/-Indian River Life	84.4	79.9	903.8	843.4
Grand Rapids	38.8	28.3	276.5	194.1
Honolulu	90.2	96.0	581.0	610.7
Houston City	47.3	36.7	293.8	300.0
Indianapolis	31.5	24.5	304.7	227.4
Kansas City	31.7	29.3	263.5	260.6
Lansing	35.0	—	260.6	152.0
Los Angeles	213.5	241.0	1,477.8	1,576.5
Madison	52.0	30.0	308.4	212.6
Mesa	39.8	32.0	388.2	—
Metro, the Mag. of S.E. Virginia	43.5	37.0	335.3	277.5
Miami	53.0	38.9	474.0	386.3
Milwaukee	32.5	23.0	255.5	111.0
Mpls./St. Paul	62.0	60.6	533.3	388.2
Monterey Life	38.6	—	277.8	—
Nashvillel	42.8	54.0	404.9	421.1
New Jersey Monthly	63.3	54.6	546.1	487.2
New Mexico	38.8	26.0	220.2	153.4
New Orleans	37.0	44.9	359.4	391.6
Ohio	22.3	30.0	184.0	278.0
Omaha	23.3	29.5	202.6	187.1
Palm Beach Life	22.8	22.7	437.2	349.3
Palm Springs Life	47.0	43.3	901.2	799.5
Philadelphia	146.3	133.0	1,029.1	1,074.3
Phoenix	124.5	124.3	815.3	722.6
Pittsburgh	—	—	308.6	356.0
Pittsburgher	28.6	26.6	300.2	219.6
Sacramento	38.0	28.2	224.1	276.8
St. Louis	55.5	84.0	627.5	748.0
San Diego	142.8	154.6	1,119.6	1,212.7
San Francisco	60.6	72.5	495.7	434.2
San Francisco Focus	30.7	20.0	264.9	174.0
††Sarasota Town & Country	24.0	37.0	217.0	166.0
▼Shenandoah Valley	26.3	—	136.9	—
Spokane	38.5	43.7	291.8	293.7
Tampa Bay Life	61.8	40.8	480.8	353.2
Texas Monthly	102.4	83.7	876.6	791.7
Twin Cities	42.9	27.0	286.8	152.6
Washington Dossier	58.0	36.5	359.0	326.2
The Washingtonian	116.0	75.0	886.5	926.9
Westchester	46.5	46.0	370.4	341.0
Westchester Illustrated	45.1	37.0	343.3	293.3
Wichitan	43.5	62.1	354.0	430.8
Total Group	3,487.7	3,233.7	29,405.2	27,024.4

Movie-romance-radio-tv

	Aug. 1980	Aug. 1979	Jan.-Aug. 1980	Jan.-Aug. 1979
○Complete Women's Group	24.3	22.0	96.6	106.7
Ideal Women's Group:				
Daytime Stars	27.5	27.8	199.7	233.6
Intimate Story	32.2	29.7	228.1	235.5
Personal Romances	32.2	29.7	228.2	235.5
KMR Women's Group:				
Real Romances	8.5	10.2	66.0	109.6
Real Story	8.5	10.2	66.0	109.6
○Teen Bag	—	10.2	32.6	62.3
Macfadden's Women's Group:				
Modern Romances	30.0	41.0	231.2	291.4
Secrets	30.0	41.0	231.2	290.3
True Confessions	30.6	41.4	237.1	290.1
True Experience	30.0	41.0	231.2	289.4
True Love	30.0	41.0	231.2	290.4
True Romance	30.0	41.0	231.2	289.4
Sterling Women's Group:				
Daytime TV	31.2	30.0	249.0	255.9
Modern Love	30.5	29.6	120.9	241.2
Modern Screen	32.2	32.0	257.0	257.9
○Movie Mirror	—	—	127.7	128.7
Photo Screen	32.2	32.0	96.7	129.2
Real Confessions	—	29.6	152.3	241.2
Soap Opera Stars	12.0	—	24.0	—
TV Movie Screen	—	—	127.7	129.8
TV Picture Life	32.2	32.0	129.3	129.2
Total Group	472.1	571.4	3,570.9	4,346.3

Youth

	Aug. 1980	Aug. 1979	Jan.-Aug. 1980	Jan.-Aug. 1979
Boys' Life	13.6	14.1	171.0	168.3
Campus Life	49.6	38.5	271.9	231.7
††Scholastic Magazines	—	—	154.9	194.9
Total Group	63.2	52.6	597.8	594.9

Mechanics & science

	Aug. 1980	Aug. 1979	Jan.-Aug. 1980	Jan.-Aug. 1979
○Elementary Electronics	26.9	30.7	100.9	135.6
§Mechanix Illustrated	54.9	59.4	618.9	670.3
Popular Electronics	60.9	47.7	469.8	434.1
Popular Mechanics	74.2	88.1	900.0	924.2
§Popular Science	64.1	60.8	703.6	687.6
Total Group	281.0	286.7	2,793.2	2,851.8

Boating & yachting

	Aug. 1980	Aug. 1979	Jan.-Aug. 1980	Jan.-Aug. 1979
Boating	63.0	72.8	937.5	915.7
Chesapeake Bay	27.3	26.9	237.3	224.7
Cruising World	87.7	89.9	881.2	831.5
Lakeland Boating	33.2	—	238.4	—
Motor Boating & Sailing	82.8	79.6	1,011.8	1,026.1
Pacific Skipper	21.4	19.9	286.2	19.9
§Sail	121.3	96.9	1,061.3	1,083.0
§Sea	69.8	69.0	772.6	731.3
Trailer Boats	15.8	16.2	218.7	217.5
Yachting	136.0	142.8	1,386.9	1,500.7
Total Group	658.3	614.0	7,031.9	6,550.4

Automotive & recreational vehicles

	Aug. 1980	Aug. 1979	Jan.-Aug. 1980	Jan.-Aug. 1979
Car & Driver	64.5	61.5	636.7	590.2
Car Collector & Car Classics	23.6	23.2	184.7	213.4
Car Craft	52.2	61.9	434.6	533.7
Choppers	—	—	82.0	103.7
○Custom Bike	18.0	14.5	84.9	179.0
○Custom Rider	—	—	88.0	—
Cycle	50.8	58.1	775.3	836.4

§Sectional linage included but prorated to circulation of regional editions. *Sectional linage included but NOT prorated to circulation of regional editions. †Published 6 times a year. ○Published every other month. ▲Published 10 times a year. ††Published 9 times a year. ‡Published 3 times a year. #Published quarterly. ☆Published twice a month. ‡‡Published 7 times a year. ◇Published 11 times a year. ▼Published 8 times a year. **Published weekly. ▶Published every two weeks. A. Includes 6 magazines published quarterly. B. Preprinted inserts included. C. 11 issues '80 vs. 15 issues '79. D. Began publishing Feb. 1980.

(Continued on Page 50)

Advertising pages in August consumer publications

(Continued from Page 49)

	Pages			
	Aug. 1980	Aug. 1979	Jan.- Aug. 1980	Jan.- Aug. 1979
Cycle Guide	30.6	23.4	377.4	458.0
Cycle World	44.7	42.0	660.0	686.7
Dirt Bike	16.0	15.0	207.7	198.2
Dune Buggies & Hot Vw's	40.1	31.8	316.5	260.5
Family Motor Coaching	45.0	62.8	482.6	675.1
4 Wheel & Offroad	28.7	32.1	232.1	240.6
Four Wheeler	26.8	47.0	259.7	354.2
Hot Rod	51.8	51.4	450.3	467.9
Motocross Action	28.7	26.7	254.4	209.3
Motorcyclist	21.4	23.6	358.9	384.5
Motor Trend	29.9	35.1	360.0	366.8
††Motorhome Life	41.0	60.6	344.2	483.2
Pickup, Van & 4 WD	32.1	46.3	344.5	459.2
Road & Track	86.4	82.0	803.6	712.3
Touring Bike	—	—	72.9	85.8
Trailer Life	73.8	110.0	720.8	1,049.3
Woodall's Trailer & RV Travel Magazine	24.0	50.8	306.9	633.8
Total Group	830.1	959.8	8,838.7	10,183.8

Outdoor & sport

	Aug. 1980	Aug. 1979	Jan.- Aug. 1980	Jan.- Aug. 1979
Alaska	39.0	38.9	335.0	345.4
○The American Handgunner	—	—	141.0	100.2
American Hunter	14.0	12.5	126.1	58.6
American Rifleman	33.8	33.8	221.4	237.8
○Archery World	52.0	55.0	182.0	178.0
○Backpacker	38.1	—	188.2	—
§Bass Master	—	—	317.3	298.5
††Bicycling	51.5	35.5	399.9	318.2
▼Camping Journal	14.2	28.3	167.9	222.9
Field & Stream	67.9	70.4	681.0	710.6
Fins and Feathers	16.3	18.9	255.8	237.0
○Fishing World	—	—	143.1	149.5
Florida Sportsman	44.8	42.8	512.7	518.0
‡‡Fly Fisherman	—	—	309.1	291.0
Fur-Fish-Game	22.4	24.0	183.0	186.9
Guns	49.7	27.5	271.1	213.7
Guns & Ammo	47.2	53.4	360.6	369.7
Horseman	36.2	35.7	275.9	259.8
Inside Sports	18.8	—	129.3	—
Outdoor Life	67.0	61.4	585.7	664.7
Petersen's Hunting	35.4	39.7	185.1	211.8
The Runner	29.8	28.1	242.8	251.2
Runner's World	34.2	54.7	324.2	457.7
Salt Water Sportsman	40.2	36.3	447.6	487.5
Shooting Times	38.8	40.8	276.9	310.9
SkateBoarder	23.4	33.0	148.9	318.6
‡‡§Ski	—	—	195.2	171.4
‡‡Skiing	—	—	210.9	177.0
Skin Diver	43.3	50.2	445.0	501.8
Soccer Corner	13.5	—	85.0	11.5
‡‡Southern Outdoors	—	—	177.3	174.6
§Sport	37.9	52.4	339.6	329.0
Sports Afield	75.1	77.7	711.9	639.7
▼Spray	44.8	54.0	329.7	288.6
Swim Swim	—	—	36.7	16.2
Western Outdoors	21.7	24.2	234.4	282.0
Total Group	1,051.0	1,029.2	10,177.3	9,990.0

Comics

	Aug. 1980	Aug. 1979	Jan.- Aug. 1980	Jan.- Aug. 1979
○Archie Comic Group	10.0	10.0	40.0	40.0
DC Comics	10.0	12.0	89.8	93.5
Harvey Comics Group	8.0	8.0	64.0	64.0
Marvel Comics Group	13.0	13.0	100.5	99.5
Total Group	41.0	43.0	294.3	297.0

Newspaper magazines I

	Aug. 1980	Aug. 1979	Jan.- Aug. 1980	Jan.- Aug. 1979
§Family Weekly	86.9	65.0	645.4	663.1
Parade	70.3	67.4	533.2	598.5
Total Group	157.2	132.4	1,178.6	1,261.6

Canadian national weekend magazines

	Aug. 1980	Aug. 1979	Jan.- Aug. 1980	Jan.- Aug. 1979
B. Perspectives	29.6	21.1	291.6	256.1
§Today	23.5	19.0	297.9	275.6
Total Group	53.1	40.1	589.5	531.7

Canadian

	Aug. 1980	Aug. 1979	Jan.- Aug. 1980	Jan.- Aug. 1979
L'Actualite	21.7	23.8	316.2	317.5
Chatelaine:				
§English Edition	55.4	44.6	588.9	542.5
French Edition	45.8	36.0	507.4	458.3
§Financial Post Magazine	—	—	252.3	239.4
▲§Flare	51.1	39.8	379.3	326.1
▲§Homemaker's Magazine:				
English Edition	—	—	537.5	470.6
French Edition	—	—	384.8	378.0
**§Macleans	42.9	42.4	561.2	559.4
▼§Quest Magazine	—	—	182.3	163.7
§Reader's Digest:				
Canada-English	52.8	38.9	624.2	629.8
Canada-French	37.0	31.9	535.2	557.2
Total	89.8	70.8	1.159.4	1,187.0
▲Saturday Night	—	—	170.7	201.2
▲Toronto Life	60.6	57.0	720.3	651.7
Total Group	456.5	385.2	6,919.07	6,682.4

July pages

Business

	Pages			
	July 1980	July 1979	Jan.- July 1980	Jan.- July 1979
Atlanta Business Chronicle	15.0	17.0	191.3	97.7
Barron's	150.3	150.4	1,307.7	1,106.7
Black Enterprise	22.2	12.0	338.9	329.0
Business Rev. of Wash.	55.4	36.0	358.0	236.8
§Business Week	338.9	375.3	2,866.1	2,755.4
California Business	61.2	30.2	365.4	191.6
Corporate Report	78.9	60.9	522.5	425.2
Crain's Chicago Business	63.0	42.8	404.3	254.6
Dun's Review	59.5	51.8	592.1	533.2
☆Financial World	58.9	57.7	539.1	519.4
Florida Trend	67.5	70.7	419.3	414.9
▶Forbes	131.7	156.8	1,454.8	1,425.4
▶Fortune	134.0	217.2	1,387.3	1,297.9
Houston Business Journal	127.5	127.9	871.2	849.6
§INC. Magazine	56.6	43.1	439.5	193.5
▶§Industry Week	133.0	124.4	1,055.0	1,159.5
§Nation's Business	28.1	33.7	279.6	308.4
*New England Business	25.5	30.0	331.6	306.7
▶Northern Ohio Business Journal	25.3	15.9	233.0	160.7
Outlook	39.2	41.4	253.6	262.4
Texas Business	61.7	58.7	278.7	297.3
Total Group	1,733.4	1,753.0	14,489.0	13,125.9

Newspaper magazines II

	July 1980	July 1979	Jan.- July 1980	Jan.- July 1979
Boston Globe	82.2	93.2	915.7	905.8
Chicago Tribune	56.9	106.7	743.2	922.8
*Cleveland Plain Dealer	70.2	136.8	931.5	1,088.5
Detroit News	147.8	142.6	1,007.4	1,120.6
§Los Angeles Times Home Magazine	97.2	147.9	829.0	980.2
New York News	68.8	115.0	745.4	833.1
New York Times Magazine	120.9	195.7	2,117.1	2,109.0
Philadelphia Inquirer	44.0	79.9	524.6	623.6
Washington Post Magazine	64.5	84.4	836.5	736.4
Washington Star, Home/Life Magazine	40.8	75.0	409.7	440.1
Total Group	793.3	1,177.2	9,060.1	9,760.1

Weeklies, bi-weeklies, semi-monthlies

	July 1980	July 1979	Jan.- July 1980	Jan.- July 1979
§Army Times Military Group:				
Air Force Times	137.7	163.3	1,065.3	1,078.4
Army Times	136.7	162.3	1061.6	1055.5
Navy Times	151.0	197.5	1,160.8	1,158.3
The Times Magazine	7.5	5.8	138.9	155.9
The Blood Horse	465.8	423.3	2,560.1	2,333.1
Circus	12.5	26.0	110.8	193.5
Commonweal	2.7	2.6	79.2	46.9
Golf World	60.9	49.2	490.3	436.3
§Grit	17.6	37.0	235.3	277.7
National Review	14.0	18.0	105.0	131.0
New West	64.7	73.4	703.6	717.2
New York Magazine	117.5	97.9	1,128.3	1,126.0
New Yorker	191.4	168.1	2,074.8	1,965.6
§Newsweek	169.5	246.9	1,740.7	1,875.8
People	200.3	248.8	1,901.4	1,909.1
Rolling Stone	65.8	88.2	544.7	635.1
▶§Saturday Review	27.5	36.0	295.7	364.0
Sporting News	50.4	54.8	349.7	406.3
§Sports Illustrated	144.6	195.9	1,485.4	1,471.1
§Time	154.4	209.9	1,569.6	1,696.7
§TV Guide	183.2	180.5	2,053.7	2,038.5
▶Us Magazine	41.2	48.7	303.5	358.1
§U.S. News & World Report	99.3	143.7	1,112.0	1,087.5
Total Group	2,516.2	2,877.8	22,270.4	22,517.6

Foreign

	July 1980	July 1979	Jan.- July 1980	Jan.- July 1979
§Buenhogar:				
Ecuador	18.2	6.3	57.8	55.3
Chile	3.0	—	21.5	4.7
Mexico	85.8	62.2	389.8	385.0
Puerto Rico	29.2	21.2	164.5	130.2
Venezuela	49.8	36.7	260.0	259.8
Colombia	68.0	55.2	341.5	341.3
Peru	40.2	22.0	125.3	87.5
Central America	11.8	15.8	55.5	94.0
U.S.	11.8	11.2	56.2	62.8
Dominican Republic	19.0	20.8	102.8	176.0
Coqueta:				
Mexico	15.0	2.0	48.5	—
Puerto Rico	6.0	2.0	19.5	—
Venezuela	14.0	4.0	42.5	—
Columbia	6.0	—	29.0	—
Peru	3.0	—	14.0	—
Central America	—	—	0.5	—
Total	44.0	10.0	154.0	—
Fascinacion:				
Mexico	10.8	11.7	53.7	57.3
Puerto Rico	2.0	1.0	10.7	9.3
Venezuela	5.5	12.0	36.7	70.3
Colombia	11.0	7.0	51.8	28.8
Central America	—	—	—	—
Geomundo:				
Chile	3.0	3.0	37.0	20.0
Mexico	10.0	12.0	94.7	56.7
Ecuador	2.0	8.0	33.0	35.0
Puerto Rico	2.0	9.0	39.5	55.0
Venezuela	10.0	17.5	78.5	77.8
Colombia	7.0	19.0	76.5	89.3
Peru	12.0	7.0	54.0	32.0
Central America	4.0	8.0	39.0	37.3
Hombre De Mundo:				
Dominican Republic	4.0	—	33.0	—
Mexico	16.7	19.0	129.8	107.0
Chile	3.0	2.2	33.7	15.2
Puerto Rico	10.0	15.0	79.2	117.5
Ecuador	6.0	6.2	31.7	24.7
Venezuela	16.5	19.7	100.5	80.7
Colombia	9.0	20.7	62.0	96.3
Peru	5.0	5.2	29.0	8.2
Central America	5.0	8.2	41.8	35.7
Ideas Para Su Hogar:				
Dominican Republic	1.7	—	10.8	—
Mexico	16.5	8.0	81.5	43.2
Chile	1.0	—	6.0	—
Puerto Rico	2.8	1.8	17.2	16.8
Ecuador	.7	—	1.3	2.0
Venezuela	10.3	13.5	97.7	77.3
Colombia	19.8	24.2	125.5	92.8
Peru	11.7	1.5	47.8	6.5
Central America	0.7	0.5	2.7	3.5
Intimidades:				
Mexico	6.3	4.5	28.5	38.0
Puerto Rico	7.0	7.0	28.0	18.0
Venezuela	12.0	11.0	67.0	67.0
Columbia	3.0	—	24.0	3.0
Central America	1.0	—	11.0	3.0
Mecanica Popular:				
Caribbean	44.8	35.8	253.7	212.7
Mexico	26.8	18.0	176.0	108.2
Argentina	9.3	3.3	47.7	23.0
The Ring en Espanol:				
Mexico	3.0	2.7	17.8	10.5
Puerto Rico	2.0	3.5	18.0	19.7
Venezuela	2.0	2.5	9.5	28.2
Colombia	—	1.5	1.5	4.2
Central America	—	—	—	2.2
U.S.	4.0	4.5	21.0	21.7
Vanidades Continental:				
Dominican Republic	20.7	38.5	157.5	223.8
Mexico	97.8	111.2	701.2	710.5
Chile	11.7	3.7	74.8	28.8
Puerto Rico	31.2	50.8	312.2	324.5
Venezuela	65.7	71.5	442.8	372.8
Colombia	73.8	106.3	448.5	477.0
Peru	26.7	31.5	162.5	137.5
Central America	27.0	35.8	177.5	171.8
Ecuador	21.8	18.8	107.3	107.2
U.S.	34.8	28.8	199.5	209.0
Cosmopolitan Foreign Editions:				
Australia	47.2	41.6	399.9	339.7
Brazil	40.0	17.0	244.0	161.0
France	56.5	43.0	544.5	478.0
Great Britain	122.0	117.0	846.0	815.0
Greece	14.0	—	135.0	—
Italy	37.5	33.7	336.5	225.7
Japan	62.0	—	62.0	—
Cosmopolitan en Espanol:				
Central America	5.5	7.8	48.0	47.2
Colombia	19.3	30.0	146.3	154.7
Ecuador	1.5	2.5	18.3	14.5
Mexico	59.7	45.2	384.8	352.0
Peru	13.5	—	31.5	—
Puerto Rico	25.0	21.3	216.7	177.3
U.S. (Spanish Language)	14.0	15.2	89.2	109.2
Venezuela	22.0	31.8	180.0	182.7
International Communications:				
African Business	25.3	17.3	210.7	155.0
The Middle East	24.1	54.4	227.4	373.3
New African	—	—	187.3	229.2
Al-Iktissad Al-Arabi	11.9	12.3	95.3	120.1
International Herald Tribune	74.0	69.1	617.6	626.4
International Management:				
Africa	12.0	17.5	124.0	127.8
Europe	24.0	28.5	258.0	268.6
Latin America	15.7	21.5	121.0	147.0
Middle East	18.2	32.7	167.5	208.5
Pacific	10.0	15.5	109.0	119.8
§Newsweek International:				
Atlantic	42.5	46.8	535.9	629.2
Latin America	25.0	27.7	202.3	198.7
Pacific	56.8	59.9	492.6	511.1
††Progreso	43.3	24.0	125.7	121.2
§Reader's Digest:				
Arabic	—	15.0	65.5	101.0
*Asian	278.5	178.5	1,598.5	1,377.0
Australian	64.7	64.2	498.0	374.9
Belgian-Flemish	31.0	45.5	543.0	589.4
Belgian-French	28.5	44.5	494.5	566.3
British	52.0	52.7	476.3	546.8
*Chinese	116.5	108.5	836.0	712.5
Danish	15.0	17.8	283.3	256.6
Dutch	23.0	23.8	389.4	347.8
Finnish	22.0	24.8	339.3	405.1
French	42.0	34.8	484.0	502.6
German	56.2	70.6	514.6	546.1
Iberian	21.5	28.0	277.9	257.6
Indian	99.8	95.5	652.7	571.5
Italian	36.5	31.0	454.0	387.0
Japanese	52.2	67.3	363.0	379.3
Korean	19.0	14.5	131.0	105.5
Latin America:				
Argentine	36.5	59.0	235.5	331.0
Brazil	8.5	12.0	91.8	100.7
Central American	22.5	16.0	125.5	126.5
Chile	28.0	22.5	203.0	153.5
Colombia	54.0	56.5	259.5	314.0
Ecuador	12.0	17.5	85.5	101.5
Mexico	50.7	45.2	290.0	241.6
Peru	11.0	9.5	51.0	50.0
Puerto Rico	12.5	9.0	73.5	87.5
U.P.B.	19.0	30.5	149.5	215.5
U.S. Spanish	11.0	9.0	102.0	96.5
Venezuela	29.0	20.5	153.0	139.0
Portugal	38.0	37.0	272.9	281.3
New Zealand	75.2	41.2	468.6	299.8
Norwegian	24.3	29.8	281.0	307.4
South African	76.5	67.5	461.0	456.0
Swedish	25.5	14.5	165.5	211.2
Swiss-French	22.0	21.0	212.0	212.0
Swiss-German	30.0	24.0	291.0	302.0
Canada-English	45.7	51.9	370.2	589.2
Canada-French	34.0	39.7	494.2	522.4
Total	1,624.3	1,551.0	13,437.2	13,167.6
Time International:				
Time-Asia	86.2	78.4	594.0	588.5
Time-Atlantic	57.7	72.7	699.1	760.[illegible]
Time-Canada	54.9	82.6	735.8	795.2
Time-Latin America	64.9	54.5	437.3	435.2
Time-South Pacific	122.8	142.8	917.2	845.6
▶Visao	97.8	62.7	646.0	555.7
▶§Vision/Latin America	58.2	22.4	306.0	223.8
Total Group	4,207.2	4,021.9	24,502.3	30,479.9

Advertising Age

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50 YEARS 1930-1980

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—'M*A*S*H,' '60 Minutes,' 'Dallas'—

CBS series top price list

By COLBY COATES

NEW YORK—Three CBS programs—"60 Minutes," "M*A*S*H" and "Dallas"—share the title of costliest commercial vehicles for the 1980-81 prime time season, currently on hold pending settlement of the actors' strike.

For its second annual prime time unit price survey, ADVERTISING AGE estimates that the three programs, ranked Nos. 1, 3 and 5, respectively, at the conclusion of last season, have brought the network approximately $150,000 per 30-second unit. "Dallas" carries a $145,000 price tag, but that figure is said to be the minimum at which an adjacency to J. R. Ewing can be had.

Besides joining "60 Minutes" and "M*A*S*H" at such stratospheric price levels, "Dallas" also has the distinction of being one of the few shows in recent memory to enjoy a 100% price hike in unit costs from one season to the next. Said CBS-TV vp-sales Paul Isacsson, "Everybody wanted it."

Although one of tv's more expensive efforts—production costs are as high as $700,000 per episode—a sold-out "Dallas" generates more than $1,700,000 per program in network sales.

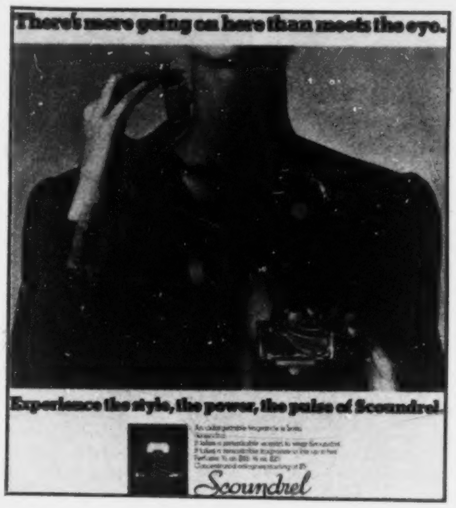
While CBS can boast about tv's three most expensive programs, ABC, according to estimates, can still lay claim to having more programs priced at $100,000 or higher—14, compared to CBS' 11 and NBC's four. Moreover, ABC's average prime time cpm, in the neighborhood of $4.95, is still higher than CBS' $4.60 to $4.70 and NBC's $4.25 to $4.35.

Complete table of show prices appears on Page 56.

Nevertheless, while the unit price for most returning CBS and NBC programs has increased, costs for some of ABC's longstanding heavyweights have dipped. "Happy Days," "Laverne & Shirley," "Mork & Mindy" and "Benson" are all thought to be priced somewhat lower than a year ago. But "Charlie's Angels" gets the prize for the biggest skid, from $110,000 per 30 last year to about $85,000 for the upcoming season. ABC's "Three's Company," last season's No. 2-rated program emerged as the next biggest winner behind CBS' triumvirate of programs, earning more than $135,000 per 30.

Among the newcomers, CBS' "Magnum P.I." and ABC's "Too Close for Comfort" and "But I'm a Big Girl Now" have attracted the most buyer interest. ABC-TV Network sales vp Jake Keever rated "Big Girl," which stars Danny Thomas and Diana Canova, as having "the most upside potential." As for "Magnum," CBS' Mr. Isacsson said that after running all the upfront plans through their computers, the network found that demand for the Hawaii-based private eye program was so strong that CBS was able to hike the unit price three times.

Though NBC has fewer $100,000-plus priced shows and more programs at less than $70,000 than its competitors, some buyers now are suggesting that if they're to become heroes in the eyes of their clients, it will be because of deals made with the No. 3-ranked network. At $60,000 a 30, "Games People Play" is winning favor as the best buy around. Meanwhile, "Little House on the Prairie" has emerged as NBC's highest priced program, fetching $125,000 a 30. #


There's more going on here than meets the eye.
Experience the style, the power, the pulse of Scoundrel.
Scoundrel

Revlon's '80s lady

Revlon calls its new fragrance, and the lady who represents it, a Scoundrel, but out of a "sense of affection and understanding." This art is from a co-op ad that also will offer a Scoundrel pendant by Aldo Cipullo for $15 with purchase.

Scoundrel is Revlon's latest

By PAT SLOAN

NEW YORK—Every few years or so, the fragrance industry sets about to define the woman of the hour. And if Revlon's Charlie and Jontue fragrances are considered representative of the 1970s woman in all her manifestations, its latest scent, Scoundrel, for which ads break late this month, could well mirror the woman of the new decade.

A scoundrel? Well, not quite. Revlon calls her Scoundrel out of a sense of "affection and understanding," not so much villainous as replete with backbone and dazzle in the sense that Auntie Mame or Lily Langtry were.

- She is not the aspiration-filled young woman as portrayed by Charlie nor her less strident version depicted by Jontue, according to Bonnie Clark, a Revlon vp who is heading the Scoundrel marketing effort. Charlie and Jontue are the No. 1 and No. 2 selling fragrances in the U.S., respectively.

"Scoundrel is a woman who is past the aspiration stage. She has reached one level of success and expects to be at another in the near future," Ms. Clark explained.

(Continued on Page 59)

Nestle tests broad food line

WHITE PLAINS, N.Y.—In a major attempt to strengthen its position in the U.S. with value-added products, Nestle Co. will begin a one-year test of New Cookery, a 30-item food line low in fat, starch and sugar. The test starts Sept. 5 in Fresno, Cal.

Nestle is targeting the broad new food line not to dieters, but to those who seek a sensible way of eating without cheating the palate. With New Cookery addressed to what Nestle sees as a new consciousness in eating, the company will serve up everything from chili to beef stew, catsup to mayonnaise, canned fruit to pasta.

But while sugar, fats and oils will be cut back, the company says, they will never be reduced so much as to affect taste, a major problem with dietetic foods which, because of their limited appeal, also are regarded as added dollars to the grocery bill, not as replacement items. Dietetic foods also have generally faced a third negative as well: Chemical additives.

Because fat, sugar and starch content are reduced by about half as much as in low-cal substitutes, New Cookery will claim to offer the same taste as conventional food products plus wide family appeal and no chemical content.

For Swiss-based Nestle Alimentana S.A., the broad appeal of the line could eventually mean a larger U.S. contribution to over-all profit, a percentage that has in the past been considered too small by chairman Pierre Litoard-Vogt (AA, June 30). In the U.S., Nestle Co. is known primarily for its Taster's Choice, Nescafe and Decaf coffee brands; chocolate morsels, candy bars and powdered drink mixes; Nestea tea products, and Souptime instant soups. Additionally, it owns Libby, McNeill & Libby and Stouffer Foods.

Taking pains to keep New Cookery positioned away from diet foods, Nestle has decided to integrate the line fully throughout the store, according to one Fresno supermarket exec. While utilizing a separate display unit might have been preferable in terms of easy access for the consumer, the grocer said, it would almost certainly have meant New Cookery's being

(Continued on Page 53)

last minute news

Royal Crown consolidates lines at O&M

ROLLING MEADOWS, ILL.—Royal Crown Cola Co., seeking an "economic advantage," has consolidated its soft drink business with Ogilvy & Mather, Chicago, by handing it the Nehi line and RC 100, from Don Tennant Co., Chicago. O&M, which already has RC Cola and Diet Rite Cola, will continue to place Tennant's "Taste that taste" creative for RC 100, the no-caffeine, no-sugar cola in nine test markets (AA, July 7).

Mobil argues Arco Graphite superiority claims

NEW YORK—Mobil Corp. has submitted data to the three tv networks and the NAD rebutting Arco Graphite motor oil ads claiming fuel economy and engine protection superior to Mobil 1. Mobil said the ads will be taken off CBS and NBC. But Arco said it has modified certain commer-

(Continued on Page 8)

NEWSPAPER

Colgate shifts $41 million

NEW YORK—Colgate-Palmolive Co. shifted nearly $41,000,000 worth of billings last Friday, leaving Kenyon & Eckhardt, Ted Bates & Co., and William Esty Co. as its major U.S. agencies. Colgate group vp Reuben Mark told ADVERTISING AGE last month that a consolidation of agencies was under consideration (AA, Aug. 4).

Norman, Craig & Kummel and D'Arcy-MacManus & Masius, which give up $11,500,000 and $18,200,000 in U.S. billings, respectively, continue on Colgate international assignments.

- The big U.S. winners in the consolidation are K&E, netting about $13,700,000 in new billings, and Bates, adding $14,750,000. Esty, Colgate's agency for Fab, Irish Spring, Ultra Brite and Hair Defense, picks up about $9,000,000 in new brands from D'Arcy and NCK, but yields the $10,000,000 Dermassage dishwashing liquid to K&E.

K&E, the Colgate agency for Fresh Start and Curad before Friday, picks up, in addition to Dermassage, the $1,000,000-and-growing Fluorigard dental rinse from Bates, along with the $3,000,000 Mersene denture cleanser from NCK. Axion presoak, $300,000, goes from K&E to North Castle Partners, Greenwich, Conn., which also was assigned the $2,000,000 Cold Power powder, formerly at NCK. North Castle continues on "certain special brand assignments" as well.

Esty comes out with the House of Ajax line, from NCK, billing about $6,500,000; Baggies plastic bags, $1,500,000, and Handi-Wipes, $1,000,000, both from D'Arcy.

Bates—agency for Colgate toothpaste—now gets the $7,000,000 Dynamo liquid detergent; Palmolive dishwashing liquid, $8,000,000, and Palmolive soap, $750,000, all from D'Arcy, as it sends Fluorigard on to K&E.

Colgate said the move is "designed to concentrate emphasis on strong creative support for key franchise brands both in the U.S. and abroad." It added that D'Arcy and NCK will continue to benefit as the company increases its media spending overseas.

"The consolidation . . . will provide the company with a more simplified and rational structure," said Colgate. The action meshes with C-P's earlier restructuring of its brand management system, to provide a single strategic plan for each category.

For NCK, the move marks the end of its connection with the Ajax line, which NCK's "white knight" commercials in the early '60s turned into national folklore. NCK landed its first Colgate business in

(Continued on Page 53)

July tv sweeps boost indies

By MAURINE CHRISTOPHER

New York—Would you believe that "Bugs Bunny" and "Tom & Jerry" both drew bigger audiences than David Hartman on "Good Morning America" and Tom Brokaw on "Today" in at least one major market in the four-week July sweeps?

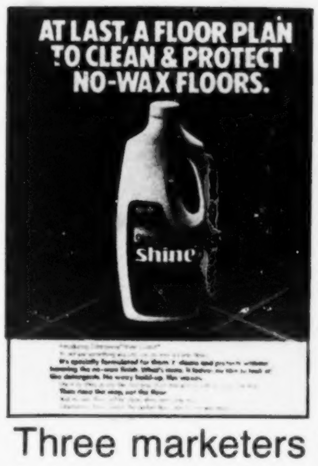
That's the word, according to Arbitron's New York report. Leading the 7 a.m. to 9 a.m. wakeup period was WNEW-TV's "Bugs Bunny" and others in its children's show lineup. They pulled 239,000 homes during the average quarter hour. Another indie, WPIX, placed second with "Tom & Jerry" and the "Magilla Gorilla" and other children's shows, which reached 196,000 households.

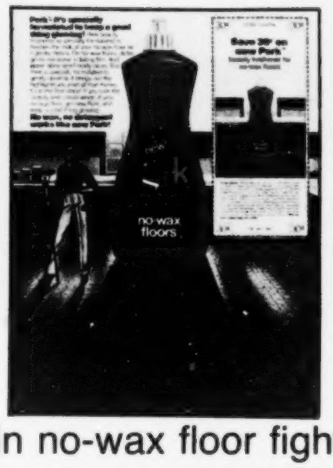
Opposite the cartoons, "Today" on WNBC-TV drew 150,000 homes and "GMA" on WABC-TV pulled 140,000. Both morning news-and-talk shows originated from Detroit during the mid-July Republican convention there. WNEW-TV also took this time period in the May report, but in that instance, WNBC-TV was second.

▪ This was one of the more fascinating examples of audience behavior during July when many independents across the country, as usual, benefited from viewer aversion to a lackluster, news-poor national political convention. Sampling was rampant as people roamed the dial looking for alternate choices to the Ronald Reagan-George Bush drama being played out in the Joe Louis Arena in Detroit. Buildup and follow coverage to the Republican meeting probably also cut into viewing levels at the networks.

This is the overriding impression that emerges from a study of major market Arbitron reports for July. The flow seems to have been mainly from affiliate to indie, but there also was some shifting from

(Continued on Page 54)





At Last, No-Wax Floors Are Going From Dull To Brite!
Brite
New Brite for No-Wax Floors Cleans and Shines Without Wax.

Three marketers in no-wax floor fight

The battle for share in the floor care category (AA, June 23) heats up as no less than three companies introduce new products with these color page ads in September issues of shelter books. Airwick Industries says its Shine Guard cleans and protects; Lehn & Fink says its Perk cleans and shines, and S. C. Johnson & Son says its Brite gently cleans and freshens the look of no-wax floors. SSC&B handles Perk; Drossman Yustein Clowes has Shine Guard, and Foote, Cone & Belding is the agency for Brite.

FTC, critics meet on kids' tv ads

By RICHARD L. GORDON

Washington—Federal Trade Commission staffers are probing advertisers and consumer groups for possible new approaches to break the bitter deadlock over children's tv advertising.

Participants in the low key, private meetings with the commission staff were reluctant to discuss details, but some indicated that FTC lawyers are intent on drawing out alternatives to the industry-wide ad rule the commission has been considering since 1978.

An earlier FTC effort to write rules covering tv ads to children, begun more than a decade ago, was scrapped by the commission after the industry's self-regulatory programs, particularly the National Assn. of Broadcasters tv code, were tightened to outlaw the use of program hosts as commercial pitchmen and other controversial practices.

Another outcome of the earlier FTC probe was the creation of a special children's ad unit at the Council of Better Business Bureau's National Advertising Division.

▪ It's known that FTC national advertising chief Wallace Snyder and children's tv specialist Susan Elliott have suggested that advertisers might consider on-air educational messages to kids, spots that might explain advertising techniques and urge sound eating habits.

Mr. Snyder declined to discuss that idea specifically last week, saying the talks are still too exploratory. "I don't think it's anything more than one of many approaches. We're just trying to find out what's possible."

The FTC commissioners have given the staff until Oct. 15 to report their recommendations on what should be done with the children's ad rule. Congress forced the reassessment on the commission this year when it suspended the FTC's authority to write industrywide regulations to control "unfair" advertising.

FTC staffers relied heavily on the argument that tv ads to kids were inherently "unfair"—because youngsters couldn't understand their selling intent—even if they weren't deceptive. To continue the rule making, the staff must now justify any action it takes against tv ads to children on the grounds that they are deceptive.

The FTC staffers have met with Washington reps for the three major advertising trade associations: American Advertising Federation, American Assn. of Advertising Agencies and the Assn. of National Advertisers.

▪ The staffers are scheduled to meet this week with General Mills and the Toy Manufacturers of America; Kellogg Co. said it too has been invited for a session some time this month. Top execs at the National Assn. of Broadcasters also are involved.

Mr. Snyder said the staff plans to sit down with major consumer

(Continued on Page 54)

Tampax sets new item for U.K.

London—Tampax is preparing to launch its first nonapplicator tampon in the U.K.

The launch is an attempt to cut into the share of Tampax' archrival here, Lilia White, whose Lillets nonapplicator tampons have seesawed with Tampax for leadership of the $76,000,000 tampon segment of the U.K. sanitary products market.

The tampon segment is said to be split 55-40-5 between Tampax, Lilia White and Playtex. Playtex entered the market in March of this year with the first deodorant tampon using a plastic applicator.

Shrouded in secrecy (Tampax sources here and in the U.S. declined to comment on the matter), the new product is part of a dual struggle that places tampons against press-on napkins in the sanitary protection market and pits Tampax against Lilia White in the tampon segment. The tampon category here is generally static, with more recent activity in the napkin segment. The tampon market in the U.S., however, has been enjoying significant growth.

There is a dispute over the new Tampax product's packaging, according to sources. Tampax' U.K. brand managers want the legend on the box to read "Tampax shaped tampon," while the U.S. parent company wants it to read "Tampon shaped by Tampax."

Asked to respond to news of Tampax' new entry, Jack Lam-

(Continued on Page 59)

highlights

Monday, Sept. 1, 1980

BBDO International and Doremus & Co. have agreed in principle to merge, with final approval expected in December. *See Page 4.*

NCK and Ted Bates have both formed new alliances south of the border. *See Page 6.*

Making the simple business of promotion into a complex process is one of the reasons it fails, said Daniel E. Josephs of Jewel Food Stores, at the 5th annual Advertising Age Week. *See Page 12.*

Kraft gets ready to invade Latin America and Asia by making changes in its U.S. chain of command. *See Page 16.*

Ford Europe faces problems of blending old and new in marketing the Escort, due Sept. 26. *See Page 26.*

Picking a new agency can be confusing, but Rich Flaskegaard offers one way to cut through the jumble. *See Page 31.*

Bill Tyler uses his ears to present his selections for the best radio spots for 1979. *See Page 34.*

John Blair & Co. plans to move into live radio networking, via an opening show by Charley Daniels. *See Page 41.*

ABC is complaining to Congress that FCC may already have "prejudged" the issues in the satellite tv debate. *See Page 43.*

Arbitron's New Electronic Media study touts the desirability of seeing new movies not shown on tv as the most important reason behind pay tv subscriptions. *See Page 44.*

Seven Days, a leftist every-other-weekly, has ended publication. *See Page 49.*

Public tv faces a Senate fight to save its new *Dial* magazine after an ambush on the House floor last week. *See Page 54.*

Better Homes & Gardens this month becomes the first "electronic magazine," joining the *Columbus Dispatch* as a contributor to the CompuServe time sharing network for home computer users. *See Page 55.*

Woodhill-Permatex has big plans for new Depend adhesive. *See Page 55.*

Bess Myerson has withdrawn a tv spot for her New York senatorial campaign featuring Gov. Hugh Carey's endorsement of her. *See Page 55.*

U.S. Customs has uncovered a tempest by proposing to raise the 8% import duty on trench coats because of their "decorative" epaulets. British marketers are ready to battle over the 35% proposal. *See Page 56.*

Snowy will attempt to soak up some market share from Clorox 2 as Gold Seal Co. reformulates and reintroduces its bleach. *See Page 58.*

ABC is still seeking a "Good Morning America" replacement for Rona Barrett, whose ABC agreement will bar her from the rival "Today" on NBC till January 24. *See Page 58.*

Hershey Foods' Halloween treat to children will be its first sweepstakes ever. *See Page 59.*

The New York Daily News' new late afternoon edition, *Tonight*, got mostly good reviews in its second week from advertisers and agency media executives. *See Page 59.*

Section 2

Cooperative advertising is a unique, complex marketing partnership. This week's Section 2 examines the ins and outs of coordinating co-op advertising plans and includes examples of how two industries (grocery and automotive aftermarket) have coped with co-op, beginning opposite Page 30.

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NEWSPAPER ADVERTISING INVESTMENT FOR JUNE 41

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Bell system reaches out with gifts

By JOSH LEVINE

New York—AT&T will bridge the drifting continents of its regulated and unregulated businesses with a gift certificate applicable to any of its residential products and services.

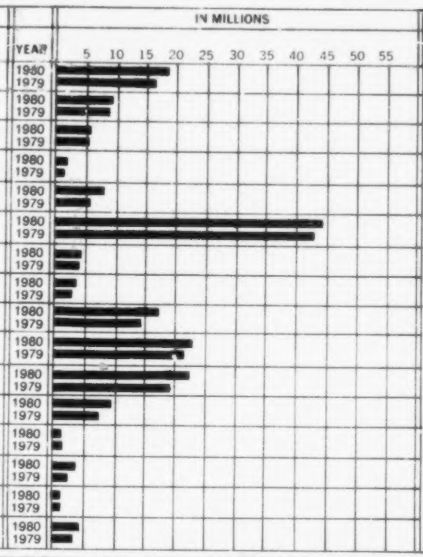
Gift certificates available through American Telephone & Telegraph Co.'s 23 operating subsidiaries in October will test the concept of a universal Bell Telephone retail scrip. If certificate usage proves an active stimulant to sales, rather than an alternate form of payment for the same purchases made with cash, certificates will be integrated into AT&T's $15,500,000 residential ad budget for 1981.

"As the Bell system becomes more concerned with retail marketing, it's clear that some sort of gift certificate ought to be part of the retail line," said Edward J. Swartz, manager-residence pr and employment service advertising. "It's fair to say that we wouldn't have done this sort of thing several years ago."

(Continued on Page 54)

FLASH REPORT: Newspaper advertising investment for June

Source: Media Records Inc.



JUNE—1980	DOLLARS		CHANGE	
CATEGORIES	1980	1979	ACTUAL $ G OR L	% G OR L
Amusements	$ 18,854,190	$16,872,102	+ 1,982,088	+ 11.7
Apparel & accessories	9,056,976	8,624,965	+ 432,011	+ 5.0
Auto supply, service shops	5,856,729	5,545,208	+ 311,521	+ 5.6
Building contractors	1,811,710	1,538,998	+ 272,712	+ 17.7
Building matls, hardware	7,784,407	5,879,954	+ 1,904,453	+ 32.4
Department stores	44,307,283	42,504,748	+ 1,802,535	+ 4.2
Drug stores	4,253,089	3,922,080	+ 331,009	+ 8.4
Eating & drinking places	3,031,830	2,643,921	+ 387,909	+ 14.7
Food stores	17,204,087	14,403,502	+ 2,800,585	+ 19.4
Furniture & furnishings	22,997,075	21,571,063	+ 1,426,012	+ 6.6
General mdse stores	22,614,849	19,718,150	+ 2,896,699	+ 14.7
Real estate	9,615,434	7,382,357	+ 2,233,077	+ 30.2
Shoe stores	1,209,258	1,215,735	6,477	− 0.5
Sptg & leisure time equipment	3,839,845	2,877,153	+ 962,692	+ 33.5
Public service utilities	1,179,494	1,175,642	+ 3,852	+ 0.3
Banks & trust companies	4,000,435	2,802,419	+ 1,198,016	+ 42.7

This Flash Report of newspaper advertiser investment, compiled for ADVERTISING AGE by Media Records, is derived from tabulations that cover 35 dailies and 25 Sunday editions in 15 cities—Atlanta, Baltimore, Boston, Chicago, Cleveland, Dallas, Denver, Detroit, Los Angeles, Miami, New York, Philadelphia, Pittsburgh, San Francisco and Washington. The report indicates marketplace strengths and weaknesses.

June volume in dailies jumps

NEW YORK—Advertising in daily newspapers went up 11.4% in June, 1980, compared with the same month a year earlier, according to the Newspaper Advertising Bureau. For the month, retail was up 16.1%, national was up 13.2%, and classified was up 3.4%.

The bureau said ad spending for the first six months of the year reached $7.2 billion, up 9.5% over the same period in 1979. For the half, retail increased 10.8% to $3.8 billion, national was up 15.8% to $1.1 billion, and classified gained 4.9% to $2.3 billion.

The bureau's estimates are based on measurements by Media Records taken in 64 index cities, plus other data.

According to the June Flash Report prepared for ADVERTISING AGE by Media Records, banks and trust companies had the greatest monthly category gain in ad dollar spending. The category went up 42.7% for June, 1980, compared with June, 1979.

Of the 16 categories monitored for AD AGE by Media Records, only one—shoe stores—showed a loss in June ad volume in the 15 cities whose newspapers are measured (*see chart*). Shoe stores were down 0.5%.

Department stores, newspapers' leading dollar category, gained 4.2%. It was following the top five spending spots by furniture and furnishings (up 6.6%), general merchandise stores (up 14.7%), amusements (up 11.7%) and food stores (up 19.4%).

Percentage gains of 15% or better were registered by sporting and leisure time equipment (33.5%), building materials and hardware (32.4%), real estate (30.2%) and building contractors (17.7%). #

Closi elected president of publication designers

Victor Closi, art director, *Field & Stream*, New York, has been elected president of the Society of Publications Designers for 1980-81.

Other officers: 1st vp, Murray Belsky, art director, American Heritage Publishing Co.; 2nd vp, Tom Lennon, art director, *Emergency Medicine* and *Cardiovascular Medicine*; secretary, Melissa Tardiff, art director, *Town & Country*, and treasurer, Jack Golden, principal, Designers 3.

Book producers unite

A group of "book packaging" companies have banded together to form the American Book Producers Assn., New York, an organization devoted to familiarizing book publishers with its members' operations. Founding directors include: Carter Smith, Media Projects; Sarah Lazin, Rolling Stone Press; Bruce Michael, Tree Communications; Stephanie Bennett, Delilah Communications; Richard Gallen, Richard Gallen & Co., and Jeffrey Weiss, Jeffrey Weiss Group. Offices are at 515 Madison Ave., 10022.

NHMA exposition set

The 74th annual National Housewares Manufacturers Assn.'s National Housewares Exposition will be held Jan. 12 to 15 at McCormick Place and McCormick Place West Chicago.

Advertising Age, September 1, 1980

Prices for 1980-81 prime time programs

(per 30-second unit)

Sunday

ET	ABC	CBS	NBC
7:00	Those Amazing Animals **$55,000**	60 Minutes **$150,000**	Disney's Wonderful World **$70,000**
8:00	Charlie's Angels **[illegible]**	Archie Bunker's Place **$110,000**	CHiPs **$105,000**
8:30		One Day at a Time **$105,000**	
9:00	The ABC Sunday Night Movie **$110,000**	Alice **$110,000**	The Big Event **$90,000**
9:30		The Jeffersons **$115,000**	
10:00		Trapper John, M.D. **$110,000**	
11:00			

These estimates were compiled from a variety of sources, and are based on peak fourth-quarter viewing, October through the first two weeks in December. Specific unit prices vary widely, depending on the size of an advertiser's schedule, when the buy is made and the negotiating skill of the different buyers.

Monday

ET	ABC	CBS	NBC
8:00	That's Incredible **$80,000**	Flo **$80,000**	Little House on the Prairie **$125,000**
8:30		Ladies Man **$62,500**	
9:00	ABC's NFL Monday Night Football **$115,000**	M*A*S*H **$150,000**	NBC's Monday Night at the Movies **$100,000**
9:30		House Calls **$110,000**	
10:00		Lou Grant **$120,000**	
11:00			

Tuesday

ET	ABC	CBS	NBC
8:00	Happy Days **$110,000**	The White Shadow **$85,000**	Lobo **$80,000**
8:30	Laverne & Shirley **$100,000**		
9:00	Three's Company **$135,000**	The CBS Tuesday Night Movies **$85,000**	Harper Valley **$80,000**
9:30	Too Close for Comfort **$105,000**		
10:00	Hart to Hart **$105,000**		Flamingo Road **$80,000**
11:00			

Wednesday

ET	ABC	CBS	NBC
8:00	Eight is Enough **$115,000**	Enos **$60,000**	Real People **$95,000**
9:00	Taxi **$115,000**	The CBS Wednesday Night Movies **$85,000**	Diff'rent Strokes **$100,000**
9:30	Soap **$90,000**		Sanford **$75,000**
10:00	Vega$ **$100,000**		Quincy **$95,000**
11:00			

Thursday

ET	ABC	CBS	NBC
8:00	Mork & Mindy **$115,000**	The Waltons **$70,000**	Games People Play **$60,000**
8:30	Bosom Buddies **$70,000**		
9:00	Barney Miller **$100,000**	Magnum P.I. **$95,000**	NBC's Thursday Night at the Movies **$75,000**
9:30	It's a Living **$75,000**		
10:00	20/20 **$80,000**	Knots Landing **$85,000**	
11:00			

Friday

ET	ABC	CBS	NBC
8:00	Benson **$100,000**	The Incredible Hulk **$80,000**	Here's Boomer **$50,000**
8:30	But I'm a Big Girl Now **$85,000**		Facts of Life **$50,000**
9:00	The ABC Friday Night Movie **$90,000**	The Dukes of Hazzard **$115,000**	Speak Up, America **$50,000**
10:00		Dallas **$145,000**	NBC News Magazine with David Brinkley **$60,000**
11:00			

Saturday

ET	ABC	CBS	NBC
8:00	Breaking Away **$60,000**	WKRP in Cincinnati **$95,000**	Buck Rogers in the 25th Century **$60,000**
8:30		The Tim Conway Show **$70,000**	
9:00	The Love Boat **$105,000**	Freebie & the Bean **$65,000**	BJ & the Bear **$90,000**
10:00	Fantasy Island **$90,000**	The Secrets of Midland Heights **$70,000**	Hill Street Blues **$75,000**
11:00			

9/9/80 C 2710-1

Advertising Age

50 YEARS 1930-1980

$1 a Copy; $40 a Year

The International Newspaper of Marketing • In Two Sections. Section 1.

September 8, 1980

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Japanese brace for auto race

By JENNIFER PENDLETON

LOS ANGELES—The major Japanese auto makers are not about to say "Sayonara" to the U.S. car market, as they face the most competitive fall yet.

For the first time, the largest Japanese car companies—Nissan Motor Corp. (Datsun), Mazda Motors of America, Toyota Motor Sales and American Honda Motor Co.—are facing formidable marketing hurdles as they introduce new 1981 models. Detroit is entering the small car business in earnest, and public resentment concerning the Japanese auto companies continues to grow as unemployment lines and major layoffs in the domestic auto industry make headlines.

To meet the challenges, Datsun is for the first time shifting its emphasis from fuel economy to quality and value in tv, magazine and radio advertising for the 1981 models. Datsun execs say that in 1981 the company will at least match last year's spending. According to the Leading National Advertisers' 1979 figures, Datsun's over-all ad spending reached $66,082,900. The new advertising will start Oct. 6.

▪ Datsun will continue the "We are driven" over-all ad theme (its fourth year), but will introduce a new subtheme for the 210, 310 and 510 models—"Drive a Datsun for all it's worth." Fuel economy will play a secondary role in the new campaign, but there will be some commercials emphasizing the higher miles-per-gallon figures that Datsun's cars can achieve. The "It's a long way to empty" ad theme will not return in 1981. It is expected that the totally restyled Datsun 810 four-door sedan and station wagons will receive heavy introductory ad backing. William Esty Co., New York, is the agency.

Joe Opre, Datsun's director of advertising, told ADVERTISING AGE that extensive research and testing convinced the No. 2 Japanese auto importer to retain the "We are driven" theme. " 'We are driven' showed up as the No. 1 auto slogan in recall and unaided awareness, so we felt it was nice to have something familiar to give consumers," Mr. Opre said.

▪ Datsun's media mix will remain the same as in 1979—with 60% of its budget going into network and spot tv, and

(Continued on Page 78)

The pleasure is back.
BARCLAY
Barclay
99% tar free.

New way to say it

Brown & Williamson's new ultralow-tar entry, Barclay, will be heavily advertised in 18 national magazines. Instead of listing tar content, ads say "99% tar free." McCann-Erickson handles.

$150,000,000 budget seen

Barclay launch largest ever

By JOHN J. O'CONNOR

NEW YORK—The most expensive launch ever accorded a new cigaret is about to unfold as Brown & Williamson Tobacco attempts to muscle its way into the ultralow-tar category with Barclay.

If industry estimates prove correct, Barclay's first-year advertising and promotion budget will border on the stratospheric—possibly hitting $150,000,000. The B&W strategy involves a $50,000,000 media outlay playing second fiddle to an astounding $100,000,000 promotion punch, according to one competitor's estimate.

Brown & Williamson's announcement of the new smoke gave no hint of the massive nature of the Barclay introduction. But a brochure sent to the trade lends credence to competitors' anticipation of a blockbuster send-off for Barclay.

▪ For the first time in the history of the industry, consumers will be offered free cartons—not packs—via newspaper spreads headlined, "Barclay. The pleasure is back. And it's free." The ads will contain a toll-free telephone number that consumers must dial in order to receive the carton coupon by mail.

In addition, B&W will undertake a massive sampling program during which 21,000,000 free packs and store coupons will be distributed, many by street corner sampling.

Starting Oct. 6, a full range of media will trumpet B&W's message that Barclay—available in 1mg tar kings and 3mg tar 100s—is "99% tar free." By steering clear of actually mentioning the tar content of the product, the B&W smoke escapes being embroiled in the confusing "lowest in tar" claim battle being fought by American Brand's Carlton, R. J. Reynolds Tobacco's Now and Philip Morris' new Cambridge.

▪ B&W, the largest U.S. subsidiary of B.A.T. Industries, a London-based holding company, is banking on the ability of Barclay's filtration system to provide "the

(Continued on Page 77)

Will anyone sponsor CBS movie?

By COLBY COATES

NEW YORK—Will "Playing for Time" join "Sticks and Bones" and "Maude's" abortion in the ranks of sponsorless broadcasts on CBS?

Aside from the concern about the actors' strike and "David Letterman's" daytime future on NBC, CBS' effort to sell the movie about the Auschwitz concentration camp was the major attention-getter among network and agency execs last week.

Since it was announced that Vanessa Redgrave—an avowed sympathizer with the Palestinian cause—would play Fania Fenelon, an Auschwitz survivor and author of the story, CBS has been under fire from a variety of Jewish groups. With the three-hour movie now scheduled on the network's strike-induced prime time schedule of Sept. 30, protests are mounting and CBS is scurrying to find sponsors.

The man on the spot in this affair is CBS-TV vp-sales Paul Isacsson, who bravely "anticipates a full sponsorship" for the movie. But judging by the reaction of agency execs who have seen the movie, Mr. Isacsson's task looks hopeless.

"It's important that the program go on the air even if we have to run it without sponsors," said the CBS exec. But CBS obviously thinks there is a better alternative, specifically finding a major corporate advertiser to sponsor the full three-hour broadcast.

Interestingly, agency resistance in recommending the broadcast to clients appears to be based more on the utterly depressing nature of the film rather than the earlier furor over casting Miss Redgrave in the role of a Jew.

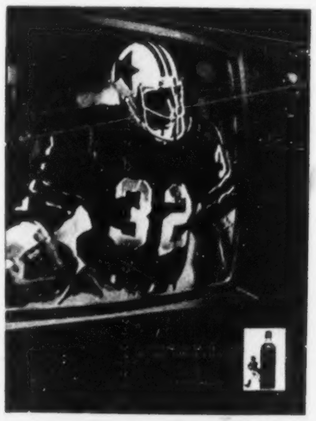
"At first I was taken aback when I heard she had the role," said Paul Schulman, president, Paul Schulman Co., a subsidiary of Gardner Advertising's Advanswers. But after viewing the movie, Mr. Schulman thinks "Redgrave will earn an Emmy by the first commercial break." However, he also admitted the movie is "so unbelievably down" an advertiser has to be very brave to risk association with it.

Drawing on NBC's experience with its "Holocaust" miniseries, CBS is open to clustering commercials, removing existing breaks or any other reasonable move that will make it a more palatable environment.

Some execs admit they would like to get their clients involved since the movie "is as good as anything ever done on tv," according to one. Said another buyer, "We encourage the networks to do quality programs, but when they take risks, we bail out."

Elsewhere, another risky network venture—NBC's effort to establish "David Letterman" as a daytime staple—has entered what

(Continued on Page 78)



Agency Smith/Greenland's new football season ad for Johnnie Walker Red scotch features a red-jerseyed football player dominating a color tv screen.

last minute news

Key ad execs Arel, Endleman leave Pan Am

NEW YORK—Armand Arel and Bernard Endleman have resigned as system director-advertising and advertising director, Pan American World Airways. Mr. Arel will join Eastern Airlines as manager-international advertising, and Mr. Endleman joins Dancer Fitzgerald Sample Southern California, as senior vp-management supervisor and member of the board.

Gillette breaks first Adorn spots by Ayer

BOSTON—Gillette, having introduced Adorn soft hold hairspray on the Miss America pageant Sept. 6, goes on to air its "Come on, touch it!" commercials for Adorn on all three networks, prime and daytime, plus spot. The first major Adorn campaign since Ayer succeeded JWT on the account in February, 1979, also calls for color pages in October women's, beauty and service magazines.

Colgate juggles net tv buying assignments

NEW YORK—As part of its agency realignment (AA, Sept. 1), Colgate-Palmolive has assigned network tv buying responsibilities as follows—

(Continued on Page 8)

NEWSPAPER

Harold McGraw,

Cl

AA MAR81
DC20014CONGLIHAGNR 02115920013
HAGERMAN SECY TO SP VP
CONGRESSIONAL INFO SERVICE
101 WISCONSIN AVE
SHINGTON DC 20014

Stress the 'positive'

Pols break ads —rather gently

By LEAH ROZEN and RICHARD L. GORDON

WASHINGTON—You would never guess there's a presidential shooting match going on by the genteel advertising the candidates are running.

While President Carter and GOP candidate Ronald Reagan are blasting each other on the stump, their tv ad campaigns that broke over the weekend stress only the positive aspects of each candidate.

Though all three competitors—independent John Anderson rounds out the field—apparently are leaving open the possibility of harder-hitting spots in the future, for now they're keeping to the basic "Why our man is best for the job" strategy.

Mr. Carter and Mr. Reagan are expected to spend between $15,000,000 and $20,000,000 on tv spots out of the $29,440,000 available to each of them under the Federal Elections Commission's rules. Mr. Anderson is hoping to raise $13,000,000 and spend $10,000,000 on tv.

The commercials do offer some contrasts: The first Reagan spots are straightforward, consisting simply of footage from the former California governor's acceptance speech at the July Republican convention and brief discussions on issues in a library-like studio setting. The Carter spots have the President talking about issues with various Americans (homemakers, the elderly, blue collar workers, blacks, etc.) and portray Mr. Carter as a caring leader. The Anderson spots, actually carryovers from last summer, are primarily autobiographical. A new set of stronger Anderson spots focusing on issues is expected in about two weeks.

The first group of Reagan spots, viewed at a screening last Wednesday in New York, set forth the candidate's views on the economy and world peace, contrasting what he would do about each issue with

(Continued on Page 80)

Wheatsworth
Wheatsworth STONE GROUND CRACKERS

Nabisco touts its new success

Nabisco Inc., East Hanover, N.J., claims Wheatsworth crackers, introduced nationally in June, will have the biggest first-year sales of any cracker since Ritz crackers debuted over 40 years ago. And its success has prompted the company to add the statement, "the most popular new cracker in 40 years," to all tv spots promoting the stone-ground wheat cracker. Commercials by William Esty Co. feature character actor Hazen Gifford, who plays the role of a professional baker.

Bailey's Irish Cream faces new crop

By JOSH LEVINE

NEW YORK—Not prepared to let Bailey's Original Irish Cream skim the category it created, new competitors are whipping up the market for cream liqueur with the industry's heaviest advertising per case ratio.

It's only been a year since Austin Nichols & Co. introduced Bailey's, a heavy seller overseas, but already several competitors have bypassed time-consuming rollouts to cash in on the immediate appeal of the cream and Irish spirits mixture.

The Christmas season will see at least three cream contenders in addition to Bailey's. The latest entrant, Carolans, boasting a "hint of honey," is coming out with typical fanfare. Ads by SSC&B for Renfield Importers herald the "richest, freshest, creamiest, Irishest taste in all the world," a string of superlatives worthy of the budget behind it.

Renfield says it is spending roughly $1,700,000 on Carolans in the fourth quarter, leaving $3,300,000 in the till if the brand's reception is as warm as Renfield expects. Three to five insertions will appear in *Apartment Life*, *Bon Appetit*, *The New Yorker* and *Playboy*, supplemented by regional ads in *Boston*, *New York*, the *New York Times Magazine*, *New West* and *Washingtonian*.

"The imported premium cream segment is among the few emerging categories in the distilled spirits industry generating as much excitement in the trade as among consumers," said Marvin Shanken, editor of *Impact*, an industry newsletter. "It's got the margins and growth rate for the trade, and it's got the taste for the consumer."

The "extremely profitable" margins on cream liqueurs, according to Mr. Shanken, are the source of the category's formidable spending levels. Actual volume, however, still lags behind the dollars invested. *Impact* estimates sales of 75,000 cases in 1979 growing to the 250,000 to 300,000 case level this year.

Despite the influx of Carolans, Bacardi Imports' O'Darby's and Glenmore Distilleries Dowland's Greensleeves, Bailey's still intends to hang on to the bulk of cream liqueur sales.

Shifted from Austin Nichols & Co. after Pernod Ricard S.A. snatched the Liggett Group subsidiary, Bailey's and its new distributor, Paddington Corp., hope to discourage additional market entries by raising the advertising ante even higher.

- A campaign from Backer & Spielvogel, which landed the account when Bailey's moved to Paddington, will top $2,000,000 in the fourth quarter, according to a source familiar with the brand's market plan.

In gaining a new distributor, however, Bailey's lost an advertising theme. Nadler & Larimer, the brand's agency at Austin Nichols, claimed proprietary rights to the theme, "The impossible cream."

(Continued on Page 80)

highlights

Monday, September 8, 1980

Ad agencies rush to get Latin American and Far East units to keep up with client moves. *See Page 4.*

The first 1980 census figures are trickling out despite the uproar over big city "undercounts." *See Page 6.*

Benton & Bowles' Medicus becomes the world's largest health care shop with the purchase of Intercon International. *See Page 10.*

USAir flies into a new ad effort—and keeps an eye open for possible competition. *See Page 12.*

Post-Newsweek channels its tv resources into programing but worries that the ultimate actors' strike settlement could be stifling. *See Page 14.*

The Simmons Market Research Bureau's release of its 1980 magazine audience numbers is expected to cause another research methodology brouhaha. *See Page 20.*

One auto exec predicts more of an emphasis on corporate advertising as Detroit debuts its new products this fall. *See Page 30.*

Mom-and-pop pizzerias cook up just the right marketing recipes to lure more and more consumers to their tables. *See Page 38.*

In the first of a two-part series, ADVERTISING AGE Washington editor Stan Cohen gives us a glimpse of advertising in China—how it fits into its modernization and what it means to American businesses. *See Page 43.*

While there is conflicting advice on how to put a portfolio together, Dick Wasserman offers some suggestions that should clear up some of the confusion. *See Page 46.*

Who pays for a coupon's savings? The marketer? The retailer? The consumer? Louis J. Haugh takes a look at this popular sales promotion device—cents-off coupons. *See Page 50.*

Fox-Stanley Photo, San Antonio, may not be the biggest in the photo finishing business but now, restructured and revamped under president-ceo Carl Newton III, it has become one of the most aggressive. *See Page 56.*

Canadian cable tv operators are getting ready to rush into the U.S. pay tv market, and the move could set back pay tv here until 1983. *See Page 62.*

Chinese consumers have developed brand loyalty to goods produced by Western marketers, a new study shows. *See Page 62.*

Trying to claw their way out of a recession, U.K. toy marketers have increased their ad spending on electronic toys. *See Page 68.*

The Kliban cat is becoming an expert at stalking unwary feline fanciers, much to the delight of licensees. *See Page 74.*

Vitt Media International is gearing up to appeal a court ruling which cleared four former execs of conspiracy and account piracy charges. *See Page 77.*

NBC president Fred Silverman gets an 18-month contract extension. *See Page 78.*

New York Times' Midwest edition, though devoid of advertising and irritating to Big Apple news loyalists, is doing better than the company expected. *See Page 80*

Section 2

Look around and everyone seems concerned about their health these days. For marketers, there are a lot of implications. Section 2/Health Care Marketing looks at the trend toward self-help health care and growing general awareness of health issues—beginning opposite Page 40.

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FTC:

Near settling 'L.A. Times' discount case

By RICHARD L. GORDON

WASHINGTON—Federal Trade Commission antitrusters and Times Mirror Co., after a year of secret bargaining, are close to an agreement that could end FTC's attack on rate discounts that the *Los Angeles Times* gives to high volume retail advertisers.

The three-year-old antitrust case (AA, Aug. 22, '77) has had the newspaper industry on edge since its outcome could affect volume discount practices throughout the industry.

Any settlement with the *Times* could be a blueprint that other newspapers would have to follow to justify discounts they provide.

FTC administrative law Judge James B. Timony, who is handling the Times Mirror case, said attorneys for the company and the commission bureau of competition reported "substantial progress" toward a settlement last week.

(Continued on Page 77)

More than half a billion

Health specialists rack up billings

CHICAGO—For the nation's advertising industry, health care continues to command big money.

Forty-one agencies participating in ADVERTISING AGE's annual report of health care billings reported gross income of $82,271,773 in 1979, compared with $70,526,191 the year before, an increase of 16.6%. Those figures were derived from billings that reached $593,775,654 in 1979, up from $482,749,625 in 1978.

Perhaps one indication of the interest agencies have in the field is that in this roster of health care specialists are no fewer than three agencies that were founded since the beginning of 1979.

Yet the agencies, when surveyed, readily admit that the marketplace does present problems, not the least of which is the inflation-recession conundrum that afflicts virtually every segment of American industry.

"A unique aspect of 1980's economy is the combination of a recession coupled with runaway inflation," said Lawrence J. Lesser, president of Medicus Advertising, New York. "For the health care industry advertising agency there exists a two-edged sword of reduced income from reduced promotional budgets, as well as increased costs of doing business."

What this suggests, Mr. Lesser added, is that agency management in 1980 "must demonstrate a sharpened focus on finance."

Another problem—and another familiar refrain—is the spinoffs of government regulations.

- The "continued trend" toward more government regulations of health care promotions makes "the creative process a more laborious and less efficient one," said Albert Molinaro Jr., president of Klemtner Advertising, New York.

Retzie Gleeson, senior vp-administration of Sieber & McIntyre, Chicago, did not equivocate. Asked what the major problems were, she said simply, "The continuing overstepping by federal agencies of regulatory boundaries already approved by the Congress in their dealing with the industry."

Ms. Gleeson sees another problem, this one specific to health care—the proliferation of "Branded generic" products instead of new products brought to

SQUIBB
x-ray atlas
CARDIOLOGY WORLD
ECG Self-Reviews

Maxon Davis Inc.-created booklets.

Abelson-Frankel

	1979	1978
U.S. Gross Income	$ 747,661	$ 528,410
Capitalized Billings	$5,332,503	$3,379,792

Abelson-Frankel, Chicago, had U.S. gross income of $747,661 on billings of $5,332,503 in 1979. Gross income in 1978 was $528,410 on billings of $3,379,792.

Volume in 1979 included $381,696 in media, $789,774 in materials and services and $4,161,033 in capitalized fees. In 1978, volume included $253,989 in media, $481,475 in materials and services and $2,644,328 in capitalized fees.

The privately held agency has 15.2% of billings in health care.

Major accounts: Bio-Dynamics, Telemed, Mallinckrodt Diagnostics, Mallinckrodt science products, National Catheter, Marion Scientific, Precept, Vitek, Labex, Nordisk, V. Mueller. Added: Mallinckrodt, Nordish. Lost: DePuy, Affiliated Hospital Supply.

Billings breakdown: Professional journals 11%, trade journals 9%, detailing/sales material 40%, direct mail 20%, special projects 10%, audio/visual programs 4%, conventions 4%, company-sponsored publications 2%.

The agency has 130 employes, including one health care professional.

Arnold, Hoff & Associates

	1979	1978
U.S. Gross Income	$ 310,000	$ 320,000
Capitalized Billings	$2,067,700	$2,133,000

Arnold, Hoff & Associates, Arlington Heights, Ill., had U.S. gross income of $310,000 on billings of $2,067,700 in 1979. Gross income in 1978 was $320,000 on billings of $2,133,000.

Volume in 1979 included $400,700 in media, $1,000,000 in materials and services and $667,000 in capitalized fees.

The agency has 84% of its billings in health care.

Major accounts: SRL Medical, Viobin division of A.H. Robins, Radio Chemical Centre Amersham division. Added in 1979: Miles Laboratories Lab-Tek division.

Billings breakdown: Professional journals 15%, trade journals 5%, detailing/sales material 20%, direct mail 30%, special projects 10%, audio/visual programs 10%, conventions 10%.

The agency has 12 employes.

Barbetta Miller

	1979	1978
U.S. Gross Income	$ 251,063	$ 226,033
Capitalized Billings	$1,648,068	$1,482,870

Barbetta Miller, Fairfield, N.J., had U.S. gross income of $251,063 on billings of $1,648,068 in 1979. Gross income in 1978 was $226,033 on billings of $1,482,870.

Volume in 1979 included $296,000 in media, $148,800 in material and services and $1,203,268 in capitalized fees. In 1978, volume included $270,000 in media, $139,000 in materials and services and $1,073,870 in capitalized fees.

The privately held agency has 33% of its billings in health care.

Major accounts: BBL division of Becton Dickinson & Co., Terumo Medical Corp., Baker Diagnostics. Added: Black & Decker Medical Products, Gelman Sciences. Lost: North American Biologicals, Roche Medical Electronics.

No billings breakdown was provided.

The agency has 20 employes.

Baxter, Gurian & Mazzei

	1979	1978
U.S. Gross Income	$ 1,800,000	$ 1,500,000
Capitalized Billings	$12,000,000	$10,000,000

Baxter, Gurian & Mazzei, Beverly Hills, Cal., had U.S. gross income of $1,800,000 on billings of $12,000,000 in 1979. Gross income in 1978 was $1,500,000 on billings of $10,000,000.

Volume in 1979 included $2,225,750 in media, $1,500,000 in materials and services and $8,274,250 in capitalized fees. In 1978, volume included $1,556,800 in media, $902,200 in materials and services and $7,541,000 in capitalized fees.

The privately owned agency, which has 80% of its billings in health care, operates a subsidiary, Focus III Productions.

Major accounts: Riker Laboratories, Syntec Laboratories, Abbott Diagnostic Products, Alpha Therapeutic Corp., Bio-Science Laboratories, 3M Orthopedics. Added in 1979: Advanced Technology Laboratories, Spacelabs Inc.

Billings breakdown: Trade journals 15%, detailing/sales material 25%, direct mail 20%, special projects 12%, audio-visual programs 5%, conventions 6%, packaging 7%, consumer magazines 10%.

The agency has 37 employes.

Robert A. Becker Inc.

	1979	1978
U.S. Gross Income	$ 4,679,000	$ 3,820,000
Capitalized Billings	$32,328,749	$26,891,054

Robert A. Becker, New York, had a U.S. gross income of $4,679,000 on billings of $32,328,749 in 1979. Gross income in 1978 was $3,820,000 on billings of $26,891,054.

Volume in 1979 included $20,676,633 in media, $3,638,142 in materials and services and $8,013,974 in capitalized fees. In 1978, volume included $15,591,273 in media, $3,613,400 in materials and services and $7,686,381 in capitalized fees.

The agency, which has 100% of its billings in health care, is privately held.

Major accounts: Mead Johnson Pharmaceuticals, Ives Laboratories. Added in 1979: Merck Sharp & Dohme, Roerig division of Pfizer Pharmaceuticals, Sandoz Pharmaceuticals. Lost: Monticello Drug Co.

Billings breakdown: Professional journals 78.6%, detailing/-sales material 9%, direct mail 8.1%, company-sponsored publications 2%, other (Physicians' Radio Network) 2.3%.

The agency has 89 employes, including four health care professionals.

Carrafiello-Diehl & Associates

	1979	1978
U.S. Gross Income	$ 1,815,000	$1,380,000
Capitalized Billings	$12,100,000	$9,200,000

Carrafiello-Diehl & Associates, Irvington-on-Hudson, N.Y., had U.S. gross income of $1,815,000 on billings of $12,100,000 in 1979. Gross income was $1,380,000 on billings of $9,200,000 in 1978.

Volume in 1979 included $7,700,000 in media, $2,900,000 in materials and services and $1,500,000 in capitalized fees. In 1978, volume included $5,800,000 in media, $2,233,000 in materials and services and $1,167,000 in capitalized fees.

The agency's health care accounts totaled about 45% of billings in 1979. The privately owned agency has a subsidiary, CDA Research Laboratories, a medical and consumer market research company.

Major accounts: Lederle Laboratories, Knoll Pharmaceutical Co., Pfizer Laboratories, Vick toiletry products division of Richardson-the market. "This is creating a tremendous wave of conflicts," she said, "and is affecting both the advertisers and their agencies."

Certainly, dealing with this kind of situation demands a technical expertise usually not found elsewhere in the industry. Which leads to the question of personnel and the problem of finding a knowledgeable staff.

At Hall Decker McKibbin & Singer, chief operating officer Elise McKibbin said one difficulty the industry has is the need to find "scientifically trained, creative problem solvers to do the expert job required."

▪ Despite the problems—and sometimes because of them—agency execs do see a host of opportunities and challenges among current trends.

One mentioned by several is a focus toward nonpharmaceutical marketing. "The major growth over the next five years for many health care communications will be in the area of diagnostic equipment and monitoring devices," said Robert W. Buechert, president of Vicom Associates, San Francisco.

Added John F. Swift, president of Frank J. Corbett, Chicago: "The expansion of many nonpharmaceutical companies into the basic health care system will bring substantial amounts of business into the pure health care communication agencies."

Other agencies noted that the growing concern and awareness of individual responsibilities for health could open more doors to traditional marketers.

"The major growth will be in diagnostic equipment and monitoring devices."

"Increased growth and demand for health care products and services will create the need for better and more responsible communications to all segments of the health care community, including the consumer," said Matthew J. Hennessey, chairman and president of Sudler & Hennessey, New York.

▪ Stephen Haber, vp of William Douglas McAdams Inc., New York, sees great possibilities in this trend. "Today," he said, "there is an increased opportunity for the drug industry to address the public directly on health care issues. In the next few years, more packaged inserts and other patient aid material will be prepared and distributed.

"Medical advertising agencies can contribute to patient information by combining their skills and experience in communications with their knowledge of medicine to educate the public on a broad range of issues involved in health care delivery."

Another opportunity that some agencies expect to benefit from is the growth of the international health care market.

"The time constraints placed by the Food & Drug Administration on new drugs and devices and the ensuing erosion of patent protection have necessitated that U.S. manufacturers market overseas prior to introduction in the U.S.," said Mr. Lesser of Medicus. "Since the U.S. is the world's largest health care marketplace, the experience and knowledge of U.S. health care advertising agencies and their personnel is much in demand."

The Intercon International network can probably attest to that. Though its U.S. member, Intercon Barmak, does not rank among the top billing agencies nationally, in the international arena it is one of the largest.

Just where Intercon Barmak and the other agencies stand are noted in the following listing. Topping the roster are those billing more than $20,000,000: Sudler & Hennessey; William Douglas McAdams Inc.; Sieber & McIntyre; Kallir, Philips, Ross; Robert A. Becker Inc.; Medicus Communications; Shaller Rubin Associates; Klemtner Advertising; Lavey/Wolff/Smith; Healthmark Communications, and Wesson & Warhaftig.

Merrell, Formica International, Cyanamid International, Lederle International. Added in 1979: Roerig division of Pfizer Inc., Leeming/Pacquin division of Pfizer Inc., Norcliff Thayer.

Billings breakdown: Professional journals 28%, trade journals 2%, detailing/sales material 4%, direct mail 3%, special projects 2%, audio-visual programs 5%, conventions 1%, other 55%.

The agency has 41 employes, including two health care professionals.

Frank J. Corbett Communications

	1979	1978
U.S. Gross Income	$ 2,056,580	$ 2,054,244
Capitalized Billings	$13,717,388	$13,701,807

Frank J. Corbett Communications, Chicago, a division of BBDO Health & Medical Communications, had U.S. gross income of $2,056,580 in 1979 on billings of $13,717,388. In 1978, gross income was $2,054,244 on billings of $13,701,807.

The agency, which has 100% of its billings in health care, owns VIS-U-COM, a graphics communications company.

Major accounts: American Convertors, American Scientific Products, Beecham Laboratories, Breon Laboratories, Upjohn Co., Vestal Laboratories, Westwood Pharmaceuticals, Winthrop Laboratories. Added in 1979: Abbott International, Bendix Corp. instruments and health care division, Stryker Corp., Flint Laboratories. Lost: Cooke-Waite Laboratories.

Billings breakdown: Professional journals 42%, detailing/sales material 30%, direct mail 20%, special projects 3%, audio-visual programs 4%, conventions 1%.

The agency has 45 employes, including two health care professionals.

Maxon Davis Inc.

	1979	1978
U.S. Gross Income	$ 2,100,000	$ 2,320,000
Capitalized Billings	$12,004,000	$12,977,600

Maxon Davis Inc., New York, had U.S. gross income of $2,100,000 on billings of $12,004,000 in 1979. Gross income in 1978 was $2,320,000 on billings of $12,977,600.

Volume in 1979 included $3,600,000 in media, $400,000 in materials and services and $8,004,000 in capitalized fees. In 1978, volume included $3,516,800

(Continued on Page S-22)

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Health care billings report

(Continued from Page S-21)

in media, $483,200 in materials and services and $8,977,600 in capitalized fees.

The privately owned agency, which has 100% of its billings in health care, owns three subsidiaries, Health Communications, Art Dimensions and Professional Services Co., which offer sales promotion, professional marketing research, audio-visual services, public and professional relations and salesmen-delivered programs.

Major accounts: Ciba-Geigy Corp., Knoll Fine Chemicals, Roche Laboratories, E.R. Squibb & Sons, Stuart Laboratories division of I.C.I. Americas.

Billings breakdown: Professional journals 15%, trade journals 5%, detailing/sales materials 30%, direct mail 20%, special projects 5%, audio/visual programs 5%, company-sponsored publications 20%.

The agency has 31 employes, including three health care professionals.

Paul A. DeJesse Advertising

	1979	1978
U.S. Gross Income	—	—
Capitalized Billings	—	—

Paul A. DeJesse Advertising, Woodbridge, N.J., an agency founded in January, 1980, has projected capitalized billings of $2,000,000 during its first year.

This privately held agency has 100% of its billings in the health care industry.

Major accounts: Pfizer (Pfipharmecs), Cooper Dermatology, Pharmacia, Metpath.

Billings breakdown: Professional journals 10%, trade journals 10%, detailing/sales material 30%, direct mail 30%, special projects 20%.

The agency has 10 employes, including two health care professionals.

Dorland & Sweeney

	1979	1978
U.S. Gross Income	$1,046,272	$ 784,172
Capitalized Billings	$6,516,797	$5,312,693

Dorland & Sweeney, Philadelphia, had U.S. gross income of $1,046,272 on billings of $6,516,797 in 1979. Gross income in 1978 was $784,172 on billings of $5,312,693.

Volume in 1979 included $190,416 in media, $1,303,417 in materials and services and $5,022,964 in capitalized fees. In 1978, volume included $218,704 in media, $1,254,139 and $3,848,850 in capitalized fees.

The privately held agency has 100% of its billings in health care.

Major accounts: Smith, Kline & French International, Merck Sharp & Dohme, Drug Distribution Data, Health Systems Agency of S.E. Pennsylvania. Added in 1979: Wyeth Laboratories International. Lost: Cooper Dermatology division, Pfipharmecs division of Pfizer Inc.

Billings breakdown: Professional journals 5%, trade journals 8%, other 87%.

The agency has 24 employes in two offices.

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SURGIKOS

Surgikos: Hogan Gazzara Associates.

Dorritie & Lyons

	1979	1978
U.S. Gross Income	$ 375,000	—
Capitalized Billings	$3,200,000	—

Dorritie & Lyons, New York, founded in January, 1979, had U.S. gross income of $375,000 on billings of $3,200,000 in its first year.

Volume in 1979 included $1,870,000 in media and $1,330,000 in capitalized fees.

This privately held agency has 100% of its billings in health care.

Major accounts: Pfizer Laboratories, Roerig, Pfizer International.

Billings breakdown: Professional journals 60%, detailing/sales material 30%, other 10%.

The agency has six employes.

J.R. Druid Associates

	1979	1978
U.S. Gross Income	$1,300,000	$ 950,000
Capitalized Billings	$8,169,000	$6,333,000

J.R. Druid Associates, New York, had U.S. gross income of $1,300,000 on billings of $8,169,000 in 1979. Gross income in 1978 was $950,000 on billings of $6,333,000.

Volume in 1979 included $1,500,000 in media, $2,000,000 in materials and services and $4,669,000 in capitalized fees. In 1978, volume included $1,500,000 in media, $1,500,000 in materials and services and $3,333,000 in capitalized fees.

The agency, which has 100% of its billings in health care, is privately held. It also operates three subsidiaries, J.R. Druid Publications, J.R. Druid Graphic Services and Acorn Productions, which offer publishing and graphic arts services.

Major accounts: Arbook, Astra, NAPP Chemical Unettes, Organon Inc., Winthrop. Added in 1979: Emdee, Merrell, E.R. Squibb, Surgikos.

Billings breakdown: Professional journals 15%, trade journals 5%, detailing/sales material 25%, direct mail 10%, special projects 10%, audio/visual programs 15%, conventions 5%, company-sponsored publications 15%.

The agency has 20 employes, including two health care professionals.

Dugan/Farley Communications Associates

	1979	1978
U.S. Gross Income	$1,240,000	$ 725,500
Capitalized Billings	$8,270,000	$4,953,650

Dugan/Farley Communications Associates, Montvale, N.J., had U.S. gross income of $1,240,000 on billings of $8,270,000 in 1979. Gross income in 1978 was $725,500 on billings of $4,953,650.

Volume in 1979 included $1,800,000 in media, $728,000 in materials and services and $5,742,000 in capitalized fees. In 1978, volume included $1,240,000 in media, $412,000 in materials and services and $3,301,640 in capitalized fees.

The agency, which has 100% of billings in health care, is privately held.

Major accounts: Endo Laboratories, Schering Laboratories, USV Pharmaceutical Corp. Added in 1979: Roche Laboratories.

Billings breakdown: Professional journals 40%, detailing/sales material 19%, direct mail 25%, special projects 5%, audio/visual programs 7%, conventions 1%, company-sponsored publications 3%.

The agency has 50 employes, including six health care professionals.

Thomas G. Ferguson Associates

	1979	1978
U.S. Gross Income	$ 990,872	$ 854,200
Capitalized Billings	$12,390,259	$6,819,380

Thomas G. Ferguson Associates, Parsippany, N.J., had U.S. gross income of $990,872 on billings of $12,390,259 in 1979. Gross income in 1978 was $854,200 on billings of $6,819,380.

Volume in 1979 included $616,830 in media, $1,228,300 in materials and services, $10,545,129 in capitalized fees. In 1978, volume included $480,000 in media, $910,000 in materials and services and $5,429,380 in capitalized fees.

The privately owned agency, which has 100% of its billings in health care, has one subsidiary, PRO/COM Enterprises, which offers programed learning materials, audio-visual materials for sales meetings and in-service training aids.

Major accounts: C.R. Bard (projects of various divisions), Becton, Dickinson & Co., Johnson & Johnson (projects), Revlon Inc., Schering AG, E.R. Squibb & Sons, Warner-Lambert Co. (international). Added in 1979: Deseret operating room products division, Electro-Nucleonics, Ortho Pharmaceuticals, Parke-Davis medical/surgical division, Wallace Laboratories.

Billings breakdown: Professional journals 8%, trade journals 4%, detailing/sales material 42%, direct mail 6%, special projects 11%, audio/visual programs 20%, conventions 2%, company-sponsored publications 7%.

The agency has 32 employes, including one health care professional.

Martin Fiderer Associates

	1979	1978
U.S. Gross Income	$ 217,500	$ 153,750
Capitalized Billings	$1,450,000	$1,025,000

Martin Fiderer Associates, Englewood Cliffs, N.J., had U.S. gross income of $217,500 on billings of $1,450,000 in 1979. Gross income in 1978 was $153,750 on billings of $1,025,000.

Volume in 1979 included $290,000 in media, $226,000 in materials and services and $934,000 in capitalized fees. In 1978, volume included $194,000 in media, $230,700 in materials and services and $600,300 in capitalized fees.

The privately held agency has 100% of its billings in health care.

Major accounts: Bristol-Myers Products, Del Laboratories Commerce Drug division. Added in 1979: Commerce Drug Co. Lost: Bristol Laboratories.

Billings breakdown: Professional journals 20%, detailing/sales material 25%, direct mail 45%, special projects 5%, conventions 5%.

The agency has seven employes.

Garrison, Jasper, Rose & Co.

	1979	1978
U.S. Gross Income	$1,806,871	$1,790,749
Capitalized Billings	$11,292,946	$11,189,218

Garrison, Jasper, Rose & Co., Indianapolis, had U.S. gross income of $1,806,871 on billings of $11,292,946 in 1979. Gross income in 1978 was $1,790,749 on billings of $11,189,218.

Volume in 1979 included $3,940,000 in media, $3,877,493 in materials and services and $3,475,453 in capitalized fees. In 1978, volume included $3,910,000 in media, $4,175,000 in materials and services and $3,104,218 in capitalized fees.

The privately held agency, which has 19% of its billings in health care, also operates a subsidiary, Cumarc, which offers financial marketing and advertising services.

Major accounts: Dow Pharmaceuticals, Eli Lilly & Co., NDM Corp. Added in 1979: Union Carbide.

Billings breakdown: Professional journals 20%, trade journals 20%, detailing/sales material 15%, direct mail 10%, special projects 10%, audio/visual programs 5%, other 20%.

The agency has 35 employes.

Hall Decker McKibbin & Singer

	1979	1978
U.S. Gross Income	$1,345,000	$ 933,000
Capitalized Billings	$8,995,000	$6,220,000

Hall Decker McKibbin & Singer, New York, had U.S. gross income of $1,345,000 on billings of $8,995,000 in 1979. Gross income in 1978 was $993,000 on billings of $6,220,000.

Volume in 1979 included $2,428,650 in media and $6,566,350 in capitalized fees.

The privately held agency owns Hall Decker McKibbin & Singer, Marina del Rey, Cal.

Major accounts: Becton Dickinson & Co., Micromedic Systems division of Rohm & Haas Co., Coulter Electronics, BBL Microbiology Systems division of Becton Dickinson & Co., Conco Medicine Co., Bios Inc. Added in 1979: American Cystoscope Makers, Sybron/Brinkmann Instruments, Johnston Laboratories.

Billings breakdown: Professional journals 20%, trade journals 15%, detailing/sales material 2.5%, direct mail 50%, audio/visual programs 2.5%, direct mail 50%, conventions 5%, radio 5%.

The agency has 23 employes, including four health care professionals, and three offices.

HealthCom

	1979	1978
U.S. Gross Income	$ ——	$ ——
Capitalized Billings	$ ——	$ ——

HealthCom, a division of Lewis & Gilman, Philadelphia, was founded in January, 1980. No first year figures were provided.

Major accounts: S.S. White Dental Products, Extracorporeal Medical Specialties, Philadelphia College of Pharmacy and Science, Connaught Laboratories, Sheie Eye Institute, Warren-Teed Pharmaceuticals, William H. Rorer Inc., Critikon. Lost: Wyeth Laboratories.

Billings breakdown: Professional journals 35%, trade journals 2%, detailing/sales material 4%, direct mail 15%, special projects 5%, conventions 1%, other 2%.

HealthCom has 30 employes, including one health care professional.

Healthmark Communications

	1978	1978
U.S. Gross Income	$ 2,800,000	$ 2,500,000
Capitalized Billings	$20,675,000	$17,100,000

Healthmark Communications, New York, had U.S. gross income of $2,800,000 on billings of $20,675,000. Gross income in 1978 was $2,500,000 on billings of $17,100,000.

Volume in 1979 included $2,200,000 in media, $1,800,000 in materials and services and $16,675,000 in capitalized fees. In 1978, volume included $1,100,000 in media, $1,493,000 in materials and services and $14,507,000 in capitalized fees.

This publicly owned agency, a subsidiary of Medcom Inc., has 100% of its billings in health care.

Major accounts: Searle Laboratories, Procter & Gamble, Buckeye Cellulose Co., Dow Corning Ophthalmics, Chocolate Manufacturers Assn., Weight Watchers International. Lost: Meyer Laboratories, Bristol Laboratories.

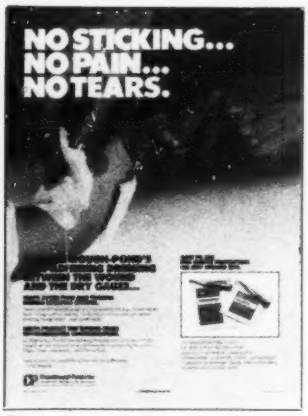
(Continued on Page S-24)

Health care billings report

(Continued from Page S-23)

Billings breakdown: Professional journals 10%, trade journals 3%, detailing/sales material 20%, direct mail 15%, special projects 30%, audio-visual programs 10%, conventions 2%, other 10%.

The agency has 40 employes including four health care professionals.


NO STICKING...
NO PAIN...
NO TEARS.

Chesebrough-Pond's: Klemtner Advertising.

Hogan Gazzara Associates

	1979	1978
U.S. Gross Income	$575,920	$261,800
Capitalized Billings	$3,614,500	$2,259,711

Hogan Gazzara Associates, Pennington, N.J., had U.S. gross income of $575,920 on billings of $3,614,500 in 1979. Gross income in 1978 was $261,800 on billings of $2,259,711.

Volume in 1979 included $550,000 in media, $730,000 in materials and services and $2,334,500 in capitalized fees. In 1978, volume included $410,599 in media, $454,608 in materials and services and $1,394,504 in capitalized fees.

This privately held agency has 90% of its billings in health care.

Major accounts: Surgikos, Roche Medical Electronics, Siemens Corp., Johnson & Johnson Patient Care. Added in 1979: Extracorporeal Medical Specialties, Worthington Diagnostics, Chemetrics Corp.

Billings breakdown: Professional journals 15%, trade journals 5%, detailing/sales material 45%, direct mail 20%, special projects 5%, audio-visual programs 2%, conventions 5%, company-sponsored publications 3%.

The agency has 12 employes.

Intercon International/-Intercon Barmak

	1979	1978
U.S. Gross Income	$ 880,000	$ 503,272
Capitalized Billings	$5,870,000	$3,078,129

Intercon Barmak, New York, U.S. member of the Intercon International network, reported U.S. gross income of $880,000 on billings of $5,870,000 in 1979. Gross income in 1978 was $503,272 on billings of $3,078,129.

Worldwide, Intercon International is the largest health care agency. U.S. volume in 1979 included $1,996,000 in media, $1,174,000 in materials and services and $2,700,000 in capitalized fees. In 1978, volume included $1,661,480 in media, $540,244 in materials and services and $876,405 in capitalized fees.

The privately held agency has 100% of its billings in health care. Its overseas offices include three in West Germany; two in the United Kingdom, France and U.S., and one in Italy, Japan, Switzerland, Australia and Canada.

Major accounts: Purdue Frederick, Bard Parker, Milupa Corp., Becton-Dickinson Laboratories, Pfizer International, Warner-Lambert.

Billings breakdown: Professional journals 65%, trade journals 3%, detailing/sales material 7%, direct mail 15%, special projects 10%.

The agency has 180 employes, including six health care professionals, and 14 offices.

Kallir, Philips, Ross

	1979	1978
U.S. Gross Income	$ 4,604,000	$ 4,608,000
Capitalized Billings	$39,911,000	$35,709,000

The original site. Make it last.
IVAC

IVAC Corp.: Vicom Associates.

Kallir, Phillips, Ross, New York, had U.S. gross income of $4,604,000 on billings of $39,911,000 in 1979. Gross income in 1978 was $4,608,000 on billings of $35,709,000.

Volume in 1979 included $8,958,000 in media, $4,540,000 in materials and services and $26,413,000 in capitalized fees. In 1978, volume included $9,141,000 in media, $6,098,000 in materials and services and $20,470,000 in capitalized fees.

With 100% of its billings in health care, the privately held agency owns KPR Infor/Media Corp., which specializes in education and informational programs for physicians, nurses and other health professionals.

Major accounts: Adria/Warren-Teed Laboratories, Berlex Laboratories, McNeil Laboratories, A.H. Robins, Sandoz Pharmaceuticals. Added in 1979: Janssen Pharmaceutica, Johnson & Johnson Dental Co., Johnson & Johnson health care division, L'eggs Products, McNeil Consumer Products Co., Merck Sharp & Dohme, Norwich-Eaton Pharmaceuticals, Ortho Pharmaceutical Corp., Ortho consumer products division, Upjohn Co., Wallace Laboratories, Wyeth Laboratories. Lost: Avicon, Dorsey Laboratories, IBM Biomedical Systems, McNeill Laboratories (Tylenol with codeine, Tylox).

Billings breakdown: Professional journals 58%, detailing/sales material 2%, direct mail 20%, special projects 14%, audio-visual programs 6%.

The agency has 115 employes, including eight health care professionals.

Kimmich & deCesare

	1979	1978
U.S. Gross Income	$ 677,189	$ 786,685
Capitalized Billings	$4,516,697	$5,245,773

Kimmich & deCesare, Stamford, Conn., a division of Meducation Inc., had U.S. gross income of $677,189 on billings of $4,516,697 in 1979. Gross income in 1978 was $786,685 on billings of $5,245,773.

Volume in 1979 included $248,808 in media, $605,593 in materials and services and $3,662,296 in capitalized fees. In 1978, volume included $1,172,151 in media, $537,048 in materials and services and $3,536,574 in capitalized fees.

The privately held agency, which has 100% of its billings in health care, has a subsidiary, Ad Graphics.

Major accounts: Roche Laboratories, Pfizer International, Pfizer Latin America. Added in 1979: Kabi Group, Wyeth Laboratories, C.B. Fleet. Lost: Roche Medical Electronics.

Billings breakdown: Professional journals 5%, trade journals 1%, detailing/sales material 40%, direct mail 39%, special projects 14%, audio-visual programs 1%.

The agency has 16 employes.

Klemtner Advertising

	1979	1978
U.S. Gross Income	$ 3,470,000	$ 3,270,000
Capitalized Billings	$26,190,000	$23,520,000

Klemtner Advertising, New York, a subsidiary of Compton Advertising, had U.S. gross income of $3,470,000 on billings of $26,190,000 in 1979. Gross income in 1978 was $3,270,000 on billings of $23,520,000.

Volume in 1979 included $8,000,000 in media, $2,040,000 in materials and services and $16,150,000 in capitalized fees. In 1978, volume included $6,500,000 in media, $4,620,000 in materials and services and $12,400,000 in capitalized fees.

The agency, which has 100% of its billings in health care, operates two subsidiaries, Comtact Corp. and Medical Service Projects.

Major accounts: Ayerst Laboratories, Chesebrough-Pond's Lederle Laboratories, Pfizer Diagnostics, Pfizer Laboratories, Procter & Gamble, USV Laboratories, Cyanamid International, Schering-Plough International. Added in 1979: Squibb International, Thompson Medical Co., additional products for Chesebrough-Pond's and Pfizer Laboratories.

Billings breakdown: Professional journals 45%, trade journals 5%, detailing/sales materials 32%, direct mail 10%, special projects 3%, audio-visual programs 5%.

The agency has 83 employes, including four health care professionals.

Landi & Handler

	1979	1978
U.S. Gross Income	$ 826,325	$ 640,682
Capitalized Billings	$5,469,515	$4,247,245

Landi & Handler, New York, had U.S. gross income of $826,325 on billings of $5,469,515 in 1979. Gross income in 1978 was $640,682 on billings of $4,247,245.

Volume in 1979 included $125,670 in media, $188,535 in materials and services and $5,155,310 in capitalized fees. In 1978, volume included $98,245 in media, $147,000 in materials and services and $4,247,245 in capitalized fees.

With 80% of its billings in health care, the privately held agency owns RX Concepts, which handles international accounts.

Major accounts: Roche Diagnostics, Pfizer Diagnostics, Roerig Co., American Cyanamid, A.H. Robins. Added in 1979: Roche Analytical, Waters Associates. Lost: Adria-Warren Teed.

Billings breakdown: Professional journals 10%, trade journals 5%, detailing/sales material 45%, direct mail 20%, special projects 15%, audio-visual programs 3%, conventions 2%.

The agency has 12 employes, including one health care professional.

Lavey/Wolff/Swift

	1979	1978
U.S. Gross Income	$ 3,461,944	$ 2,923,420
Capitalized Billings	$23,091,166	$19,499,211

Lavey/Wolff/Swift, New York, a division of BBDO Health & Medical Communications, had estimated U.S. gross income of $3,461,944 on billings of $23,091,166 in 1979. Estimated gross income* in 1978 was $2,923,420 on billings of $19,499,211.

The publicly held agency, which has 100% of its billings in health care, has three subsidiaries, Health Education Technologies, Public Relations in Science and Medicine, and Lavey/Wolff/Swift, London, which offer medical education, sales training, symposia, films, audio-visual presentations, public relations services and health care advertising.

Major accounts: Absorbent Cotton Co., ADR Ultrasound, Miles Laboratories Ames division, Bristol-Myers Co., Campbell Soup, Dome Laboratories, Hunt Wesson, Ives Laboratories, Life Science Instruments, Norwich-Eaton Pharmaceuticals, Organon Hospital Products, Rystan, Seamless Hospital Products, Upjohn and Winthrop Laboratories. Added in 1979: Home Healthcare Group of Miles Laboratories Ames division, Lawton Instruments, Stuart Pharmaceuticals, ICI Pharmaceuticals.

Billings breakdown: Professional journals 35%, trade journals 5%, detailing/sales material 30%, direct mail 15%, special projects 5%, audio/visual programs 2%, conventions 2%, other 6%.

The agency has 66 employes, including five health care professionals, in three offices.

***Revised from 1978 report.**

Marketing Dimensions

	1979	1978
U.S. Gross Income	$673,666	$466,450
Capitalized Billings	$4,412,660	$3,072,398

Marketing Dimensions, Newton, Mass., had U.S. gross income of $673,666 on billings of $4,412,660 in 1979. Gross income in 1978 was $466,450 on billings of $3,072,398.

Volume in 1979 included $799,100 in media, $721,922 in materials and services and $2,891,638 in capitalized fees. In 1978, volume included $528,327 in media, $348,454 in materials and services and $2,195,617 in capitalized fees.

This privately owned agency has 75% of its billings in health care.

Major accounts: Barnstead Co., Becton Dickinson Medical Systems, Computer Devices, Computervision, Corning Medical & Scientific, Damon Instructional Systems, Medical Instrument Research Associates, MetPath Inc., Millipore (laboratory products division and medical products division), Ortho Instruments, Environmental Sciences Associates.

Billings breakdown: Professional journals 15%, trade journals 35%, detailing/sales material 31%, direct mail 8%, special projects 7%, audio/visual programs 1%, other 3%.

The agency has 18 employes, including one health care professional.

William Douglas McAdams Inc.

	1979	1978
U.S. Gross Income	$6,800,000	$6,300,000
Capitalized Billings	$45,500,000	$41,900,000

William Douglas McAdams Inc., New York, had U.S. gross income of $6,800,000 on billings of $45,500,000 in 1979. Gross income in 1978 was $6,300,000 on billings of $41,900,000.

Volume in 1979 included $25,500,000 in media, $14,200,000 in materials and services and $5,800,000 in capitalized fees. In 1978, volume included $26,500,000 in media, $10,900,000 in materials and services and $4,500,000 in capitalized fees.

The agency, which has 100% of its billings in health care, has a subsidiary, Medigraphics Inc., which offers art studio services.

Major accounts: Roche Laboratories, Ciba-Geigy, Hoechst-Roussel Pharamaceuticals, Johnson & Johnson, Ortho Pharmaceuticals, Block Drug, Reed & Carnick, Wallace Laboratories. Added in 1979: Wyeth Laboratories, Pfizer Laboratories.

Billings breakdown: Professional journals 45%, trade journals 11%, detailing/sales material 5%, direct mail 31%, special projects 4%, audio-visual programs 3%, other 1%.

The agency has 168 employes, including six health care professionals.

M.E.D. Communications

	1979	1978
U.S. Gross Income	$ 2,300,000	$ 2,022,099
Capitalized Billings	$18,647,992	$14,286,400

M.E.D. Communications, Hopelawn, N.J., had U.S. gross income of $2,300,000 on billings of $18,647,992 in 1979. Gross income in 1978 was $2,022,099 on billings of $14,286,400.

Volume in 1979 included $3,000,000 in media, $900,129 in materials and services and $14,747,863 in capitalized fees. In 1978, volume included $2,000,000 in media, $800,000 in materials and services and $11,486,400 in capitalized fees.

The agency, which has 100% of its billings in health care, is privately held.

Major accounts: Warner-Lambert general diagnostics division, E. R. Squibb & Sons international division, Johnson & Johnson, Pharmacia Diagnostics, Abbott Laboratories diagnostics division, Kimberly-Clark, Davol Inc., Reed & Carnick Pharmaceutical, Organon Inc., Organon Diagnostics, Pfizer Laboratories, Bristol Laboratories.

(Continued on Page S-26)

Health care billings report

(Continued from Page S-25)

Billings breakdown: Professional journals 20%, detailing/sales material 20%, direct mail 5%, special projects 40%, audio/visual programs 15%.

M.E.D. Communications has 42 employes, including three health care professionals.

Medicus Communications

	1979	1978
U.S. Gross Income	$4,341,000	$4,196,000
Capitalized Billings	$28,954,000	$27,989,000

Medicus Communications, New York, a subsidiary of Benton & Bowles, had U.S. gross income of of $4,341,000 in 1979 on billings of $28,954,000. In 1978, gross income was $4,196,000 on billings of $27,989,000.

Medicus, which has 100% of its billings in health care, owns Science & Medicine Publishing and Cinemed Systems, producers of scientific and educational programs, audio-visual programs and company-sponsored publications.

Major accounts: CPC International Best Foods division, Merrell-National Laboratories, Norwich-Eaton Pharmaceuticals, Morton Salt Co.; Procter & Gamble, Roerig, Schering Corp., Siemens Corp., Richardson-Merrell Vicks toiletry products divisions. Added in 1979: Anderson-Clayton Foods, Eaton-Merz Laboratories, H. J. Heinz Co. Heinz U.S.A. division.

Billings breakdown: Professional journals 25%; trade journals 1%, detailing/sales 30%, direct mail 10%, special projects 20%, audio-visual programs 3%; conventions 1%, company-sponsored publications 10%.

The agency has 110 employes, including seven health care professionals.

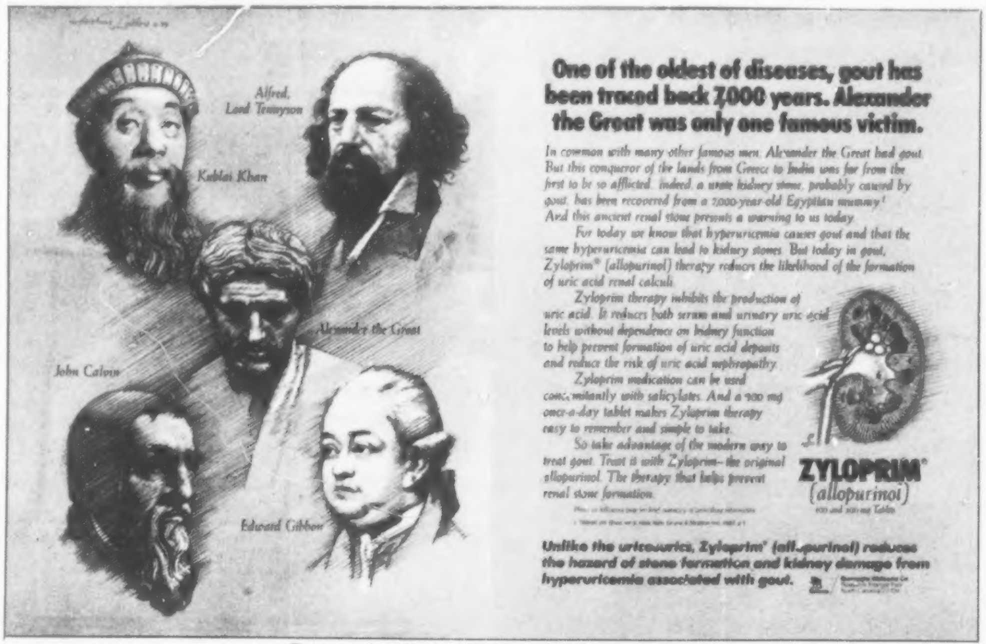
Rolf Werner Rosenthal Inc.

	1979	1978
U.S. Gross Income	$ 2,892,025	$ 2,149,965
Capitalized Billings	$19,654,875	$16,569,211

Rolf Werner Rosenthal, New York, had U.S. gross income of $2,892,025 on billings of $19,654,875 in 1979. Gross income in 1978 was $2,149,965 on billings of $16,569,211.

Volume in 1979 included $6,992,656 in media, $1,034,802 in materials and services and $11,627,417 in capitalized fees. In 1978, volume included $9,854,423 in media, $1,174,353 in materials and services and $5,540,435 in capitalized fees.

The privately held agency, which has 100% of its billings in health care, has one subsidiary, World Health Information Services, which provides expertise in medical symposia and continuing medical education.



One of the oldest of diseases, gout has been traced back 7,000 years. Alexander the Great was only one famous victim.

In common with many other famous men, Alexander the Great had gout. But this conqueror of the lands from Greece to India was far from the first to be so afflicted. Indeed, a urate kidney stone, probably caused by gout, has been recovered from a 7,000-year-old Egyptian mummy.¹ And this ancient renal stone presents a warning to us today.

For today we know that hyperuricemia causes gout and that the same hyperuricemia can lead to kidney stones. But today in gout, Zyloprim® (allopurinol) therapy reduces the likelihood of the formation of uric acid renal calculi.

Zyloprim therapy inhibits the production of uric acid. It reduces both serum and urinary uric acid levels without dependence on kidney function to help prevent formation of uric acid deposits and reduce the risk of uric acid nephropathy.

Zyloprim medication can be used concomitantly with salicylates. And a 300 mg once-a-day tablet makes Zyloprim therapy easy to remember and simple to take.

So take advantage of the modern way to treat gout. Treat it with Zyloprim—the original allopurinol. The therapy that helps prevent renal stone formation.

ZYLOPRIM®
(allopurinol)

Unlike the uricosurics, Zyloprim® (allopurinol) reduces the hazard of stone formation and kidney damage from hyperuricemia associated with gout.

Burroughs Wellcome Co.: Sieber & McIntyre.

Major accounts: Burroughs Wellcome Co. (U.S. and Canada), Calmic Ltd., Connaught Laboratories Ltd. (U.S. and Canada), Connaught Animal Health, Cooke-Waite Laboratories, Fisons Corp., Oral-B Co., Sandoz Pharmaceuticals, Wampole Laboratories division of Carter-Wallace. Added in 1979: American Cyanamid, Lederle Laboratories, Marion Laboratories, E. R. Squibb & Sons.

Billings breakdown: Professional journals 50%, trade journals 10%, detailing/sales material 20%, direct mail 10%, special projects 5%, audio-visual programs 5%.

The agency has 62 employes, including eight health care professionals.

Shaller Rubin Associates

	1979	1978
U.S. Gross Income	$3,650,000	$3,300,000
Capitalized Billings	$24,510,000	$22,180,000

Shaller Rubin Associates, New York, had U.S. gross income of $3,650,000 on billings of $24,510,000 in 1979. Gross income in 1978 was $3,300,000 on billings of $22,180,000.

Volume in 1979 included $14,800,000 in media, $4,660,000 in materials and services and $5,050,000 in capitalized fees. In 1978, volume included $13,325,000 in media, $4,320,000 in materials and services and $4,535,000 in capitalized fees.

The privately held agency, which has 30% of its billings in health care, operates a subsidiary, Multi Media Concepts, a sales promotion agency.

Major accounts: Garan Inc., Merrell-National Laboratories, Norwich-Eaton Pharmaceuticals, Schenley Industries. Added in 1979: Abbott Laboratories pharmaceutical products division, Vicks health care division.

Billings breakdown: Professional journals 20%, trade journals 5%, detailing/sales material 15%, direct mail 15%, special projects 35%, audio-visual programs 5%, conventions 5%.

The agency has 63 employes, including three health care professionals.

Sieber & McIntyre

	1979	1978
U.S. Gross Income	$4,774,228	$4,191,074
Capitalized Billings	$41,051,131	$39,416,056

Sieber & McIntyre, Chicago, had U.S. gross income of $4,774,228 on billings of $41,051,131 in 1979. Gross income in 1978 was $4,191,074 on billings of $39,416,056.

Volume in 1979 included $6,910,628 in media, $4,730,372 in materials and services and $29,410,131 in capitalized fees. In 1978, volume included $6,566,864 in media, $5,200,975 in materials and services and $27,648,217 in capitalized fees.

The privately held agency, which has 100% of its billings in health care, operates a subsidiary, Sieber & McIntyre in Japan, which publishes single sponsor health care journals.

Major accounts: Bristol Laboratories, Burroughs Wellcome Co., Dorsey Laboratories, Pennwalt Prescription Products, Pennwalt Corp., Pennwalt International Corp., Searle Laboratories, Warner-Lambert. Added in 1979: Bausch & Lomb, Boots Pharmaceutical, Wyeth Laboratories, Survival Technology. Accounts lost in 1979: American Optical Corp., Miles Laboratories grocery products division.

Billings breakdown Professional journals 62.5%, detailing/-sales 5.2%, direct mail 11.7%, special projects 0.8%, audio/visual programs 2.9%, conventions 0.4%, company-sponsored publications 16.5%.

The agency has 102 employes in three offices, including one health care professional.

Frank P. Sotera Inc.

	1979	1978
U.S. Gross Income	$ 753,000	$ 756,000
Capitalized Billings	$3,425,000	$3,275,000

Frank P. Sotera Inc., New York, had estimated U.S. gross income of $753,000 on billings of $3,425,000 in 1979. Its estimated gross income in 1978 was $756,000 on billings of $3,275,000.

The agency, which has 100% of its billings in health care, is privately held.

Accounts added in 1979: Visitec, Muro Pharmacal, Intermedics Intraocular, Carter Wallace International, Syntex International. Lost: Milton Roy Professional Products.

Billings breakdown: Professional journals 20%, trade journals 5%, detailing/sales material 25%, direct mail 20%, special projects 15%, audio-visual programs 15%.

The agency has 15 employes, including one health care professional.

Sudler & Hennessey

	1979	1978
U.S. Gross Income	$ 8,767,000	$ 7,500,000
Capitalized Billings	$58,464,000	$51,585,400

Sudler & Hennessey, New York, a subsidiary of Young & Rubicam, had U.S. gross income of $8,767,000 on billings of $58,464,000 in 1979. Gross income in 1978 was $7,500,000 on billings of $51,585,400.

Volume in 1979 included $22,753,000 in media, $4,982,000 in materials and services and $30,729,000 in capitalized fees. In 1978, volume included $17,320,000 in media, $3,450,000 in materials and services and $30,815,400 in capitalized fees.

The agency, which has 100% of its billings in health care, operates IntraMed Communication, an audio-visual programs company.

Major accounts: American Optical Corp., Abbott Laboratories, Ayerst Laboratories, Endo Laboratories, General Foods Corp., Lever Bros., McNeil Laboratories, Parke-Davis, Roerig, Stuart Pharmaceuticals, Whitehall Laboratories, Merck Sharp & Dohme International, Schering U.S.A., Terumo Corp., Pfizer International, Roche Laboratories. Added in 1979: Mead Johnson, Johnson & Johnson health care division, Novo Laboratories, Gambro Inc.

Billings breakdown: Professional journals 38%, trade journals 8%, detailing/sales material 12%, direct mail 14%, special projects 14%, audio-visual programs 6%, conventions 4%, company-sponsored publications 4%.

The agency has 230 employes (170 in the U.S.) and nine offices. Seven employes are health care professionals.

Ted Thomas Associates

	1979	1978
U.S. Gross Income	$ 1,895,050	$ 1,907,185
Capitalized Billings	$12,633,665	$12,714,569

Ted Thomas Associates, Philadelphia, had U.S. gross income of $1,895,050 in 1979 on billings of $12,633,665. In 1978, gross income was $1,907,185 on billings of $12,714,569.

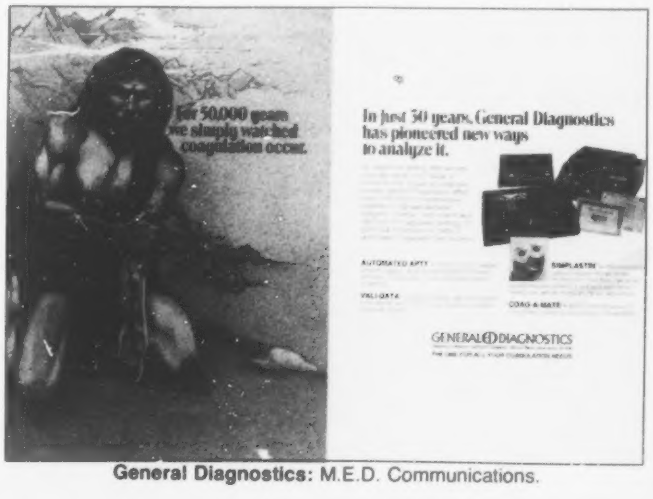
Volume in 1979 included $10,237,932 in media, $543,394 in materials and services and $1,852,339 in capitalized fees. In 1978, volume included $9,370,883 in media, $595,226 in materials and services and $2,748,460 in capitalized fees.

Major accounts: SmithKline Corp., Dermik Laboratories, William H. Rorer Inc., Choay Laboratories, Ohio Medical Products.

(Continued on Page S-27)

When Asthma
Is Uncontrolled By
Bronchodilators
and Oral Steroids
Have Been Withheld
Vanceril
beclomethasone
dipropionate inhaler

Schering Corp.: Medicus Advertising.



General Diagnostics: M.E.D. Communications.

Added in 1979: Stimtech, Inc. division of Johnson & Johnson, Boots Pharmaceuticals. Lost: J.B. Lippincott Co.

Billings breakdown: Professional journals 90%, direct mail 10%.

The agency has 18 employes.

Vicom Associates

	1979	1978
U.S. Gross Income	$ 1,552,225	$ 1,126,920
Capitalized Billings	$15,451,636	$13,816,279

Vicom Associates, San Francisco, had U.S. gross income of $1,552,225 in 1979 on billings of $15,451,636. In 1978, gross income was $1,126,920 on billings of $13,816,279.

Volume in 1979 included $3,654,717 in media, $2,904,829 in materials and services and $8,892,090 in capitalized fees. In 1978, volume included $3,656,567 in media, $3,188,355 in materials and services and $6,971,357 in capitalized fees.

This privately held agency which has 100% of its billings in health care, owns Vicom East.

Major accounts: Barnes-Hind Pharmaceuticals; Cutter Biomedical Diasonics, IVAC Corp., McGhan Medical Corp., Syntex International, Syntex Laboratories. Added in 1979: MSD division of Merck & Co. (Flexeril), Ciba-Geigy Pharmaceuticals (Ludiomil).

Billings breakdown: Professional journals 45%, trade journals 5%, detailing/sales material 25%, direct mail 10%, special projects 5%, audio-visual programs 5%, conventions 2%, company-sponsored publications 3%.

The agency has 36 employes in two offices.

S.J. Weinstein Associates

	1979	1978
U.S. Gross Income	$ 235,000	—
Capitalized Billings	$1,534,000	—

S.J. Weinstein Associates, White Plains, N.Y., founded in February, 1979, had an estimated U.S. gross income of $235,000 on billings of $1,534,000 in its first year.

The agency, which has 100% of its billings in health care, is privately held.

Major accounts: Syntex International, Pfizer International, Pfizer Diagnostics, Pfipharmec division of Pfizer Inc., Roche Laboratories.

Billings breakdown: Detailing/-sales material 50%, direct mail 25%, special projects 15%, audio-visual programs 10%.

The agency has eight employes.

Wesson & Warhaftig

	1979	1978
U.S. Gross Income	$ 3,020,000	$ 2,950,000
Capitalized Billings	$20,338,000	$19,600,000

Wesson & Warhaftig, New York, had U.S. gross income of $3,020,000 on billings of $20,338,000 in 1979. Gross income in 1978 was $2,950,000 on billings of $19,600,000.

Volume in 1979 included $6,700,000 in media, $4,300,000 in materials and services and $9,338,000 in capitalized fees. In 1978, volume included $6,600,000 in media, $4,000,000 in materials and services and $9,000,000 in capitalized fees.

The privately held agency, which has 100% of its billings in health care, has two subsidiaries, Omniscience and METV.

Major accounts: Glenbrook Laboratories division of Sterling Drug, Lederle Laboratories division of American Cyanamid Co., E.R. Squibb & Sons, Merck Sharp & Dohme International division of Merck & Co. Added: E.R. Squibb (Velosef), Merck Sharp & Dohme International Aldoretic, Lederle Laboratories Cyclocort. Resigned: Erika Inc.

Billings breakdown: Professional journals 50%, trade journals 10%, direct mail 15%, conventions 5%, other 20%.

The agency has 27 employes.

Stuart Williams Associates

	1979	1978
U.S. Gross Income	$ 786,000	$ 704,000
Capitalized Billings	$11,445,000	$11,250,000

Stuart Williams Associates, Stamford, Conn., had U.S. gross income of $786,000 on billings of $11,445,000 in 1979. Gross income in 1978 was $704,000 on billings of $11,250,000.

Volume in 1979 included $4,750,000 in media, $2,125,000 in materials and services and in 1978, volume included $6,090,000 in media, $1,520,000 in materials and services and $3,640,000 in capitalized services.

The privately held agency, which has 100% of its billings in health care, also operates a subsidiary, Scicom Publications.

Major accounts: Amersham Corp., Armour Pharmaceutical Co., Becton Dickinson Immunodiagnostics, Burn Treatment Skin Bank, Damon Corp., Marion Laboratories, Reheis Chemical Co., Roche Diagnostics. Added in 1979: Acculab division of Precision Technology; Hynson, Westcott & Dunning division of Becton Dickinson & Co.; Centaur Sciences, Laboratory Diagnostics Co. Resigned: A.H. Robins Co.

Billings breakdown: Professional journals 35%, trade journals 6%, direct mail 35%, special projects 10%, audio-visual programs 6%, company-sponsored publications 8%.

The agency has 22 employes, including three health care professionals, and two offices.

Wimmershoff & Associates

	1979	1978
U.S. Gross Income	$ 247,302	$ 194,381
Capitalized Billings	$1,649,239	$1,296,317

Wimmershoff & Associates, Westwood, N.J., had U.S. gross income of $247,302 on billings of $1,649,239 in 1979. Gross income in 1978 was $194,381 on billings of $1,296,317.

Volume in 1979 included $261,419 in media, $268,000 in materials and services and $1,119,820 in capitalized fees. In 1978, volume included $276,759 in media, $135,696 in materials and services and $883,862 in capitalized fees.

This privately held agency had 34% of its billings in health care.

Major accounts: Ayerst Laboratories, Lederle Laboratories, Matrix Instruments National Laboratories, Sandoz Pharmaceuticals. Resigned: Teledyne Isotopes.

Billings breakdown: Professional journals 15%, trade journals 15%, detailing sales material 45%, direct mail 5%, special projects 10%, conventions 10%.

The agency has 14 employes.

Advertising Age

50 YEARS 1930-1980

$40 a Year; This Issue $3 *The International Newspaper of Marketing* September 11, 1980

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100 Leading National Advertisers

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10/9/80 C2710-1 U

Advertising Age

50 YEARS 1930-1980

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McNeil gears up Duonex entry for cold remedy fight

By NANCY GIGES

NEW YORK—Cold remedy marketers are gearing up for a very competitive season, as long-standing leaders try to regain share lost to Bristol-Myers' Comtrex and another new brand gets ready to rush in.

Johnson & Johnson's McNeil Consumer Products Co., whose one major brand—Tylenol—upset the standings in the analgesic market, has moved a step closer to market with a new cold remedy called Duonex. The company, which already markets Co-Tylenol cold remedy, recall-tested a Duonex tv spot in Sacramento last month.

■ Duonex is described as the first cold medicine made especially for day or night relief. A yellow capsule for day is promoted to relieve "coughing and congestion without drowsiness so you can stay active." The blue version for nighttime helps cold sufferers to "breathe easier and quiet your cough so you can rest."

The product has been assigned to Young & Rubicam and sources say McNeil is prepared to invest close to $10,000,000 in ad support for the product's launch (AA, July 14).

McNeil also has made some gains with Co-Tylenol, which last year received $7,000,000 in measured media expenditures. That brand holds a 4% share of the $500,000,000 cold remedy category. The total does not include cough remedies, which comprise another $500,000,000 segment.

■ The leading brands hit hardest by Comtrex, introduced nationally in late 1978, were American Home Products' Dristan, SmithKline's Contac and Richardson-Merrell's Vicks NyQuil. For the May/June period, share figures show Dristan at 14.5%, but that is somewhat higher than normal because of heavy hay fever usage. NyQuil held a 14.1% share and Contac 13.8%. Comtrex held a 8.2% share during that period.

Vicks has countered this season with new DayCare capsules, being launched with a $7,000,000 ad budget and heavy sampling (AA, July 14). DayCare liquid also has been revamped.

SmithKline has moved out a reformulated Contac that contains much higher dosage levels of de-

(Continued on Page 118)

last minute news

Abbott reviewing for Selsun Blue, Murine

CHICAGO—Abbott Laboratories' consumer products division is reviewing agencies for its Selsun Blue shampoo and Murine eye care products, currently at McCann and JWT, respectively. Decision on the $15,000,000 worth of business (combined) due in a month; incumbents are included.

Michelob set to go after everyday beer drinker

ST. LOUIS—Anheuser-Busch's superpremium Michelob, having cornered the "weekend" beer drinker, is set to make the brand an everyday beverage. "Put a little weekend in your week" is the theme of a new Michelob campaign scheduled to break Oct. 11. Four fast-paced spots under consideration feature entertainment and sports celebrities. Meanwhile, Michelob Light will continue its "compare the taste" theme with two new sports spots (soccer and tennis), and Natural Light adds some new personalities to its "taste is why you'll switch" assault on Miller Lite. D'Arcy handles.

FDA approves P&G ads for Rely users

WASHINGTON—Procter & Gamble got FDA approval of ads breaking this week that urge Rely tampon users to stop using the product and seek refunds (AA, Sept. 29). Copy says, "more than other brands" Rely appears to be linked to toxic shock syndrome, describes the ailment as potentially "very serious" and believed responsible for "a number of deaths" and says P&G is working with the government to find why tampons appear to be involved. Health Research Group, a Ralph Nader unit,

(Continued on Page 8)

AA MAR81
DC20014CONGLIHAGNR 02115920013
R HAGERMAN SECY TO SR VP
CONGRESSIONAL INFO SERVICE
7101 WISCONSIN AVE
WASHINGTON DC 20014

New officers take ANA helm

Posing for pictures during last Tuesday's black tie dinner/dance at the Homestead are (from left) newly elected vice-chairman Thomas Ryan, outgoing chairman Donald Goldstrom, incoming chairman Richard Creedon and reelected association president Peter Allport.

ANA eyes viewer 'cells'. . .

HOT SPRINGS, VA.—Fragmentation, fractionalization, regionalization, decentralization. These were buzzwords at the Assn. of National Advertisers annual meeting here last week, during which the new video media again took center stage.

In a "sold-out" concurrent clinic on "New Video—New Measures," Thomas T. Ryan, vp-advertising services, Gillette North America, and chairman of the ANA committee studying the subject, said that without question a major problem facing the industry is the measurement of audiences in the future.

"There doesn't seem to be any question," he stated, "that the arrival of these new means of receiving information and entertainment in the home is going to cause a fractionating of viewing audiences. If we are to deal with and take advantage of these smaller audience segments, we will have to have adequate means of measuring accurately and consistently the size and composition of the segments."

Mr. Ryan said that in earlier consultations with A. C. Nielsen Co. and Arbitron, the two major measuring services, he was told it will probably be 1985 before the machinery to do so will be in place. And, he stressed, "advertisers are going to have to participate in the cost of measurement research" on the new media.

■ "This is not a popular point of view," he continued, but measuring "these small cells" of viewers will be a huge task and "we can't expect the networks

(Continued on Page 116)

. . . creative to reach them

HOT SPRINGS, VA.—A demassification of the media and an increasingly segmented audience will require more creative and more personalized advertising in the next decade.

Penny Hawkey, senior vp-creative group head, McCann-Erickson, together with Ed McCabe, president, Scali, McCabe, Sloves, and Janet Wolff, exec vp-director of creative services, William Esty Co., are ready, however. The three shared their suggestions on how to reach the new audience with Assn. of National Advertisers members last week at a panel on creative advertising.

To Ms. Hawkey, the demise of broadcasting and the birth of "narrow casting" means jumping "feet first" into the new video . . . "right now, while costs are low and the medium is somewhat unregulated and adapted to our needs."

More ANA news on Pages 3, 10 and 112.

Although not suggesting that advertisers walk away from the networks, Ms. Hawkey said that with the new electronic technology, "the audience—the mass mind, as we've unfortunately come to think of it—is breaking up. It has options. It doesn't have to watch the programing that the networks put in front of it. And it doesn't have to watch our commercials."

But, she suspects, "we will do a

(Continued on Page 116)

Charter crash

'Sport' on the block; Eller looks around

By CHRISTY MARSHALL

NEW YORK—As Karl Eller, freewheeling president of Charter Media Group, and Charter were packing it in last week, Charter Corp. began packing up its *Sport* magazine and putting it on the block.

Sport, a perennial money-loser, formally was put into a serious financial package and presented to prospective buyers, according to sources. The magazine had been for sale for some time, but the asking price was considered exorbitant. Now, as a "highly leveraged and cash poor" company, Charter is offering *Sport* at a more realistic figure. So far, Charter has had discussions with CBS Publications, Ziff-Davis, *Playboy* and *Newsweek*, according to sources.

■ The proposed sale of *Sport* comes on the heels of the Sept. 30 announcement that Charter Media Group had been dissolved and that its entrepreneurial president, Karl Eller, left with the CMG acquisitions of the *Philadelphia Bulletin*, KIOI (fm) in San Francisco and the New York Subways Advertising Co., and returned to his home base in Phoenix.

Charter Corp. is left with its communications division, Chartcom, which consists of Charter Publishing Co. (*Ladies' Home Journal*, *Redbook*, *Sport* and *Discount Merchandiser*), Charter Data services and six radio stations. Charter Media Group was created by Charter Corp. president Ray Mason and put under Mr. Eller six months ago (AA, March 31).

"Two people got into a joint venture agreement—we had all kinds

(Continued on Page 115)

Reader data still don't jibe

By LEAH ROZEN

NEW YORK—The release of the 1980 magazine readership figures by rivals Mediamark Research Inc. and Simmons Market Research Bureau has done little to settle either the controversy over their differing methodologies or the stomachs of the agency media researchers who must use the figures.

Some are siding with Mediamark. Some are siding with Simmons. Some are straddling the fence and buying both.

Everybody is unhappy. "It shouldn't be this way," said one agency media research head. "You would think they could settle on one accurate way of getting numbers."

What's the problem? The same that it has been for the past two years: The industry's two major magazine readership measurement companies use different methods and no one can agree on which is the better one.

Simmons Market Research Bureau, the product of the 1978 merger of W. R. Simmons & Associates and Axiom Market Research Bureau, measured 44 magazines in 1980 with the through-the-book method and another 81 with the recent reading method. The catch is that Simmons then took its recent reading scores and calibrated them (using a formula provided by, but not enthusiastically endorsed by, the Advertising Research Foundation) to make them comparable with its through-the-book figures.

- Mediamark, founded in early 1979, used its own version of the recent reading method to measure all 140 magazines and magazine groups it reported on.

As they did a year ago, the Simmons and Mediamark figures differed greatly, with Mediamark tending to show much larger total audience figures than Simmons.

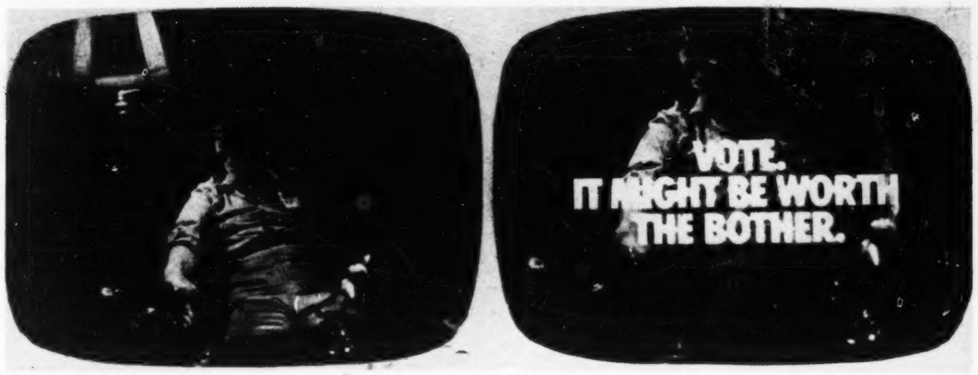
For example, Mediamark rates *Reader's Digest* as the magazine with the highest readership figure, 58,707,000. Simmons puts *RD's* readership at only 39,972,000. The story is the same for *TV Guide:* Mediamark reports 52,401,000, while Simmons has 42,547,000.

With *RD* and *TV Guide*, Mediamark has used the recent reading method and Simmons has used through-the-book. Mediamark's larger figures are attributed to the large out-of-home readership—at the doctor's office, supermarket, hair salon, etc.—its measuring system picks up.

"There's an awful lot of evidence, much of it's recent, that paging through a magazine is all you need for advertising exposure," said Mediamark Timothy Joyce in a recent interview. "Our system is designed to be as inclusive as possible. We're picking up the maximum possible readers."

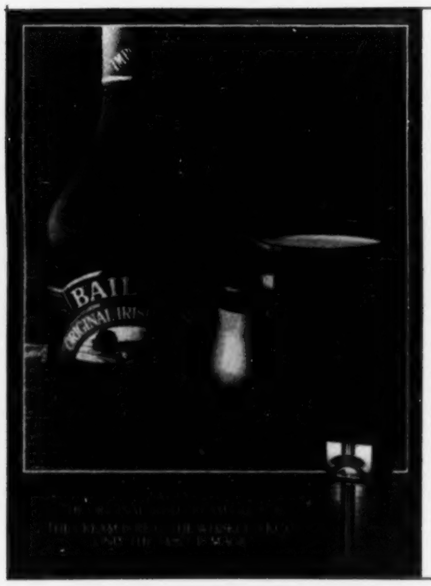
Simmons' use of through-the-book, a system that has respon-

(Continued on Page 118)



Ad Council goes after nonvoters

Getting out the vote on Nov. 4 is the aim of this latest public service Ad Council campaign. Tv ads showing nonvoter whose candidate lost will try to persuade the 70,000,000 eligible Americans who did not vote in 1976 that "it might be worth the bother." Joint sponsor with Ad Council is the National Assn. of Secretaries of State. Needham, Harper & Steers, New York, volunteered the creative.



Baileys' new theme

Baileys Original Irish Cream would have liked to kick off its new campaign with Baileys' original advertising theme, but it ultimately settled for "Only the taste is magic," which took second place in a copy test. Baileys' producer, International Distillers & Vintners, shifted the brand to Paddington Corp. and its agency, Backer & Spielvogel. Former agency Nadler & Larimer claims proprietary rights to the theme, "The impossible cream."

K-C, Playtex halt plans

By JENNIFER ALTER

CHICAGO—Kimberly-Clark Corp. has suspended all advertising for its Kotex brand tampons "until the tss [toxic shock syndrome] situation is clarified," the company said. And International Playtex, which recently moved a "new, improved" Playtex tampon onto retail shelves and was planning a "relaunch" campaign for October, is having second thoughts.

"We are reevaluating all of our plans at this point, and waiting until we meet with the Food & Drug Administration to make any decisions," said company president Walter Bergman.

Tampax Inc. told the FDA it will run an educational campaign in newspapers and magazines beginning this week alerting consumers to the symptoms and dangers of tss, and suggesting more frequent changing of tampons and alternating use with napkins. Ads will run in 42 newspapers and in *People* and *TV Guide*. Similar warnings will be inserted in Tampax packages.

Johnson & Johnson said it would hold steady on its ad plans until it meets with FDA this week.

The FDA, which has scheduled these meetings to run through Wednesday, suggested the labels should inform women that they might "want to consider not using tampons, or alternating tampons with napkins."

How long it would take for tampon packages with warning notices to turn up in the marketplace will depend on how fast existing product moves, sources say. However, E. Russell Sprague, president of Tampax, estimates his company could get new packages out of the factories within two weeks.

Any provisions for warnings in product advertising are under jurisdiction of the Federal Trade Commission and have not yet been addressed, except for Tampax' action.

Up until this point the FDA has been focusing all of its attention on Procter & Gamble's Rely tampon. Now that Rely has been withdrawn from the market, retailers have filled the shelf space with other tampon products. Although they say it is too early to report figures, several chains indicated they have seen no significant drop in tampon sales.

- While some industry observers have predicted the tss scare will be a boon to the sanitary napkin business, there are those who believe this is an underestimation of women's dependence on the tam-

(Continued on Page 116)

highlights

Monday, October 6, 1980

Pan Am sketched the outline for its marketing thrust when the single-identity carrier takes off Oct. 26. *See Page 4*.

BBDO picked up a financial advertising/pr subsidiary, a new creative exec vp and a new executive for its international department, all last week. *See Page 6*.

Nabisco tests a corporate image campaign aimed at potential investors. *See Page 14*.

Newspaper Advertising Bureau conference on newspapers and the new technologies focused on how the industry will fit into the future communications world. *See Page 32*.

R.J. Reynolds Tobacco faces security analysts. *See Page 34*.

Actor David Naughton achieves fame, and Dr Pepper boosts sales, with the "Be a Pepper" campaign, now entering its fourth year. *See Page 36*.

Researcher McCollum/-Spielman & Co. tries to put the star endorser trend in perspective and offers some helpful tips based on hundreds of tests. *See Page 42*.

NAB said the U.S. should seek orbital slots for direct broadcast satellites, but opposed their use for direct-to-home tv service. *See Page 42*.

Trunk airlines are on an ad spending spree when many of them can least afford it. *See Page 46*.

The shampoo market sees some changes as competition heats up once again. *See Page 52*.

Unadvertised U.S. gold medallion sales have crawled along while South Africa's hefty spending has spurred the Krugerrand. *See Page 56*.

In the last of three parts, ADVERTISING AGE associate editor Nancy Giges explores the comparative campaigns of the analgesics. *See Page 63*.

Louis J. Haugh looks at the "hot" promotion of the 1980s—cash refunds—and offers some suggestions to hold down costs of the events. *See Page 68*.

Vitt Media International is calling on stations for three new barter tv packages and dipping into the home video field. *See Page 80*.

World Championship Tennis is going strong. *See Page 80*.

Have you been wondering how those tv spots were shot for Come 'n Get It with the dogs atop a butte? *See Page 86*.

Dallas Times Herald launches locally edited rotogravure magazine, ***Westward***, with a 104-page premiere issue. *See Page 111*.

Pepsi and Coke settle a dispute over confidential marketing information out of court. *See Page 115*.

"Playing for Time" scores big ratings victory for CBS and the advertisers. *See Page 118*.

A proposed acquisition of GTE consumer electronics by Philips would change industry standings. *See Page 118*.

The Institute of Outdoor Advertising kicks off new campaign. *See Page 120*.

Section 2

What's new in premiums and promotions? Novelty lies partially in the past—antique premiums are experiencing a worthy comeback. Also included in the section: How the cigaret industry takes hints from Houdini to wriggle free of its shackling; the enduring and increasing success of sweeps; industry bellwethers discuss the future, and you learn how to track the competitions' promotions—beginning opposite Page 60.

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FIGURES TO FILE

JULY ARBITRONS—TOP 50 MARKETS 90

Vol. 51, No. 43—ADVERTISING AGE (ISSN 0001-8899) is published weekly, except semiweekly the third week in March, the second week in September at 740 Rush Street, Chicago, IL 60611. Second-class postage paid at Chicago and additional mailing addresses.

Carnation moving in wine field

LOS ANGELES—Carnation Co. could become the next major consumer products company to enter the U.S. wine business if its United Kingdom subsidiary is successful with a new wine brand now being launched in London.

Ads break in London next month for Golden State red, white and sparkling wines. Guild Vintners, San Francisco, which also markets its own Guild line, is acting as supplier, as it does for other wine marketers. Carnation here developed the brand name and positioning and Carnation Foods in the U.K. is marketing the Golden State line.

Execs at Carnation are carefully tracking the U.K. introduction for results that could be applicable in the U.S. market. One source said Carnation may be leaning toward serious consideration of a U.S. tryout because of favorable response to the Golden State line in U.K. testing.

The London launch is being

(Continued on Page 116)

Reader studies

(Continued from Page 2)

dents page through a stripped-down version of the magazine, is the system preferrred by most of the media researchers interviewed. They feel it yields more honest numbers on authentic readers.

Simmons head Frank Stanton says the length and detail of through-the-book interviews make the gathering of information this way on 125 magazines a physical impossibility. Hence the use of recent reading for 81 less-than-major magazines.

The 1980 Simmons report is the first to make use of the calibration method, to bring recent reading figures in line with through-the-book figures.

But a lot of agency media researchers aren't buying the notion that there are magic numbers and a formula you can plug in to correctly adjust the data.

▪ Assistant media director Paul Conway, in explaining why his agency, DKG Inc., had elected to go with Mediamark exclusively, said, "It's important that the same methodology be used across all magazines."

On the other hand, Scali, McCabe, Sloves exec vp-media Michael Ephron took a look at the arguments and came to a different conclusion. His agency has contracted to receive both studies, but will be using Simmons as its primary source and Mediamark as a back-up ("A confirmation, if you will," Mr. Ephron said).

▪ Mr. Ephron said his decision to go primarily with Simmons was based on "not letting the tail wag the dog." He said that since 90% of his clients' dollars go into the magazines measured by Simmons' through-the-book method, the recent reading scores (and their calibration) don't bother him too much. He said his agency plans to use Simmons' raw recent reading data (minus the calibrations) and to adjust it using the agency's own data.

Jack Hallahan, Chicago-based Leo Burnett Co.'s media research man, said Burnett is going with Simmons exclusively because its "market information on product usage is of higher quality than MRI's." #

New cold remedies

(Continued from Page 1)

congestant and antihistamine. The company recently conducted an agency review for the cold remedy, but in the end decided to stay with agency Ogilvy & Mather (AA, Aug. 25). The review involved recall-testing of the campaigns presented by the agencies.

Industry sources speculate SmithKline may authorize ad spending of $30,000,000 to revitalize the brand. That figure is double what the market leaders normally invest in measured media for this essentially seasonal business.

Meanwhile, in analgesics, B-M is investing $17,000,000 in the debut of reformulated Excedrin (AA, May 5), an effort viewed as a last-ditch attempt to reverse that brand's sliding share.

In addition to introducing the product in capsule form, B-M also converted from a two-thirds aspirin/one-third acetaminophen 424mg tablet to a 50-50 aspirin/-acetaminophen ratio in a 500mg tablet.

Advertising by Kenyon & Eckhardt focuses on the capsule form, using a space scene. The B-M approach differs from that of American Home Products, which last year introduced a Maximum Strength Anacin tablet (500mgs) as a line extension to its regular adult strength Anacin product (400mgs). This summer AHP also added a capsule in the Maximum Strength formula.

The higher dosage tablet has added only two percentage points to the total Anacin share that now stands at 12.6%, less than half that of market leader Tylenol, which holds a 28.6% share. The Tylenol share is made up of 2.9% pediatric, 19% extra-strength (500mgs) tablets and capsules and 6.7% regular (350mgs) tablets and capsules.

Sterling Drugs' Bayer and B-M's Bufferin shares continue to hover around 8% each. #

Imitation cheeses

(Continued from Page 3)

can-flavor individually wrapped slices. It is made with sunflower oil to replace the animal fat.

The Country Meadow advertising campaign, handled by Grey Advertising, is expected to break within a few weeks.

Anderson, Clayton's New Age line includes 8-oz. packages of American, Swiss, smokey and hot pepper cheeses and an 18-oz. package of American. The company claims to have a leading market share in cheese substitutes in test markets and a 4% to 6% share in the individually wrapped sliced cheese category in those areas.

Ads for the New Age line boast its contents—90% less cholesterol and 75% less saturated fat than process American cheese slices—and are targeted at women age 35 and up. Color page ads, some with coupons, are scheduled for regional editions of such magazines as *Family Circle*, *Good Housekeeping* and *Reader's Digest*. A tv blitz, beginning in mid-October, will involve more than 10 commercials per week for six months. Further support will come from newspaper coupons, including a "buy-one, get-one-free" offer. Benton & Bowles, New York, is the agency.

Kraft, currently in the Southeast, Southwest and Baltimore/-Washington areas, will move into all East Coast regions except Vermont, which outlaws cheese substitutes.

Kraft markets 12-oz. American-flavor individually wrapped cheese slices; a 10-oz. half-moon colby-flavor product and a 12-oz. cheddar chunk.

Kraft's East Coast entry early this month will be marked with tv spots breaking the week of Nov. 9 and newspaper and coupon ads beginning a week later. All major newspapers in Maine, metropolitan New York, Baltimore/Washington, Boston, Albany, Buffalo, Hartford and Philadelphia/Harrisburg regions will be included. The campaign, handled by J. Walter Thompson Co., Chicago, touts Golden Image's corn oil substitute and Kraft's reputation.

A low-level "maintenance program" is set for existing Golden Image markets, despite the Country Meadow entry and the New Age rollout. #

Latinos elect Da Costa

Latinos in Communications, New York, has elected Jackie Da Costa, senior vp-media director, Ted Bates & Co. as 1980-81 president.

Total adult readers comparison

Magazine	Mediamark	SMRB	Magazine	Mediamark	SMRB
Time	25,701,000	20,035,000	Glamour	9,538,000	7,107,000
Newsweek	23,640,000	16,453,000	Vogue	7,489,000	5,671,000
U.S. News & World Report	11,586,000	8,733,000	Mademoiselle	4,836,000	3,713,000
			Harper's Bazaar	3,574,000	3,301,000
Family Circle	32,143,000	18,255,000			
Good Housekeeping	31,498,000	19,164,000	Playboy	21,401,000	15,584,000
Woman's Day	29,630,000	17,560,000	Penthouse	11,991,000	7,673,000
McCall's	24,641,000	17,287,000	Hustler	6,848,000	4,302,000
Ladies' Home Journal	21,920,000	12,971,000	Esquire	4,871,000	3,658,000
Redbook	17,110,000	11,019,000	Oui	4,515,000	2,946,000
Cosmopolitan	14,216,000	8,843,000	Chic	1,568,000	1,497,000

'Playing for Time' cpm $1.96

By COLBY COATES

NEW YORK—Besides giving new meaning to the phrase "quality tv," CBS' broadcast of the controversial "Playing for Time" rewrote the book on "opportunistic" buys.

The three-hour made-for-tv movie scored a 26.2 rating and 41 share nationally and, contrary to some expectations, audience built with each successive half hour. Because of the movie's grim nature, some observers thought the audience would slip away, unable to handle the horror of Auschwitz.

Instead the numbers just got bigger, starting with a 39 share in the first half hour and concluding with a 44 share in the last 30 minutes.

▪ But perhaps the most telling number associated with the movie is the $1.96 cost-per-thousand homes advertisers paid to reach an audience estimated at 41,000,000. And it may even be that the $1.96 cpm, which is based on an average cost of $40,000 per 30-second unit, is as much as 5 cents over what some advertisers actually paid. In some cases a 30 might have sold for as low as $30,000.

In addition to American Motors Corp. and Richardson-Merrell (AA, Sept. 29), the big multi-unit buyers were Pfizer Inc., Jeffrey Martin Inc. and Clorox. Other network sponsors included Ex-Lax Inc., Avco Embassy and Columbia Pictures, S. C. Johnson & Son, Thompson Medical Co., Fiat, Beecham Products, Canon and the Lewis Howe Co. for Tums.

Several network buyers, in hearing of the $1.96 cpm estimate, called it "a dirt cheap buy," later adding such descriptions as "giveaway," "bargain basement," or "daytime cpms in prime time." Though an advertiser's average prime time cpm over the course of a season depends on the mix of programs, anything on the downside of a $5 cpm is considered good value.

There always is a gamble that any network purchase might fail to deliver the projected numbers on which the buy is made. But with "Playing for Time," there was an added element of uncertainty: Would there be a viewer backlash and an advertiser boycott?

▪ "We haven't received a single negative call," said Martin Himmel, president of Jeffrey Martin, which had multiple buys for Topol toothpaste and Porcelana cream. Mr. Himmel thought the protests against the casting of Vanessa Redgrave were "blown way out of proportion" and said that his company signed on over a month ago. The heavy exposure for Jeffrey Martin products comes at a fortuitous time as the company is several weeks away from following it up with a "gigantic" national transit advertising campaign for Topol and Porcelana.

Shortly before the movie aired, CBS was bombarded with over 900 calls protesting Ms. Redgrave's role. But after showing, the network received about 400 calls, running six to one in favor of the movie. Some CBS affiliates were picketed while KOOL-TV, Phoenix, sustained minor damage due to a fire bomb.

A spokesman for AMC said, "The decision to purchase time was based upon the anticipated size and diversity of this critically acclaimed production. We cannot and should not attempt to dictate the casting of any television production, which we regard as an artistic decision." AMC also noted that it had not received any protesting calls or telegrams. The same was true at Compton Advertising, the agency that placed AMC and Thompson Medical.

John McAvity, vp-broadcast, Adforce, Pfizer's in-house agency, said "Playing for Time" was "an extremely good media buy," and doubted there would be a residual backlash. "It won't hurt us at all," he said. "Besides people will forget all about it in two weeks."

Mr. McAvity lashed out at pressure groups in general, noting that one group's recent list of sponsors to be avoided included companies responsible for "40% of the products on any supermarket's shelf." #

Philips' Sylvania buy will boost tv position

NEW YORK—North American Philips Corp.'s agreement to purchase GTE's consumer electronics business ostensibly will boost the company to a strong third-place standing in the U.S. tv set industry.

But in the meantime, two agencies now are wondering how their assignments will be affected.

With an 8% share held by its Magnavox subsidiary, Philips stands to gain an estimated 10% from the Sylvania, Philco and private label operations that are part of the projected transaction. That would place Philips squarely ahead of General Electric, with 12%, and behind market leaders Zenith Radio Corp. and RCA, who jockey for first with shares that vary seasonally between 20% and 22% of the projected 9,600,000 to 9,800,000 set volume in '80.

A Philips spokesman maintained that inevitable "dealer fallout" would reduce the combined market share to about 11%.

The action also could give Philips another potential ally for its videodiscs, should Sylvania decide to enter the field.

While several obstacles—most notably Justice Department scrutiny of antitrust implications—cloud the outcome of the agreement, Doyle Dane Bernbach and Campbell-Ewald stand to lose, gain or retain large chunks of ad business.

Doyle Dane's 20-year relationship with GTE prompted its reluctant resignation of the Sony Corp. account a year ago. A Philips spokesman said no determination had been made whether Sylvania's advertising and marketing would be consolidated at Magnavox. Its agency is Campbell-Ewald, Detroit, which won the $8,000,000 account from William Esty Co. last February. *(See related story, Page 78.)*

Meanwhile, Sony Consumer Products Co. president Joseph Lagore issued a strong denial to a reporter's question as to whether a Sylvania account shift would lead Sony to rejoin its former agency. Sony spent $5,000,000 on color tv set advertising last year via McCann-Erickson.

Philips has announced that it will preserve the Sylvania and Philco brands should it successfully acquire GTE's business. #

NBC hangs tough

(Continued from Page 3)

son tv is in now vs. last year, but levels were up 0.5% in week No. 1 of 1980 and at the same 59.1% level for week No. 2.

One exec sees something even more significant happening, perhaps at CBS' expense. "Last year CBS' success was built on its strength on three nights, Sunday, Monday and Friday," he noted. "But so far NBC's scheduling has knocked CBS out on Sunday and Monday. CBS will have to get that audience back." But the feeling is that with the strike and the fact that CBS won't be able to make inroads probably until after the November sweeps, that Sunday and Monday base may erode somewhat. Carrying that theory one step further raises questions about CBS' made-for-tv movies, the other key ingredient in its ratings triumph last year.

Many of those movies did exceptionally well because CBS promoted them like crazy on Sunday and Monday. This year, however, the network hasn't been able to muster that promotional clout for its Tuesday and Wednesday movies because the audience has been with NBC. By the same token, CBS could probably dispute that theory, pointing to the continued ratings success of "The Dukes of Hazzard" and "Dallas" on Friday, both with 40-plus shares in reruns.

Meanwhile, NBC is probably plotting replacement strategy for anywhere from 30 minutes to two hours of prime time as new series falter. #

Top stations with young men and women viewers

(in July Arbitrons for top 50 markets)

Station	TSA share Women 18-49	TSA share Men 18-49	ADI home share Sign-on Sign-off	ADI home share Late Fringe
NEW YORK (1)				
WABC-TV (A)	26	21	21	18
WCBS-TV (C)	18	17	17	19
WNBC-TV (N)	17	17	17	16
WNEW-TV	14	14	15	17
WPIX	12	17	13	15
WOR-TV	7	11	9	7
LOS ANGELES (2)				
KABC-TV (A)	27	23	23	22
KNBC (N)	16	16	17	23
KTLA	13	15	13	8
KNXT (C)	13	14	14	17
KTTV	9	10	11	9
KCOP	8	9	8	7
KHJ-TV	7	8	7	7
CHICAGO (3)				
WLS-TV (A)	31	23	25	23
WBBM-TV (C)	19	19	20	22
WGN-TV	16	20	16	15
WMAQ-TV (N)	15	16	17	19
WFLD-TV	14	13	15	18
WSNS-TV	2	5	3	2
PHILADELPHIA (4)				
WPVI-TV (A)	42	33	34	26
WCAU-TV (C)	21	22	22	24
KYW-TV (N)	17	18	17	28
WTAF-TV	6	8	5	5
WKBS-TV	6	7	6	4
WPHL-TV	5	11	6	5
SAN FRANCISCO (5)				
KGO-TV (A)	31	26	25	23
KPIX (C)	20	20	22	15
KTVU	19	23	15	15
KRON-TV (N)	16	17	16	29
KBHK-TV	8	8	7	3
BOSTON (6)				
WCVB-TV (A)	29	23	25	21
WBZ-TV (N)	21	21	23	35
WNAC-TV (C)	17	17	18	16
WSBK-TV	12	19	10	9
WLVI-TV	9	10	6	4
DETROIT (7)				
WXYZ-TV (A)	36	29	31	26
WJBK-TV (C)	23	21	25	26
WDIV (N)	20	23	22	24
WKBD-TV	16	20	13	18
WXON-TV	2	3	3	—
WASHINGTON (8)				
WJLA-TV (A)	26	23	23	19
WDVM-TV (C)	24	24	22	14
WTTG	21	24	19	27
WRC-TV (N)	17	19	17	24
WDCA-TV	7	11	6	—
CLEVELAND (9)				
WEWS (A)	35	29	32	25
WKYC-TV (N)	21	23	20	24
WJKW-TV (C)	18	26	26	30
WUAB-TV	16	21	15	13
DALLAS-FORT WORTH (10)				
WFAA-TV (A)	31	27	27	24
KDFW-TV (C)	24	20	25	30
KXAS-TV (N)	19	23	24	30
KTVT	14	20	14	10
KXTX-TV	8	7	5	—
PITTSBURGH (11)				
WTAE-TV (A)	33	31	24	20
KDKA-TV (C)	31	32	32	33
WIIC-TV (N)	19	19	17	22
WPGH-TV	10	12	8	8
WJAC-TV (Johnstown)	—	—	3	3
HOUSTON (12)				
KTRK-TV (A)	33	30	29	26
KHOU-TV (C)	23	22	22	22
KPRC-TV (N)	21	20	22	31
KHTV	11	13	10	8
KRIV-TV	10	13	13	9
MINNEAPOLIS/ST. PAUL (13)				
KSTP-TV (A)	35	33	29	24
WCCO-TV (C)	28	25	28	19
WTCN-TV (N)	18	18	16	20
KMSP-TV	15	22	17	31
ST. LOUIS (14)				
KTVI (A)	26	23	22	25
KMOX-TV (C)	25	23	25	22
KSDK (N)	21	20	23	26
KPLR-TV	19	24	19	19
KDNL-TV	10	9	7	4
MIAMI (15)				
WPLG (A)	28	25	23	22
WTVJ (C)	25	25	28	20
WCKT (N)	20	23	23	34
WCIX-TV	16	20	14	14
WLTV	8	3	7	3
ATLANTA (16)*				
WSB-TV (N)	(20) 34	(17) 28	30	35
WXIA-TV (A)	(16) 24	(14) 23	20	16
WAGA-TV (C)	(16) 23	(13) 21	24	24
WTBS*	(46) 20	(55) 26	14	14
WANX-TV	— 3	— 2	3	—
SEATTLE/TACOMA (17)				
KOMO-TV (A)	33	27	29	22
KING-TV (N)	24	24	24	38
KIRO-TV (C)	18	24	21	22
KSTW-TV	18	22	15	5
TAMPA/ST. PETERSBURG (18)				
WTVT (C)	31	23	31	27
WFLA-TV (N)	23	25	25	31
WTSP-TV (A)	22	21	19	20
WTOG-TV	21	25	15	12
BALTIMORE (19)				
WJZ-TV (A)	36	31	29	31
WMAR-TV (C)	30	32	27	25
WBAL-TV (N)	26	27	21	22
WBFF-TV	7	10	7	11
WTTG (Washington)	—	—	6	6
HARTFORD/NEW HAVEN (20)				
WTNH-TV (A)	48	39	27	25
WFSB-TV (C)	36	41	24	19
WVIT (N)	13	17	10	15
WCBS-TV (New York)	—	—	4	—
WNEW-TV (New York)	—	—	4	—
WNBC-TV (New York)	—	—	3	5
WPIX (New York)	—	—	3	—
WGGB-TV (Springfield, Mass./Hartford)	—	—	3	—

(Continued on Page 92)

July sweeps show tv demographic leaders

By MAURINE CHRISTOPHER

NEW YORK—If an advertiser wants to target women 18 to 49 in a top-50-markets campaign, which stations look best for his product?

Or suppose the promotion is for a male-skewed spot schedule. What are the most likely choices?

Which stations dominate in sign-on to sign-off strength?

These are a few of the questions that are answered in ADVERTISING AGE's latest rating analysis covering the Arbitron July sweeps returns for the country's largest population centers. These numbers reflect viewing from July 9 through Aug. 5.

Tables showing affiliate and independent stations' competitive standings in demographic and household audience shares were put together by a veteran broadcast researcher. In each market, stations were ranked according to the percentage of the young adult women reached during the telecast day in the total station area.

Looked at from the network rivalry standpoint, more often than not ABC affiliates appear to be on the right wavelength to attract the young women who are the key targets of many advertisers. ABC affiliates placed first in shares with women 18 to 49 in 36 markets, two of them in a tie.

The ABC outlet was the leader with this favored set in the 16 largest markets. CBS stations captured first in 11 markets, while NBC was first in four.

In New York, the edge was sizable, with WABC-TV averaging a 26 share with young women, eight points ahead of runner-up WCBS-TV. In men 18 to 49, the lead was less—21 for WABC-TV to 17 for WCBS-TV and WNBC-TV.

In Los Angeles, ABC-owned KABC-TV was even further ahead in its appeal to women, scoring 27 to 16 for second-place KNBC. With young men, KABC-TV had a seven-point edge over KNBC. Indie KTLA tied KNXT (CBS) at 13 for women and edged past at 15 for men.

Independent WGN-TV in Chicago bested the NBC affiliate—WMAQ-TV—to place third behind WLS-TV (ABC) and WBBM-TV (CBS) with females 18-49. With men 18-49, the indie was four points in front of WMAQ-TV with a 20 share.

In Philadelphia, WPVI (ABC) swept all the columns except late fringe. (Late fringe and sign-on to sign-off shares were based on Arbitron's area of dominant influence, while the men and women figures were based on total station area.) At 42, WPVI was exactly double the 21 points scored by second place WCAU-TV (CBS) in young women shares.

Vitality in three of four columns was evidenced by ABC's KGO-TV, San Francisco, which was 11 points ahead of KPIX (CBS) in the young female category and three points ahead of runner-up KTVU with their male counterparts. KTVU placed third with women at a 19 share, putting the NBC affiliate, KRON-TV, fourth in two columns in the table. NBC led with "Tonight" in late fringe.

- Market No. 8, Washington, truly is a hotly contested territory, with Metromedia's WTTG mounting an aggressive challenge to the Big 3 affiliates. WJLA-TV (ABC) led with young women and with sign-on to sign-off home shares, while WDVM-TV (CBS) and WTTG scored 24 to tie for first with their male contemporaries.

At 27, WTTG was three points ahead of "Tonight" in household shares. The syndie programing that turned the trick for Metromedia: "Odd Couple" from Paramount and "Perry Mason" from Viacom. "Cell Block H" from Firestone served as a solid lead-in against the news.

Arbitron regular rating reports note that the estimates included do not cover extended satellite reach for superstations, such as WTBS. In the case of WTBS, the researcher published a special total coverage area report.

If those men and women figures were used as a basis, WTBS emerged as the big winner in the young women and men column in Atlanta with a 46 and 55 share, respectively.

- Over-all, the big city competition in late night numbers produced some impressive returns. The No. 1 top 50 markets station in weekday late fringe was KBTV (ABC), Denver, which pulled a 53 homes share. The station did it with a mixture of syndicated and network fare.

ABC was preempted at 10:30 p.m. (for delayed showing). Into the next hour and a half went syndicated repeats of Paramount's "M*A*S*H," followed by Colbert's "Joker's Wild." The taped network material resumed about midnight.

Preempting a network, in this instance CBS, similarly paid off in the Arbitrons for KSL-TV, Salt Lake City. It was second in the top

(Continued on Page 94)

Top stations with young men and women viewers

(in July Arbitrons for top 50 markets)

	TSA share		ADI home share	
Station	Women 18-49	Men 18-49	Sign-on Sign-off	Late Fringe
DENVER (21)				
KBTV (A)	36	34	32	53
KOA-TV (N)	23	25	22	18
KMGH-TV (C)	22	21	24	18
KWGN	17	18	15	8
INDIANAPOLIS (22)				
WRTV (A)	31	30	26	32
WISH-TV (C)	29	25	26	16
WTHR (N)	23	25	21	22
WTTV	18	20	15	19
SACRAMENTO/STOCKTON (23)				
KOVR (A)	33	27	25	18
KCRA-TV (N)	27	28	25	33
KTXL	20	24	15	13
KXTV (C)	19	19	17	14
PORTLAND, ORE. (24)				
KATU (A)	30	26	26	22
KOIN-TV (C)	23	24	24	21
KPTV	23	26	18	15
KGW-TV (N)	21	21	22	35
SAN DIEGO (25)				
KGTV (A)	35	30	25	25
KFMB-TV (C)	29	28	26	24
KCST-TV (N)	22	21	17	23
XETV (Tijuana, Mexico)	12	16	11	—
KTLA (Los Angeles)	—	—	4	—
KNBC (Los Angeles)	—	—	3	7
MILWAUKEE (26)				
WISN-TV (A)	41	34	30	40
WITI-TV (C)	26	26	25	23
WTMJ-TV (N)	21	26	26	23
WVTV	11	11	8	7
WCGV	—	4	3	—
KANSAS CITY (27)				
KMBC-TV (A)	40	36	30	31
KCMO-TV (C)	28	27	27	26
WDAF-TV (N)	18	20	22	22
KBMA-TV	14	18	11	13
CINCINNATI (28)				
WKRC-TV (A)	31	27	25	25
WCPO-TV (C)	23	27	26	26
WLWT (N)	23	23	24	25
WXIX-TV	18	20	14	18
WHIO-TV (C, Dayton)	3	—	3	—
BUFFALO (29)				
WKBW-TV (A)	44	41	32	27
WIVB (C)	25	25	25	25
WGR-TV (N)	25	28	20	29
WUTV	6	6	6	4
NASHVILLE (30)				
WTVF (C)	32	31	32	30
WSM-TV (N)	31	31	29	33
WNGE (A)	28	27	24	22
WZTV	6	10	6	18
PHOENIX (31)				
KTVK-TV (A)	26	25	21	21
KPHO-TV	26	27	23	20
KOOL-TV (C)	20	18	22	17
KPNX-TV	20	20	21	30
KNXT-TV	7	7	4	—
CHARLOTTE (32)				
WBTV (C)	38	40	36	36
WSOC-TV (A)	33	30	25	25
WCCB	15	16	11	5
WRET-TV (N)	13	14	10	12
MEMPHIS (33)				
WREG-TV (C)	30	28	28	24
WHBQ-TV (A)	30	28	23	34
WMC-TV (N)	26	33	26	24
WPTY-TV	13	12	10	8
NEW ORLEANS (34)				
WWL-TV (C)	42	38	39	32
WVUE (A)	24	24	22	38
WDSU-TV (N)	23	27	21	16
WGNO-TV	8	9	8	4
COLUMBUS (35)				
WBNS-TV (C)	35	40	35	30
WTVN-TV (A)	34	28	28	25
WCMH (N)	25	28	25	33
GREENVILLE/SPARTANBURG/ASHEVILLE (36)				
WSPA-TV (C)	35	33	28	23
WFBC-TV (N)	33	35	33	29
WLOS-TV (A)	32	33	25	29
WBTV (C, Charlotte)	—	—	3	—
GRAND RAPIDS/KALAMAZOO/-BATTLE CREEK (37)				
WKZO-TV (C)	29	31	26	23
WOTV (N)	29	31	25	30
WZZM-TV (A)	24	20	19	17
WUHQ-TV (A)	18	17	10	10
PROVIDENCE (38)				
WJAR-TV (N)	42	42	29	39
WPRI-TV (A)	40	35	25	21
WTEV (C)	19	23	15	11
WSBK-TV (Boston)	—	—	5	3
WLVI-TV (Cambridge-Boston)	—	—	5	3
WCVB-TV (A, Boston)	—	—	5	4
WNAC-TV (C, Boston)	—	—	5	4
WBZ-TV (N, Boston)	—	—	5	8
OKLAHOMA CITY (39)				
KOCO-TV (A)	38	30	29	45
KTVY (N)	22	24	25	25
KWTV (C)	22	22	20	14
KOKH-TV	8	11	7	7
KGMC	8	11	6	3
ORLANDO/DAYTONA BEACH (40)				
WFTV (A)	38	30	29	27
WDBO-TV (C)	29	33	25	20
WESH-TV (N)	24	27	25	34
WOFL	9	10	8	5
CHARLESTON/HUNTINGTON (41)				
WSAZ-TV (N)	42	45	37	28
WOWK-TV (A)	36	30	24	25
WCHS-TV (C)	23	24	20	23
RALEIGH/DURHAM (42)				
WTVD (C)	47	41	34	33
WRAL-TV (A)	46	46	33	25
WPTF-TV (N)	5	10	7	9
WECT (N&C, Wilmington)	—	—	5	5
WITN-TV (N, Washington, N.C.)	—	—	4	4
WNCT (C, Greenville)	—	—	4	—
LOUISVILLE (43)				
WHAS-TV (C)	33	30	30	29
WAVE-TV (N)	31	30	28	27
WLKY-TV (A)	24	23	19	20
WDRB-TV	13	16	11	14
DAYTON (44)				
WHIO-TV (C)	55	47	38	32
WDTN (A)	27	31	22	18
WKEF (N)	18	22	15	22
WXIX-TV (Newport, Ky., Cincinnati)	—	—	4	5
HARRISBURG/YORK/LANCASTER/-LEBANON (45)				
WGAL (N)	38	36	30	33
WHTM-TV (A)	32	28	19	16
WHP-TV (C)	15	20	12	11
WLYH-TV (C)	12	16	6	—
WSBA-TV (C)	3	—	3	—
NORFOLK/PORTSMOUTH/-NEWPORT NEWS/HAMPTON (46)				
WVEC-TV (A)	31	32	26	25
WTAR-TV (C)	29	27	30	22
WAVY-TV (N)	19	22	18	23
WYAH-TV	10	7	9	8
WTVZ	10	12	9	10
SALT LAKE CITY (47)				
KTVX (A)	35	25	27	11
KSL-TV (C)	30	37	32	51
KUTV (N)	26	33	25	26
KSTU	9	12	8	6
ALBANY/SCHENECTADY/TROY (48)				
WTEN (A)	40	38	30	19
WRGB (N)	37	43	30	41
WAST (C)	23	19	21	19
BIRMINGHAM (49)				
WBRC-TV (A)	64	56	51	44
WVTM-TV (N)	24	32	23	33
WBMG-TV (C)	11	12	11	7
WILKES BARRE/SCRANTON (50)				
WNEP-TV (A)	47	50	31	22
WBRE-TV (N)	28	32	23	30
WDAU-TV (C)	22	18	18	11
WPIX (New York)	—	—	14	3

These tables show the tv stations in each of the top 50 markets ranked in terms of shares for women aged 18 through 49 as reported in the Arbitron July sweeps covering the full telecast day, July 9 through Aug. 5. The last three columns cover men aged 18 to 49 and household shares for the full telecast day and late fringe.

The people shares are based on the total survey area (TSA); the last two columns on homes in Arbitron's area of dominant influence (ADI). These figures were compiled for ADVERTISING AGE from the Arbitron books by a veteran tv researcher.

Initials in parentheses indicate network affiliation (ABC, CBS, NBC); stations without initials are independents. Late fringe is 11:30 p.m. to 1 a.m. Monday-Friday in eastern and Pacific time zones. In central and mountain zones, each is one hour earlier.

These lists include local network affiliates and share runners-up in each market whether local indies or distant stations, affiliated or independent. Not all stations are listed. A blank under any column indicates not reported. Stations appear if they drew a minimum 3 sign-on to sign-off household share.

*The total survey area as defined by Arbitron does not include distant satellite or microwave coverage. In July, Arbitron estimated its tsa excludes 98% of WTBS' net weekly circulation.

Atlanta figures in parentheses in this table are based on the special WTBS total coverage area report prepared by Arbitron for the superstation which can be seen via satellite in 50 states. The other Atlanta figures are from the regular Atlanta report, using the same bases as the rest of these data.

July sweeps demographics

(Continued from Page 90)

50 markets in late fringe with a 51 household share. KSL-TV played "M*A*S*H" at 10:30 p.m. (the same sitcom also was stripped in early fringe) followed by "Streets of San Francisco" from Rohrs/-Victory.

Behind KBTV and KSL-TV in three, four, five order in delivering the stay-up-late crowd were KOÇO-TV, Oklahoma City, 45 homes share; WBRC-TV, Birmingham, 44, and WRGB, Albany/-Schenectady/Troy, 41. WBRC, a 24-hour station in a blue-collar town, also stood out in the May sweeps.

While the network affiliates held the win, place and show positions with young women in most of these large cities, this analysis (as did an earlier one in May) also dramatizes the growing strength of independents in many markets. Other markets besides those already mentioned in which an indie placed third with this consumer group include Sacramento/Stockton, KTXV; Portland, Ore., KPTV, and Charlotte, WCCB.

A striking standout among the indies was Meredith's KPHO-TV in Phoenix. It is the first indie ever to beat all three major network outlets in sign-on to sign-off share for a sweeps month, rating experts believe. KPHO-TV took their measure in men 18-49, and tied KTVK-TV (ABC) for first place with young women. The networks' concentration on election-year politics, including the GOP convention, obviously was a major factor in the indies' gains in the July Arbitrons and Nielsens.

By Nielsen's count the big national winner in weekly cumulative audiences, counting all homes watching at least once over seven days of telecasting, was WPIX, a New York indie with considerable microwave extended coverage. The estimate: 6,170,000 homes. Nielsen said its books now cover distant as well as home-market reach.

Two other New York indies—WNEW-TV, 6,112,000, and WOR-TV, 5,738,000—were next, and WTBS, Atlanta, now available to 10,200,000 homes off-air and by Satcom I, ranked seventh with 4,297,000.

In between were the key network-owned New York stations WCBS-TV, 5,621,000; WNBC-TV, 5,605,000, and WABC-TV, 5,599,000.

Using another yardstick—households reached during the average quarter-hour of a month when the networks lost audiences to indies due to their extensive coverage of the Republican convention and its buildup and letdown—the top spots went to affiliates, according to Nielsen.

The quarter-hour Nielsen homes winners: WABC-TV, 433,000; WCBS-TV, 358,000, and WNBC-TV, 314,000. WNEW-TV followed with 307,000 and the most widely watched superstation, WTBS, was 14th at 195,000. #

Leading tv stations Sign-on to sign-off Average quarter-hour homes reached

Rank	Station	July Nielsens
1.	WABC-TV, New York	433,000
2.	WCBS-TV, New York	358,000
3.	WNBC-TV, New York	314,000
4.	WNEW-TV, New York	307,000
5.	KABC-TV, Los Angeles	292,000
6.	WPIX, New York	284,000
7.	WLS-TV, Chicago	251,000
8.	WPVI-TV, Philadelphia	238,000
9.	WGN-TV, Chicago	227,000
10.	KNBC, Los Angeles	215,000
11.	KNXT, Los Angeles	215,000
12.	WBBM-TV, Chicago	207,000
13.	WOR-TV, New York	200,000
14.	WTBS, Atlanta	195,000
15.	KTLA, Los Angeles	176,000

This is the average for July 10-Aug. 6 and covers extended reach for superstations WGN-TV, Chicago, WOR-TV, New York and WTBS, Atlanta, via Satcom I. Microwave extensions also are covered in the Nielsen report.

Top 10 stations Women 18-49 shares in Arbitron markets 1-50

Rank	Station	July share
1.	WBRC-TV (A) Birmingham (49)	64
2.	WHIO-TV (C) Dayton (44)	55
3.	WTNH-TV (A) Hartford/New Haven (20)	48
4.	WTVD (C) Raleigh/Durham (41)	47
4.	WNEP-TV (A) Wilkes Barre/Scranton (50)	47
6.	WRAL-TV (A) Raleigh/Durham (41)	46
7.	WKBW-TV (A) Buffalo (29)	44
8.	WPVI-TV (A) Philadelphia (4)	42
8.	WWL-TV (C) New Orleans (34)	42
8.	WJAR-TV (N) Providence (38)	42
8.	WSAZ-TV (N) Charleston/Huntington (41)	42

Network affiliation and Arbitron market rank in parentheses.

Top 10 stations Men 18-49 shares in Arbitron markets 1-50

Rank	Station	July share
1.	WBRC-TV (A) Birmingham (49)	56
2.	WNEP-TV (A) Wilkes Barre/Scranton (50)	50
3.	WHIO-TV (C) Dayton (44)	47
4.	WRAL-TV (A) Raleigh/Durham (41)	46
5.	WSAZ-TV (N) Charleston/Huntington (41)	45
6.	WRGB (N) Albany/Schenectady/Troy (48)	43
7.	WJAR-TV (N) Providence (38)	42
8.	WFSB-TV (C) Hartford/New Haven (20)	41
8.	WKBW-TV (A) Buffalo (29)	41
8.	WTVD (C) Raleigh/Durham (41)	41

Network affiliation and Arbitron market rank in parentheses. Shares are based on total survey area. Survey period: July 9 to Aug. 5.

Top 10 independents in top 50 markets in women, 18-49 Arbitron shares

Rank	Station	W 18-49 share
1.	KPHO-TV, Phoenix	26
2.	KPTV, Portland, Ore.	23
3.	WTTG, Washington	21
3.	WTOG-TV, Tampa	21
5.	WTBS, Atlanta	20
5.	KTXL, Sacramento	20
7.	KTVU, San Francisco	19
7.	KPLR-TV, St. Louis	19
9.	KSTW-TV, Seattle	18
9.	WTTV, Indianapolis	18
9.	WXIX-TV, Cincinnati	18

These figures are based on total station audience reported in July sweeps for women aged 18 to 49. Shares are an average for sign-on to sign-off.

advertiser people

Smith to Von Furstenberg job

NEW YORK—Michael Smith has been named director of advertising of Diane Von Furstenberg Inc., a new post. He formerly was art director of Murray Salit & Associates, agency for the company. No successor yet at Salit.

Other people moving:

James Weren to director of marketing, a new position, Paterno Imports, Chicago, from product manager for the creative products division of Multi-National Investment Corp.

Gale Jenkins to vp-creative development, Coleco Industries, Hartford, Conn., a newly created post, from senior vp-research and development, Leisure Concepts, New York. Mr. Jenkins will develop visual design for both product and packaging.

James R. Norton to marketing communications manager, a new title, Lender's Bagel Bakery, West Haven, Conn., from his own marketing company.

Tom Collins to marketing director, a new post, McKesson & Wine & Spirits Co., New York, from McKesson's Dallas/Fort Worth operation. The division, one of six operating units of Foremost-McKesson Wine & Spirits, controls 32 wholesale distributor houses across the country.

Robert D. Glover to president, J. B. Williams Co., East Hanover, N.J., from exec vp, where no successor has yet been named. Mr. Glover succeeds the late Matthew Rosenhaus (AA, Sept. 1). Mr. Glover continues as president-chief operating officer, international division.

William J. Lyon to director of marketing services, Eltra Corp.'s Converse division, Wilmington, Mass., a new post, from ad manager, General Electric's engineering plastics division, Pittsfield, Mass. No successor.

Kathryn Cass to the new position of director of international marketing, Time-Life Films' motion picture division, New York, from director of nonaffiliated sales, Time Inc.'s Home Box Office.

Nico Spannenburg to director-advertising and sales promotion, Grolsch Importers, Atlanta, a new position. Mr. Spannenburg was director-advertising and sales promotion, Grolsch Breweries, Holland, makers of Grolsch beer.

Usman Mirza to vp-marketing, Coca-Cola Bottling Co., San Antonio, from home market planner, Coca-Cola U.S.A., Atlanta. He succeeds **Clarke Boddy,** who will take charge of the company's advertising and pr.

Maureen F. Hartigan to manager-advertising, TRW Inc., Cleveland, reporting to director of advertising Stephen N. Bowen. Ms. Hartigan comes from General Electric's plastics business division, Pittsfield, Mass., where she was marketing communications specialist.

Peter J. Mihajlov to vp-marketing for refrigerated foods, Pillsbury Co., Minneapolis, from director of marketing. Also, **Richard Nickel** to vp-business manager for frozen pizza from vp-marketing.

Richard T. Maurer to exec vp-marketing, Bankers Life & Casualty, Northbrook, Ill., from vp-marketing, State Mutual Life Assurance, Worcester, Mass. Mr. Maurer succeeds **Webster B. Hurley,** now chairman of Union Bankers Insurance, a Bankers Life subsidiary.

Jeramy Lanigan to president, book division, Times Mirror Magazines, New York, from senior vp-director of marketing, corporate planning and budgets, Funk & Wagnalls. She succeeds **Adele Bowers,** who retired after 33 years with the company.

David L. Morris to marketing manager, Busch beer, Anheuser-Busch, St. Louis, from staff of the vp-beer marketing, succeeding **W. B. Roberts III,** who left to open his own marketing consultancy. Also, **Mark Danner** to senior executive assistant to vp-marketing operations, from Los Angeles region marketing coordinator, succeeding **Robert Signorelli,** who becomes division sales manager for northern California and Hawaii.

Don Lepone to group product director-diet, a new post, Thompson Medical Co., New York, from brand manager on Oxy 5 at Norcliff-Thayer division of Revlon, which would not comment on a successor. Also at Thompson, **Jerry Freeman** to director-market research, a new post, from assistant manager-market research, Chesebrough-Pond's, Greenwich, Conn.

O. D. Dearman to vp over the Starbooks children's book line at L'eggs Products, a division of Hanes, Winston-Salem, from director of marketing, Starbooks. No successor.

Sharon Lavender to director of advertising-sales promotion, a new post, Fashion Fair Cosmetics, a division of Johnson Publishing, Chicago, from advertising manager, Florsheim Thayer McNeil, a division of the Florsheim Shoe Co.

Timothy Huber to director of corporate marketing, Bose Corp., Framingham, Mass. Mr. Huber comes to the new post at the high fidelity component marketer from Nixdorf Computer, where he was director of sales and marketing. His successor has not yet been named.

Peter Blum to president, industrial chemicals division, American Hoechst Corp., Somerville, N.J., from director, Hoechst AG's corporate marketing department in West Germany. He succeeds **Dieter Poetzsch,** who has been named president, Hoechst Canada, replacing **Kurt Aach,** who retired. Mr. Blum will be succeeded by **Juergen Dormann,** who was assistant director in the marketing department. No successor.

Bill Matthies to director of marketing, Pioneer Electronics of America, Long Beach, Cal., from national sales manager-special markets. He succeeds **Bob Bunting,** who left. #

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A-B readies big regional thrust

By JACQUES NEHER

MIAMI BEACH—Convinced that "Miller time" has begun to wind down, beer industry king Anheuser-Busch is now turning its guns on a host of regional and smaller competitors it believes will threaten its domination of the suds market in the decade ahead.

But while A-B's three-year campaign to suppress No. 2 Miller Brewing Co. was fought primarily by headquarters on the national media battlefield, the St. Louis brewer warned its 960 independent wholesalers here last week that they will have to take a greater stake in upcoming marketing wars—wars that will require grassroots marketing sophistication, which includes each hiring brand managers and developing written strategic plans.

Other significant developments gleaned from A-B's three-day wholesaler extravaganza and an interview with brewing company president Dennis P. Long:

- The company plans to test market a seventh brand early next year—possibly Budweiser Light.
- The Eagle snack line, introduced into test last year, will be rolled out into East Coast taverns later this month.
- Root 66, the company's first real soft drink entry, will move into more markets in the coming months, as will Wurzburger Hofbrau, its first imported beer.
- The 1981 media budget will only keep pace with inflation, but will yield a greater slice for the new media, primarily cable tv and movie theater advertising.
- Michelob will get a new "seven-day weekend" advertising campaign (AA, Oct. 6), while current campaigns for Michelob Light, Natural Light, Budweiser and a "mid-premium priced" Busch will be extended with new commercials set to break this month.
- Congratulating itself for "one of the greatest marketing decisions in our history," the company is promising a "promotional bonanza" from its 200-spot, $30,000,000 investment in the 1984 Summer Olympics in Los Angeles.

The convention, themed "Bandwagon '81," dazzled 3,200 attendees with 10 solid hours of speeches, marching bands, song-and-dance acts, and varied performances—or at least appearances—

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Car dealers say traffic up for '81s

DETROIT—Reviving whiffs of optimism wafted across the auto marketing scene last week as the debut of the U.S. makers' 1981 models generated some initial excitement.

A spot survey of dealers indicated good showroom traffic. The new, smaller entries were reported selling well, despite the heftier prices. Chrysler's new K-cars and Ford Motor Co.'s Escort and Lynx world cars were meeting little price resistance, dealers said.

One dealer said the fact that the used car market is good means higher prices for trade-ins, thereby cushioning some of the effect of the higher prices for new car buyers.

But the auto marketers have taken steps to counteract the potential sales-dampening effect of higher prices. Ford froze Escort-Lynx prices at introductory levels while boosting prices on the rest of its line.

Chrysler has announced plans for a "base" K-car priced several hundred dollars below the current models. General Motors is advertising holdover 1980 Chevrolet Monzas at $4,552, and Ford has

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Royals
Chocolates with a whisper of mint

Minty M&M Royals get gleeful reception

M&M/Mars, Hackettstown, N.J., is running this commercial in upstate New York test markets for its new candy-coated mint chocolates called Royals. Similar in size and shape to M&M chocolate candies, the brand is expected to roll out soon. The commercial, created by Ted Bates & Co., New York, features a glee club passing the word about "Chocolates with a whisper of mint."

Candidates start final ad blitz

By LEAH ROZEN

NEW YORK—It boils down to this: Will Republican Ronald Reagan be able to convince the voting public that he is bright enough and capable enough to be President, or will Democrat Jimmy Carter instill enough doubt in their minds so that voters reelect him despite obvious misgivings about his first term in office.

That is what the final weeks' ad strategies for the two major candidates are all about. Those strategies will be evident in 30-second spots that will show up on the tv screens with growing frequency until, the week before Nov. 4, they will appear to be crowding out nearly all other commercials.

The Carter campaign may even try roadblocking again, a term used when spots run on all three networks at the same time so that no matter how you spin your dial, you get the same message. A Carter roadblock ran Oct. 2 at 10:55 p.m. with a five-minute spot. The Reagan people said they have no plans to roadblock, a time-buying strategy the networks objected to in previous presidential campaigns but about which they no longer complain.

- Whether they're roadblocked or not, many of the spots crowding onto the airwaves in the next three weeks will be what the mediawise public has come to recognize as negative advertising. These are the spots that say little about the records or stands of the candidate paying for them, but a lot of bad stuff about his opponents.

Mr. Carter's promise late last week to stop saying in his campaign appearances nasty things about Mr. Reagan is not expected to apply to his advertising.

"Negative advertising has become a very accepted political practice," said Peter Broer, who works at David Sawyer & Associ-

(Continued on Page 98)

Lipton lures Campbell users

ENGLEWOOD CLIFFS, N.J.—Thomas J. Lipton Inc. has taken a direct comparative taste test approach to switch canned soup users to its packaged products this winter.

The company takes on Campbell Soup Co.'s chicken noodle soup in a new campaign that has just broken nationally. A woman is asked to taste two different chicken noodle soups. After she decides which she prefers, the test administrator says, "Let's see what you didn't choose." When he uncovers Campbell, she notes, "That's the one I use."

An announcer then notes that in a home-use test, people choose Lipton 2 to 1.

This campaign replaces last year's effort featuring a little girl dressed up as a chicken to appear in a school play about chicken noodle soup. That story line was picked up by actress Suzanne Somers, who parodied it in a nightclub act until she was barred from using the music.

According to Dolph von Arx, Lipton senior vp-marketing, the approach is aimed at encouraging canned soup users to cross over to the dry segment. He said research has shown there is very little crossover from one segment to the other among consumers of either type.

Lipton leads the dry soup segment with more than an 80% market share, while Campbell dominates the canned segment with a similar franchise. Mr. von Arx noted that the segments are not viewed together because of the small incidence of crossover.

In addition to the comparative effort for chicken noodle soup, Lipton is running another recipe-oriented campaign supporting its onion varieties. Both are handled by Young & Rubicam; media is placed in-house. #

NEWSPAPER

last minute news

Wile fights imports with American vodka

NEW YORK—Julius Wile Sons & Co. is wrapping the flag around American vodka, the company's answer to the rising tide of vodka imports, at the brand's national introduction here Oct. 15. Advertising by WRG will promote such drinks as the "Yankee Doodle," reportedly a mixture of American vodka and Coca-Cola.

'Village Voice' for sale? CBS interested

NEW YORK—CBS Publications held a meeting Friday to explore acquiring the *Village Voice*, the 150,000-circulation weekly owned by Rupert Murdoch. Donald Kummerfeld, Murdoch's second-in-command, denied strongly that *VV* is for sale but said he was aware that an intermediary had approached on CBS' behalf. CBS acquisition head Nathan Snyder said company policy was to neither confirm nor deny the story.

B-M unit testing Windex Kitchen Shine

CINCINNATI—Bristol-Myers' Drackett division is testing Windex Kitchen Shine multisurface spray cleaner in Atlanta and Oklahoma City/-Tulsa. Commercials by Daniel & Charles note, "Your all-purpose spray can leave cloudy, streaky haze behind."

(Continued on Page 8)

Chairman wins board battle

Another exit at Greyhound

By JOHN REVETT

LOS ANGELES—The departure of Robert K. Swanson as president of Greyhound Corp. has the business community in Phoenix abuzz about why the man tagged as the next Greyhound chief abruptly quit after only eight months in the post.

What can safely be called informed speculation has it that Mr. Swanson, a highly regarded former agency man (Needham, Harper & Steers' Benson Advertising boss in London) and a top marketing and management exec at General Mills before joining Greyhound, found himself in what one source called "an untenable position" after unsuccessfully seeking support from Greyhound board members.

Why was Mr. Swanson seeking support?

Key business sources here expressed no doubt Mr. Swanson had clashed with Greyhound chairman-chief exec Gerald H. Trautman, one of the city's favorite corporate subjects of discussion.

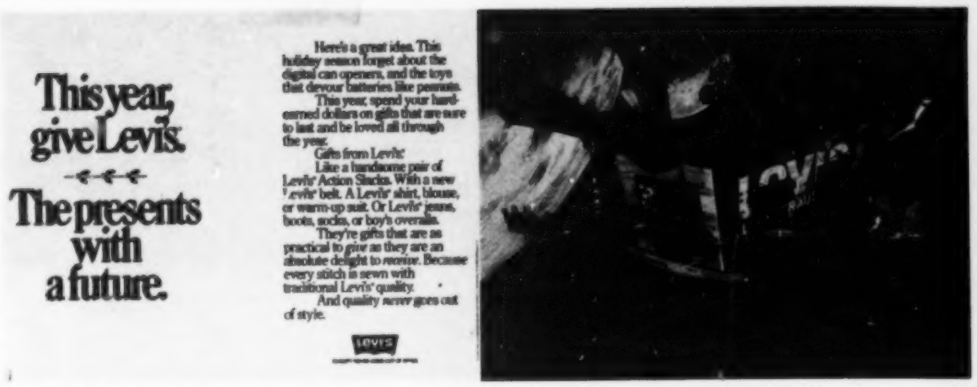
"He has the board in the palm of his hand because he's made the company stronger and because he was their lawyer for years," said a veteran Greyhound observer who has known Mr. Trautman since he took the reins at Greyhound and started diversifying with the acquisition of Armour & Co. in 1970.

■ There have been numerous departures connected in one way or another with disfavor from the Greyhound chief in the years since then. Most recent, before the resignation of Mr. Swanson, was Jerry Ringlein, who had been head of the Armour processed meats division before it was absorbed into Armour Foods under Wallace Tunnell (AA, July 28). Mr. Ringlein had been slated for a new corporate post that didn't materialize; he left within the past 10 days.

Earlier in July, Donald J. Shaughnessy resigned as president of Armour & Co. (AA, July 20). Mr. Trautman has since taken over those duties much as he took charge of operating responsibilities for Greyhound bus lines in 1978. That move involved the resignation of James L. Korrigan, now head of Trailways Inc., Greyhound's chief competitor.

Defenders of Mr. Trautman note that he revitalized the ailing bus line, and there is general feeling among business sources here that

(Continued on Page 95)



Here's a great idea. This holiday season forget about the digital can openers, and the toys that devour batteries like peanuts.

This year, spend your hard-earned dollars on gifts that are sure to last and be loved all through the year.

Gifts from Levi's!

Like a handsome pair of Levi's Action Slacks. With a new Levi's belt. A Levi's shirt, blouse, or warm-up suit. Or Levi's jeans, boots, socks, or boy's overalls.

They're gifts that are as practical to *give* as they are an absolute delight to *receive*. Because every stitch is sewn with traditional Levi's quality.

And quality *never* goes out of style.

First Christmas gift campaign from Levi's

Levi's are as much fun to give as they are to receive, according to this gatefold ad which will run in *TV Guide* and *People* magazines the first week in December. Levi Strauss & Co.'s first Christmas campaign, from Foote, Cone & Belding/Honig, San Francisco, breaks on tv on Dec. 1.

Too hot for the Windy City

Chicagoans said *non*, not *ooh, la la*, when Bon Jour bus boards started appearing last week. The transit authority received so many calls objecting to the unzipped model that the posters were removed after only one day. An official from the fashion jeans company said, "Chicagoans have dirty minds." *(Staff photo by Mary Cairns.)*

Adieu, Bon Jour

Protests whisk unzipped jeans off buses

CHICAGO—Bon Jour Fashions joined the ranks of jeans marketers under fire for advertising tactics and questionable taste when its new transit posters disappeared within 24 hours of their debut on city buses here.

Callers deluged the Chicago Transit Authority last Wednesday just hours after the first 200 ads of a 400-poster series for the New York company's Bon Jour Action Jeans went up. The ad featured a pair of partially unzipped jeans on the hips of a faceless model.

■ Miffed at the response, Bon Jour execs nevertheless instructed the TDI/Winston Network, the nation's leading transit advertising representative, to replace the posters. An earlier ad, showing a yellow sports car halted by a Bon Jour-clad man's leg, took the place of the unzipped ad last Thursday morning.

"We are in the business of dressing people, not undressing them," said a frustrated Charles Dayan, Bon Jour vp. "I think she is zipping the jeans up." He said Chicagoans "have dirty minds."

■ The Bon Jour ads, created by the company's in-house agency, have just started to appear in New York subways and on buses, and so far there has been no adverse public reaction. "In New York, we're in the process of putting [the posters] up," said Mort Heineman, senior vp at TDI. "If we hear any complaints, we'll soon be in the process of taking them down."

Mr. Heineman noted that TDI has turned down ads submitted by other jeans marketers because "they were not in good taste." In comparison with the rejected ads and campaigns currently appearing, Mr. Heineman feels the Bon Jour effort is "really not that bad." Mr. Heineman does not expect an outcry against the campaign there because "the New York audience is generally more tolerant than other audiences," he said.

While the jeans marketers have become increasingly sensitive to consumer complaints and bad publicity over advertising, Bon Jour and others are irked by the furor. Wrangler, for example, cried foul when CBS refused to run a

(Continued on Page 95)

highlights

Monday, October 13, 1980

NCK Organization acquired controlling interest in Altschiller, Reitzfeld, Jackson & Solin. It plans to fold Norman, Craig & Kummel, its domestic subsidiary, into that agency. *See Page 4.*

Avis Rent A Car is launching a campaign to alleviate its customers' worries, and, hopefully, its own. *See Page 6.*

Perrier introduces its first major promotion. *See Page 16.*

Data Black Public Opinion Polls, New York, has released its third major study on black Americans and this one examines attitudes on advertising and other topics. *See Page 20.*

Transcontinental Marathon Ltd. plans to live up to its name. *See Page 32.*

A Yankelovich exec challenges the frozen food industry to take advantage of the life styles of the new consumer. *See Page 35.*

Philip Morris will receive a $3,200,000 grant from the Dutch government, despite an EEC court's ruling that the grant was not justified. *See Page 46.*

Two Australian retailers—BP and Woolworth's—are moving into new marketing areas to improve their bottom lines. *See Page 46.*

While Southwest Media takes on *Texas Monthly* in a fight for national advertisers in New York, *Texas Monthly* is taking exception to rate base claims being made by its Texas competition. *See Page 56.*

Merle Kingman, ADVERTISING AGE director of graphics development, explores the question, "Are tv spots too much alike?" *See Page 59.*

Gene Gramm, in a departure from his "Idea Marketplace" column, tells about some ideas he has encountered and the people the ideas led him to meet. *See Page 64.*

Harry Wayne McMahan offers some suggestions on how to teach television advertising. *See Page 66.*

Dick Wasserman answers a question concerning manipulation in political ad campaigns. *See Page 66.*

Rival videodisc manufacturers Philips and RCA both banged their drums loudly at Vidcom, a trade conference held at Cannes. *See Page 73.*

Benton & Bowles denied a report that it tried to buy Leagas Delaney Partnership, a hot, new London agency. *See Page 73.*

Soft sex/hard action movies in prime time will be marketed aggressively by the new Rainbow pay cable network. *See Page 80.*

The media world was shook in the third quarter by such MediaQuakes as "Shogun," the All-Star game, "Smokey & the Bandit II" and Bjorn Borg vs. John McEnroe. *See Page 91.*

Despite the economy, marketers at the National Premium/Incentive show were optimistic about the industry's future. *See Page 99.*

FCC chairman Charles Ferris said he's lifting blocks to new tv delivery systems to keep the tv industry from "stagnating" like the U.S. auto and steel industries. *See Page 100.*

Section 2-Canada

Most of the news coming from Canada seems to center on the country's political troubles (whence comes the inspiration for the symbol used in this year's section). But the economic outlook is hardly bleak, especially for tabloid newspapermen, experienced account execs, headhunters, direct response specialists and MacLaren president-ceo Tony Miller. The section begins opposite Page 50.

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TI selects McCann over Y&R

By TOM BAYER

DALLAS—Texas Instruments chose McCann-Erickson to handle its worldwide consolidated advertising now handled by 20 agencies.

To service the account, which McCann-Erickson estimates at $20,000,000, the agency will open a Dallas office to be directed by Jim Hetherly, exec vp.

Culminating a five-month search that began with 12 agencies competing for the account, the decision is said to have been based on the agency's international and strategic planning capabilities and the agency's management team.

■ Opening the Dallas office was part of McCann's proposal and was not specified by TI, a TI spokesman said. Mr. Hetherly now manages the Houston M-E office and will continue to do so while adding the Dallas office responsibilities, which are expected to include the addition of 20 to 25 people.

When the final decision was made Thursday, only McCann and

(Continued on Page 98)

BEST AVAILABLE COPY

TALENT SHORTAGE PERSISTS

By KEVIN McMANUS

TORONTO—The Canadian ad industry points to itself as the villain mainly responsible for one of its biggest problems: too few trained people for too many vacant positions.

"We haven't done a very good job in training our own," says the head of a large agency. "The curse of the industry," another exec labels the shrunken talent pool. A third says the problem is "real, serious and seemingly here to stay."

Everyone who talks about the talent shortage claims to know its causes, its effects on business and its probable solution. Most agency heads say they are moving toward that solution, and a handful have proof that they are doing so.

"The problem of too many vacant positions has resulted in constant job-switching as agencies desperately try to maintain their lot," says Julian Clopet, president of Ogilvy & Mather Canada. Other results, he says, include sharply escalating salary costs and client discontent at the high staff turnover.

Mr. Clopet, who speaks often and authoritatively about the problem, outlined its causes in an article he penned early this year. Canadian agencies, he wrote, have relied for too long on package goods companies to do the majority of the training. Also, candidates for account work are often judged by their resumes rather than on individual merit.

"You don't believe me?" he wrote. "Talk to the numerous people who have not had the opportunity of working for one of the leading package goods companies or their agencies, and have aspirations to do so. It's an enlightening experience of frustration, anger and perceived discrimination."

"Also remember," he added in a recent interview, "that there are only just over 5,000 people employed in all of advertising in Canada, including secretarial staff. It's a very small field."

The talent shortage has been aggravated by new, tighter immigration laws in Canada. Until a few years ago, two important sources of talent were Britain and the U.S. But as unemployment rose in Canada, the government lowered the number of immigrants it allowed to enter the country.

Ad agency execs discussing the problem concede that most of the blame for the shortage lies with the industry's poor record for training people. "We haven't had enough specific educational programs, like they have in the U.S.," says Bill Bremner, chairman of Vickers & Benson, Toronto. "Too often, it's an ad-lib situation. In other words, it's on-site training, rather than a planned program."

The upshot has been a near epidemic of raiding. "It's no secret that ad agencies add to their staffs by hiring experienced people from other agencies," says Jim Anderson, chairman of McKim Advertising, Toronto. "Everyone does that."

- Raiding, in turn, has given rise to a flourishing trade for executive search companies. As Art Collins, chairman of Foster Advertising, puts it, "There's a very active headhunting industry in Toronto; I guess also in Montreal."

A specialist in matching people with jobs in the ad industry explains why qualified candidates, especially senior account execs and account supervisors, are in high demand. "The advertising industry is more respected in the United States and Britain than in Canada," says Fred Litman, a partner of Management One Consultants, Toronto. "U.S. agencies recruit heavily on campus and sell advertising as a profession to young people."

The shortage of talent in Canada gradually is becoming less acute, Mr. Litman thinks, because Canadian agencies are starting to recruit more heavily from business schools and junior colleges, and are investing in training programs.

Not so, says another ad specialist in the recruitment business. Derek Wrangham, an independent consultant based in Toronto, says that Canadian ad agencies "can't afford to carry trainees." Moreover, he believes, the talent shortage is no worse in Canada than in the U.S., and no more serious now than in the past. "There may always be a shortage of talented people," he says. "There aren't many of them around *anywhere*."

To be sure, there are plenty of potential account execs, artists and writers to be found both on and off campus in Canada. And ad agencies, at least the biggest ones, seem to be making new efforts to track down and train these candidates. In the forefront is Ogilvy & Mather, which, under the guidance of Julian Clopet, has established an ambitious program.

Ogilvy started its program five years ago with a 16-week course for junior account execs. The course, which involved campus recruitment, classroom sessions and agency job assignments, worked on the fundamentals of the business. "If someone came in from a business school"—Mr. Clopet uses an example—"he'd learn how to write a copy strategy, how to read a Nielsen, what you should know about print production and tv production, how to write well."

- Regarding the size of the Canadian talent pool in the future, Mr. Clopet says, "It's absolutely vital for us [the ad industry] to stay committed. There's an enormous temptation to cut back training during downturns. You've seen it on Madison Avenue, you've seen it in England and you'll see it here, where agencies in tough economic times will not go out and train young people. And the net result is that four or five years hence there is an enormous shortage of talent, escalating salaries and what have you . . . ."

The commitment Mr. Clopet urges is more easily advocated than carried out. Even during good economic times, medium and large agencies often would rather fight potential defections with individual salary boosts than with expensive, time-consuming training programs. One head of a large agency says that he usually will try to talk a departing employe into staying.

"If it's a bad move, I'll fight like hell," he says. "We had an experience with it just recently. A very bright young man all ready to make a move came to me and I said, 'Are you sure you know what you're doing?' And he said yes. And I said, 'I think you're gonna lose yourself in the traffic; I don't think you're gonna be negotiable two years from now.'

"He said fine; he was still going. I went on a business trip and I came back a week later and found him still with us. He'd changed his mind. Best move he ever made." #

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*Publisher's sworn statement, June 1980. †Survey Research Ltd. Readership Study, April-May 1978.

Top 50 Advertisers

Government, both provincial and federal, remained the major force in Canadian advertising during 1979. While the federal government still topped the list, the province of Quebec edged itself into fourth place, from seventh in 1978, while Ontario moved to the No. 12 slot.

The most dramatic increase, however, was recorded by General Foods, which spent C$20,459,515, compared to C$14,780,654 a year earlier.

These figures, compiled by Elliott Research, Toronto, represent all broadcast spending, but are selective in print media. They should be regarded only as a rough yardstick, and do not represent total spending. One can more closely approximate total spending by multiplying by 2.5 for national and by 5 for retail.

1.	Government of Canada	$27,251,042
2.	General Foods	20,459,515
3.	Procter and Gamble	20,126,800
4.	Quebec Government	14,291,839
5.	General Motors	13,523,477
6.	Kraft	13,443,456
7.	Carling O'Keefe	12,429,951
8.	The Molson Companies	11,800,584
9.	Imasco	11,396,334
10.	John Labatt	10,936,123
11.	Bristol-Myers Canada	10,537,465
12.	Ontario Government	9,661,502
13.	Warner Lambert Canada	9,369,549
14.	The Seagram Co	8,137,339
15.	Ford Motor	7,925,476
16.	Kellogg Salada	7,796,361
17.	Air Canada	7,546,700
18.	Canadian Pacific	7,067,261
19.	Lever Bros	6,793,367
20.	Chrysler Canada	6,504,949
21.	Coca-Cola	6,290,856
22.	Whitehall Laboratories	6,260,768
23.	Rothmans of Pall Mall	6,104,753
24.	Colgate-Palmolive	6,030,279
25.	Imperial Oil	[illegible]962,284
26.	Dominion Stores	[illegible]708,250
27.	Dairy Bureau of Canada	5,665,176
28.	McDonald's Restaurants of Canada	5,661,862
29.	Nestle	5,580,043
30.	Johnson and Johnson	5,568,605
31.	Canada Packers	5,444,272
32.	Bank of Montreal	5,118,349
33.	Bell Canada	4,959,807
34.	Canadian National Railways	4,619,286
35.	Nabisco	4,526,834
36.	Standard Brands	4,342,052
37.	Gillette Canada	4,268,506
38.	Hiram-Walker/Gooderham and Worts	4,203,672
39.	SC Johnson and Son Ltd	4,151,147
40.	Eatons	3,947,090
41.	Cdn. Imperial Bank of Commerce	3,906,873
42.	Union Carbide Canada	3,795,288
43.	Gulf Canada	3,678,185
44.	Simpsons-Sears	3,641,524
45.	Royal Bank of Canada	3,620,137
46.	General Mills Canada	3,502,264
47.	Sterling Drug	3,421,463
48.	Quaker Oats Co. of Canada	3,419,634
49.	Gilbey Canada	3,408,864
50.	Campbell Soup	3,369,501

BEST AVAILABLE COPY

Retail ad spend booms

(Continued from Page S-1)
Toronto, the four biggest supermarket chains (Dominion, Steinberg/Miracle Mart, Loblaws/Kelly Douglas and Safeway) spent close to C$10,000,000 on measured media. And the figure doesn't include thick Wednesday flyers or newspaper ads.

During the same period, the three major non-food department store chains (Eaton's, Sears and The Bay/Simpsons), according to Elliott, picked up a C$10,500,000 tab. Industry insiders say that this represents less than 20% of total advertising expenditure by these chains.

▪ There are plenty of indications that retailers are spending more on broadcast media. The Retail Council of Canada reports that in 1976 stores spent 75% of their ad budget in newspapers. By last year this had dropped to 59%. During the same period, expenditure on tv rose from 2% to 14% of total media budget.

These figures are confirmed by the Television Bureau of Canada, which in 1976 recorded retailers as spending C$76,400,000 on tv or 18.5% of TvB members' total revenue. By last year, according to TvB, that figure had doubled to C$152,800,000, giving retailers 26% of total tv advertising.

While inflation explains some of the rise in spending, the share percentage does show the stores to be ahead.

The same picture emerges in figures supplied by the Radio Bureau of Canada. These show retailers have over the past five years increased spending on radio by 90% in total dollars, compared to a 50% rise by national advertisers.

According to George Murray, media director at Ogilvy & Mather, Toronto, rates in broadcast have moved ahead faster than inflation in Canada. He estimates that during the past five years tv rates are up by 67% and radio by 48%.

Those shops that have a slice of this lucrative pie are feeling pretty smug. All of those interviewed by ADVERTISING AGE felt it would be tough for the multinational agencies to break into the market in Canada.

"The retailers' philosophy is quite different from that of a national brand manager. The big package goods agencies just can't cope," said one exec in a typical response.

Vickers & Benson, Toronto, wanted in, but did not want to fall into that trap. The agency went headhunting and came back with a handsome prize: John Torella, who had been ad manager of Canada's third largest chain, Eaton's department stores.

▪ When Mr. Torella joined V&B earlier this year to set up a separate division, retail accounted for 18% of the agency's total billings. He forecasts that within two years it will be more like 25%, and grow from there.

As an insider, Mr. Torella says he was in on the beginning of the re-

Canada's Top 10 Agencies

Agency	1979 Billings (Canadian dollars)	Office Locations (headquarters in boldface)	Major Clients	Comments*
MacLaren	$85,000,000	**Toronto**, Montreal	General Motors, Molson, GE, Imperial Oil (Esso), Lever Bros., Canadian National Railways	Big and prosperous; "almost an institution"; active in Liberal politics; recently has undergone management changes.
Foster	$83,000,000	**Toronto**, Montreal, Winnipeg, Regina	General Motors, Canada Dry, Air Canada, Royal Bank of Canada, J.M. Schneider, Distillers Co., Government of Ontario	Low-profile; solid; not particularly aggressive; strong Montreal operation; nice people.
J. Walter Thompson	$81,000,000	**Toronto**, Montreal, Vancouver	Alberto-Culver, Labatt Breweries, Pepsi, Kraft, J&J, Ralston-Purina	Good all-around agency; fierce competitors; "same agency all over the world."
Cockfield Brown	$77,000,000	**Montreal**, Toronto, Winnipeg, Calgary, Vancouver	Dairy Bureau, Imperial Oil, Benson & Hedges, Bell Canada, Molson, Singer	Canada's only publicly held agency; erratic financial performance, partly due to efforts to buy back its stock.
McKim	$75,000,000	**Toronto**, Montreal, Winnipeg, Calgary, Edmonton, Vancouver	General Foods, AMC, Bell Canada, Gillette, S.C. Johnson, C P Air	Growing fast; low-profile; competitive; profitable; good management; strong Montreal operation.
Vickers & Benson	$73,000,000	**Toronto**, Montreal, Vancouver	Dairy Bureau of Canada; H.J. Heinz, Canadian Government Office of Tourism	Aggressive; well-run; "lotsa razzmatazz"; "hell-bent on growth"; highly visible; active in Liberal politics.
F.H. Hayhurst	$60,000,000	**Toronto**, Montreal, Vancouver	Nabisco, Borden, Sunbeam, Holiday Inn, SAS, Michelin, Dominion Stores, Jaguar Rover Triumph	Family-owned; conservative; Ontario-oriented; well-managed; low-profile.
Ogilvy & Mather	$57,000,000	**Toronto**, Montreal	American Express, Avon, Beecham, Campbell Soup, Canadian Egg Marketing Agency, General Foods, Lever Bros., Mattel	Excellent creative; arrogant; undergone enormous revival in last few years; weak on service; good training program.
Baker-Lovick	$55,000,000	**Toronto**, Montreal, Vancouver, Calgary, Edmonton	Kodak, Continental Bank, Wm. Neilson & Co., B.C. Fisheries, GWG Ltd., Alberta Government Telephone	Strong western presence; not particularly aggressive; agency head a strong spokesman for industry.
McCann-Erickson	$53,000,000	**Toronto**, Montreal, Vancouver	Budget Rent-A-Car, Tampax, Chesebrough-Pond's, Coca-Cola, Amex Gold Card, Ikea, Levi Strauss, Quaker, Minute Maid	Strong; aggressive; well-managed; good creative.

*An industry consensus, gleaned from interviews with top agency executives.

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Cable

(Continued from Page S-6)
some joint ventures. It is a very convenient and efficient way of combining the buying, selling, delivery, invoicing and accounting functions of retailing.

Ad Age: But who is going to be responsible for inputting information into the teleshop? Will it be the manufacturer, the retailer or a third party who will be dispassionate and provide simply the physical attributes of competing modes, together with comparative pricing and delivery and so forth?

Friesen: It is early for that yet. It would appear that this is an area in which there might be a need for some form of regulation.

Ad Age: Informed guesses put pay-tv in Canada sometime next year. Will this stall Canadian involvement in the U.S.?

Friesen: No. We look upon the two countries as completely separate market opportunities for our industry. We have the expertise and want to use it to its fullest extent. #

Dimanche-Matin
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Ad pages in farm publications for 9 months, 1980-1979

Third-quarter and year-to-date figures for U.S. and Canadian publications reporting to Advertising Age

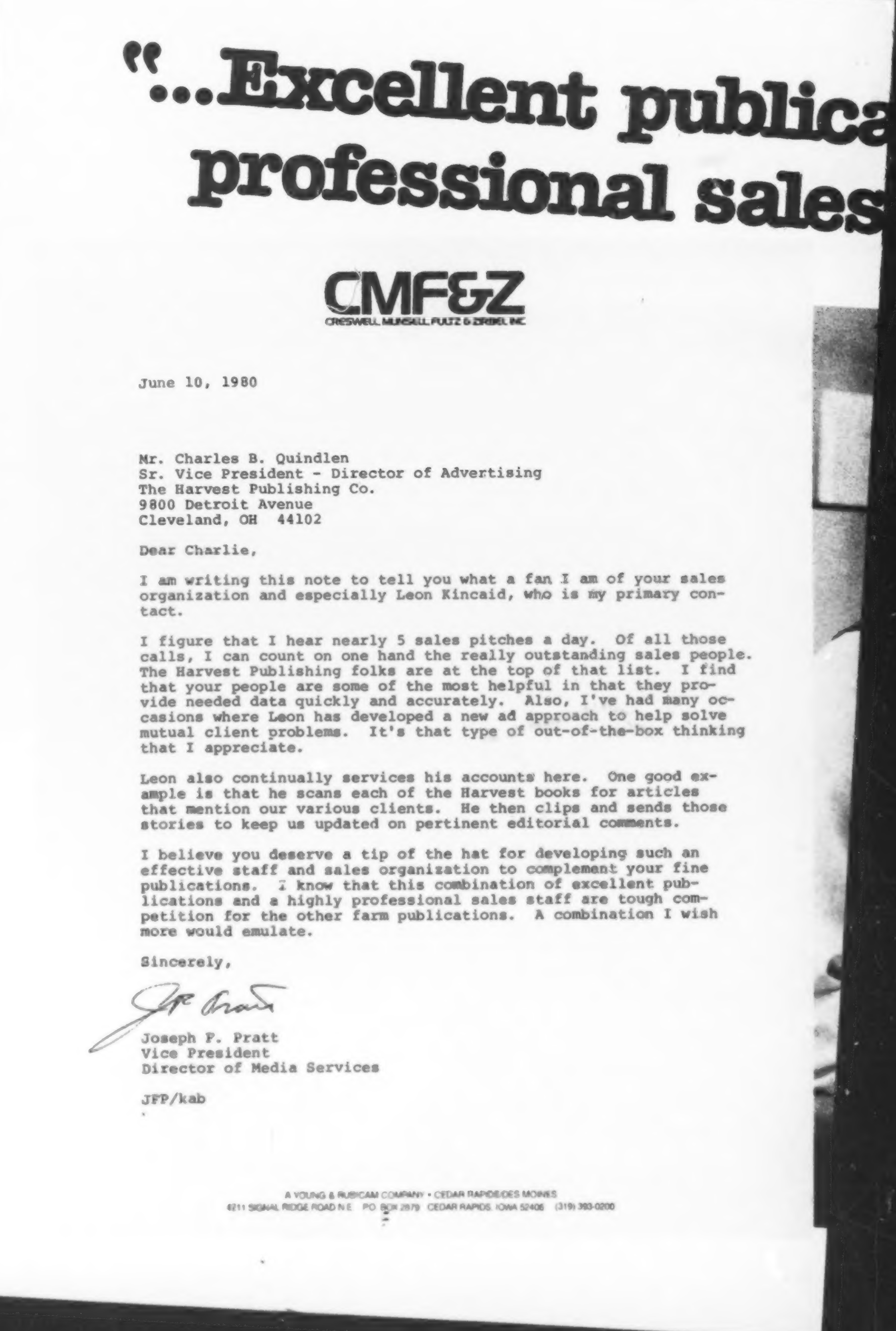
Key: (mon)-monthly; (sm)-semi-monthly; (bm)-bi-monthly; (bw)-bi-weekly; (w)-weekly; (d)-daily; (q)-quarterly.

General farm publications

	Pages			
	July-Sept. 1980	July-Sept. 1979	Jan.-Sept. 1980	Jan.-Sept. 1979
American Agriculturist & The Rural New Yorker	116.5	122.6	388.7	369.7
Measured in lines	88,524	93,185	295,370	281,122
◇Big Farmer	14.6	16.6	104.6	127.1
Measured in lines	6,277	7,109	44,864	54,538
†§California Farmer (sm)	127.1	135.3	572.1	552.4
Measured in lines	96,606	102,865	434,726	419,844
§Farm Futures	40.2	55.1	200.2	247.0
Measured in lines	17,246	23,638	85,885	105,963
Farm Industry News	63.4	80.4	332.6	332.3
Measured in lines	48,187	61,145	252,757	252,524
Farm Journal	91.4	115.1	586.3	566.3
Measured in lines	39,197	49,374	251,489	242,938
Farmer-Stockman Unit: (mon)				
Oklahoma Farmer-Stockman	34.3	37.0	137.3	141.2
Measured in lines	26,073	28,195	104,369	107,331
Texas Farmer-Stockman	30.5	34.9	133.1	142.0
Measured in lines	23,212	26,598	101,163	107,963
*Harvest Publishing Unit: (sm)				
Kansas Farmer	143.9	191.4	631.6	684.5
Measured in lines	109,409	145,499	480,035	520,233
Michigan Farmer	158.9	197.4	612.3	634.7
Measured in lines	120,752	150,064	465,332	482,359
Missouri Ruralist	156.1	221.7	711.2	767.5
Measured in lines	118,637	168,499	540,483	583,316
Ohio Farmer	250.7	299.0	883.9	923.2
Measured in lines	190,523	227,227	671,769	701,659
Pennsylvania Farmer	159.7	160.6	585.4	573.5
Measured in lines	121,417	122,087	444,881	435,882
High Plains Journal: (w)				
Central Kansas	229.8	234.8	750.7	711.2
Measured in lines	257,390	262,979	840,735	796,143
Colorado-Nebraska	217.6	223.7	734.5	686.7
Measured in lines	243,670	250,534	822,675	769,143
Oklahoma-Texas	226.3	224.3	777.3	719.4
Measured in lines	253,414	251,220	870,597	805,739
Western Kansas	260.6	274.4	900.0	846.4
Measured in lines	291,858	307,275	1,008,035	947,922
§Irrigation Age	65.0	59.3	304.0	287.1
Measured in lines	27,896	25,470	130,312	123,176
Kentucky Farmer (mon)	46.3	72.4	312.5	278.6
Measured in lines	35,252	55,075	237,547	211,740
Lancaster Farming	1,141.0	1,217.4	3,832.2	3,857.7
Measured in lines	1,533,584	1,636,268	5,150,592	5,184,941
Midwest Farm Paper Unit: (sm)				
The Farmer	258.2	335.8	1,158.8	1,120.4
Measured in lines	196,269	255,224	880,699	851,533
Nebraska Farmer	392.8	405.8	1,239.8	1,244.1
Measured in lines	298,535	308,460	942,254	945,532
§Prairie Farmer:				
#Illinois Edition	284.2	546.6	1,114.9	1,467.5
Measured in lines	215,961	415,433	847,333	1,115,343
#Indiana Edition	286.4	579.4	1,105.1	1,510.9
Measured in lines	217,631	440,356	839,878	1,148,371
Average 2 Editions	285.3	560.4	1,110.5	1,485.8
Measured in lines	216,797	425,897	843,957	1,129,205
§Wallaces Farmer	583.0	361.4	1,539.9	1,202.0
Measured in lines	443,067	274,655	1,170,329	913,493
Wisconsin Agriculturist	219.8	287.5	862.7	905.4
Measured in lines	167,075	218,518	655,628	688,129
▲Pecan South	17.4	19.3	92.3	79.1
Measured in lines	7,308	8,106	38,766	33,222
§Progressive Farmer	136.6	153.0	596.7	575.6
Measured in lines	57,363	64,258	250,597	241,746
Specialized Agricultural Publications:				
Flue Cured Tobacco Farmer	—	—	152.3	144.0
Measured in lines	—	—	63,389	61,344
Peanut Farmer	18.0	12.0	127.1	115.0
Measured in lines	7,668	5,112	54,136	48,990
§Successful Farming (mon)	94.5	113.1	591.5	606.7
Measured in lines	40,520	48,539	253,750	260,284
Tennessee Farming (mon)	26.5	34.1	143.2	144.1
Measured in lines	20,148	25,944	108,817	109,533
Western Unit Farm Magazines: (mon)				
Arizona Farmer-Ranchman	100.9	106.8	337.0	351.6
Measured in lines	76,716	81,148	256,114	267,187
Colorado Rancher & Farmer	99.7	123.8	221.2	444.3
Measured in lines	75,786	94,076	293,765	337,628
Northwest Unit Farm Magazines: (mon)				
Idaho Farmer-Stockman	[illegible]	134.5	588.2	619.8
Measured in lines	[illegible]	102,216	447,010	471,066
Montana Farmer-Stockman	[illegible]	200.5	822.2	784.8
Measured in lines	128,295	152,406	624,893	596,441
Oregon Farmer-Stockman	111.8	135.4	479.2	534.4
Measured in lines	84,953	102,880	364,210	405,168
Utah Farmer-Stockman	93.8	118.0	405.2	442.3
Measured in lines	71,251	[illegible]	307,956	336,129
Washington Farmer-Stockman	113.1	135.4	491.2	558.0
Measured in lines	85,967	102,924	373,340	424,105
Wyoming Farmer-Stockman	233.3	242.0	799.3	724.0
Measured in lines	182,924	103,831	577,276	424,692
Total Group	6,648.7	7,452.2	25,248.8	25,529.0

Dairy & livestock

	Pages			
	July-Sept. 1980	July-Sept. 1979	Jan.-Sept. 1980	Jan.-Sept. 1979
§Beef Magazine	109.0	111.6	364.5	337.8
The Cattleman (mon)	335.8	311.4	1,002.5	886.0
Dairy Herd Management	117.1	102.8	448.0	335.9
§Drovers Journal	427.5	462.8	1,055.1	932.3
A.Feedlot Management	89.1	105.0	238.9	252.3
Florida Cattleman (mon)	233.7	241.4	641.8	675.6
§Hoards Dairyman (sm)	218.8	211.5	745.4	737.2
Hog Farm Management	108.9	148.7	456.6	513.2
B.†Livestock Breeder Journal (mon)	391.4	487.5	902.2	1110.4
National Hog Farmer	148.3	210.6	570.4	637.7
Pig American	57.4	69.2	240.1	173.9
Southern Beef Producer	98.8	100.0	228.5	225.9
**Southern Hog Producer	20.0	36.0	103.2	123.5
▲Sunbelt Dairyman (mon)	24.0	26.4	96.9	104.9
Dairy: (mon)				
#Full Edition	33.7	34.0	131.3	122.1
#Western Edition	50.5	32.9	185.4	114.8



"...Excellent publica
professional sales

CMF&Z
CRESWELL, MUNSELL, FULTZ & ZIRBEL INC.

June 10, 1980

Mr. Charles B. Quindlen
Sr. Vice President - Director of Advertising
The Harvest Publishing Co.
9800 Detroit Avenue
Cleveland, OH 44102

Dear Charlie,

I am writing this note to tell you what a fan I am of your sales organization and especially Leon Kincaid, who is my primary contact.

I figure that I hear nearly 5 sales pitches a day. Of all those calls, I can count on one hand the really outstanding sales people. The Harvest Publishing folks are at the top of that list. I find that your people are some of the most helpful in that they provide needed data quickly and accurately. Also, I've had many occasions where Leon has developed a new ad approach to help solve mutual client problems. It's that type of out-of-the-box thinking that I appreciate.

Leon also continually services his accounts here. One good example is that he scans each of the Harvest books for articles that mention our various clients. He then clips and sends those stories to keep us updated on pertinent editorial comments.

I believe you deserve a tip of the hat for developing such an effective staff and sales organization to complement your fine publications. I know that this combination of excellent publications and a highly professional sales staff are tough competition for the other farm publications. A combination I wish more would emulate.

Sincerely,

Joseph P. Pratt
Vice President
Director of Media Services

JFP/kab

A YOUNG & RUBICAM COMPANY • CEDAR RAPIDS/DES MOINES
4211 SIGNAL RIDGE ROAD N.E. P.O. BOX 2879 CEDAR RAPIDS, IOWA 52406 (319) 393-0200

Ad pages in farm publications for 9 months, 1980-1979

Third-quarter and year-to-date figures for U.S. and Canadian publications reporting to Advertising Age

Key: (mon)-monthly; (sm)-semi-monthly; (bm)-bi-monthly; (bw)-bi-weekly; (w)-weekly; (d)-daily; (q)-quarterly.

	Pages			
	July-Sept. 1980	July-Sept. 1979	Jan.-Sept. 1980	Jan.-Sept. 1979
◇Livestock: (mon)				
Central Edition	130.9	131.0	339.7	377.3
Western Edition	189.7	184.4	416.5	421.1
Southern Edition	97.7	88.5	250.4	268.2
Western Livestock Journal Weekly:				
#Central Edition	79.0	78.7	318.5	280.4
#Western Edition	119.6	104.9	406.6	340.9
Western Livestock Reporter/-Montwyo News (w)	172.0	235.6	697.4	713.2
Total Group	3,252.9	3,514.9	9,839.9	9,684.6

§Sectional linage included but prorated to circulation of regional editions. ▲Published ten times a year; July/August, November/December issues combined. **Published January, February, March, April/May, August/September, October, November/December. A.Figures include Cattle Feeder Planner. B.In 1980, figures exclude all state editions. In 1979, figures include 174.1 pages—Va., N.C., Ga., state editions.

Fruit & vegetable

	Pages			
	July-Sept. 1980	July-Sept. 1979	Jan.-Sept. 1980	Jan.-Sept. 1979
American Fruit Grower (mon)	104.0	104.7	362.1	366.7
American Vegetable Grower (mon)	173.9	160.6	469.2	677.4
Citrus & Vegetable Magazine	116.5	99.6	310.7	255.4
Florida Grower & Rancher	40.9	32.8	125.2	81.2
Total Group	435.3	397.7	1,267.2	1,380.7

Poultry

	July-Sept. 1980	July-Sept. 1979	Jan.-Sept. 1980	Jan.-Sept. 1979
Broiler Industry	129.3	189.8	472.2	562.2
Poultry Digest	83.6	94.6	248.8	298.7
Poultry Tribune	91.0	117.3	320.5	353.3
Total Group	303.9	401.7	1,041.5	1,214.2

Canadian

	July-Sept. 1980	July-Sept. 1979	Jan.-Sept. 1980	Jan.-Sept. 1979
Country Guide: (mon)				
#Eastern Edition	112.2	114.3	424.5	396.3
#National Edition	166.9	176.1	749.3	710.0
#Western Edition	126.0	133.4	538.7	493.7
Average 3 Editions	135.0	141.3	570.9	533.4
Le Bulletin des Agriculteurs (mon)	189.4	176.0	653.1	609.4
Total Group	324.4	317.3	1,224.0	1,142.8

#Not included in totals.

Butensky Segelstein Silverman Labunski

Hearty handshake: NBC president Fred Silverman is greeted by Ave Butensky, president, International Radio & Television Society, as NBC Television president Irwin Segelstein and Steve Labunski of the IRTS look on. Occasion was an IRTS Newsmaker luncheon at which FCC chairman Charles D. Ferris was the speaker. More than 800 broadcasters turned out for the occasion.

Award: American Broadcasting Cos. president Elton Rule (r.) presents the Humanitarian Award of the National Conference of Christians & Jews to Fred Pierce, exec vp of the company, at a dinner in Los Angeles. It was the 17th annual award dinner by the entertainment industries division of the NCCJ.

tions and a highly staff." ...Joe Pratt **Director of Media Services Creswell, Munsell, Fultz & Zirbel, Inc.**

One of the prime reasons Harvest receives testimonials like this one from Joe Pratt is the experience of our sales force.

Harvest believes that, before you can be of real value to your customers, it is essential that you become an expert on the markets your publications serve... a process that takes time and dedication. Harvest salesmen take the time and are highly dedicated. In fact, our staff of 21 sales personnel represent a total of 304 years of service to our advertisers (an average of nearly 15 years each with Harvest).

When you couple this depth of experience with an equally professional staff of editors, the result is a group of state farm magazines which have become the preferred farm publications in each of their respective states... preferred both by our subscribers and by agri-marketers.

The next time you want to reach the total farm market in Ohio, Michigan, Pennsylvania, Kansas, Missouri and Florida, contact your nearest Harvest sales representative. You'll find that Harvest is a great place to do business.

The Ohio Farmer
Michigan Farmer
Pennsylvania Farmer
Missouri Ruralist
Kansas Farmer
Florida Grower & Rancher

HARVEST

THE HARVEST PUBLISHING COMPANY
7500 Old Oak Boulevard
Middleburg Heights, Ohio 44130

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Advertising Age

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50 YEARS 1930-1980

$1 a Copy; $40 a Year | The International Newspaper of Marketing • In Two Sections. Section 1. | October 20, 1980

Some Teleprompter systems on block

By MAURINE CHRISTOPHER

NEW YORK—To pave the way for the expected government okay of the $646,000,000 acquisition by Westinghouse Electric Corp. of Teleprompter Corp., Westinghouse has promised to sell off at least 12 Teleprompter cable systems within the coverage area of four of Group W's conventional tv stations.

Legal counsel for the Westinghouse Broadcasting (Group W) subsidiary, into which Teleprompter is to be merged, has informed the Federal Communications Commission that this step will be taken to comply with FCC's rather complicated cross-ownership policy. This rule is designed to prevent a company from owning over-the-air tv and cable in the same market. Group W's 12 radio stations present no such cross-ownership worries.

Industry observers on Wall Street and Madison Ave. expect great things from this corporate union between America's largest non-network station group and the nation's No. 1 cable systems operator. Teleprompter, an mso (multiple systems operator), now boasts 1,300,000 homes on 113 systems.

If the FCC, Securities & Exchange Commission, Federal Trade Commission and Teleprompter stockholders (at their next meeting in December or January) approve this $625-per-subscriber purchase, systems that would go up for sale include, in KPIX' San Francisco area, Oakland, Santa Cruz, Santa Clara, Newark, Milpitas and Los Gatos, and, in WBZ-TV's Boston territory, the Worcester system.

Also set to go on the block are systems in Ocean City, Ventnor and Vineland, N.J., all because of conflicts with KYW-TV, Philadelphia, and systems in Johnstown, Pa., and Morgantown, W. Va., due to overlap with KDKA-TV, Pittsburgh. Westinghouse's other owned tv station cities are Baltimore and Charlotte.

Teleprompter is among those competing for central city franchises in Philadelphia and had been planning to try for the Boston market. Under the Westinghouse banner, it doubtless would move to the sideline in both cases. Teleprompter was a loser in the bidding for central city Pittsburgh wired tv.

Westinghouse, which owns eight small catv systems in Georgia, won out over a wide field of would-be Teleprompter buyers with an offer of $38 per share for 17,000,000 shares of Teleprompter stock. When the imminence of the deal halted trading, the stock was up slightly to nearly $29 on the New York Stock Exchange.

Execs at both companies pointed out that their programing interests dovetail nicely. Teleprompter brings to the family part ownership (50%) in the No. 2 pay cable network, Showtime, while Westinghouse owns an aggressive conventional tv syndication house. Group W's most successful syndie series are "PM Magazine" and the "John Davidson Show."

▪ While some Wall Street analysts theorized that the sale price was "low" by today's inflated cable standards, Drexel Burnham Lambert's John Reidy disagreed. He noted that many of Teleprompter's 113 systems (about 40% by its count) are 12-channel operations that must be upgraded—at an estimated $175 per customer. That, he said, would bring the per-subscriber cost of this acquisition up to $800.

There also are Teleprompter debts to be assumed and costs running $100,000,000 or more for each new major city franchise "if they chose to play the big-city game," Mr. Reidy pointed out.

Dan Ritchie, head of Westinghouse Broadcasting, said Teleprompter chairman Jack Kent Cooke and other officers and employes would be retained. #

In-home banking getting major test

By JANET NEIMAN
and JOSH LEVINE

CHICAGO—A new generation of convenience banking will begin in December—when United American Service Corp., Knoxville, offers the first full-blown bank-at-home program.

In the first application of bank-at-home on a full scale, UASC, in a joint venture with Radio Shack division of Tandy Corp. and CompuServe, a subsidiary of H&R Block, is offering the new technology of the system, known as Express Information, to customers of all 40 banks under the UASC umbrella. Included are banks in Tennessee, Kentucky and Virginia.

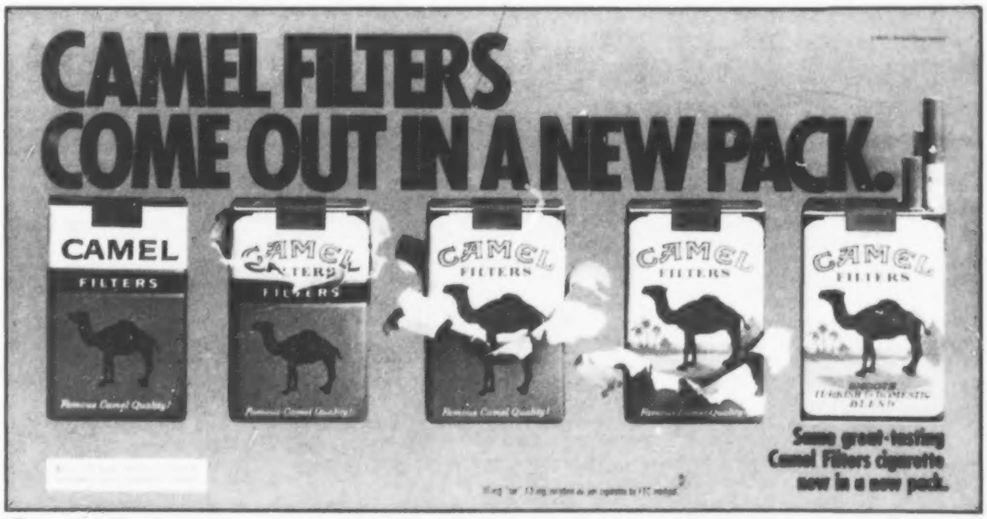
Customers presently using the corporation's Express Banking services (ATM, tel-a-pay, visual display terminals) can take the home computer service. They pay only for the computer link equipment, which is rented from the bank for between $15 and $25 per month.

United American Bank in Knoxville will be the first UASC bank to use the service, beginning around Nov. 1.

After exhibiting at the American Bankers Assn. convention here last week, UASC president Tom Sudman said five of the top 50 banks in the U.S. are pursuing sign-up for the service.

"We've had as many out-of-state calls as we have had in-state from people wanting to apply for accounts," Mr. Sudman added.

(Continued on Page 116)


CAMEL FILTERS COME OUT IN A NEW PACK.
CAMEL
FILTERS
Famous Camel Quality!
Same great-tasting Camel Filters cigarette now in a new pack.

Camel does striptease

R. J. Reynolds Tobacco uses a "striptease" technique in test market ads and p.o.p. materials showing the package change for Camel Filters. The new package is expected to be introduced nationally in early 1981.

last minute news

Test mailing of 'WSJ Magazine' eyed in '81

NEW YORK—Dow Jones & Co. is shooting for an early 1981 mailing of its prototype consumer magazine, the *Wall Street Journal Magazine*, to advertisers and test subscription audiences. Decision on actual publication will follow. The monthly will concentrate on three themes: Personal finance, time and issues. *WSJ* executive editor Fred Taylor is in charge of the project; former *Geo* publisher and DJ consultant Charles (Jim) Randolph is prototype publisher, and former *Harper's* managing editor David Stanford is editor

Pearl debuts J.R. Ewing's Private Stock

SAN ANTONIO—J.R. Ewing's Private Stock, a superpremium beer made by Pearl Brewing Co., will reach shelves around the world this week as promotional efforts for the beer, licensed by Lorimar Productions (producer of "Dallas"), get under way. No ad plans have been set. Introduction will be handled with pr and promotional press parties. GSD&M, Austin, handles.

(Continued on Page 8)

Reynolds execs spell out plans to sack competition

By SAM HARPER
and JOHN J. O'CONNOR

WINSTON-SALEM, N.C.—It had been several days since President Carter had stumped for votes here, but the guest-hungry Holiday Inn still hadn't gotten around to taking down a "Welcome, Mr. President" message.

In contrast to the hostelry's lackadaisical attitude, the mood at the R. J. Reynolds Tobacco building about a half-mile away is upbeat and aggressive.

In scarcely more than one year, the nation's No. 1 cigaret marketer has shed its "sleeping giant" image by mounting a massive attack on its industry brethren.

▪ To a large degree, two men are responsible for ridding the company of a mood that prior to their arrival "was something you might expect of a Frank Campbell funeral home," as an RJR supplier described it.

E. Horrigan Jr.

G. Long

The architects of RJR's get-tough-with-the competition strategy are Edward A. Horrigan Jr., chairman and president, and Gerald H. Long, exec vp. The pair took over the reins of the R. J. Reynolds Industries' subsidiary in the fall of 1979.

By now, the five other tobacco companies—including archrival Philip Morris U.S.A.—should be well aware that RJR is on the offensive and isn't taking prisoners. But just in case that message hasn't sunken in, Messrs. Horrigan and Long last week invited some two dozen reporters here for a show-and-tell session concerning the company's sales resurgence.

Nor did they hesitate to discuss their competition. In sizing up RJR's most formidable and fast-gaining foe, Philip Morris, the stocky, greying Mr. Long said with an unmistakably New York accent, "They've had a pretty good show for ten years, but not anymore." He stressed that PM will not overtake RJR in 1980, as some analysts had predicted.

As for Lorillard, whose Triumph comparative ad campaign is being contested in court by RJR, the hard-nosed exec observed, "The

(Continued on Page 114)

Cookies get fresh marketing

By NANCY GIGES

NEW YORK—Stepped up new product activity in the cookie segment of the $2.8 billion packaged biscuit market may indicate a return to growth for the sweets, which have declined in unit sales for the past 18 months.

Nabisco has just put three new cookies in test markets and Pepperidge Farm is rolling into two new areas with two new varieties. The new Nabisco items are Nana Banana creme sandwich cookies, I Screams n' You Screams creme sandwich cookies and Oatmeal & Fruit Soft Snacks.

The sandwich cookies are getting newspaper support in the areas where they're marketed, Nana Banana in the Southwest and I Screams in the Northeast. The oatmeal snack item, packaged in pairs in six foil packs to a box, also is getting newspaper support in the Northeast. William Esty Co. handles.

The latter product is a direct competitor to the Grandma's line that Frito-Lay bought earlier this year and is preparing to expand nationally next spring (AA, Aug. 18).

Pepperidge Farm is introducing its new specialty cookies, Geneva and Cappucino, into the Southwest at the end of this month and into New England next month. Geneva is described as an oval biscuit layered with chocolate and topped with bits of pecans; Cappucino is a rich coffee-flavored cookie with chocolate filling. Ogilvy & Mather handles the Pepperidge Farm line.

Prior to 1979, the cookie segment of the total market had been growing slightly, while the cracker segment was down. But that trend reversed itself and cookies have been down about 2% for the past 18 months.

According to the Biscuit &

(Continued on Page 116)

SOUP STARTER
COOK SMARTER.
Swift

Swift asks: When do you use Soup Starter?

"Cook smarter with Soup Starter" is the theme of a new repositioning effort for the Swift & Co. product. Tv commercials, along with radio, magazine, newspapers and couponing support, will tout it as a dinnertime entree for busy homemakers. The campaign, to break in November, is the first creative work for Swift by its new agency, Foote, Cone & Belding, Chicago. Total coupon drop put at 130,000,000.

Global, one-on-one ads seen

By JENNIFER PENDLETON

MONTEREY, CAL.—"World" commercials may be coming in tv advertising as satellites open up new markets, while elsewhere the new technologies and computers could combine to produce ad messages that would address consumers individually—in the tone and manner they prefer.

What else is likely to happen? Newspapers will become "Zip-coded" and tailored to the point where subscribers would receive only those parts they want.

These were a few of the projections and predictions set forth at the American Assn. of Advertising Agencies annual western conference here.

Commercials geared to audiences around the world will have language problems to deal with, but that could be resolved by a return to strong visual, something advertising needs anyway, the conference was told by Foote, Cone & Belding president John E. O'Toole.

The newspaper of coming years was seen as "the microcosm of our new informational society" by John Naisbitt, senior vp, Yankelovich, Skelly & White. Now often "too heavy to lift," they'll "de-evolve into Zip-code newspapers, tailored to income and life style, sectionalized in some respects, decentralized in others."

Mr. Naisbitt said this could also mean a change in the "sovereignty" of editorial, with readers becoming more involved in deciding what is supplied.

The computer's place is likely that of "confidant and advisor" to its masters in the home, said Andrew Lipinski, senior research fellow, the Institute of the Future, Menlo Park, Cal. "Man and woman will be enlarged to man and woman and computer, the computer becoming an accepted part of the home environment," said Mr. Lipinski.

"Without too much work," he said, "it is possible to make computers nicer than most people"—

(Continued on Page 114)

Pols shift efforts to key states

By LEAH ROZEN

NEW YORK—With only two weeks left in the presidential campaign, Democratic incumbent Jimmy Carter and Republican challenger Ronald Reagan are concentrating their advertising efforts on key states.

Although neither candidate's advertising strategists are talking much, it is clear that the final weeks will see much heavier tv and radio spot buys in such states as Pennsylvania, New York, Florida, Ohio, Illinois and California. These are the states with the most electoral votes and are crucial to the election of either man.

In an effort to win these voters, both Mr. Carter and Mr. Reagan are running endorsement ads by local and national political figures. Mr. Carter is running spots with Sen. Bill Bradley in New Jersey; Gov. Ella Grasso and Sen. Abraham Ribicoff in Connecticut; Los Angeles Mayor Tom Bradley, San Francisco Mayor Diane Feinstein and Gov. Jerry Brown in California; Gov. Robert Grahm in Florida; Gov. Richard Riley in South Carolina, and Gov. William Winter in Mississippi.

Additionally, he is running spots with Massachusetts Sen. Edward Kennedy in selected markets (AA, Oct. 13) and spots featuring local black officials in major cities. Rafshoon Communications handles.

▪ Former California Gov. Ronald Reagan is wheeling out his big gun endorsers as well. In addition to spots featuring running mate George Bush and former President Gerald Ford, Mr. Reagan's tv backers include Gov. Richard Thornburgh in Pennsylvania, Gov. Jim Thompson in Illinois and Gov. Lee Dreyfus in Wisconsin.

In Ohio, a key industrial state, Mr. Reagan has endorsement spots featuring Gov. James Rhodes. In the same state, Mr. Carter is running an ad featuring footage from his campaign appearance there, along with clips of Ohio Sen. John Glenn.

A spokesman for Campaign '80, the agency formed especially to handle the former movie star's presidential campaign, said last week that the Republican candidate has not shot any commercials in over a week and that, as of late last week, no new spots were

(Continued on Page 113)

highlights

Monday, October 20, 1980

Volkswagen of America has signed actress Elke Sommer and race car driver Johnny Rutherford as spokespersons. *See Page 4.*

Chewing through a successful effort to revive its gum business, Wm. Wrigley Jr. Co. is launching another strategy for the next 10 years. *See Page 12.*

Seiko Time Corp. will launch three new lines of watches to be supported by $9,500,000. *See Page 24.*

Hanes Group's L'erin division has encountered problems at retail with L'erin cosmetics. *See Page 26.*

The National Advertising Division reviewed eight challenges to national advertising last month. Five were substantiated. *See Page 30.*

The Australian government used three airplanes as a bargaining tool and came away from Europe with a good trade deal. *See Page 34.*

"The business world's balance sheet is socially in the red," said Jacques Bouchard, president of BCP Advertising, Montreal. *See Page 36.*

The toy industry generally seems to be holding its own in this recession year, but Ideal Toy Corp. is one major having some problems. *See Page 38.*

Anheuser-Busch is brewing a heavy promotional push for 1981. *See Page 42.*

Modern Maturity is grossing nearly $1,000,000 an issue in ad revenues—and the magazine's editor, Hubert Pryor, predicts this is "just the tip of the iceberg." *See Page 46.*

Husbands are critical of the changing role of women because it means that men must do more unappealing household chores, according to a Doyle Dane Bernbach survey. *See Page 60.*

Joe Grant explains how Gulf Oil Corp. marketed the *National Geographic* specials on PBS in 1980 to highlight its role as underwriter of the specials. *See Page 63.*

Hooper White suggests five ways to get the most out of production budgets for commercials. *See Page 66.*

George White, former president of Vos & White, has pleaded guilty to defrauding former client LaSalle Extension University. *See Page 72.*

American Airlines and TWA are both using the Pittsburgh Steelers in certain tv commercials. *See Page 74.*

Special ADVERTISING AGE July sweeps Arbitron analysis ranks tv stations in markets 51 through 100 with favorite advertising target, women 18 to 49. *See Page 82.*

Jif and Skippy continue to vie for top shares in the peanut butter market. *See Page 104.*

Procter & Gamble Co. is not about to give up on the sanitary protection market, despite a $75,000,000 write-off for its withdrawal of Rely tampons. *See Page 117.*

Smith-Corona has brought out an electronic typewriter aimed at business customers and SCM shareholders alike. *See Page 118.*

J&J wins a round in a court battle with Carter-Wallace. *See Page 118.*

Section 2

How do the leaders of market/-advertising research view the future of their craft? What problems lie ahead? What can be learned from the past? These and other questions are explored in this week's Section 2/Market/-Advertising Research, starting opposite Page 62.

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Panax sells 4 papers to Liverpool

CHICAGO—A British publishing company last week increased its U.S. holdings with the purchase of four Illinois newspapers. The Liverpool Daily Post and Echo Ltd., which publishes two daily newspapers in that city, also agreed to buy two printing companies in Illinois and Indiana.

The Illinois papers, all formerly owned by Detroit-based Panax Publishing Co., are the *Daily Calumet*, an 8,680-circulation paper serving Chicago's south suburbs; the *Sun-Journal*, a 9,800-circulation tri-weekly serving communities along the Illinois-Indiana border near Chicago; *Calumet Day*, a 13,100 circulation bi-weekly serving the Indiana towns of East Chicago, North Hammond and Whiting, and the *Rantoul Press*, a 10,300 circulation weekly serving that central Illinois town.

The printing companies, Lithotype-Midwest of Lansing, Ind., and Rantoul Printing in Rantoul, print all of the newspapers that changed hands in the deal.

For Panax, the sale is the latest

(Continued on Page 116)

Wrigley looks beyond gum

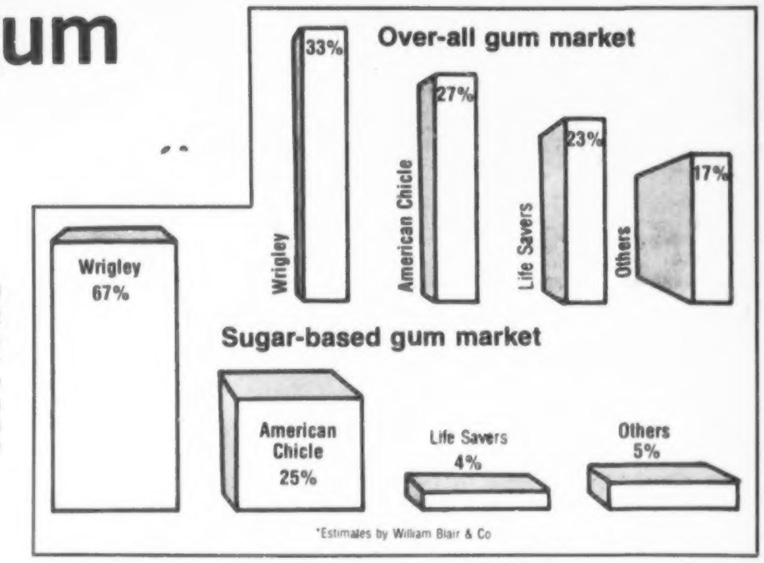
Crain News Service

CHICAGO—Wm. Wrigley Jr. Co. is launching a two-pronged strategy for the next decade.

With its five-year effort to revive its gum business having successfully reestablished the company as No. 1 in the industry, Wrigley has created a new division to manufacture a cheaper metalized paper that could produce $200,000,000 in annual sales in the next decade.

At the same time, the company's corporate development department, created last year (AA, April 2, '79), is gearing up to take Wrigley beyond its chewing gum base in consumer products.

The changes at Wrigley, which earned $35,000,000 on sales of $504,000,000 last year, could be far-reaching. The 53-year-old company saw its market share shrink in the mid-1970s as Warner-Lambert Co.'s American Chicle and Squibb Corp.'s Life Savers division brought out new gums appealing to children and teen agers. But in 1975, Wrigley revamped its sales force and began a new product effort that brought five new gums to market and bolstered its share to 33% of the market, compared with 30% only last year.



*Estimates by William Blair & Co

Wrigley's leadership of the over-all gum market (with 33%) is based on its 67% share of sugar-based gum sales. Life Savers holds the sales lead in bubble gum (29%) and in sugar-free gum (43%).

- The product added to the existing franchise of Spearmint; Juicy Fruit and Doublement (all introduced prior to 1915) were Freedent, Big Red, Orbit sugar-free gum, Orbit bubble gum and Hubba Bubba chunk bubble gum.

But the main gun in the arsenal (aside from the highly successful Hubba Bubba) aimed against the competition was new advertising—campaigns for Doublemint, Spearmint and Big Red, all supported with increased spending. This effort significantly shored up those three brands.

That battle is not over, however. Life Savers is in the process of introducing its new Replay brand, a chunk gum in spearmint, peppermint and cinnamon flavors, and directly positioned against those three Wrigley brands (plus American Chicle's Dentyne), touting longer-lasting flavor. The move was labeled as "a bold frontal assault" by Wrigley's vp-marketing Ronald Cox, and the company is preparing to meet that challenge.

- But with the new development of the metalized paper, "We have a brand new field opening up," said Bozdar Bulovic, exec vp at Wrigley. Adds a source close to the new venture: "Wrigley could become a completely different company."

As yet Wrigley's Wrico Packaging division has no direct competition for the reflective paper that gives the appearance of aluminum foil but resists creasing. Wrigley substituted the new foil for its own gum wrappers six months ago, but its greatest potential lies in converting the labels now used on beer bottles and cigaret packages and a host of other applications.

The Wrico paper is much shinier than conventional products, but it uses less than 1/200th the amount of aluminum contained in foil wrappers. The manufacturing process, licensed two years ago from a small Spanish printing company in Barcelona, represents a technological breakthrough in the transfer method of metalization, creating significant cost savings and better quality.

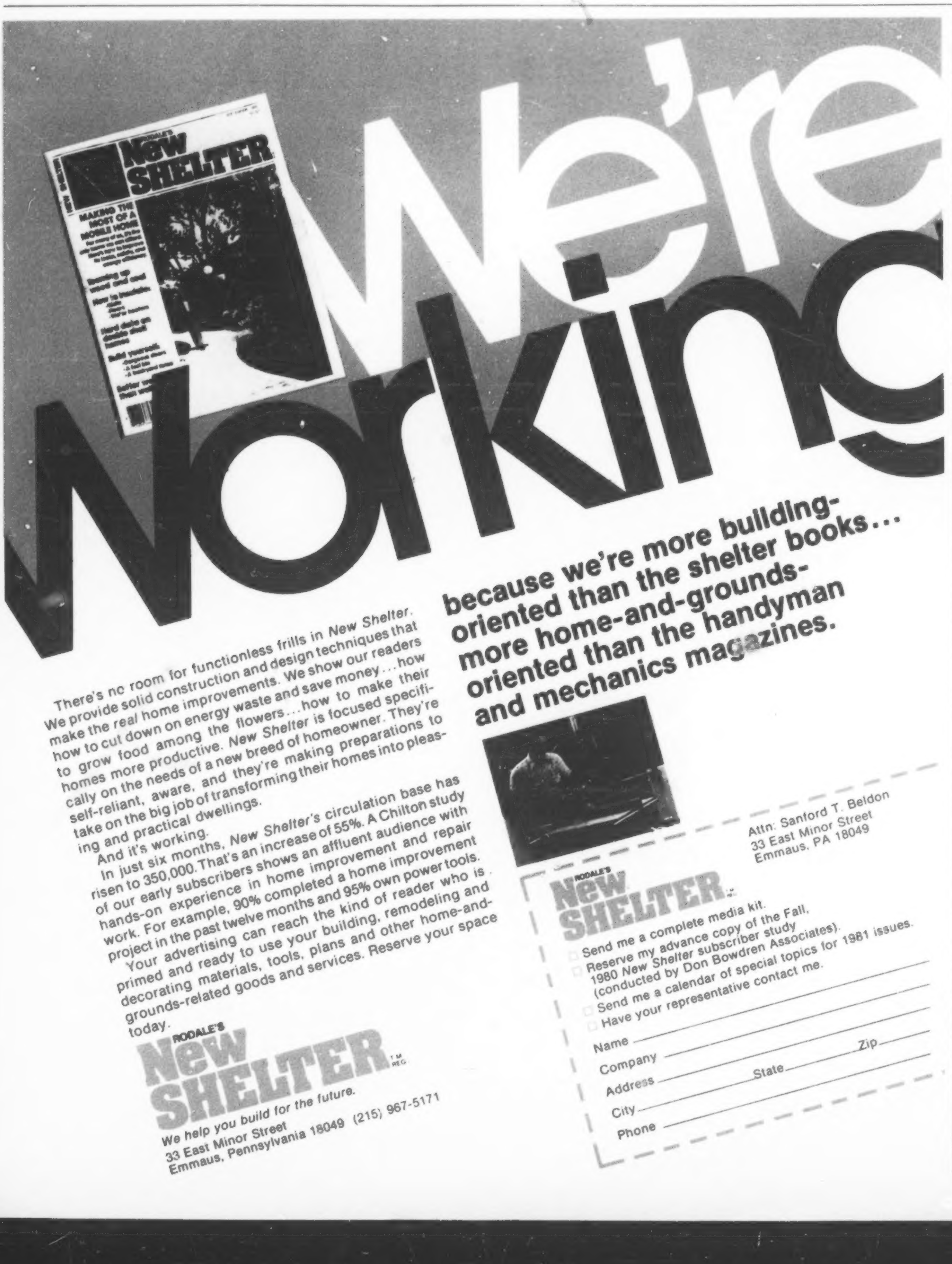
- Wrigley's expansion into new impulse-purchase products, such as candy or mints, will use the same distribution and merchandising channels that Wrigley's gum uses. Wrigley will either purchase these new products by acquiring other companies, or develop the products internally.

Meanwhile, Wrigley must decide what to do with Overtime, its latest product. In test market for seven months, the gum with a liquid center has failed to meet company goals.

"If Overtime doesn't achieve the level of consumer acceptance I think it should, we will not roll it out nationally," says Mr. Cox. #

Kane joins Ansel

Ansel Productions, New York, has added Art Kane, print ad photographer and tv commercials director. Mr. Kane, whose best known work includes tv spots for Yves St. Laurent jeans and Miller Brewing Co.'s "Miller time," will be available "for select commercial assignments," said Jerry Ansel.


We're Working
RODALE'S New SHELTER

because we're more building-oriented than the shelter books… more home-and-grounds-oriented than the handyman and mechanics magazines.

There's no room for functionless frills in *New Shelter*. We provide solid construction and design techniques that make the *real* home improvements. We show our readers how to cut down on energy waste and save money…how to grow food among the flowers…how to make their homes more productive. *New Shelter* is focused specifically on the needs of a new breed of homeowner. They're self-reliant, aware, and they're making preparations to take on the big job of transforming their homes into pleasing and practical dwellings.

And it's working.

In just six months, *New Shelter's* circulation base has risen to 350,000. That's an increase of 55%. A Chilton study of our early subscribers shows an affluent audience with hands-on experience in home improvement and repair work. For example, 90% completed a home improvement project in the past twelve months and 95% own power tools.

Your advertising can reach the kind of reader who is primed and ready to use your building, remodeling and decorating materials, tools, plans and other home-and-grounds-related goods and services. Reserve your space today.

RODALE'S New SHELTER TM REG

We help you build for the future.
33 East Minor Street
Emmaus, Pennsylvania 18049 (215) 967-5171

Attn: Sanford T. Beldon
33 East Minor Street
Emmaus, PA 18049

RODALE'S New SHELTER

☐ Send me a complete media kit.
☐ Reserve my advance copy of the Fall, 1980 *New Shelter* subscriber study (conducted by Don Bowdren Associates).
☐ Send me a calendar of special topics for 1981 issues.
☐ Have your representative contact me.

Name
Company
Address
City State Zip
Phone

Advertising Age

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50 YEARS 1930-1980

$3 a Copy; $40 a Year | The International Newspaper of Marketing | September 11, 1980

Top 100 advertisers spend $11.7 billion

Economic woes place drag on retailer, auto spending

BY MARION ELMQUIST

The 100 largest national advertisers boosted their advertising spending to $11.7 billion in 1979, a 13.6% increase over the $10.3 billion invested in advertising and promotion by 1978's 100 leaders.

Increasingly tough economic times hit retailers and domestic car makers, causing them to report grimmer sales and earnings results and to trim ad expenditures or reduce the rate of increase.

Three of the four domestic auto makers dropped in position in the top 100 rankings—Chrysler plummeted from No. 10 to No. 40—while one, General Motors, held its No. 4 spot. Each of the four major retailers in the leaders list dropped in ranking.

Procter & Gamble continued to hold onto its No. 1 position by breaking the $600,000,000 mark with measured and unmeasured ad and promotion spending of $614,000,000.

General Foods moved into second place with an investment of $393,000,000, pushing retailer Sears, Roebuck & Co. into third place. Sears cut its ad spending 9% to $379,312,500. (If local advertising were included in the tabulation, Sears would be the leading advertiser with total spending of $709,312,000; P&G is closing that gap, however, with its national spending alone.)

▪ Although retailers continue to hold a dominant position among the top 100 spenders, economic woes affected how they ranked. K mart Corp. dropped from fifth to sixth place even though it increased its ad spending 15% to $287,095,100; J.C. Penney Co. fell from its No. 27 spot to No. 38 by reducing its investment 2%, and Mobil Oil Corp., whose Montgomery Ward & Co. eats up a large portion of its ad budget, dropped to No. 20 from No. 15 with spending pegged at $165,840,600, a 1.7% increase over 1978 expenditures.

▪ While U.S. car makers faced difficulties, the foreign auto makers fared better. Only two, Volkswagen of America and Nissan Motor Corp. which reported only modestly increased ad expenditures, dropped in rank, while Toyota and American Honda moved up, and a fifth foreign car maker, Mazda, rejoined the 100 for the first time since 1974.

A weaker economy was also reflected in the leaders' sales and earnings results. Ninety-four reported increased sales for 1979, compared with 98 the year before, while higher earnings were posted by only 73 companies, in contrast to 86 companies

(Continued on Page 146)

K K
America's Storyteller
Shouldn't you trust your story to Kodak film?

Eastman Kodak broke a major new campaign with its "America's Storyteller," encouraging people to snap shots every day.

100 leading national advertisers

(TOTAL AD DOLLARS IN MILLIONS: 1979)

1	Procter & Gamble Co.	$614.9
2	General Foods Corp.	393.0
3	Sears, Roebuck & Co.	379.3
4	General Motors Corp.	323.4
5	Philip Morris Inc.	291.2
6	K mart Corp.	287.1
7	R. J. Reynolds Industries	258.1
8	Warner-Lambert Co.	220.2
9	American Telephone & Telegraph Co.	219.8
10	Ford Motor Co.	215.0
11	PepsiCo Inc.	212.0
12	Bristol-Myers Co.	210.6
13	American Home Products	206.0
14	McDonald's Corp.	202.8
15	Gulf + Western Industries	191.5
16	General Mills	190.7
17	Esmark Inc.	170.5
18	Coca-Cola Co.	169.3
19	Seagram Co.	168.0
20	Mobil Corp.	165.8
21	Norton Simon Inc.	163.2
22	Anheuser-Busch	160.5
23	Unilever U.S. Inc.	160.0
24	RCA Corp.	158.6
25	Johnson & Johnson	157.7
26	Heublein Inc.	155.0
27	Beatrice Foods Co.	150.0
28	CBS Inc.	146.1
28	U.S. Government	146.1
30	Loews Corp.	144.5
31	General Electric Co.	139.4
32	International Telephone & Telegraph Corp.	132.4
33	Pillsbury Co.	$131.5
34	American Cyanamid Co.	127.0
35	Gillette Co.	126.9
36	Richardson-Merrell	123.8
37	Colgate-Palmolive Co.	122.5
38	J. C. Penney Co.	122.0
39	Kraft Inc.	119.7
40	Chrysler Corp.	118.0
41	B.A.T. Industries Ltd.	116.4
42	Ralston Purina Co.	108.0
43	SmithKline Corp.	107.7
44	Chesebrough-Pond's	107.3
45	Consolidated Foods Corp.	105.0
46	Time Inc.	102.4
47	Revlon Inc.	101.0
48	Transamerica Corp.	95.0
49	Sterling Drug Co.	92.0
50	Kellogg Co.	91.6
51	Nabisco Inc.	91.3
52	DuPont	89.4
53	Eastman Kodak Co.	87.8
54	Quaker Oats Co.	86.6
55	Nestle Enterprises	86.0
56	American Brands	83.5
57	Toyota Motor Sales U.S.A.	80.3
58	Schering-Plough Corp.	78.0
59	Miles Laboratories	77.8
60	Clorox Co.	72.6
61	CPC International Inc.	72.0
62	Jos. Schlitz Brewing Co.	71.6
63	H. J. Heinz Co.	71.5
64	Mars Inc.	69.5
65	Nissan Motor Corp.	66.1
66	MCA Inc.	66.0
66	Mattel Inc.	$66.0
68	Trans World Corp.	62.0
69	Campbell Soup Co.	60.5
70	Squibb Corp.	60.0
71	Liggett Group	59.0
72	Warner Communications	57.6
73	American Express Co.	55.4
74	Union Carbide Corp.	55.1
75	Volkswagen of America	55.0
76	Greyhound Corp.	53.8
77	UAL Inc.	52.5
78	Polaroid Corp.	50.5
79	Brown-Forman Distillers Corp.	50.0
80	MortonNorwich	49.2
81	Wm. Wrigley Jr. Co.	48.5
82	Beecham Group Ltd.	46.7
83	American Motors Corp.	44.6
84	North American Philips Corp.	44.2
85	American Honda Motor Co.	44.0
86	Pfizer Inc.	43.7
87	ABC Inc.	42.0
88	Eastern Air Lines	40.4
89	Noxell Corp.	40.2
90	S. C. Johnson & Son	40.2
91	Borden Inc.	39.0
92	Levi Strauss & Co.	38.6
93	A. H. Robins Co.	37.0
94	Scott Paper Co.	36.8
95	Standard Brands	36.4
96	American Airlines	35.0
97	Delta Air Lines	33.5
98	Milton Bradley Co.	31.3
99	International Business Machines	31.1
100	Mazda Motors of America	28.4

Advertising and marketing reports on 100 leading national advertisers

Presented here is ADVERTISING AGE'S unique annual collection of facts about the marketing operations of the nation's advertising giants—what they spend on advertising, how they're doing in sales and profits, how their leading product lines and brands rank nationally, what share of the market they hold—and many other vital details. The profiles include listings of each company's marketing executives, the agency lineup and a rundown of account personnel serving the various product lines. Much of the material has never been published before, including estimates of total advertising and promotion expenditures for the 100 advertisers covered, and sales figures for privately owned companies.

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ABC Inc.

	1979	1978
Sales	$2,053,570,000	$1,783,985,000
Earnings*	159,310,000	135,575,000
Advertising	42,049,500	35,854,400

*AA estimate

ABC Inc., New York, the 87th leading national advertiser, boosted its advertising budget 17%, or $6,195,100, to an estimated $42,049,500 in 1979. In its 10-K report, ABC said it spent $58,008,000 on advertising, but this figure includes expenditures for a range of items not considered advertising or promotion by AA.

AA's ad estimate includes $33,329,400 in measured media and another $8,720,100 in unmeasured media.

As befits ABC's bread and butter unit, the ABC-TV Network was the top corporate spender, spending $12,511,000 in measured media; it also accounted for the lion's share of spending in unmeasured media. Of the tv network's total outlays, $11,801,800 went into magazines, with *TV Guide* the big winner. In addition, ABC spent $3,330,800 to promote its various movie of the week entries.

▪ ABC Radio, which includes the four ABC Radio Networks and ABC-owned am and fm radio stations, spent over $5,000,000 in measured media. Spending in measured media for ABC's two Florida resorts, Silver Springs and Weeki-Wachee, total $300,000. Other enterprises with ad outlays over $100,000 include: Family Record and Tape Club, the Word Book Club and the Christian Quality Paperback Book Club.

In its 27th year of business, ABC posted a revenue gain of 15% and an earnings increase of 18%. The company's broadcasting operations accounted for approximately 87% of corporate revenues in 1979, about the same percentage as in 1978.

The ABC-TV Network was the primary source of these gains. With ad sales based on the 1978-79 season ratings, ABC-TV was the premium buy for advertisers in both prime time and highly profitable daytime programing. Adding to the strength of ABC's broadcasting base, the company's owned tv stations in markets such as New York, Chicago and Los Angeles set new records for revenues and earnings in 1979. ABC Radio had higher revenues in 1979 but profits were off slightly from the previous year's record levels.

▪ ABC Publishing was another corporate bright spot in 1979, posting higher revenues and earnings while continuing its aggressive acquisition and expansion policies. Early in 1979, ABC acquired the Chilton Co., a Philadelphia-based book publishing, magazine and printing company.

In January, 1980, National Price Service, a data base operation producing loose-leaf pricing information for electrical, plumbing and heating equipment, was spun off from Chilton to become a separate unit of ABC Publishing. Another major acquisition was McCall's Needlework and Crafts publications.

But perhaps most noteworthy was the publishing unit's decision to pull back from a proposed acquisition of Macmillan Inc., a takeover that would have cost $340,000,000 in stock and debentures. The deal's undoing was apparently the result of ABC-TV's prime time problems, which, for the first time in four years, cost ABC the No. 1 ranking in the annual network ratings race.

The ratings' fall forced the company to scrap some of its programs while embarking on an extensive and expensive new series development program. Company cash now is flowing full tilt into tv development and the purchase of blockbuster theatricals.

▪ The turn of fortunes at ABC-TV has been quite ironic. In recent years, ABC has been the clear-cut prime time kingpin while struggling to overtake CBS in daytime ratings, NBC in early morning and both networks in network news. Having mostly achieved those aims in the other dayparts, ABC lost the prime time race to CBS, albeit by the narrowest of margins—one tenth of a ratings point.

In its five years on air, "Good Morning America" has steadily won the early morning viewers' hearts, culminating in May, 1979, with its first ever weekly ratings victory over NBC's long-standing morning leader, "Today." That trend of weekly wins carried through the fall of 1979 and into the first quarter of 1980, when "GMA" scored its first ever quarterly ratings win.

What's notable about ABC's "GMA" triumph is that while it has siphoned viewers away from "Today," its rating strength has also been built on a corps of viewers that heretofore never watched much early morning tv fare.

Besides attracting new viewers, "GMA" has also succeeded in luring dozens of new advertisers to early morning schedules. Much of the credit for the program's appeal goes to former actor David Hartman. Mr. Hartman's co-host Sandy Hill left the show early in 1980 but continues to provide "GMA" with reports from the field. Though there have been several temporary replacements, ABC still hasn't settled on a permanent sidekick for Mr. Hartman.

In highly profitable daytime programing, ABC has led in the ratings since the first quarter of 1978. Though it generally ran neck and neck with CBS, ABC's daytime fare recently has started to open a bit of a ratings gap over the competition. In the all important 18-to-49-year-old women category, ABC has been a clear-cut leader since the second quarter of 1977.

One reason ABC can still brag that it's the "No. 1 network from sign on to sign off" is the emergence of ABC News in the ratings—both the early evening "World News Tonight" and the first regularly scheduled late night network news, "ABC News Nightline."

▪ For years the order in network news had been CBS, NBC, ABC. But in 1979, ABC, aided by some powerful local news lead-ins from new affiliates, began gaining ground on NBC. Though viewership levels for all three network newscasts have been higher, ABC has siphoned viewers principally from NBC with its razzle-dazzle production, multiple anchors and some hard and tough reporting by a staff that's no longer dismissed as the bumpkins of the business.

With Walter Cronkite leaving the CBS anchor chair and NBC looking more and more like a mini-CBS, some critics suspect that ABC will be to news leadership in the 1980s what CBS was in the 1970s.

Although unsuccessful in its pursuit of CBS anchorman Dan Rather, the ABC news department successfully continued to recruit behind-the-scenes talent. Among these was Carl Bernstein, former *Washington Post* reporter, who with colleague Bob Woodward uncovered many of the Watergate events that led to Richard Nixon's resignation from the presidency. Mr. Bernstein is now ABC's Washington bureau chief.

The choreographer of ABC News' turnaround is Roone Arledge, who added the news presidency to his sports domain in 1977. The results: Through the first half of 1980, ABC's early evening network news has been a solid second to CBS and consistently ahead of NBC.

Also in 1980, ABC added "Nightline," the first regularly scheduled late evening network newscast. Hosted by urbane Ted Koppel, "Nightline" has been running nearly neck and neck with late evening entertainment programing. And it has also opened up new sales opportunities for the ABC News sales team.

Thirty-second units on the early evening news cost in excess of $25,000, and spots on "Nightline" fetch prices in excess of $15,000.

Meanwhile, sports, Mr. Arledge's other bailiwick, contin-

Advertising Age

The International Newspaper of Marketing

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founder (1885-1973)

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RANCE CRAIN
president
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executive vp-general manager

S. R. BERNSTEIN
chairman, executive committee
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secretary/treasurer
LOUIS F. DE MARCO
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midwestern sales manager

BENSON J. MALKIN (*L.A.*)
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ued to provide imitative grist for its competitors. The growth of boxing on tv is a result of ABC's leadership. The network also gambled that soccer would catch the weekend sports viewers' fancy but ratings to this point suggest not.

The 11-year-old "Monday Night Football" franchise, however, rolls merrily along; cost of a :30 this September is expected to exceed $100,000. And NCAA college football, entering its 15th year on the network this fall, is another highly profitable weekend franchise.

▪ ABC Sports notched another triumph early in 1980 when it telecast the Winter Olympics from Lake Placid. Aided by the exploits of the underdog American hockey team, ABC swept to a victory in the all-important February national prime time ratings sweeps.

The truth about that victory, however, was that ABC had to rely on special Olympic fare to get its only sweeps win of the year; in the equally important November and May national ratings periods, CBS emerged the winner.

When the prime time season started last September, ABC looked invincible. Going into the season, ABC had more returning hits than its competitors; had scheduled its few new entries behind established hits, and had given its programs a chance for heavy viewer sampling by starting the season a week earlier than CBS and NBC. It also took a few key performers—"Mork & Mindy," for example—out of their original winning time periods and installed them elsewhere.

▪ Later, after the program shifts proved disastrous, ABC was accused of arrogant programing practices and of making key tactical mistakes. But the moves foreshadowed the closest race for prime time supremacy in the 32-year history of network tv. At its conclusion, CBS emerged the victor by one tenth of a ratings point.

The loss was a severe blow to ABC's prestige. Besides the errant program shifts, ABC suffered from waning popularity of such stellar performers as "Laverne & Shirley," "Happy Days" and "Mork & Mindy." Moreover, the network's theatrical movie package was subpar, as were its made-for-tv flicks. CBS, meanwhile, hit paydirt with blockbuster Sunday and Friday schedules while NBC succeeded in siphoning enough young viewers to impair ABC's season.

▪ That downward trend is expected to continue in the upcoming season too, but the network won't give up without a fight. ABC has ordered four hours of new programs and plans to hype the new season through a greatly expanded station co-op advertising campaign budgeted at $3,000,000.

Though ABC eased back somewhat from its dizzying pace of attaining new local station affiliates, the network recently scored a major coup by snaring WSB-TV, Atlanta, from NBC. Through June, 1980, ABC listed 207 network affiliates.

Elsewhere in the corporation, ABC Video Enterprises launched several projects, including videocassettes of Pope John Paul's visit to the U.S. and the Winter Olympics. The pay video unit also will supply educational programing to schools through the National Education Assn.

Video Enterprises has signed a deal with director Robert Altman and the Schubert Organization to package offerings from the legitimate stage. Some projects will simply be cassettes of Broadway shows; others may be plays directed or selected by Mr. Altman. Regional theater could also be involved. At this point the unit does not have an agency.

The Democratic Convention
ABC NEWS
ABC News takes the floor at the Democratic Convention.

American Broadcasting Co. ad supporting its news team coverage of the Democratic convention.

The other recent addition to the ABC corporate family is ABC Motion Pictures. It is headed by Brandon Stoddard, the ABC exec who pioneered the network's long-form programing, which produced "Roots" and "Roots 2," among other things.

ABC Motion Pictures, which also does not yet have an ad agency, plans to produce three or four films per year at an average budget of $8,000,000 each. Though no titles have been set, ABC recently picked 20th Century-Fox to distribute the feature films. The deal may ultimately lead to some sort of co-venture in production and distribution of videodiscs and cassettes.

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  In spot tv................. 60
  In network tv............. 60
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ABC Radio continued to bolster the largest domestic radio operation, with annual revenues over $100,000,000 and profits in the $30,000,000 range. The division encompasses the ABC Radio Network with its 1730 affiliates on four separate networks and a string of highly rated am and fm outlets.

Notable developments in the division included the formation of two new units, ABC Radio Marketing Services and the National Market Development Group, both designed to attract more radio ad dollars. ABC Radio also landed broadcast rights to the Kentucky Derby and in its first year attracted a record 14,000,000 listeners for the occasion.

▪ The ABC Radio Network, meanwhile, agreed to purchase a wide variety of exclusive programing from D.I.R. Broadcasting.

Elsewhere, ABC's entry into the travel agency field ended after a year as ABC sold Travel Network, a franchise organization of 140 travel agencies, to VAC Vacation America. A year earlier, ABC paid $5,000,000 for the San Diego-based company. The sale, according to ABC, resulted in no material gain or loss for the company.

ADVERTISING EXPENDITURES

	1979	1978
Newspapers	**$10,891,700**	**$10,167,500**
Magazines	**16,174,900**	**12,819,400**
Spot tv	**4,244,400**	**4,200,900**
Spot radio	**304,200**	**552,300**
Network radio	**708,600**	**372,200**
Outdoor	**1,005,600**	**422,000**
Total measure	**$33,329,400**	**28,534,500**
Unmeasured	**8,720,100**	**7,320,100**
Estimated total	**42,049,500**	**35,854,400**

MARKETING PERSONNEL
ABC-TV Network

H. Weller (Jake) Keever, vp-sales
Warren Boorom, vp-genl sales mgr
Robert Silberberg, vp-natl sales mgr
Gordon Link, vp-director, eastern sales
John Lazarus, vp-sports sales
John Tiedemann Jr., vp-daytime sales
Robert Cagliero, vp-early morning sales
Marvin Goldsmith, vp-prime time sales proposals
William Breen, vp-news sales
Anthony Rocco, vp-business devel
Charles Allen, vp-sales admin
Jerry Solomon, vp-marketing
Symon Cowles, vp-creative services
John Curry Jr., vp-adv
Pete Barrett, director of ad services
Joel Cohen, vp-special projects

ABC Sports

Peter Dimmock, vp-worldwide mktg & syndication

ABC Owned TV Stations Division

Carol Bauer, vp-creative services

ABC-TV Spot Sales

Walter Flynn, vp-gen mgr
Georgia Breza, director of planning & admin

ABC Radio Division

Robert Cambridge, director of mktg
Linda Goodman, genl mgr, natl mkt devel group

ABC Radio Network

Louis Severine, vp-sales
Arthur Sulzburgh, vp-natl sales mgr
Michael Winter, director, creative services
Leo Collins, director, mktg services
Sam Patterson, adv & promotion mgr

ADVERTISING AGENCIES

McCaffrey & McCall, New York—ABC-TV Network, ABC News—Bill Bolster, vp-acct super; Radford Stone, mgmt super. John Mulholland, acct super.

Grey Advertising, New York—ABC Movies—Don Foley, acct super.

Muller Jordan Weiss, New York—ABC Radio Network—William Nightingale, acct super.

American Airlines

	1979	1978
Sales	**$3,252,512,000**	**$2,735,508,000**
Earnings	**87,445,000**	**134,396,000**
Advertising	**35,035,256**	**29,000,000**

American Airlines, Dallas/Fort Worth Airport, the nation's 96th largest advertiser, increased its advertising budget by 21% to $35,039,800.

American Airlines is made up of four units—American Airlines, the nation's second largest domestic trunk carrier; Sky Chefs, an in-flight catering, airport restaurant and gift subsidiary; AA Training Corp., marketers of American's flight simulator and training capabilities, equipment and service to other airlines, military, commercial and government sources, and AA Development Corp. and AA Energy Corp., oil and gas exploration companies.

Like other carriers, American's 1979 performance fell short of record '78 revenues and earnings. Total operating revenues increased 18.9% to $3,252,532,000, but net earnings dropped 34.9% to $87,445,000 in 1979.

While the carrier benefited from United Airlines' strike in April and May of 1979, more negatives than positives emerged, led by a 56% increase in jet fuel costs. American spent $801.5 million for fuel in 1979. Unusually severe weather conditions plagued flight operations in major American markets during the early part of the year. Finally, the tragic DC-10 crash in Chicago in May, 1979, and subsequent groundings hit American particularly hard, impairing flight schedules for more than six weeks.

▪ Despite its problems, American saw a 15.1% increase in scheduled revenue passenger miles (the number of passengers carried per mile) due to the United strike. The carrier's passenger load factor (percentage of seats occupied by paying passengers) was 67.4%—3.7 points higher than that in 1978. But because of price discounting and promotion, yields dropped.

Many of the carrier's woes continued in the first half of 1980. Jet fuel prices soared 88.4% in the first quarter compared with '78, even though consumption dropped 6.1%. Competition brought more price cutting and promotion on transcontinental routes. The long-awaited recession hit American and others as business and leisure travel decreased during the first half.

▪ During the year, American Airlines completed its relocation from New York to a new headquarters near the Dallas/Fort Worth airport. More than 800 employes made the move, including the marketing and advertising departments.

While passenger advertising remained at Doyle Dane Bernbach, New York, the carrier dropped Creamer Inc., New York, as its agency for freight advertising and consolidated its freight advertising and passenger and freight di-

WHERE AA GOT ITS DATA

The data on "measured media expenditures" in this report on the 100 leading national advertisers come from various statistical services and associations.

These include Leading National Advertisers, the Publishers Information Bureau, Radio Advertising Bureau, Radio Expenditure Reports, Agricultural Marketing Information Service (Agricom), LNA-Broadcast Advertisers Reports, Media Records, Institute of Outdoor Advertising and the Outdoor Advertising Assn. of America.

All of the estimated expenditures are estimated by ADVERTISING AGE.

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rect mail promotion with Bozell & Jacobs Southwest, Dallas.

▪ With deregulation acting as a catalyst, American played a marketing "match" game in 1979 and early 1980. First, United introduced its half-fare coupon program that American decried as unprofitable but matched for competitive reasons. American also followed TWA's February and March, 1979, winter sales offering deep discounts and a "kids fly free" fare. A $108 transcontinental fare started by the competition was matched in the summer of 1979.

In March, 1980, United caught American by surprise once again when it introduced its Take-Off game. American execs criticized the game idea, but quickly topped it with the Great American Game—a scratch card sweepstakes tied into the opening of the baseball season. Winners received one-month unlimited travel passes, 10,000 free roundtrip tickets, ticket upgrades and free inflight cocktails or movie headset rentals. Newspaper and tv supported the promotion in April and early May, 1980.

The brief $108 fare in 1979 proved to be a prelude to transcontinental price slashing triggered by Eastern Airlines' June, 1980, entry from New York to Los Angeles (American's largest route based on revenue passenger miles) and San Francisco (its fourth largest route). With market share at stake, American converted to an all-Boeing 747 fleet on its New York-Los Angeles route, providing heavy media support for the new service.

American's advertising continued to emphasize service, fares and destinations in 1979 and the first half of 1980. Sticking with the overall theme, "We're American Airlines doing what we do best," the carrier advertised Super Saver discount fares and Family Fare packages. In November, 1979, it started the broadest magazine campaign in its history in such publications as *Time* and *Newsweek*. The ads, featuring American employes, will run through 1980.

▪ New destinations also figured prominently in American's advertising as deregulation opened markets. In 1979, American added 14 new cities to its route system including Albuquerque, Las Vegas, Miami, Minneapolis/St. Paul, Nassau, New Orleans, Reno, St. Maarten, Tampa and five Mexican resorts.

Through mid-1980, it started service from Chicago and Dallas-Fort Worth to Seattle and Dallas-Fort Worth to Sacramento. American also announced plans for service from Los Angeles and San Francisco and Hawaii. It discontinued service to Providence, R.I., Charleston, W. Va., Oakland, Cal., and Islip, N.Y.

Deregulation threw American into the middle of the industrywide debate over travel agent compensation. After United Airlines introduced its flat fee compensation idea in February, 1980, American countered, in April, with a flat fee plus percentage plan. Soon after, TWA came out with its plan that retained standard percentage commissions. American reverted back to percentage rates along with special payments and override plans.

In March, 1980, American completed the sale of its Americana Hotels division when it sold 13 properties to Pick Hotel Corp., Chicago. During 1979, American sold three New York hotels to Sheraton Corp. and its South Korean properties to Western International Hotels. American still owns the Inn Of The Six Flags, Arlington, Tex.

"The way people feel about American Airlines depends on the way they feel about me."
Victoria Getz, Flight Attendant
We're American Airlines
Doing what we do best

In 1955, when Vickie Getz was 10 months old, American founded the industry's first training school for professional flight attendants.

It's a school where more than two hundred thousand people apply each year. (Less than one-half of one percent are finally accepted.)

It's a school where students are taught to make your flights safe and enjoyable. (They already know how to be nice.)

And it's a school whose graduates never stop learning. (They regularly study new procedures and review old ones.)

It takes a special kind of training to be an American Airlines Flight Attendant. And a very special kind of person.

It takes the best people to make the best airline. Vickie Getz is one of them, and we thought you'd like to meet her.

American Airlines ad campaign featuring company employes is the broadest magazine campaign in company history.

Scheduled freight revenue rose 13.2% to $251,509,000 due to rate increases and attempts to develop high-yield freight traffic. Priority Parcel Service, a guaranteed parcel delivery service, and increased use of intermodal containers contributed to freight revenues. Despite these measures, the airline's freight traffic declined 3.1% to 606,327,000 ton miles of freight because of softness in the automobile industry.

▪ In 1979, Sky Chefs set records as pretax income hit $11,100,000, a 29.5% increase, and revenues reached $189,700,000, up 13.5%. A new flight kitchen was opened at Nashville International Airport, and facilities at San Diego International Airport were expanded. Additions and changes slated for 1980 include a new kitchen and start of operations at St. Louis, new kitchen at Tucson and remodeling at Cleveland and New York's La Guardia Airport.

American Airlines Training Corp. completed its first full year in operation as the marketer of American's flight simulator and other training equipment. The company formed a subsidiary to provide DC-10 simulator training in England for foreign operators beginning in 1981. In addition, it established the first Boeing 737 training school in the Dallas/Fort Worth area.

AA Development Corp. and AA Energy Corp. had combined pretax earnings of $1,700,000 in 1979. The two companies were actively exploring or developing 55 wells in the U.S. during the year. AA Energy Corp. has interests in wells in Texas and Louisiana and in production and exploratory acreage in those states plus North Dakota and Utah.

During the year, American opened new or improved terminals at Phoenix Sky Harbor Airport, Baltimore International Airport and San Diego International Airport. It also expanded facilities at Greater Pittsburgh International Airport and New York's Kennedy International Airport.

ADVERTISING EXPENDITURES

	1979	1978
Newspapers	$12,878,400	$10,279,000
Magazine	2,072,400	1,583,600
Spot tv	9,411,200	9,421,400
Network tv	1,130,100	422,100
Spot radio	3,540,406	3,408,100
Outdoor	308,900	239,000
Total measured	29,341,400	25,353,200*
Unmeasured	5,698,400	3,646,800*
Estimated total	35,039,800	29,000,000

***Restated**

MARKETING PERSONNEL

Robert L. Crandall, president
Thomas G. Plaskett, senior vp-mktg
William P. Shannon, vp-field sales/services
Randall Malin, vp-passenger sales and adv
Robert H. Phillips, vp-passenger services
Wesley G. Kaldahl, vp-mktg resources
Robert W. Baker, vp-freight mktg
George L. Mueller, senior director, freight sales/adv
Willard J. Dreslin, director, freight adv & sales promo

ADVERTISING/SALES PROMOTION

James G. Godsman, asst vp, adv & sales promo
Ann S. Boylan, director, adv
Bruce S. Goodyear, mgr, adv
Judith A. Kirvan, mgr, adv
David H. Witt, mgr, adv
Joseph N. Comiskey, mgr, adv services
Frank J. DiNuzzo III, director, sales promo
John W. Bryce, mgr, sales promo
Phyllis E. Guest, mgr, sales promo
Ronald C. Scott, mgr, sales promo

ADVERTISING AGENCIES

Doyle Dane Bernbach, New York—passenger adv—Peter Falcone, group senior vp; Greg Brauer, acct super; Dennis Byrnes, vp-mgmt super; William Jackson, Steve Haber, senior acct execs; Elizabeth Savage, Marty Kleanman, asst acct execs; Mary Miterko, acct coordinator; Ray Targonski, budget direotor.

Bozell & Jacobs Southwest, Dallas—passenger & freight direct mail promo and systemwide freight advertising—Paul H. Gold, senior vp, director of client services, passenger; Don Raumaker, senior vp, director of client services, freight; Charles Packard, vp-acct super; Pat Mayben, vp-acct super, passenger; Catherine Whitbread, Peter Mitchell, Larry Hinson, acct execs.

American Brands

	1979	1978
Sales	$5,845,985,000	$5,176,706,000
Earnings	347,331,000	211,539,000
Advertising	83,549,200	77,270,500

American Brands, New York, the 56th largest national advertiser, increased its ad spending in 1979 to $83,549,200, an 8% increase over its 1978 expenditure of $77,270,500 and nearly equal to its 1977 ad spending.

Sales of the highly diversified company increased about 13% to $5.8 billion, while earnings soared 64% to a record $347,331,000. Of that, almost $28,000,000 comprised a noncash tax credit in the accounts of Gallaher Ltd., a United Kingdom subsidiary. The credit represented forgiveness of deferred taxes charged against 1973 and 1974 income.

Tobacco products account for almost 62% of sales and about 59% of operating income for the company. They are handled by three distinct entities: Gallaher Ltd., the international arm; American Tobacco, the domestic cigaret company; and American Cigar, producer of cigars and smoking tobacco.

International tobacco sales accounted for 42.1% of American Brands sales, up slightly from 42%. Domestic sales contributed 19.7%, down slightly from 20.8%.

▪ American Tobacco continues as the fourth largest cigaret company, trailing R.J. Reynolds, Philip Morris and Brown & Williamson. It is ahead of Loews' Lorillard division and Liggett Group. Domestic cigaret production dropped slightly from 72.47 billion units in 1978 to 72.23 billion in 1979. Market share remained virtually the same at 11.6%, down from 11.7% in 1978.

Industry analyst John C. Maxwell Jr. estimates that unit volume for the industry rose 1.2% in 1979, although the bulk of the increase can be attributed to new brand introductions and an extra working day in the fourth quarter. Adjusted for these factors, the rise is only 0.3% to 0.4%, about the same as last year and consistent with a six-year trend of declining growth rates.

American Tobacco has four major product lines: Carlton, Pall Mall, Tareyton and Silva Thins. Unit volume of Pall Mall, the company's largest-selling brand, fell from 37.3 billion to 34.36 billion, but was still enough to retain fifth place among all brands.

Carlton, on the other hand, continued as the fastest growing brand among all brands by registering an almost 50% jump from 10.09 billion units to 15.06 billion. Carlton, the industry's pioneer low-tar brand, also nosed out Philip Morris' Merit for greatest unit sales gain and leaped from 16th place to 11th place among all brands. The increase was paced again by Carlton Filter 100s, up from 0.5% of the total market to 0.9%, with sales moving from 2.90 billion to 5.29 billion.

Tareyton sales declined from 13.10 billion units to 12.24 billion, although Tareyton Low Tar 100s, new in 1978, moved up 25.4% to 1.48 billion units. Sales of Silva Thins continued to slide, down from 1.82 billion to 1.58 billion. Interestingly, the company appears to have spent no money advertising its Lucky Strike brand, and the brand is only briefly mentioned in the company's annual report. Yet sales topped 6.7 billion units in 1979 (down slightly from 1978), making it the 23rd largest brand.

American Tobacco reports that low-tar brands accounted for 79% of the company's filter cigaret volume, up from 75% in 1978. However, filter cigarets still make up only 54.1% of total volume, compared with 78% at Liggett and 92% to 99% at the other three companies. Indeed, some industry observers attribute the company's fall from preeminence to a slowness to recognize the trend toward filter cigarets in the mid-1950s.

The company backed its cigarets with more than $44,000,000 in measured advertising last year. Carlton was again the big spender with $7,800,000 in newspapers in the top 10 markets and almost $10,000,000 in magazines. About $6,000,000 in outdoor brought the total to $23,700,000, a boost of more than $10,000,000 over 1978.

▪ Tareyton allocated $7,300,000 to magazines, $605,000 to newspapers in the 10 top markets and about $3,000,000 to outdoor for a total of $11,100,000. All the magazine money was spent on Tareyton Lights and Long Lights, while the bulk of the outdoor went to Tareyton Lights.

Pall Mall spent $7,900,000, most of it on Pall Mall Light 100s, and most of that on magazines ($6,220,000). Light 100s was the only Pall Mall style that did not decline in unit sales in 1979; after introduction in August, 1978, and sales of .55 billion units in 1978, Light 100s reached .98 billion units for all of 1979. Silva Thins' support totaled about $1,300,000.

American Tobacco uses a fee system to compensate its agencies, instead of the standard commission approach. The fee system guarantees an agency profits up to a certain percentage of billings and provides for client/agency sharing profits in excess of a certain percentage of billings, the company says. In its annual report, American Brands said the fee system saved the company $3,173,000 in 1979 for a total of over $28,000,000 for the 15 years the system has been in operation.

▪ American Brands' British subsidiary, Gallaher Ltd., accounted for a record $152,000,000 in operating income. Sales were $3.4 billion, of which about 28% came from Gallaher's nontobacco operations—optical, engineering, retailing and wholesaling.

Benson and Hedges Special Filter (not to be confused with Philip Morris' domestic brand) continues as the largest-selling U.K. brand. Silk Cut is claimed to be the largest-selling low-tar brand. Park Drive and Kensitas are the other major Gallaher brands.

Among cigars, Gallaher's Hamlet, the leading brand, increased sales more than 10% for the second year in a row.

American Cigar, the company's third tobacco unit, suffered a loss of $829,000 in 1979, compared with a profit of $1,480,000 the year before. Sales were down to $39,000,000 from $45,100,000. Unit sales in the domestic cigar industry continue to fall, but a 1978 move to consolidate American Cigar's production operations was expected to increase profit margins. Felipe Silva was named president of the company in early 1979 in a shakeup.

▪ Antonio y Cleopatra continued to account for more than half the cigar volume but experienced a unit sales decline for only the second time in 18 years. Most of the volume loss came from the lower end of the market with brands like Roi-Tan. Two premium products, under the La Corona name did post increases.

Antonio y Cleopatra received $500,000 in magazine backing, while two imported Dutch smoking tobaccos, Flying Dutchman and Sail, received about $117,000 and $67,000 respectively.

▪ James B. Beam Distilling Co. subsidiary reported record sales of $188,400,000, up slightly from $186,000,000. Operating income jumped 12% from $22,940,000 to $25,770,000. Jim Beam bourbon sales were up $5,900,000 to $145,300,000, accounting for 77% of the division's sales and 83% of operating income.

The bourbon received $1,780,000 in magazine support, $339,000 in outdoor and $198,000 in newspapers in the top 10 markets. Beam's Sour Mash bourbon received $580,000 of support, mostly in magazines. The company's lone entry in the scotch market, Spey Royal, was supported by $2,400 in outdoor. Mr. and Mrs. "T" Bloody Mary mix was backed by $24,500 in magazines.

Sunshine Biscuits reaped sales gains of $25,000,000 to $238,700,000 with operating income increase of $1,000,000 to $11,700,000. Krispy crackers, Cheez-It crackers, Vienna Fingers, Hi Ho crackers and Hydrox cookies, which account for more than half the division's poundage, showed a combined sales increase. Media spending: Sunshine cookies and crack-

MARKETING PROFILES

ers, $420,000; Bell Brand snack foods, $99,000. In early 1979, Sunshine shifted its advertising east of the Rockies to Marsteller Inc., New York. The account formerly was at SSC&B. Ogilvy & Mather, Los Angeles, continues as Sunshine's agency in western states.

Duffy-Mott sales were up almost 10% to $93,400,000, while operating income leaped 58% from $3,700,000 to $5,800,000. Apple products led with a 34% increase, including the introduction of frozen concentrated apple juice and apple sauce with ground cranberries. The apple line increased its market share and accounted for 80% of Duffy-Mott's profits. Most of the remaining profits came from Clamato and Grandma's molasses. Clamato reached sales highs in the U.S. and was particularly strong in Canada. Grandma's increased market share and was the division's second most profitable product. Grandma's Green Label molasses was distributed in key markets and will be expanded. Prune juice sales were off because of a short crop and resulting higher prices.

Clamato was supported by $154,000 in magazines and $122,000 on spot tv. Apple products received about $230,000 in magazines and spot tv.

Andrew Jergens Co.'s operating income rose 9% to $7,300,000; sales were up only slightly to $84,000,000. New products included a national rollout of Gentle Touch soap and hand and body lotion, along with Spring Feeling shampoo and Jergens deodorant soap. Jergens' share of the domestic soap market increased, although lotion and shampoo sales were hurt by new competitors. About 45% of sales came from products introduced in the last five years.

■ Gentle Touch products received over $2,000,000 in support in magazines and tv. Of that, about $1,600,000 went to network tv for Gentle Touch soap. Jergens lotion had almost $1,000,000 in backing, about half of which went to magazines and half went to tv. Gee Your Hair Smells Terrific! shampoo spent about $600,000, with about half in magazines and half in network tv and network radio. Spring Feeling shampoo spent about $42,000 on network tv and $28,000 on network radio, with $15,000 in other media.

Swingline Inc., marketer of cutlery, staplers and fasteners, increased operating income 36% to $21,795,000 with sales jumping 6% to $168,047,000.

Wilson Jones Co., manufacturer of business forms, files and diaries, increased sales 11% to $87,599,000, while operating income increased 16% to $20,391,000.

ADVERTISING EXPENDITURES

	1979	1978
Newspapers	$21,102,400	$18,355,300
Magazines	31,399,300	26,399,200
Spot tv	1,530,500	4,404,100
Network tv	3,329,100	3,749,400
Spot radio	39,800	46,300
Network radio	156,100	82,400
Outdoor	10,287,000	9,683,800
Total Measured	67,844,200	62,720,500
Unmeasured	15,750,000	14,550,000
Estimated Total	83,594,200	77,270,500

AMERICAN TOBACCO CO.

New York

MARKETING PERSONNEL

T.C. Hays, vp-mktg
W.J. Moores, adv mgr
N.H. Chester, media director
J.R. Costello, mktg controller
M.J. O Neill, mkt rsch director
D.R. Dugan, asst adv mgr—Pall Mall, Lucky 100s, Lucky Ten, Lucky Strike, Iceberg 100s, Silva Thins filter and menthol, American lights filter and menthol, Long Johns filter and menthol, Montclair, Bull Durham filter, Half and Half, Twist lemon menthol 100s.
H.W. Bahrenburg, product mgr—Carlton, Tall Filter and Menthol.
C.A. Jackson, product mgr—Tareyton
E. Gesell, asst product mgr—Tareyton
J.A. McGinn-product mgr
J.J. Mellett, media specialist
W.R. Degenhardt, asst media specialist

SALES

C.H. Mullen, vp-sales
P.F. Paoluccio, exec sales mgr
M.A. Bishoff, asst to vp sales
A.S. Roses, sales promo & merch director

ADVERTISING AGENCIES

SSC&B, New York—Pall Mall, Lucky Ten, Lucky Strike, American Lights filter and menthol, Tall filter and menthol, all smoking tobacco-Alfred J. Seaman, chairman-ceo; S. Haegan Bayles, chairman; Douglas Bomeisler, acct mgr; Frank Doyle, acct super; Dan Bellucci, acct exec.

F. William Free & Co., New York—Carlton, Silva Thins filter and menthol, Lucky 100s, Iceberg 100s-William Free, ceo; Don Coleman, chairman; Richard Morse, senior vp-mgmt super; Kent Laymon, vp-acct super; Tom Keane, acct exec; Ann DeFranco, acct exec.

Daniel & Charles Associates, New York—Tareyton-Charles Goldschmidt ceo; Dan Karsch, mgmt super; Lynn Sachs, acct exec.

SUNSHINE BISCUITS

New York

MARKETING PERSONNEL

B. William Arnold, vp-mktg
J.R. Neidenberg, director mktg
Gerald P. Jantzi, product mgr-crackers
Bob Hasteadt, product mgr-cookies
Joel Sherman, area mktg mgr
K.J. Laessig, area mktg mgr
John J. Tiernan, senior product mgr

ADVERTISING AGENCY

Marsteller Inc., New York—Jay Ashton, vp-acct super; Lou Magnani, vp-genl mgr; Matthew Kasman, acct exec; Larry Margolin, acct super; Bert Rosenberg, group vp.

DUFFY-MOTT CO.

New York

MARKETING PERSONNEL

K.J. Ward, vp-mktg & sales
M.J. Burt, group product mgr
J.L. Cleary, mktg mgr
O.S. McGovern, meetings mgr

ADVERTISING AGENCY

Compton Advertising, New York—James M. Lomonosoff, acct super.

ACME VISABLE RECORDS

Crozet, Va.

MARKETING PERSONNEL

R.E. Webb, genl sales mgr

ADVERTISING AGENCY

Al Paul Lefton Co., New York—G. William Wolfston, vp.

WILSON JONES CO.

Chicago

MARKETING PERSONNEL

J. Janes, vp-mktg mgr
R. Smock, director, mktg services
M. Rosenfeldt, adv mgr

ADVERTISING AGENCY

Al Paul Lefton Co., New York—G. William Wolfston, vp.

ACUSHNET CO.

New Bedford, Mass.

MARKETING PERSONNEL

Golf Division

R.B. Forbush, business mgr, golf balls
M.M. Foegen, business mgr, clubs & accessories
W.R. Uihlein, general sales mgr
N.W.H. North, mgr, intl

Rubber Division

J.W. Burns, vp-mktg & sales
R.T. LaCrosse, director of mktg, CMP
R.A. Bugg, product mgr, automotive-CMP
J.S. Wileczka, genl sales mgr
R.C. Bernier, product mgr, ElastaCast/O-Ring

ADVERTISING AGENCIES

Humphrey Browning MacDougall, Boston—golf division—Terrence O'Leary, acct super.

Creamer Inc., Providence, R.I.—rubber division—Robert Lynch, vp-adv & media super.

JAMES B. BEAM DISTILLING CO.

Chicago

MARKETING PERSONNEL

MARKETING PROFILES

R. Soderman, vp-director, mktg services
V. Zast, director, adv sales promo

ADVERTISING AGENCIES

Lee King & Partners, Chicago—Jim Beam bourbon—Charles Brom, acct super.

Arthur Meyerhoff & Associates, Chicago—Beam's Black Label bourbon, Beam's Choice bourbon, Dark Eyes vodka, Chateaux cordials, Spey Royal scotch, Beamero tequila, Mr. & Mrs. "T" mixes—Robert Fierst, acct super.

SWINGLINE INC.
THE SWINGLINE CO.

New York

MARKETING PERSONNEL

J. McEvily, vp-mktg, consumer prods
F. Weiss, vp-mkt devel
G. Telchin, director of mktg, office prods
B. Oliver, vp-mktg, office prods
P. Eibler, mktg mgr, consumer prods & retail stationery

ADVERTISING AGENCIES

Al Paul Lefton Co., New York—G. William Wolfston, vp-acct exec, office products.

W.B. Doner & Co., Baltimore—R. Jaeckel, acct exec, consumer products.

MASTER LOCK CO.

Milwaukee

MARKETING PERSONNEL

J.A. Yates, vp-mktg
E. Allen, mgr, mktg services

ADVERTISING AGENCIES

Cramer-Krasselt, Milwaukee—consumer trade, intl adv—W. Faude, acct super.

ANDREW JERGENS CO.

Cincinnati

MARKETING PERSONNEL

R.G. Chandler, vp-mktg
Kent Eanes, vp-new products

Sales

R.L. Dom, vp-sales

ADVERTISING AGENCY

Cunningham & Walsh, New York—Jergens lotion (white and yellow), Gee, Your Hair Smells Terrific, shampoo & conditioner, Gentle Touch soap—Frank Vernon, mgmt super; Carole Foxley, acct super; Judy Block and Robert Forman, acct execs.

AMERICAN CIGAR

New York

MARKETING PERSONNEL

G.L. Theophilos, vp-sales
K.P. Noone, product mgr
T.P. Tiernan, mgr, sales admin
E.M. Totty, sales mgr, Central
E.A. Vega, sales mgr, South
G.F. Ward, sales mgr, East
S.G. Dye, sales mgr, West
J.E. Vyse, mktg controller

ADVERTISING AGENCY

SSC&B, New York—Roi-Tan, Antonio y Cleopatra, Bock y Ca, La Corona cigars, Roi-Tan Little cigars, A&C little cigars, Deringer little cigars, Skallorna, Sail Flying Dutchman, Clan Smoking tobaccos—S. Heagan Bayles, chairman; Howard Becker, vp; Frank Doyle, acct super.

FRANKLIN LIFE INSURANCE CO.

Springfield, Ill.

MARKETING PERSONNEL

R.L. Kehrli, senior vp-agency mktg operations
T.M. Costa, vp-adv & sales promo

American Cyanamid Co.

	1979	1978
Sales	$3,186,998,000	$2,780,170,000
Earnings	168,495,000	155,943,000
Advertising*	127,000,000	115,000,000

* AA estimate

American Cyanamid Co., Wayne, N.J., the 34th largest U.S. advertiser, increased its advertising for 1979 by 10% with estimated total expenditures of $127,000,000.

Worldwide, Cyanamid invested $198,000,000 in advertising, up 11% from $178,900,000 in 1978.

Worldwide sales increased 15% from $2.8 billion to $3.2 billion. Net earnings worldwide were $168,495,000, up 8%. Operating earnings were $329,000,000, up 6% for the year.

For the first half of 1980, sales were $1.67 billion, up 7.7% from $1.55 billion in 1979 and earnings were down 16%, to $70,600,000, from $83,900,000 a year earlier. The recession, Cyanamid noted, adversely affected its sales growth and cost increases could not be passed along.

- The company noted that it is continuing its cost reduction program to improve efficiency and eliminate waste, reviewing each product line to ensure acceptable profit levels and directing the

100 Leaders' Advertising as Per Cent of Sales

Covering total 1979 ad expenditures, including measured and unmeasured media

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AD RANK	COMPANY	ADVERTISING	SALES	ADV. AS % OF SALES
	Airlines			
68	Trans World Corp.	$61,994,900	$4,334,000,000	1.4
77	UAL Inc.	52,461,900	3,831,523,000	1.4
88	Eastern Air Lines	40,400,000	1,881,526,000	1.4
96	American Airlines	35,039,800	3,252,532,000	1.1
97	Delta Air Lines	33,500,000	2,654,026,000	1.3
	Appliances, Tv, Radio			
24	RCA Corp.	158,600,000	7,454,600,000	2.1
31	General Electric Co.	139,407,500	22,460,600,000	0.6
84	North American Philips Corp.	44,179,375	2,409,003,000	1.8
	Automobiles			
4	General Motors Corp.	323,395,900	66,311,200,000	0.5
10	Ford Motor Co.	215,000,000	1,409,003,000	0.5
40	Chrysler Corp.	118,000,000	12,000,000,000	1.0
57	Toyota Motor Sales U.S.A.	80,256,200	13,460,000,000	0.6
65	Nissan Motor Corp.	66,082,900	13,079,598,000	0.5
75	Volkswagen of America	44,611,600	3,117,049,000	1.4
83	American Motors Corp.	44,611,600	3,117,049,000	1.4
85	American Honda Motor Co.	44,000,000	3,619,000,000	1.2
100	Mazda Motors of America	28,365,600	900,000,000	3.2
	Chemicals			
34	American Cyanamid Co.	127,000,000	3,186,998,000	4.0
52	DuPont	89,380,700	12,572,000,000	0.7
74	Union Carbide Corp.	55,100,000	9,176,500,000	0.6
	Communications, Entertainment			
29	CBS Inc.	146,118,000	3,729,701,000	3.9
46	Time Inc.	102,360,000	2,504,060,000	4.1
48	Transamerica Corp.	95,048,300	4,044,647,000	2.3
66	MCA Inc.	66,000,000	1,266,400,000	5.2
72	Warner Communications	57,600,000	1,648,027,000	3.5
87	ABC Inc.	42,049,500	2,053,570,000	2.0
	Drugs			
36	Richardson-Merrell	123,800,000	1,090,546,000	11.4
43	SmithKline Corp.	107,737,000	1,351,145,000	8.0
49	Sterling Drug Co.	92,000,000	81,180,000	11.2
58	Schering-Plough Corp.	78,000,000	1,434,022,000	5.4
59	Miles Laboratories	77,822,800	595,218,000	13.1
70	Squibb Corp.	60,000,000	1,452,712,000	4.1
86	Pfizer Inc.	43,731,200	1,196,900,000	3.7
93	A. H. Robins Inc.	36,955,900	386,425,000	9.6
	Food			
2	General Foods	393,000,000	5,959,600,000	6.5
14	McDonald's Corp.	202,807,500	5,385,000,000	3.8
16	General Mills	190,746,500	4,170,278,000	4.6
17	Esmark Inc.	170,547,000	6,771,883,000	2.5
21	Norton Simon Inc.	163,187,830	2,755,934,000	5.9
27	Beatrice Foods Co.	150,000,000	8,290,509,000	1.8
33	Pillsbury Co.	131,549,400	3,032,000,000	4.3
39	Kraft Inc.	119,653,600	6,432,935,000	1.9
42	Ralston Purina Co.	108,028,200	4,600,000,000	2.3
45	Consolidated Foods Corp.	105,000,000	5,000,000,000	2.1
50	Kellogg Co.	91,645,700	1,850,000,000	5.0
51	Nabisco Inc.	91,295,000	2,362,000,000	3.9
54	Quaker Oats Co.	86,640,000	1,966,300,000	4.4
55	Nestle Enterprises	85,978,600	1,433,000,000	6.0
61	CPC International Inc.	72,000,000	3,698,700,000	1.9
63	H. J. Heinz Co.	71,469,335	2,924,774,000	2.4
69	Campbell Soup Co.	60,524,400	2,248,692,000	2.7
80	MortonNorwich	49,209,800	731,984,000	6.7
91	Borden Inc.	38,958,600	4,312,533,000	0.9
95	Standard Brands	36,400,000	2,613,274,000	1.4
	Gum and Candy			
64	Mars Inc.	69,523,000	887,600,000,000	7.8
81	Wm. Wrigley Jr. Co.	48,452,400	505,399,000	9.6

AD RANK	COMPANY	ADVERTISING	SALES	ADV. AS % OF SALES
	Photographic Equipment			
53	Eastman Kodak Co.	$ 87,751,300	$ 8,028,231,280	1.1
78	Polaroid Corp.	50,480,300	1,361,454,000	3.7
	Retail Chains			
3	Sears, Roebuck & Co.	379,312,500	17,514,000,000	2.1
6	K mart Corp.	287,095,100	12,731,145,000	2.3
38	J. C. Penney Co.	122,000,000	11,274,000,000	1.1
	Soaps, Cleansers (and Allied)			
1	Procter & Gamble	614,900,000	10,772,186,000	5.7
23	Unilever U.S. Inc.	160,000,000	2,124,000,000	7.5
37	Colgate-Palmolive Co.	122,500,000	4,494,000,000	2.7
60	Clorox Co.	72,590,000	565,400,000	12.8
90	S. C. Johnson & Son	40,204,000	650,000,000	6.2
	Soft Drinks			
11	PepsiCo Inc.	212,000,000	5,090,567,000	4.2
18	Coca-Cola Co.	169,271,000	4,961,400,000	3.4
	Telephone Service Equipment			
9	American Telephone & Telegraph	219,756,300	45,408,078,000	0.4
32	International Telephone & Telegraph	132,400,000	17,197,423,000	0.8
	Tobacco			
5	Philip Morris Inc.	291,201,500	8,302,892,000	3.5
7	R. J. Reynolds Industries	258,115,100	8,935,200,000	2.9
41	B.A.T. Industries Ltd.	116,396,600	1,440,000,000	8.1
56	American Brands	83,549,200	5,845,985,000	1.4
71	Liggett Group	59,000,000	1,055,487,000	5.6
	Toiletries, Cosmetics			
8	Warner-Lambert Co.	220,242,500	3,217,208,000	6.8
12	Bristol-Myers Co.	210,600,000	2,752,777,000	7.7
13	American Home Products Corp.	206,000,000	3,649,476,000	5.6
35	Gillette Co.	126,960,200	1,984,722,000	6.4
44	Chesebrough-Pond's	107,342,000	1,174,274,000	9.1
82	Beecham Group Ltd.	46,704,500	2,300,000,000	2.0
89	Noxell Corp.	40,216,285	179,700,000	22.2
	Wine, Beer and Liquor			
19	Seagram Co. Ltd.	168,000,000	2,554,096,000	6.6
22	Anheuser-Busch	160,524,000	3,263,744,000	4.9
26	Heublein Inc.	155,000,000	1,769,074,000	8.8
62	Jos. Schlitz Brewing Co.	71,551,000	894,156,000	8.0
79	Brown-Forman Distillers	50,000,000	675,823,000	7.4
	Miscellaneous			
15	Gulf + Western Industries	191,500,000	6,507,000,000	2.9
20	Mobil Corp.	165,840,600	48,241,000,000	0.3
25	Johnson & Johnson	157,700,000	2,372,128,000	6.6
28	U.S. Government	146,121,273	—	—
30	Loews Corp.	144,468,300	4,065,475,000	3.6
67	Mattel Inc.	66,000,000	805,064,000	8.2
73	American Express Co.	55,431,800	4,666,500,000	1.2
76	Greyhound Corp.	53,800,000	4,708,594,000	1.1
92	Levi Strauss & Co.	38,563,200	2,103,109,000	1.8
94	Scott Paper Co.	36,834,000	1,908,107,000	1.9
98	Milton Bradley Co.	31,328,000	360,059,605	-
99	International Business Machines	31,073,800	22,862,776,000	0.1

MARKETING PROFILES

company's efforts to the most promising product areas.

Consumer products reported $444,000,000 in worldwide sales, up 14%, while operating earnings were 5% below 1978, at $29,000,000. Consumer products contributed 9% of Cyanamid's total operating earnings last year, a 1% decrease. It has eight major brands in the fragrance, haircare and liquid household cleaner fields. Breck shampoos and conditioners continued to lose market share in the U.S., but sales of all the other major brands increased last year.

Cyanamid's market leader in men's toiletries is Old Spice, while Nina Ricci's L'Air du Temps is the top-selling French fragrance in the U.S.

While each of Cyanamid's divisions—Formica, agriculture, medical, specialty chemicals and consumer products—posted higher sales than last year, only agriculture and medicine recorded higher earnings. Cyanamid cited escalating costs of material and energy and, in the case of the Formica division, the nation's depressed economy, as causes for the reduced profit margins.

▪ The Formica division posted sales of $431,000,000, an increase of 9% over 1978. Operating earnings, however, were $26,000,000, off 19%.

Agriculture division sales rose 19% to $725,000,000. Operating earnings, spurred by increased demand for animal feed and health products, jumped 58%. Sales in agriculture accounted for 23% of the company's total sales and 39% of the total operational earnings.

Feed supplements containing antibiotics or dewormers showed strong sales. Sales of pesticides, including Malathion, and herbicides, including Prowl and Avenge, also posted strong sales in 1979.

Sales in the medical division rose by 12% over '78 to $627,000,000, while operation earnings advanced 3%. Increased promotion for over-the-counter products, especially vitamins, and research costs cut into the medical division's operating earnings, Cyanamid reported.

Cyanamid's Dexon synthetic absorbable suture led the gains in sales, with Minocin, an antibiotic, and Lederle's Orimune vaccine, the most widely used polio vaccine in the U.S., recording strong sales as well. Dexon S, a new, reportedly smoother suture is bolstering sales, also.

▪ Sales of specialty chemicals increased 17% to $960,000,000, but operating earnings dropped 30%. Throughout the year energy and raw material costs increased significantly while selling prices rose slowly. Plastics additives, mining, paper and water treating chemicals, and, most significantly, structural adhesives used in airplane construction were responsible for the increase in sales.

Measured media spending at Cyanamid last year totaled $45,116,200, a 20% increase over 1978's expenditure of $37,559,800. The Breck haircare products line was the most heavily backed group.

Cyanamid did not come up with a new strategy for Breck shampoos and conditioners, a line troubled by strong competition.

Measured media backing for the Breck Gold formula shampoo was cut by more than half to $2,000,000, but the entire Breck line received a total of $10,200,000, an increase of 37% over 1978.

▪ Miss Breck hair spray, the leader in its market, received the most measured media backing of any Breck product, $4,000,000, a 4% increase. Breck shampoo received $3,500,000 in backing, with $2,350,000 going to network tv.

The Old Spice line received $8,175,000, 1% less than in the previous year. Old Spice cologne for men got $4,325,000 in measured media support, all of which went to network and spot tv. Old Spice stick deodorant received $3,500,000 in backing and increased its market share.

Pierre Cardin, Cyanamid's men's prestige fragrance, is second in its market and is vying for leadership. Almost all its ad support went into network and spot tv.

Cyanamid added two lines—both toiletries—to the consumer products division in 1980. Both products, Grey Flannel and Red, are marketed under the name of Geoffrey Beene, the American designer.

▪ L'Air du Temps, by Nina Ricci, is the best selling French perfume sold in U.S. department stores. It had $2,175,000 in measured media support, $500,000 going to magazines and the remainder to network tv

Cie perfume, which has $3,500,000 in measured backing, sustained the success it achieved when launched in 1978.

The single most heavily advertised product in the consumer product division was Pine-Sol cleaner with almost $6,000,000, a 19% increase over the previous year. Although Pine-Sol still holds the largest share in its market, the market is becoming more competitive, with the national rollout of MortonNorwich's Pine Power.

Nearly 86% of Cyanamid's measured media spending was in support of consumer goods.

The most heavily supported product outside the consumer product division was Stresstabs 600 vitamins, with backing of $4,700,000, 71% more than it had in '78. Lederle Labs also got strong support for Centrum vitamin and mineral tablets. Centrum, a year-old product, received nearly $3,500,000 in ad support. Both products will receive expanded sales promotions and advertising campaigns in the future, according to Cyanamid.

▪ A new campaign was developed by Fahlgren & Ferriss, Cincinnati, in support of Formica in 1979. While Formica sales have been steady for three years, profits have been slipping. To revitalize this division, Cyanamid disposed of its melamine component panels to focus Formica's resources on the decorative laminate field. The Fahlgren & Ferriss campaign focused on Formica surfaces and presented them in different contexts. The ads, "What's new, what's next," run in remodeling, architectural and interior design magazines.

Cyanamid's Formica trademark seems safe since the FTC's move to strip the trademark on the grounds that it has become a generic term has been stalled in the House.

A 52-day strike last December and January ended when Cyanamid agreed to the improved safety and health standards sought by workers in the Bound Brook, N.J., plant.

In February, 1979, Cyanamid's pesticide department switched agencies, from Jim Rose & Associates to Tucker Wayne. It moved Lemon Sol, then in test, from Bozell & Jacobs to Ted Bates & Co. in May, 1979. Earlier this year, the Old Spice line moved from MCA Advertising to Dancer Fitzgerald Sample and, in part, from Norman, Craig & Kummel to Bates.

ADVERTISING EXPENDITURES

	1979	1978
Newspapers	$106,700	$284,400
Magazines	7,187,000	6,962,300
Farm publications	3,757,700	3,736,200
Spot tv	11,317,000	7,551,000
Network tv	22,604,700	18,081,200
Spot radio	128,900	920,200
Outdoor	14,200	24,500
Total measured	45,116,200	37,559,800
Unmeasured	81,883,800	77,440,200
Estimated total	127,000,000	115,000,000

100 Leaders' Media Expenditures Compared in 1979

In measured media only, grouped by industries; ad dollars in thousands

RANK	COMPANY	TOTAL	% of Total Dollars News-papers	Genl Mags.	Farm Pub.	Spot TV	Net TV	Spot Radio	Net Radio	Out-door
Airlines										
60	Trans World Corp.	$46,189.9	23.9	5.1	—	55.6	7.8	6.1	1.2	0.3
70	UAL Inc.									
84	Delta Air Lines	30,041.8	60.3	4.6	—	10.7	0.3	19.8	—	4.3
88	American Airlines	29,341.4	43.9	7.0	—	32.0	3.9	12.1	—	1.1
90	Eastern Air Lines	29,213.9	43.0	14.6	—	18.5	4.1	13.5	—	6.3
Appliances, Tv, Radio										
33	RCA Corp.	74,593.2	30.4	29.2	—	8.5	29.4	1.2	0.7	0.6
39	General Electric Co.	66,282.5	13.7	30.8	—	15.3	37.5	1.3	1.3	0.1
93	North American Philips	28,240.9	5.7	10.5	1.1	30.3	52.3	—	—	0.1
Automobiles										
3	General Motors Corp.	323,395.9	21.6	20.9	0.7	8.8	36.3	7.7	2.6	1.4
6	Ford Motor Co.	210,081.1	15.4	14.8	1.2	14.7	46.2	5.8	0.9	1.0
11	Chrysler Corp.	145,692.4	15.6	9.5	—	9.6	47.8	15.0	1.5	1.0
35	Toyota Motor Co.	70,756.2	12.0	13.9	—	36.1	29.8	5.1	0.9	2.2
49	Nissan Motor Co.	55,682.9	15.0	14.5	—	22.0	37.2	10.2	—	1.1
62	Volkswagen of America	45,842.1	5.0	29.0	—	20.5	44.7	0.1	—	0.7
63	American Motors Corp.	45,748.8	12.2	11.8	—	37.7	37.7	0.2	—	0.4
95	American Honda Motor Co.	27,011.7	6.7	33.4	0.6	3.2	50.5	0.8	—	4.8
100	Mazda Motor Co.	25,865.6	—	19.2	—	22.4	57.9	0.2	—	0.3
Chemicals										
64	American Cyanamid Co.	45,116.2	0.2	15.9	8.3	25.1	50.1	0.3	—	0.1
73	Du Pont	37,771.7	0.8	44.0	5.5	7.2	41.7	0.7	—	0.1
85	Union Carbide Corp.	29,892.9	8.0	3.2	6.8	5.6	75.0	1.3	—	0.1
Communications, Entertainment										
32	Time Inc.	79,042.6	7.9	34.5	—	48.4	6.6	0.8	1.7	0.1
38	CBS Inc.	66,344.1	20.6	43.1	—	20.1	7.2	1.0	6.8	1.2
78	ABC Co.	33,329.4	32.7	48.5	—	12.7	—	1.0	2.1	3.0
81	Warner Communications	32,096.4	1.6	6.6	—	40.5	46.4	3.0	0.5	1.4
86	MCA Inc.	29,659.3	24.1	5.2	—	45.1	23.1	0.1	1.0	1.4
92	Transamerica Corp.	28,789.9	4.0	6.2	—	31.1	55.6	0.8	1.7	0.6
Drugs										
27	Sterling Drug Co.	87,752.6	1.4	12.7	0.3	6.1	72.7	2.1	4.6	0.1
43	Schering-Plough Corp.	60,723.0	0.2	17.7	0.4	13.8	55.8	—	9.0	3.1
46	Richardson-Merrell	57,238.6	0.6	5.8	—	20.4	68.4	3.0	1.8	—
58	Miles Laboratories	47,038.9	0.1	6.3	3.2	11.9	71.5	0.7	3.2	3.1
76	Squibb Corp.	36,577.9	0.6	7.6	—	23.1	53.2	4.5	10.9	0.1
80	SmithKline Corp.	32,422.9	0.1	18.6	2.2	12.0	50.4	0.4	16.3	—
82	A. M. Robins Co.	31,205.5	0.1	4.5	—	93.9	1.4	—	—	0.1
94	Pfizer Inc.	27,331.2	1.3	32.2	4.2	7.4	53.0	0.1	1.7	0.1
Food										
2	General Foods Corp.	359,526.1	2.7	11.5	—	26.0	56.5	1.8	1.4	0.1
8	General Mills	179,646.5	2.5	8.3	—	39.7	47.6	1.5	0.3	0.1
12	McDonald's Corp.	142,568.9	—	1.2	—	52.8	43.8	0.5	—	1.7
20	Ralston Purina Co.	104,848.7	1.6	10.3	0.4	18.8	65.9	2.6	0.3	0.1
22	Pillsbury Co.	102,709.6	1.7	5.9	—	38.6	52.0	1.2	—	0.6
26	Kraft Inc.	95,153.6	5.7	22.5	—	29.5	38.1	2.1	1.0	1.1
29	Kellogg Co.	86,958.5	5.6	3.7	—	24.9	63.8	1.9	—	0.1
30	Nestle Enterprises	85,440.5	5.7	10.1	—	34.0	48.6	0.5	1.0	0.1
34	Nabisco Inc.	72,861.3	2.1	9.3	—	19.0	68.6	0.8	0.2	—
37	Consolidated Foods	67,141.4	4.6	12.4	—	27.7	53.1	0.6	1.4	0.2
40	Norton Simon Inc.	64,685.0	11.0	22.8	—	28.0	33.3	1.1	—	3.8
41	Quaker Oats	60,947.8	2.3	16.4	—	20.9	59.1	0.4	0.8	0.1
42	Esmark Inc.	60,932.8	2.9	6.4	—	23.7	66.3	0.1	0.5	0.1
61	MortonNorwich	45,952.5	3.9	9.6	—	16.0	63.2	0.2	7.0	0.1
66	Campbell Soup Co.	43,005.5	7.8	14.8	—	20.6	49.0	2.5	4.8	0.5
67	H. J. Heinz Co.	41,252.3	6.8	7.8	—	23.3	61.9	0.1	—	0.1
68	CPC International	39,960.9	1.1	10.6	—	38.9	48.2	—	—	1.2
83	Beatrice Foods Co.	31,179.1	8.9	15.5	2.8	47.7	17.9	6.6	0.5	0.1
96	Borden Inc.	26,258.6	4.3	17.1	1.0	29.3	41.8	0.9	5.1	0.5
99	Standard Brands	26,039.9	6.4	21.5	—	32.4	27.1	11.7	0.2	0.7
Gum, Candy										
50	Mars Inc.	55,618.5	4.3	3.5	—	44.3	47.8	—	—	0.1
51	Wm. Wrigley Jr. Co.	55,555.4	1.6	0.8	—	46.9	44.7	3.4	2.6	—

RANK	COMPANY	TOTAL	% of Total Dollars News-papers	Genl Mags.	Farm Pub.	Spot TV	Net TV	Spot Radio	Net Radio	Out-door
Photographic Equipment										
47	Eastman Kodak Co.	$56,997.5	3.6	25.5	—	6.0	59.8	0.3	3.4	1.4
72	Polaroid Corp.	38,120.3	6.5	14.8	—	7.6	71.0	0.1	—	—
Retail Chains										
21	Sears, Roebuck & Co.	102,713.8	—	13.5	—	16.6	64.2	0.3	5.3	0.1
59	J. C. Penney Co.	46,874.0	—	15.9	—	36.1	45.6	0.3	1.8	0.3
74	K mart Corp.	37,095.1	—	13.9	—	43.9	21.8	15.5	4.8	0.1
Soaps, Cleansers (and Allied)										
1	Procter & Gamble Co.	516,508.2	1.9	7.8	—	33.6	56.1	0.5	—	0.1
15	Unilever	129,448.6	1.2	11.8	—	31.1	55.4	0.3	—	0.2
24	Colgate-Palmolive Co.	96,123.0	2.3	9.4	—	28.8	55.1	3.7	0.6	0.1
57	Clorox Co.	47,149.8	0.2	10.1	—	5.7	84.0	—	—	—
79	S. C. Johnson & Son	32,704.0	5.1	22.9	—	12.7	56.6	0.9	1.0	0.8
Soft Drinks										
13	PepsiCo Inc.	139,386.9	1.4	1.6	—	41.0	51.8	3.5	—	0.7
17	Coca-Cola Co.	122,911.6	3.8	3.1	—	38.0	47.6	5.0	—	2.5
Telephone Service, Equipment										
10	American Telephone & Telegraph Co.	154,306.3	9.7	16.4	—	27.3	35.6	6.0	4.5	0.5
45	International Telephone & Telegraph Corp.	58,681.5	4.4	12.2	—	53.5	27.0	1.7	0.3	0.9
Tobacco										
4	Philip Morris Inc.	259,201.5	23.0	25.0	—	6.5	33.4	1.8	—	10.3
5	R. J. Reynolds Industries	254,312.1	34.6	45.2	0.1	2.7	6.0	1.0	—	10.4
23	B.A.T. Industries	93,396.6	25.7	36.7	—	6.0	—	0.2	—	31.4
36	American Brands	67,844.2	31.1	46.3	—	2.2	4.9	0.1	0.2	15.2
56	Liggett Group	51,355.2	17.3	42.0	—	7.2	19.9	3.9	1.6	8.1
Toiletries, Cosmetics										
7	American Home Products Corp.	187,358.3	1.3	5.5	0.2	22.7	65.4	2.2	2.7	—
9	Bristol-Myers Co.	164,590.5	1.4	12.1	0.1	14.4	71.1	0.6	0.3	—
25	Warner-Lambert Co.	95,442.5	1.8	5.6	—	20.8	66.7	0.5	4.5	0.1
31	Gillette Co.	81,960.2	1.3	14.9	—	19.4	64.3	—	—	0.1
44	Revlon Inc.	59,303.2	0.3	17.9	—	32.2	45.2	2.1	2.2	0.1
52	Chesebrough-Pond's	55,514.6	3.7	19.9	—	13.1	58.5	0.6	4.2	—
65	Beecham Group	44,847.5	0.7	6.2	0.8	14.2	77.0	1.1	—	—
69	Noxell Corp.	39,120.9	0.2	24.6	—	10.5	63.2	1.5	—	—
Wine, Beer, Liquor										
14	Seagram Co.	130,228.4	12.9	65.2	—	4.7	11.0	0.1	—	6.1
18	Anheuser-Busch	112,768.7	2.0	6.2	—	14.0	55.9	17.4	3.0	1.5
28	Heublein Inc.	87,585.7	3.5	17.0	—	23.7	40.0	5.0	0.7	10.1
53	Jos. Schlitz Brewing Co.	54,110.1	2.7	1.7	—	28.2	58.1	8.0	—	1.3
89	Brown-Forman Distillers	29,315.7	11.2	44.4	—	8.7	19.3	—	—	16.4
Miscellaneous										
16	Loews Corp.	122,968.3	43.6	29.1	—	2.2	4.5	0.4	—	20.2
19	Johnson & Johnson	107,396.6	2.5	14.8	0.2	4.3	78.0	0.1	—	0.1
48	Mobil Corp.	56,739.5	10.2	7.0	3.5	65.1	10.1	3.8	—	0.3
54	Gulf + Western Industries	53,017.6	4.6	15.0	—	38.0	37.3	2.0	0.9	2.2
55	U.S. Government	51,515.0	5.8	36.5	—	4.4	33.3	13.3	5.3	1.4
71	American Express Co.	38,231.8	6.7	16.3	—	26.6	48.9	1.4	—	0.1
75	Greyhound Corp.	36,982.3	7.0	12.8	—	14.8	54.7	2.3	8.4	—
77	Mattel Inc.	34,652.8	1.3	4.8	—	56.9	36.5	—	—	0.5
87	Levi Strauss & Co.	29,480.6	0.1	9.8	—	19.1	58.8	12.1	—	0.1
91	Scott Paper Co.	28,799.4	7.8	6.7	—	57.2	27.0	1.2	—	0.1
97	Milton Bradley Co.	26,644.1	—	3.1	—	94.0	2.9	—	—	—
98	International Business Machines	26,073.8	6.6	18.9	—	3.4	68.0	—	3.0	0.1

MARKETING PROFILES

AGRICULTURAL DIVISION

MARKETING PERSONNEL

T.J. Raser, adv mgr-pesticides
W.J. Reynolds, adv mgr-animal industry

ADVERTISING AGENCIES

Bergelt Advertising, New York—poultry food products, feed additives—E.C. Bergelt, acct super.

Tucker Wayne, Atlanta—Counter, Avenge, Prowl, Thimet—Robert Schaeffer, mgmt super; William Dickson, acct super; Dutch Versteegh, John Freebairn, acct execs.

Richardson, Myers & Donofrio, Baltimore—animal industry products—Cy Halada, acct super.

CONSUMER PRODUCTS SHULTON INC. TOILETRIES DIVISION

MARKETING PERSONNEL

S.G. Rothschild, vp-mktg
J.J. Johnson, mgr, new prods
G.J. Kahn, group product mgr, lotion, cologne
K.M. Freeman, group product mgr, hair prods
V.H. Sandham, group product mgr, antiperspirants, deodorants
L.J. Lent, director, mktg services
J.B. Gibbs, director, adv services

HOUSEHOLD PRODUCTS DIVISION

MARKETING PERSONNEL

R.G. Bryan, vp-marketing
T.G. Piazza, vp-sales
G.J. Kuodis, group product mgr
D.A. Tavasevich, group product mgr
M.T. Pursell, senior product mgr
R.R. Austell, product mgr
J.B. Gibbs, director, adv services

JACQUELINE COCHRAN INC. DIVISION

MARKETING PERSONNEL

A. Rowland, senior vp-mktg
F. Robinson, vp, mktg director, Ricci prods
M.J. Elger, vp, brand group—Beane, Cardin & Carver prods
M. McOuliffe, mktg director, new prods
M.J. Lombardi, director, mktg, sales service

ADVERTISING AGENCIES

Ted Bates & Co., New York—Breck prods & Lemon Sol—Sheila Paterson, acct director; Ellen Feldberg, acct exec.

BBDO, New York—Pine-Sol, Bowl Guard, new prods—Lonnie Strum, acct super; Pamela Selby, Alex Carlin, acct execs. David Park, asst acct exec.

Dancer Fitzgerald Sample, New York—Old Spice deodorant, Ladies Choice deodorant, Cie, Blue Stratos—Barbara Gyde, Michael Leahy, acct supers; Gay Clark, mgmt super; Barbara Bergsen, acct exec.

Sacks & Rosen, New York—Ricci, Cardin, Carven—Leonard Sacks, Michael Rosen, mgmt supers; Ron Brello, creative director.

FIBERS DIVISION

MARKETING PERSONNEL

W. DeMartine, mktg mgr-acrylic fibers
Jeanne Budde, mktg communications mgr

ADVERTISING AGENCY

Grey/Conahay & Lyon, New York—Creslan—Jim Lewis, acct exec.

FORMICA CORP.

MARKETING PERSONNEL

James Plumpton, vp-mktg

MARKETING PROFILES

W.H. Durmer, mktg director
E.C. Collier, mgr, adv, promo
J.P. Alexander, mgr-mktg communications

ADVERTISING AGENCY

Fahlgren & Ferris, Cincinnati—Neil Hamlin, acct super; Jackie Cassidy, acct exec.

SHULTON INC., INTERNATIONAL DIVISION

MARKETING PERSONNEL

Richard Eggers, vp-mktg Americas/Far East
S.F. Rohr, vp-mktg Europe, Africa, Middle East, Canada
Roland Bigue, mktg services

INDUSTRIAL CHEMICALS DIVISION

MARKETING PERSONNEL

M.R. [illegible]rke, adv/sales promo mgr

ADVERTISING AGENCIES

Hazard, Barbetta & Miller, Fairfield, N.J.—Tom Brogan, acct exec.

Wildrick & Miller, New York—Donald Wildrick, president.

LEDERLE LABORATORIES

MARKETING PERSONNEL

Pharmaceutical Department

R.F. Saydale, mgr-Lederle Pharmaceuticals dept.
David Bethune, director, product mgmt
R.M. Lynch, director, mktg, proprietary prods

Davis & Geck Department

T.R. Lind, genl mgr
D.P. Pfarr, mktg communications director

ADVERTISING AGENCIES

Carrafiello, Diehl & Associates, Irving-on-Hudson, N.Y.—T. Sweeney, acct exec.

Klemtner Advertising, New York—Gavin Scotti, acct super.

Rolf Werner Rosenthal, New York—Herb Messinger, mgmt acct super; Rob Recobs, acct super.

Dugan/Farley Communications, Montvale, N.J.—John Farley, acct super.

ORGANIC CHEMICALS DIVISION

MARKETING PERSONNEL

C.W. Kohlman, adv mgr

ADVERTISING CORRESPONDENT

R.E. Howe, mktg mgr

CYANAMID EUROPE/MID-EAST/-AFRICA and CYANAMID AMERICAS/-FAR EAST DIVISIONS

MARKETING PERSONNEL

K.F. Stone, director-mktg rsch, medical prods, CEMA
W.T. Casey, mgr mktg services chemicals, CEMA
B.I. Andrews, mgr mktg animal products, CEMA
R.P. Rich, mgr mktg, pesticides, CEMA
R.R. Miller, mgr mktg, Formica brand products, Europe
K.M. Sethna, director, mktg planning, medical, CAFE
L.A. Van Campen, mktg mgr services, chemicals, CAFE
I. Caplon, director of plant prods, CAFE
C.J. Dumbrell, director, animal prods, CAFE
J.E. Murray, director, Formica brand prods, CAFE

ADVERTISING AGENCIES

Carrafiello, Diehl & Associates, New York—Robert Brent, acct super.

Klemtner Advertising, New York—pharmaceuticals, surgical sutures—Gavin Scotti, vp-acct super; James Carlson, acct exec.

Landi-Handler, New York—pharmaceuticals—Murray Handler, president.

Naimark & Barba, New York—pharmaceuticals, G. Naimark, president.

Rolf Werner Rosenthal, New York—pharmaceuticals—Robert Reocbs, acct super.

PLANT FOOD DIVISION

MARKETING PERSONNEL

C.P. Schafer, mktg mgr

American Express Co.

	1979	1978
Sales	$4,666,500,000	$4,073,600,000*
Earnings	345,300,000	314,000,000*
Advertising*	55,431,800	62,000,000

*Estimated by AA

American Express Co., New York, the 73rd largest national advertiser, reduced advertising expenditures in the U.S. last year by 11%, down to $55,431,800.

The company reported a world ad total of $139,500,000, up 10% over 1978 spending.

Revenues increased 14% to $4.6 billion; earnings rose 10% to $345,300,000. Revenue breakdown: Travel-related services, $1.24 billion, up 24.7%; international banking services, $706,100,000, up 37%; insurance services, $2.72 billion, up 6.4%, and other services, $3,000,000, down 71.8%.

Charge volume rose 29% in 1979 and worldwide card membership was 10,500,000 at year-end, a 10% increase over 1978. About 68,000 service establishments honoring the card were added worldwide in 1979.

American Express continues its attempts at diversification, having successfully negotiated a 50% share of Warner Cable Co., now called Warner Amex Cable Communications, at a cost of $175,000,000. (Within the last several years, the company has failed in attempts to acquire Book-of-the-Month, Walt Disney Productions, Philadelphia Life Insurance and McGraw-Hill.)

Warner Amex currently is the fourth largest cable tv operation in the nation, with 675,000 subscribers in 29 states. It boasts the only major interactive cable system, Qube, which is in the process of expanding into the Houston, Pittsburgh and Cincinnati markets. It has been operating in the Columbus, O., area for two years.

In the course of acquiring that 50% interest in the pay tv operation, AmEx lost two directors, former Pennsylvania Gov. William Scranton and Henry Henley, who owned stock in tv stations serving 10 of the 120 communities covered by Warner Cable.

Among the five major credit cards, American Express ranks third, behind the two bank cards (Visa and Master-Card) and ahead of Diners Club and Carte Blanche. Of the three travel and entertainment cards, American Express is the longtime leader, with about 8,300,000 cardholders representing about half the U.S. families with $25,000-plus annual income. Last year, worldwide card membership has topped 10,500,000, a 10% increase over 1978. About 68,000 service establishments were added in 1979, raising the total to 389,000. With one of every five cardholders residing outside the U.S., there now are 22 currency cards.

The Gold Card, which offers a credit line with a financial institution and a higher check-cashing limit than the better known Green Card, crossed the 1,000,000 mark in cardholders last year and posted a 40% increase in charge volume. In July, 1979, McCann-Erickson, New York, was chosen to assume initial responsibility for the Gold Card advertising. This year, the division plans to introduce the first extensive advertising campaign designed specifically for the Gold Card, which now is offered by 1,559 financial institutions worldwide.

Of the $35,159,300 spent on measured media last year, American Express put $21,176,800 into advertising its credit card service. Ad expenditures for card service were split between network tv ($8,930,400), spot tv ($7,016,800) and magazines ($5,202,600), with an additional $27,000 spent on outdoor.

American Express reportedly retains about 60% of the world market in travelers checks. With a "healthy gain" for its "travelers chequees" during the year, average outstandings reportedly reached a record high of more than $2.3 billion, an 11% increase over 1978. The company's travel service, which operated at a loss in 1979, maintains a retail network of company-owned and representative offices in 126 nations. The company credits the loss to an increased proportion of low margin, discount air ticket sales and increased operating costs of processing the relatively higher number of transactions. Although wholesale activities were inhibited by the lower than expected number of Americans taking European tours, this decline was partially offset by increases in the volume of travelers visiting the U.S. The "Visit U.S.A." program nearly doubled the 1978 record volume of tourists.

- Travelers cheques ranked second in ad expenditures with $9,242,600 spent on measured media. Most of the money was used to buy tv time, with $6,229,900 spent on network tv and $2,849,400 spent on spot tv.

American Express also has concluded negotiations with three leading French banks to issue French franc travelers cheques through *Societe Francaise du Cheque de Voyage*, which is jointly owned with four major French banks.

In January, the company created a communications division composed of its publishing company direct response and merchandise sales, which previously was part of the card division. In 1979, advertising revenue for the company's *Travel & Leisure* magazine increased 34%. The direct response division reflects the April, 1979, purchase of Vernitron Corp.'s OEI division, a supplier of direct mail marketing services to businesses in the U.S., Canada and U.K. Internally, the division's sales and servicing programs are used by the travel-related services to communicate with existing and potential customers.

AmEx' Fireman's Fund Insurance Cos., the eighth largest property-liability group in the nation, reported net income of $185,600,000 in 1979, a 14% increase over the previous year. Fireman's Fund has been appointed the exclusive affiliate for the U.S. and Canada of the International Network of Insurance, an alliance of European insurers that provides insurance service for its international industrial and commercial customers.

The company spent $2,411,500 on network tv for Fireman's Fund American Business Insurance and another $1,109,200 advertising Fireman's Fund American Insurance, mainly on network tv ($1,103,300).

ADVERTISING EXPENDITURES

	1979	1978
Newspapers	$2,551,800	$2,527,100
Magazines	6,252,400	5,456,400
Spot tv	10,191,900	8,231,000
Network tv	18,675,100	22,884,800
Spot radio	533,600	1,989,600
Network radio	—	417,200
Outdoor	27,000	24,600
Total measured	38,231,800	41,530,700
Unmeasured	17,200,000	20,469,300
Estimated total	55,431,800	62,000,000

MARKETING PERSONNEL

Card Division

Thomas K. Myers, exec vp-mktg
Richard D. Rosenbloom, vp-adv & promo
Jonathan S. Linen, senior vp-service establishment mktg & sales
Joanne Black, senior vp-service establishment industry mktg & adv
Pierce Butler vp-service establishment industry mkt & adv

Travel Division

Suzan K. Couch, vp-adv & promo

Travelers Cheque Division

James T. Larkin, exec vp-mktg & sales
Edward J. O'Hare, senior vp-U.S. mktg & sales
William A. Semmes, vp-mktg services
Daniel V. DeMaio, director, adv

ADVERTISING AGENCIES

Ogilvy & Mather, New York—card, travel, international banking, travelers cheque services—Kenneth Roman, president; John Heston, Robert White, Brendan Ryan, Paul Kurnit, mgmt supers.

Cunningham & Walsh, San Francisco—Fireman's Fund—Emory Winship, acct exec.

McCann-Erickson, New York—Gold Bank Card—Ian Hooper, acct exec.

Bell System

Reach out and touch someone.

The largest share of Bell System's ad spending in 1979 went to long distance lines.

American Home Products Corp.

	1979	1978
Sales	$3,649,476,000	$3,276,605,000
Earnings*	369,039,000	348,422,000
Advertising**	206,000,000	183,000,000

*Worldwide
**U.S. only; AA estimate

American Home Products, the nation's 13th largest advertiser, increased its U.S. advertising by 12% in 1979 to an estimated $206,000,000. The gain was well above the 7% pace of 1978, and allowed the company to top the $200,000,000 advertising mark for the first time.

Last year was also AHP's 27th consecutive year for record sales and earnings. Net income of $396,039,000 was realized on total worldwide sales of $3,649 billion.

Foreign sales were $1,246 billion, a 16% increase over 1978, and 33% of the total volume. Foreign net income before taxes was $220,000,000, compared with $196,000,000 in 1978. Domestic sales totaled $2,403 billion; earnings before taxes, $492,900,000.

Prescription drugs contributed $1,448 billion (40%) of total sales and $426,200,000 (56%) of pretax income, which totaled $755,200,000. Household products and housewares provided $986,900,000 (27%) of total sales and $107,100,000 (14%) of pretax income.

Food products contributed $728,600,000 (20%) of total sales and $77,500,000 (10%) of pretax income. Package medicines provided $485,700,000 (13%) of total sales, and $102,300,000 (14%) of pretax income

- In foreign sales, prescription and package medicines accounted for approximately 66% of the volume; the remaining 34% consisted of foods, housewares and household products.

Domestic measured media expenditures for 1979 were $187,358,300, a 12% gain over 1978's $166,758,900. Packaged medicines received 60% of this support, $111,895,100.

Home products and housewares received $45,426,100 or 24% of the total, while food products were backed by $23,462,300 and prescription drugs by $6,975,400. Ad expenditures were up in all categories except for home products and housewares, where there was a less than 1% decline.

- Domestic ad spending continued to favor network and spot tv, as AHP made a record-breaking, two-season $100,000,000 buy on NBC-TV. At the time it was made, the buy was aimed, in part, at ensuring a good commercial position during the 1980 Olympics and elections.

Network television received $122,565,500, a 10% increase over 1978. Spot tv also jumped 10% to $42,465,800, while network radio was up a whopping 60% to $5,056,800. Spot radio was allotted $4,132,400, 7% over 1978.

Magazines were sharply up to $10,266,000, a 33% increase; newspapers gained 21% to $2,507,100. Farm publications grew nearly three times to $364,700.

In the package medicines group, spending was dominated by Whitehall Laboratories, with measured spending of $111,849,100, up $14,152,300 or 14% over last year. The division posted record sales as established products maintained leading positions in many categories.

- Anacin analgesic tablets received the greatest chunk of Whitehall's measured ad support of $39,237,800, a gain of $5,331,300 or 16% over 1978. This was primarily allotted to network tv, as well as to some spot tv, network radio and magazine support.

Anacin fought to hold a 12% share of the $750,000,000 analgesic market. Topped by Johnson & Johnson's McNeil Laboratories' Tylenol, whose share was 26%, Anacin led Sterling Drug's Bayer (10%) and Bristol Myers' Bufferin and Excedrin (9% and 7%).

In 1979, Anacin and AHP were involved in regulatory and legal actions that affected advertising. A court appeal was made on the Federal Trade Commission's 1978 order calling for AHP to run $24,000,000 worth of Anacin ads with the disclosure that "Anacin is not a tension reliever."

In addition, responding to a court order prohibiting AHP from making claims about Anacin's superiority over Tylenol, the com-

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American Express advertises an insurance benefit.

pany introduced "the Anacin difference" ad campaign. The new effort claims Anacin is an 800mg product compared with 650mg for other leading analgesic items.

Whitehall's second most advertised line, Dristan decongestant products, received $24,246,000. Of this figure, $14,435,000 went to Dristan tablets, $10,440,000 to network tv and $3,186,000 to spot tv.

Network tv also provided major support for other Dristan products including Dristan long lasting nasal mist, with $5,005,000 in network tv out of total measured support of $6,125,000.

Network and spot tv dominated the campaigns of other Whitehall products. Preparation H hemorrhoidal remedies: Ad spending $11,360,000, with network tv getting $6,750,000 of the total and spot tv $2,467,000.

- Primatene Mist and tablets spent $8,000,000; network tv received $6,350,000 of this. Arthritis Pain Forumla had support of $4,820,000 of which $3,630,000 was allotted to network tv.

Anbesol received $3,340,000 and $2,610,000 went to Dry & Clear acne ointment. Of this figure, $1,660,000 was budgetd to spot tv and $672,000 to network tv.

Denorex received $1,830,000, with $1,740,000 going to network tv. Of Compound W's $1,735,000, $1,110,000 went to network tv. This medium also received $1,530,000 of Sleep-Eze's $1,695,000, while spot tv was allotted $610,000 of Heet's $1,100,000 campaign.

In its first full year in the $500,000,000 U.S. contraceptive market, Whitehall's Semicid contraceptive suppository received $914,000 in ad support, almost all in magazines. Predictor, a pregnancy test kit also in its first full year, was supported with $1,410,000, of which $912,000 went to network tv.

AHP's second largest advertiser, with a budget of $45,425,000, was the household products and housewares group, including Boyle-Midway household items, Ekco Housewares, Ekco Products, Dupli-Color Products and the Prestige Group.

Boyle-Midway was supported by $43,100,000 in measured advertising expenditures, $363,000, or less than 1%, below 1978. Woolite, the division sales leader, was again the No. 1 in ad support with $12,470,000. Of this figure, Woolite liquid and powder cold water wash received $8,400,300, primarily in network and spot tv.

- Easy-Off oven and window cleaners were budgeted at $6,450,000, mostly in network tv. The Pam line of dry fry cooking sprays increased its ad expenditure 17% to $7,120,000 while Black Flag received support of $5,065,000, 26% over 1978.

Wizard air fresheners and fire starters went up to $4,280,000, a gain of 22% over 1978 expenditures. Sani-Flush toilet cleaner products were backed by $2,750,000, primarily in network tv. Old English furniture polish received support of $1,920,000.

Ekco, which posted record sales in 1979, had ad support of $2,324,600. Network tv received almost the entire amount for promotion of kitchen tools, cutlery and cookware. Ekco Slaymaker lock line's allotment of $200,000 was all in network tv.

The AHP food products group had a record budget of $23,465,000, up $6,640,000 or 28% over last year.

American Home Foods' Chef-Boy-ar-dee ad spending was up to $16,345,000, a 40% gain over 1978. Most of the outlay went to network tv. New products introduced included Chef-Boy-ar-dee Cannelloni and Chili-Mac. The latter was also marketed under the Dennison's brand name.

BRECK
just tried Breck again. And wow!

American Cyanamid stuck with its "stop 'n stare" hair ad strategy for Breck shampoo in 1979.

The Brach candy division had record sales in its 75th anniversary year, boosted by special holiday and bulk candy promotions. Its budget was $3,740,000. Brach tested a high-protein candy and expanded its Candydent sugarless candy line.

As in 1978, the prescription group led the company in sales and earnings, but received the smallest measured ad budget, due to the technical nature of its market outlets and legislative restrictions.

Wyeth Laboratories worldwide pharmaceutical sales reached an all-time high, and its Ovral retained the leadership as the most frequently prescribed oral contraceptive. The year's major new product introduction was the antibiotic Cyclapen.

Account changes last year saw the Boyle-Midway division move Wizard air fresheners to Arthur Meyerhoff Associates from C.T. Clyne Co.; the food division moved Chef Boy-ar-dee frozen pizza and pizza sauce to the Clyne agency from Young & Rubicam and the sauce in jars to Cunningham & Walsh.

From Whitehall Labs, Dristan cold capsules, Sleep-Eze, Preparation H cleansing pads moved to Hicks & Greist from Kelly, Nason Inc., which also yielded InfraRub, Freezone and Semicid to Rosenfeld, Sirowitz & Lawson.

Wyeth Labs assigned Phenergran oral contraceptive and Tubex to William Douglas McAdams Inc. for Lewis & Gilman. Kornhauser & Calene, successor to the Clyne agency, retained a number of AHP's Whitehall, Boyle-Midway and Foods accounts.

ADVERTISING EXPENDITURES

	1979	1978
Newspapers	$2,507,100	$2,069,000
Magazines	10,266,000	7,693,400
Farm publications	364,700	128,100
Spot tv	42,465,800	38,722,200
Network tv	122,565,500	111,136,200
Spot radio	4,132,400	3,855,000
Network radio	5,056,800	3,155,00
Total measured	187,358,300	166,758,900
Total unmeasured	18,641,700	16,241,100
Estimated total	206,000,000	183,000,000

AMERICAN HOME PRODUCTS

New York

MARKETING PERSONNEL

William F. Laporte, chairman
John W. Culligan, president
John R. Strafford, exec vp
Marvin E. Schmalzried, senior vp
George DeMott, vp
John Horsman, vp
Ernest Harper, vp

WHITEHALL LABORATORIES

New York

MARKETING PERSONNEL

Stanley F. Barshay, president
G. Prince, vp-mktg
W. Tauriello, vp-mktg
L.R. Yates, vp, new product devel
Steven Kubinski, adv director

ADVERTISING AGENCIES

Rosenfeld, Sirowitz & Lawson, New York—Bronitin, Semicid, Freezone, Infra-Rub—Mal Minor, mgmt super.

William Esty Co., New York—Anacin-3, Anbesol, Compound W, Dristan tablets, Aspirin Free Dristan tablets, Momentum, Quiet World, Viro-Med—Art Albrecht, mgmt super; Edgar Peck, Richard Burns, George Biava, acct supers.

John F. Murray Advertising, New York—Anacin, Maximum Strength Anacin, Oxipor, Preparation H, Sudden Beauty Facial, Trendar—Bill Schenkel, mgmt super; Will Waldron, Paul Norwich, acct super.

Kornhauser & Calene, New York—Arthritis Pain Formula, Denalen denture cleanser, Bisodol, Dry & Clear, Outgro, Denorex medicated shampoo, Dristan Long Lasting nasal mist & vapor spray, Heet, Neet, Predictor, Primatene—Joseph Shapiro, Stan Turk, acct directors; Ralph Hirsch, James Caldwell, Alan Yarnoff, Mac Magruder, mgmt supers.

Hicks & Greist, New York—Sleep-Eze, Preparation H pads, Dristan capsules—John Ferguson, acct super; Ken Gurin, acct exec.

FRANKLIN LABORATORIES

Denver

John D. Baker, vp-mktg

ADVERTISING AGENCY

Ad Print, Elmhurst, Ill.—Larry Josephson, mgmt super.

AMERICAN HOME FOODS

New York

MARKETING PERSONNEL

D.P. Jaicks, president
Karl Becker, vp, product mgr
W.E. Kratzke, adv director

ADVERTISING AGENCIES

Young & Rubicam, New York—Chef Boy-ar-dee, Dennison's—Matt Crisci, mgmt super; D. Spink, acct super; V. Calenda, C. Ponzio, J. Stanley, acct execs.

Cunningham & Walsh, New York—Gulden's mustard; G. Washington's seasoning and broth, Jiffy popcorn, Franklin nuts, Crunch N Munch popcorn, Luck's Food—Steve Tart, mgmt super; John Gaunt, Walter Hagstrom, acct execs.

Kornhauser & Calene, New York—Chef frozen products, Tin & Glass pizza sauces, Pizza Magic—J. Caldwell, mgmt super; R. Hirsch, acct exec.

E.J. BRACH & SONS

Chicago

MARKETING PERSONNEL

Ned E. Mitchell, president
R.B. Hecklau, senior vp, mktg & sales
Richard G. Secrist, vp-mktg
S.R. Thompson, vp-natl sales mgr
Robert C. Wells, vp-special accts & trade relations
Robert J. Urban, new product mgr

ADVERTISING AGENCY

Arthur Meyerhoff Associates, Chicago—Harry Ellsworth, acct super.

BOYLE-MIDWAY

New York

MARKETING PERSONNEL

D.G. Grummer, president
Tucker Halleran, vp-mktg
Neill Myers, Joe Palminteri, William Breakey, Ellen Schapps, group product mgrs
Ken Lagana, adv mgr

ADVERTISING AGENCIES

Cunningham & Walsh, New York—Antrol, Depend-O, Diaper Pure, HR2 rug shampoo, Snarol, Wizard charcoal lighter, Woolite, Woolite rug cleaner—Steve Tart, mgmt super.

Kornhauser & Calene, New York—Sani-Flush, Griffin shoe polish, Black Flag, Easy Off—Henry Kornhauser, president; Ron Herlihy, Jack Rothenberger, acct supers.

Arthur Meyerhoff Associates, Chicago—PAM, Aero-Shave, Quick Dip, Wizard air freshener—Bob Pingrey, mgmt super.

John F. Murray Advertising, New York—Aerowax, Easy-Off window cleaner, Sani-Flush In-a-Tank—Frank Laevey, acct super; David Reeves, acct exec; Frank Stern, asst acct exec.

Hicks & Greist, New York—Noxon, Zud, 3-in-One oil, Plastic Wood, Easy On starch, Old English polishes, Golden Touch—Bill Roper, mgmt super; Ken Silvers, acct super.

DUPLI-COLOR PRODUCTS

Elk Grove Village, Ill.

MARKETING PERSONNEL

W.V. Dunlop, president
R.R. Miller, vp-sales
Fred Freiden, vp-mktg

ADVERTISING AGENCY

Jack Levy & Associates, New York—Allan Lieberman, acct exec.

EKCO HOUSEWARES CO.

Chicago

MARKETING PERSONNEL

J.K. Duncan, president
Don Jacobs, vp, mktg, sales & pr
Jack Theobold, adv mgr
Mike Sobo, mktg mgr-supermarket lines
Thomas Walton, mktg mgr-dept & hardware lines

ADVERTISING AGENCY

Albert Jay Rosenthal & Co., Chicago—Richard Emory, acct super.

EKCO PRODUCTS

Chicago

MARKETING PERSONNEL

Packaging Group

L.W. Schumm, president
Ed Heiser, vp-mktg & sales

GLACO Group

William Campion, president
J. Morris, vp-sales & mktg
Jan Schuh, adv mgr

ADVERTISING AGENCIES

Jaqua, Grand Rapids, Mich.—packaging group.

Mills, Fife & MacDonald, Des Plaines, Ill.—GLACO.

AYERST LABORATORIES

New York

MARKETING PERSONNEL

W.L. Davis, president
A. Somm, senior vp-mktg
B. Brown, vp-mktg services
G. Cerritelli, vp-sales

ADVERTISING AGENCIES

Sudler & Hennessey, New York—Antabuse, Fluothane, Gristactin, Inderal, Inderide, Phospholine Iodide, Premarin—Paul Trunk, mgmt super.

Klemtner Advertising, New York—Atromid-S, Kerodex, Riopan, Riopin Plus, Mysoline—Jack Slonoker, acct super.

WYETH LABORATORIES

Radnor, Pa.

MARKETING PERSONNEL

Richard Bogash, president
Lee J. Hymel, vp-mktg
Charles H. Brantley, asst vp-mktg, director of sales
John Spitznagle, asst vp-mktg, director of promo

ADVERTISING AGENCIES

William Douglas McAdams—New York—Ovral, Lo-Ovral, Phenergan, Tubex.

Kallir, Philips, Ross—New York—Ativan, SMA, Nursoy, Collyrium.

Sieber & McIntyre, Chicago—Cyclapen.

IVES LABORATORIES

Great Valley, Pa.

MARKETING PERSONNEL

Sidney Elston, president
Joseph Flaherty, vp-admin
Herbert Loewnkron, senior vp, mktg
Paul Flagg, adv mgr

ADVERTISING AGENCIES

Robert A. Becker Inc., New York—Cerubidine, Isordil—Raymond Perry, Nick Lorenzo, acct supers.

Lavey, Wolff & Swift, New York—Synalgos DC, Cyclospasmal, Surmontil—Henry Townsend, acct super.

FORT DODGE LABORATORIES

Fort Dodge, Ia.

MARKETING PERSONNEL

Thomas W. Freeze, president
O.W. Whitcomb, director of mktg
W.E. Ryan, director of adv

ADVERTISING AGENCY

Sander Allen Inc., Chicago—Cecil Barger, acct super.

American Honda Motor Co.

	1979	1978
Sales	$3,619,000,000	$1,639,000,000
Earnings	76,400,000	26,374,000
Advertising	44,000,000	35,000,000

American Honda Motor Co., Gardena, Cal., the 85th largest national advertiser, and the third largest auto importer in the U.S., is a wholly owned subsidiary of the Japanese-based company, Honda Motor Co. Ltd.

The U.S. unit increased its total ad spending to $44,000,000, up 26% from the $35,000,000 level it reached in 1978.

The company, which markets Honda automobiles, motorcycles and a line of consumer power products, showed a 121% sales gain in 1979, a year in which consumer demand for Civics, Accords and Preludes far exceeded available supplies. At a time of short gasoline supplies and long gasoline waiting lines, Honda was plagued with insufficient supplies of all its fuel-efficient models. Many would-be Honda buyers were forced to wait several months for delivery of Honda autos. Total unit sales in 1979 reached 353,291.

American Honda put some 50% of its $19,000,000 auto ad budget, coordinated by Needham, Harper & Steers, Los Angeles, into network tv, with some 33% in consumer and auto enthusiast magazines.

- Honda continued to use the "We make it simple" ad theme, which positions Honda cars as more dependable and simple than its small car competitors without saying so. For the newly designed Civic, Honda explained "Why it took Honda to improve the Civic" in print and tv advertising.

With the energy crisis in full force and the strong likelihood of its continuing, Honda increased the motorcycle division marketing budget with prime time network, newspaper and outdoor advertising. Honda used the advertising theme, "Follow the leader" as it tried to establish a broader customer base for its motorcycles, which still maintain a 40% U.S. market share. In June, 1979, the motorcycle division switched its $10,000,000-plus account to Dailey & Associates, Los Angeles, from Grey Advertising.

- Honda spent less than $1,000,000 in spot tv and magazine advertising to launch the high-price ($344 to $444) HR-21 lawn mower line in 1979, distributed through its lawn and garden network. In addition, Honda recently introduced a lightweight, lower-price HR-17 lawn mower. Dailey & Associates also handles the power products division.

The new lawn mower stops the blade seconds after the operator releases the mower's handle. The innovation gives Honda the jump on the rest of the industry, which must have similar blade brakes by 1982.

- Although demand for Honda automobiles continued to exceed expectations, Honda, like other Japanese importers, has cause for concern. For the first time, U.S. manufacturers are beginning to market competitive small cars, and with the weakness of the dollar over the yen, Honda autos are generally more expensive than most buyers expect. The smallest

MARKETING PROFILES

Civic models range from $4,299 to $5,199, while the more luxurious Accord and Prelude models range from $6,000 to $7,400. There have also been many instances of Honda dealer price gouging, some adding as much as $2,000 over the recommended list price.

Facing growing resentment in Congress over Japanese importers because of Japanese restrictions on U.S. goods, Honda is trying to establish itself as a "good guest" in the U.S. In early 1980, Honda announced it will become the first Japanese auto maker to open a production plant in the U.S. The company is making a $200,000,000 commitment to build an assembly plant in Marysville, O., where it already has a motorcycle assembly line. It is thought eventually the U.S. Honda plant will produce 10,000 cars a month and employ about 2,000 workers.

North America continues to be the biggest overseas market for Honda, making up 67% of its annual output.

American Honda's parent company is marketing a five-door hatchback (called Quint in Japan and Quintet in Europe) through a newly established dealer network. Indications are Quint/Quintet will not be imported to the U.S., but based on the success of Mazda's five-door GLC and Volkswagen's five-door Rabbit, Honda is said to be considering importing a five-door Civic into the U.S. The car is currently marketed in Canada.

Honda is said to be considering introducing a four-door "notchback" sedan based on the Civic in the U.S. by late fall 1980.

ADVERTISING EXPENDITURES

	1979	1978
Newspapers	$ 1,815,800	$ 2,474,100
Magazines	9,004,600	10,135,400
Farm publications	152,800	——
Spot tv	869,400	1,121,200
Network tv	13,648,600	16,724,900
Spot radio	221,800	1,043,100
Outdoor	1,298,700	5,500
Total measured	27,011,700	31,504,200
Unmeasured	16,988,300*	3,495,800
Estimated total	44,000,000	35,000,000

***Includes adv/promotion and production cost.**

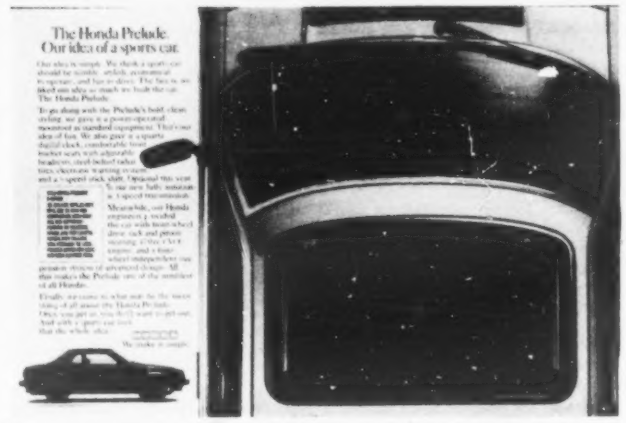
MARKETING PERSONNEL

K. Yoshizawa, president
K. Fukatsu, vp-motorcycle div
J. Haight, natl adv mgr—automobile div
B. Pulskamp, adv mgr—motorcycle div

ADVERTISING AGENCIES

Needham, Harper & Steers, Los Angeles—William Hagelstein, acct super, autos; David Bloom, acct super, autos.

Dailey & Associates, Los Angeles—Bill Moreland, mgmt super, motorcycles; Roger Van Remmen, acct super, power products.



Class, economy and just plain fun are some of American Honda's reasons behind its snazzy, moon-roofed Prelude.

American Motors Corp.

	1979	1978
Sales	$3,117,949,000	$2,585,428,000
Earnings	83,944,000	36,690,000
Advertising*	44,611,600	43,444,500

*** Estimated by AA**

American Motors Corp., Southfield, Mich., the 83rd largest national advertiser, set dollar sales and earnings records on a modest advertising increase in 1979.

Ad outlays of $44,611,600 were up about 2.7% over the $43,444,500 of 1978 as vehicle unit sales fell 9% in a market plagued by fuel problems. Because of its emphasis on small cars, AMC weathered the abrupt shift of buyers to small, fuel-efficient cars for a while. But the slumping economy and inroads of imports eventually cut its car sales.

Jeep, the star of AMC sales until the gas crunch of the spring, reversed its upward trend to fall substantially short of 1978 sales. Fiscal (model year) sales of Jeeps did set a record.

AMC spent the year digesting its deal with Renault to sell its small cars here in exchange for Renault technology (and AMC production of a Renault-based car in 1982) and Renault sale of Jeeps outside the U.S.

Earnings rose to $83,944,000 from $36,690,000 but, restated for an extraordinary tax credit, earnings still came to a record $68,100,000. That topped the 1978 after-tax credit figure of $24,100,000 by 183% and the prior record year, 1959, by 38%. Sales of $3.1 billion for fiscal 1979—October to October and coinciding with the vehicle model year—also were a record. They were up 21% from 1978.

- AMC said automotive operations were "solidly profitable" and "properly positioned to meet strong demand for smaller, economical passenger cars resulting in increased penetration of the small car segments of the market." The 1979 results were also helped by Jeep which totaled sales of 151,667 units up from 145,716 in the fiscal year. For the calendar year, the last three months of 1979 were bad enough for sales on that basis to show a decline. Jeep sales slipped to 140,431 from 161,912. The situation was similar between fiscal and calendar years for cars. In the fiscal year sales declined to 184,456 from 193,803 and for the calendar period, sales dipped to 162,057 from 170,739.

Sales dollars rose for all vehicles to $2.5 billion from $2.2 billion and the special government vehicles of AM General, a subsidiary, rose to $503,930,000 from $348,353,000. More important, a loss of $5,230,000 in 1978 was charged to a profit of $3,457,000. Other operations, including international, showed a sales gain to $84,247,000 from $71,904,000 while net was up a bit to $3,406,000.

Market penetration was something else. That slipped to 1.7% of the entire market for the fiscal year, from 1.9% in the passenger car segment. Jeep's penetration of the utility and recreation portion rose to 15.7% from 14.4%.

The best-selling AMC car was the compact Concord at 85,431 units down from 114,764. A reskinned Gremlin subcompact, the Spirit, came on to capture sales of 54,356, up from 24,412 in 1978, and the 1980 Eagle, a four-wheel drive passenger car with a Concord body, gained 14,101 sales before 1979 was over.

- Pacer, the bulbous subcompact, that had been looking for a market position all its brief life, finally found one. AMC dropped the line and only 8,169 were sold in 1979. Pacer apparently did find a market niche of a sort, AMC said. Its main group of buyers were affluent suburban women.

AMC started off model year 1979 by focusing on the new Spirit and appealing to emotions. That quickly turned to price cuts in the new year but Spirit revived with comparison ads against the Chevrolet Chevette that ran the balance of the model year.

The first fruits of the "association" with Renault came in the spring of 1979 when AMC started marketing the subcompact LeCar in the U.S. and began franchising the first of 500 AMC dealers for the French import. That also gave AMC a third agency, Marsteller, New York, which held onto the Renault account.

AMC said it benefits from Renault's advanced technology—it couldn't develop the fwd car it will make in Kenosha, Wis. in 1982 without the Renault components or the Renault $150,000,000.

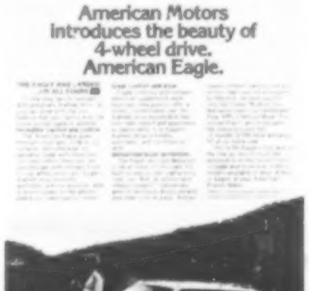
Renault also has diesel and turbocharging expertise that will come in handy. LeCar gives AMC its only small fwd vehicle. Renault gets the Jeep to sell overseas and eventually 1,600 dealers to sell its imported products. That dealer network will be one of the largest for an import in the nation.

- One of AMC's first moves was to start using the Renault name in LeCar ads in the belief that the old Renault Dauphine was forgiven if not forgotten.

Meanwhile AMC was moving to shore up lagging sales of the Spirit. Spring also brought Thomas A. Staudt to AMC as vp of the marketing group from Chevrolet where he had been director of marketing. David J. Van Peursem came over from GM's Oldsmobile division as general manager of marketing. He had been marketing director at Olds.

The word as gasoline shortages hit was fuel economy and AMC touted its small cars hard. Concord and Spirit, despite average fuel economy, still had one benefit of their aging designs—big gas tanks and the extended "range" of the vehicles got a lot of attention—as AMC readied the Eagle for fall introduction as a 1980 model.

The Eagle, said AMC convert Staudt, will be "blazing a new path into the marketplace" by wedding four-wheel-drive to a passenger car. Traction and smoothness was the goal to fill a "latent but burgeoning desire" for a vehicle with safety and security for bad roads and weather, said Larry Hyde, group vp international.



"The Eagle has landed on all fours" was the campaign theme of AMC's new 4-wheel-drive offering.

The Eagle campaign was kicked off nearly a month before the rest of the domestics started advertising their 1980 models. Unlike the competition, AMC didn't have a big inventory of unsold 1979 models and wanted to get in the first punch of the new year.

The strategy was a 2½-week campaign just before other intros with heavy emphasis on the Eagle—"The Eagle has landed on all fours" was the theme. That opening shot was 80% tv, an unusual concentration for AMC. More traditionally, AMC used magazines for Eagle in a 1-1/3 page combination. The fractional page was used to list product attributes including a "revitalized" (again) Buyer Protection Plan.

- AMC had a new twist in factory Ziebart rustproofing and a rust perforation warranty. Concord continued as a luxury compact and Spirit pursued its comparisons with Chevette. Both cars were under the theme, "Nobody builds a car to last the way American Motors builds them . . . Built for today. Built to last for tomorrow."

Jeep also started out naming the competition for its pickup truck, Cherokee Chief wagon type and the Wagoneer became the "ultimate wagon" as AMC sought a bigger share of the regular as well as the four-wheel-drive station wagon market.

The strategy worked, aided by the sharpening swing to smaller cars. While full-line manufacturers were showing concern early in the new model year, AMC sales were soaring, leading one AMC marketing official to say, "We think we have the right strategy and approach and we plan no changes. That's the first time I've been able to tell you that in a while."

Things kept getting worse for the Big Three automakers who started dealer incentives—indirect rebates—to rid themselves of carry-over 1979 models. Only the Pacer wasn't selling and it was due to be dropped shortly anyway.

By the end of November, only AMC was showing a sales increase among the four domestic makers. Chrysler Corp. was test marketing cash for test-driving programs and had rebates already in place and the others were revamping fall ads months earlie. than usual.

Imports started to be of increasing concern at AMC as president W. Paul Tippett Jr. took the stump to brand the Japanese for "exploiting" the U.S. market.

By March, AMC had been through indirect rebates that produced sales gains of 34% despite chairman Gerald Meyers basic dislike of the method. ("Rebates are addictive," he said.) Direct rebates followed on big Jeeps but AMC still clung to its basic marketing plan. "We've been following the plan. We haven't made any major changes—a little unusual for AMC," said Gene Richmond, director of advertising.

That changed in May as AMC swung into rebates for its cars, including Renault and Jeep in the "Great American Freedom Sale." The biggest headlines touted the giveaway of an American flag. For the first time, all three vehicle lines were combined in a single campaign with 90% of the effort on tv.

AMC, like the other auto makers, started looking hopefully to the fall and the 1981 models. The company planned to prune 10% of its models to concentrate its efforts and was optimistic about a 4wd version of the Spirit, sort of a son of the Eagle.

- Its second-quarter fiscal year (January to March) saw earnings plummet to $1,300,000 from $32,000,000 in the 1979 quarter and chairman Meyers came to this gloomy conclusion: "The U.S. automobile industry is under severe pressure as a result of record interest rates, credit restrictions, reduced business activity and a decline in the consumer's real income combined with dramatically higher fuel prices."

That must have left Mr. Meyers sighing for fiscal 1979, when he could contemplate such things as record sales and earnings from international operations. Unit volume was up 12% keyed by Jeep and AMC started assembling vehicles in Eygpt.

AM General sales topped $500,000,000 for the first time, an increase of 45%. Its big business was in military trucks and Postal Service vehicles. Other subsidiaries were profitable. Wheel Horse products, Mercury Plastics and Windsor Plastics had record years. Sales of the three totaled $84,200,000, up from $71,900,000, and earnings rose to $3,400,000 from $3,100,000.

AMC actually spent $56,950,000 on advertising but some $12,500,000 of that was funneled through dealer ad associations in a cooperative program. The $44,611,600 it spent directly broke down to $37,500,000 on tv—$21,600,000 on spot tv as AMC continued a 1978 shift to that medium and $15,900,000 in network tv. That was up from the $29,186,400 spent in 1978 in tv. Magazine expenditures held about even at $5,300,000. Radio slumped to $100,000 from $758,100. Factory spending in newspapers declined to $1,550,000 from $7,666,900 but much of the slack was taken up by dealer groups. Outdoor was up to $161,600 from $18,500.

ADVERTISING EXPENDITURES*

	1979	1978
Newspapers	$1,550,000	$7,666,900
Magazines	5,300,000	5,814,600
Spot television	21,600,000	11,253,900
Network television	15,900,000	17,932,500
Spot radio	100,000	758,100
Outdoor	161,600	18,500
Total measured	44,611,600	43,444,500

***AA estimate**

ADVERTISING EXPENDITURES**

	1979	1986
Newspapers	$5,128,000	$6,162,000
Magazines	5,068,000	7,703,000
Spot tv	16,486,000	9,833,000
Network tv	15,810,000	13,825,000
Spot radio	1,187,000	1,058,000
Outdoor	12,000	18,000
Total measured	43,691,000†	38,599,000‡

****Provided by American Motors**
†Includes AMC, Jeep, Renault.
‡Includes AMC, Jeep.

ADVERTISING EXPENDITURES***

	1979
Newspapers	$5,593,500
Magazines	5,389,100
Spot tv	17,261,800
Network tv	17,242,900
Spot radio	99,900
Outdoor	161,600
Total measured	45,748,800

*****From AA's usual sources**

MARKETING PERSONNEL

Thomas A. Staudt, vp-mktg group
David J. Van Peursem, genl mktg mgr
Eugene L. Richmond, director, adv
J. L. Cherfoli, director, merch and sales promo
Robert Wheat, adv mgr, Jeep
Ray Avedian, pass car adv mgr
Marvin Klein, adv mgr, Renault
Fred Bennie, mgr of natl media
R. Schwartz, genl mgr, U.S. sales

ADVERTISING AGENCIES

Grey Advertising, New York-Robert L. Berenson, exec vp-mgmt rep; Bruce S. Wagner, senior vp-mgmt super, Southfield, Mich.; Richard Krain, vp-mgmt super, New York.

Compton Advertising, New York-Jeep commercial vehicles-John Dunmar, exec vp-mgmt super, Bill Williams, vp-acct super, Southfield, Mich.; Ken A. Glowacki, acct exec, Southfield, Mich.

RETAIL SALES (U.S. IN UNITS)

	1979	1978
Gremlin/Spirit	54,356	24,412
Concord	85,431	114,764
Eagle	14,101	——
Pacer	8,169	20,811
Matador	——	9,471
AMX	——	1,281
Jeep	140,431	161,912
Total	302,488	332,651

American Telephone & Telegraph Co.

	1979	1978
Sales	$45,408,078,000	$40,933,356,000
Earnings	5,518,153,000	5,109,203,000
Advertising	219,756,300	172,822,100

MARKETING PROFILES

American Telephone & Telegraph increased its advertising about 27% to $219,756,300 in 1979 to become the ninth largest advertiser in the U.S.

This increase in ad spending comes in a year that saw the Bell System's revenues grow 10.8% to nearly $45.5 billion. Earnings passed the $5.5 billion mark.

Return on average total capital was up slightly to 9.8%, but considerably below the 13% return that the Bell System believes it must earn in order to assure sound financing of service growth and improvement.

Some 5,000,000 new phones were added to the system in 1979 for a total of 138,000,000 in service and $15.8 billion were spent largely to expand and enhance the capabilities of the telecommunications network. Growth in demand was strong for the year though it was slower in the second half. Long distance calling rose 10.8%, international calls 20%, andWATS revenues grew a significant 16%.

Of the company's nearly $45.5 billion in revenues, 37% came from basic monthly rates and equipment charges to business and residential customers, 6.5% from local message charges. Long distance calls, both state and interstate, accounted for 40%; most of the balance came from WATS, private line services for business and government, and from directory advertising.

■ The Bell System spent $15.8 billion for construction in 1979, an increase of $2.2 billion; 53% of the construction budget went to meet current and anticipated growth, 23% to replace older equipment and facilities with new technology, and the balance largely for the rearrangement of facilities and provision for customer movement.

Some $2.4 billion or 16% was for new electronic switching equipment; 350 local electronic central offices were installed to serve 8,100,000 lines, 23% more lines than 1978. By year's end, 1,950 local electronic switching offices were serving 37% of the system's customers.

Fifteen long distance electronic switching systems were installed in 1979. These large digital switches handle more than 500,000 calls per hour—more than four times the capacity of earlier systems. The new systems, which take up less space and require less maintenance, brought the total in service to 35.

The addition of long distance high speed signal systems continued. These 100 signal systems enable switching centers to communicate rapidly with each other to establish availability of circuits, set up calling paths, and collect information for billing.

The computerized operator consoles, called traffic service position systems (TSPS), which save operator time on collect, credit card and other special calls, grew to the point that about 87% of Bell customers are now served by TSPS. These systems calculate charges, announce them to the customers and (in the case of pay phones) count the coins deposited.

Technology marches on in the Bell System from the installation of digital echo canceler chips (which eliminate echoes on very long distance calls, in particular on satellite circuits) developed at Bell Laboratories, to lightwave communications—the transmission of information on a light beam sent along hair-thin glass fibers.

■ Lightwave systems were installed in 1979 in Connecticut, California and New York—the New York installation to provide voice and video service for the 1980 Winter Olympics at Lake Placid.

International direct dialing came to 940 additional cities in the U.S. in 1979. Some 36,000,000 customers in 2,600 cities across the country can now dial direct to 64 foreign countries.

A seventh transAtlantic cable was approved by the Federal Communications Commission in 1979. The cable will stretch 3,400 miles from Tuckerton, N.J., to Land's End, England. It will carry 4,200 conversations at once compared with 36 in the first transatlantic cable laid in 1956 (now retired) and cost $13.60 per circuit mile compared with $300 in the first.

The Bell System's Dimension 2000 PBX was adapted to the specific energy needs of the hotel and motel industry. The initial installation in a major hotel in Atlanta is expected to reduce energy costs by 10% by instructing the communications system to shut down energy-consuming equipment in various parts of the hotel when it is not in use—such as lights in conference rooms and restaurants.

Picturephone Meeting Service—a two-way voice and video service—had increasing use as an energy-saving way to hold meetings by both business and government. It is currently offered on a trial basis at service centers in 12 cities.

■ The Advanced Mobile Phone Service (AMPS) was offered in a trial with 1,400 customers in the Chicago area. AMPS is a mobile phone with performance quality comparable to home or office phones. It can be offered to virtually an unlimited number of customers in metropolitan areas. Bell awaits regulatory approval to offer this system.

The Touch-a-matic 12 electronic dialer and the Touch-a-matic S series were both introduced as new home use products in 1979. The Touch-a-matic 12, used in conjunction with a regular telephone, enables the customer to store as many as 12 telephone numbers and dial them automatically at the touch of a single button. The Touch-a-matic S is an electronic telephone with built-in automatic dialing.

Some 200 Bell System Phone-Center stores were added in 1979. There are now almost 2,000 of these retail outlets where customers can shop for telephones, carry them home and plug them in. Many Phone-Centers also offer replacement of broken or defective phones on a "walk-in" basis. More than half of the new phones installed in 1979 were provided through Phone-Center stores.

Other home services that grew significantly during the year were Touch-Tone service, which increased by 19% and Custom Calling services, which offer features such as automatic forwarding of calls to another telephone number and abbreviated dialing of frequently called numbers, grew by 50%.

■ The largest share of ad spending by the Bell System went to long distance lines which received $44,365,800 in 1979, up significantly from the $18,500,000 spent in 1978. More than half—$26,000,000—went to network television. Yellow Pages also had a significant budget, just over $13,000,000 and spent it mainly in network and spot television. Each regional Bell System company had its own ad budget, and spent from a high of $7,427,400 for Southern Bell Telephone System to a low of $518,000 for Pacific Northwest Bell Telephone Co.

Pacific Telephone & Telegraph Co. was budgeted for nearly $4,000,000. Western Electric, AT&T's manufacturing subsidiary,' showed up with a measured media outlay of more than $6,000,000, which went, respectively, to tv, magazines and outdoor.

In February, 1980, AT&T settled an antitrust suit by agreeing to buy up to $2 billion worth of products and services from International Telephone & Telegraph Co. ITT competes with Western Electric in selling phone equipment.

What the Washington regulators, Congress and the federal courts do regarding the world's largest company—related to what areas in which AT&T will be allowed to operate in addition to those already staked out—will continue to be of vital concern to AT&T.

A mid-1980 Chicago federal court decision awarding MCI Communications $1.8 billion in Sherman Antitrust Act damages has been appealed. MCI charged AT&T with trying to force MCI out of the long-distance phone field by refusing to make intracity interconnections for MCI's customers.

Also at issue is AT&T's future role in the new communications technologies, including the rapidly expanding field of satellite transmission.

ADVERTISING EXPENDITURES

	1979	1978
Newspapers	$14,951,400	$12,090,300
Magazines	25,287,200	16,742,500
Spot tv	42,084,000	33,148,766
Network tv	54,903,500	41,203,400
Spot radio	9,204,500	4,800,000
Network radio	7,079,400	1,633,800
Outdoor	796,300	523,600
Total measured	154,306,300	110,142,300
Unmeasured	65,450,000	62,679,800
Estimated total	219,756,300	172,822,100

CORPORATE ADVERTISING PERSONNEL

J.A. Howland, asst vp-adv
D.E. Hutchins, adv director-rsch/public service
K.W. Weihe, adv director business mkts

ADVERTISING AGENCIES

N W Ayer ABH International, New York (except ethnic markets and Yellow Pages)—Roy Robinson, vp; Phil Guigliemetti, Lamar LeMonte, vp.

Cunningham & Walsh, New York—Carl Nichols, chairman; Nat Allen, senior vp, Tom Kirmayer, acct super.

Uniworld Group, New York—B.E. Lewis, president; Wally Caldwell, senior vp/mgmt super; Tillman deGraphenreec., acct rep.

Long Lines Department

K.M. Armstrong, adv-director
P.C. Shyposh, adv mgr

ADVERTISING AGENCY

N W Ayer ABH International, New York—all services—Tom Maxey, mgmt super; F.K. McClafferty, vp; Joe Dodson, vp.

WESTERN ELECTRIC CO.

J.F. Rhame Jr., director, adv
J.G. Blake, mgr
R.J. Martin, natl adv mgr

ADVERTISING AGENCY

Foote, Cone & Belding, New York—all services—Mike Hoynes, mgmt super; Marilyn Fidler, acct super.

BELL TELEPHONE LABORATORIES

John Gregory, director technical information & adv
H. Apfelbaum, head/adv

ADVERTISING AGENCY

Aitkin-Kynett, Philadelphia—George Bernard, mgmt super; William Cass, acct super.

NEW ENGLAND TELEPHONE & TELEGRAPH

B.B. Sullivan, genl adv mgr

ADVERTISING AGENCY

Harold Cabot & Co., Boston—Yellow Pages, John Osborne, acct exec; all other, William H. Monaghan, exec vp, acct super.

SOUTHERN NEW ENGLAND TELEPHONE CO.

Jean M. Handley, vp
J.W. Gamsby, div staff mgr

ADVERTISING AGENCY

Mintz & Hoke, Avon, Conn.—all services—Nick King, acct super; Alan Mintz, acct super.

NEW JERSEY BELL TELEPHONE CO.

J.D. Simpson, div staff mgr, adv

ADVERTISING AGENCY

Bozell & Jacobs, Union, N.J.—all services—Ronald Vrba, senior vp & genl mgr.

NEW YORK TELEPHONE CO.

E. Westfall, asst vp, adv
T. Hayes, div staff mgr-adv
John Shea, div staff mgr-adv

ADVERTISING AGENCIES

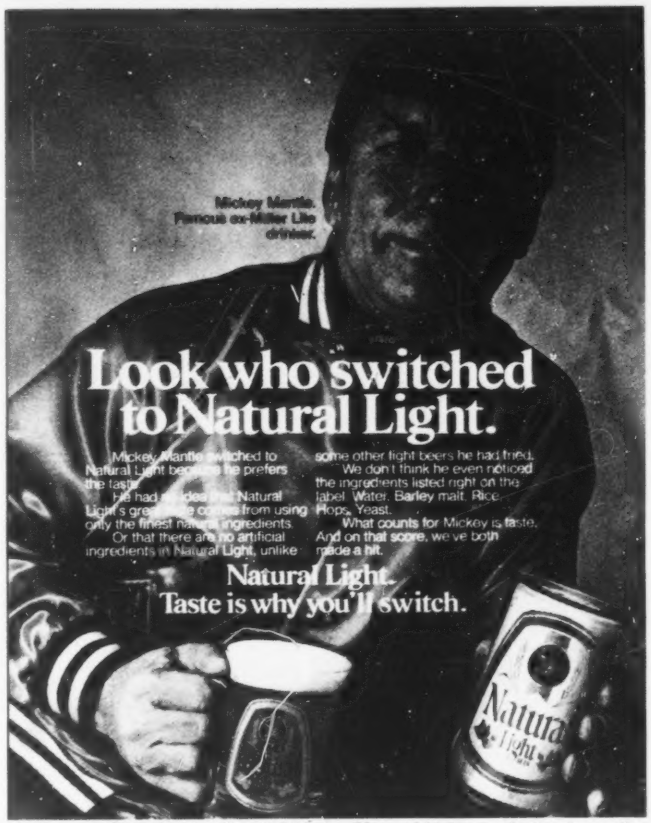
Young & Rubicam, New York—M. Lowenstein, acct super; David Nichols, acct supers.

Wunderman, Ricotta & Kline, New York—mass announcement services—Richard Colligan, acct super; T. Daly, acct exec.

Conill Advertising Agency, New York—Spanish market—Rafael Conill, president.

BELL TELEPHONE CO. OF PENNSYLVANIA

T. Snowe, asst vp
R.S. Hoffsis, genl pr super-adv


Mickey Mantle.
Famous ex-Miller Lite drinker.
Look who switched to Natural Light.
Mickey Mantle switched to Natural Light because he prefers the taste.
He had no idea that Natural Light's great taste comes from using only the finest natural ingredients.
Or that there are no artificial ingredients in Natural Light, unlike some other light beers he had tried.
We don't think he even noticed the ingredients listed right on the label. Water. Barley malt. Rice. Hops. Yeast.
What counts for Mickey is taste. And on that score, we've both made a hit.
Natural Light.
Taste is why you'll switch.
Natural Light

Anheuser-Busch's leading light beer, Natural Light, is closing in on the current No. 1, Miller's Lite. Mickey Mantle (ex-Lite drinker) is among those who claim taste is why he switched.

ADVERTISING AGENCY

Lewis & Gilman, Philadelphia—all services for Bell of Pennsylvania and Diamond State Telephone Co.—George Gunn, mgmt super; Ray Hunter, Ed Davids, acct supers; William Doorley, acct exec; Joseph Patenaude, vp-dm div.

CHESAPEAKE & POTOMAC TELEPHONE COS.

J.H. Zahn, vp
R.E. Harman, div staff mgr

ADVERTISING AGENCY

Ketchum, MacLeod & Grove, Rockville, Md.—all services—William Harrington, vp; Tom Rich, acct super & vp; Gordon Dunlop, acct super.

SOUTH CENTRAL BELL TELEPHONE CO.

J.R. Gray, asst vp
J.C. Stapleton, div staff mgr

ADVERTISING AGENCIES

Luckie & Forney, Birmingham—all services—Frank Lee, president.

Godwin Advertising, Jackson, Miss.—media services in Mississippi—John Fontaine, president.

SOUTHERN BELL TELEPHONE

M.T. Brandt, div mgr, adv

ADVERTISING AGENCY

Tucker Wayne & Co., Atlanta—all services—Sidney Smith, acct super.

MICHIGAN BELL TELEPHONE CO.

D.J. Gillard, asst vp
D.A. White, genl adv mgr

ADVERTISING AGENCY

Ross Roy Inc., Detroit—all services—R. L. Simmons, acct super.

OHIO BELL TELEPHONE CO.

L.C. Gilman, vp
D.H. Parker, div mgr, adv

ADVERTISING AGENCY

Marschalk Co., Cleveland—all media—T.R. Driscoll, vp-acct super.

CINCINNATI BELL TELEPHONE CO.

J.J. Gannon, vp
R.R. Brill, adv mgr

ADVERTISING AGENCY

Fahlgren & Ferriss, Cincinati—all services—John Burpee, vp.

WISCONSIN TELEPHONE CO.

C. Dickson, vp
J.J. Dwyer, district staff mgr

ADVERTISING AGENCY

Cramer Krasselt Co., Milwaukee—all services—William Faude, acct super.

SOUTHWESTERN BELL TELEPHONE CO.

K. Kaufman, vp-adv

ADVERTISING AGENCIES

Gardner Advertising Co., St. Louis—Ray Ward, mgmt super.

D'Arcy MacManus & Masius, St. Louis—Ken Mihill, exec, vp-St. Louis.

INDIANA BELL TELEPHONE CO.

J.D. Mitchell, adv mgr

ADVERTISING AGENCY

Handley & Miller, Indianapolis—all services—David Scott, acct exec.

ILLINOIS BELL TELEPHONE CO.

R.B. Markham, vp
R.E. Campbell, adv mgr

ADVERTISING AGENCIES

N W Ayer ABH International, Chicago—all services—Jim Titus, vp-acct super.

Vince Cullers Advertising Inc., Vince Cullers, president.

Omar Inc., Marcelino Miyares, president

NORTHWESTERN BELL TELEPHONE CO.

R.G. Keim, asst vp, adv

ADVERTISING AGENCY

Bozell & Jacobs, Minneapolis—all services—Larry Wiken, acct super, Charles Ammons, acct super.

MOUNTAIN BELL

G.M. Fowler, asst vp
S.C. Kanewske, adv mgr

ADVERTISING AGENCY

Tracy-Locke, Denver—all services—Don Mitchum, vp-acct super.

PACIFIC NORTHWEST BELL TELEPHONE CO.

E.C. Read, vp
M.K. Jordan, div staff mgr

ADVERTISING AGENCY

Chiat/Day, Seattle-all services—Mark Chernansky-acct super, Valerie Houtchens-exec super.

PACIFIC TELEPHONE & TELEGRAPH CO.

G.D. Blatherwick, vp
J. Golightly, staff director—adv

ADVERTISING AGENCIES

Foote, Cone & Belding/Honig, San Francisco—all services—Craig Wiggins, genl mgr; R.A. Imel, group mgmt super.

Bermudez & Associates—Spanish-language advertising—Eduardo Bermudez, president; Fernando Garces, Fernando Favela, acct execs.

Anheuser-Busch

	1979	1978
Sales	$3,263,744,000	$2,701,[illegible]000
Earnings	124,094,000	111,[illegible]000
Advertising	160,524,000	116,599,000

Anheuser-Busch, St. Louis, the nation's 22nd largest advertiser, boosted its ad spending by 37% in 1979 to a total of $160,524,000. That nike may seem hefty but as A-B Inc. president Dennis P. Long points out, the company is slowing down the rate of increase in marketing spending. In 1978, the brewery hoisted its ad spending by 47% over 1977 levels. For 1980, Anheuser-Busch is expected to increase its ad budget by an estimated 25%.

MARKETING PROFILES

Anheuser-Busch continued its reign as king of the beer industry for the 23rd consecutive year and further outdistanced its archrival, the Miller Brewing Co. The king reorganized its court last year and came up with a Delaware holding company dubbed Anheuser-Busch Cos. Then it transformed all of its divisions into subsidiaries. Dennis Long, formerly vp-general manager of the beer division (now known as Anheuser-Busch Inc.), ascended to the presidency; W. Randolph Baker became president of the Busch Entertainment Corp. (formerly Busch Gardens division).

In '79, the company's sales increased 20.8% to $3.3 billion. Net income climbed to $124,000,000, up 11.8% from 1978.

Once again, the company's beer sales smashed records in 1979. Barrelage climbed to 46,200,000 bbls. last year—or, as the company boasts, "One out of every four beers sold in the U.S. is an A-B product." Miller Brewing pulled up behind the king with 35,794,000 bbls; A-B took a 26.4% share of the market; Miller garnered 21.3%.

■ Anheuser-Busch is (still) pulling out all stops to leave Miller in its dust. In 1979, A-B operated at 98% capacity; now the company is working hard on expanding its output. The Williamsburg, Va., brewery's capacity has been doubled (to 8,000,000 bbls.), while the Los Angeles' output is being tripled (to 10,000,000 bbls.—the largest expansion in the company's 108-year history). Last year A-B bought the Jos. Schlitz Brewing Co.'s New York plant (herewith known as the Baldwinsville plant) for $100,000,000 with another $100,000,000-plus earmarked for renovation. By 1985, A-B's network of 11 breweries will have a capacity of 65,000,000 bbls.

Budweiser, A-B's flagship brand and best seller, stuck with its pitch to hardworking Americans and its "This Bud's for you." A-B spent $29,209,000 on Bud in the six measured media, up from the $24,636,700 spent in 1978. As usual, the bulk of those moneys ($22,530,800) went into network tv buys. In keeping with the company's concept of total marketing programs, A-B spent an additional $258,600 on sweepstakes and sports promotions.

Budweiser's advertising may be saluting hardworking people outside the U.S. as the brand expands its horizons. A-B recently signed an agreement with the Labatt Brewery whereby the Canadian brewer will brew and market Budweiser in Canada and will market (imported) Michelob.

Busch, the company's "successful regional branch ready for additional rollout when capacity permits," according to Mr. Long, has added a western slant to its "Head for the Mountains" campaign. The spots have come down from the mountains to hardworking cowboys repairing fences and then repairing further for their just reward—an ice-cold Busch.

The company is playing with Busch, pricing it differently for various regions. A-B sunk most of its $8,039,100 (measured media) into spot tv.

■ Michelob, still mighty in the superpremium category, kept John Forsythe, Vic Damone, and "Weekends are made for Michelob" for yet another year. In total measured media support, Mich got $15,400,000, with $11,657,400 slotted for network tv.

The lighter, lower-calorie, less-filling version of Michelob, Michelob Light, muscled its way to the No. 3 slot in the light beer category last year, behind A-B brethen, Natural Light. Breaking out of Michelob's shadow, Michelob Light came out with a new campaign theme "Compare the taste of Michelob Light to any beer you like." The company shelled out $16,648,578 in the six measured media for the brand—with $13,765,800 in network tv. In 1978, A-B allocated $6,475,800 for Mich Light.

A-B's leading light beer, Natural Light, is considered by many to be the biggest gun in the company's arsenal. The brand is now the No. 2 light behind Miller's Lite. A-B raided the ranks of Miller Lite advocates last spring for its new Natural Light campaign theme "Taste is why you'll switch." Those claiming taste is why they switched are former athletes Nick Buoniconti, Joe Frazier and Mickey Mantle. Swilling along are other former *Sports Illustrated* cover boys Walt Frazier and Catfish Hunter, along with Natural Light regulars, Norm Crosby and Ray J. Johnson.

Anheuser-Busch's import, Wurzburger-Hofbrau, added Baltimore, Cincinnati, Louisville, Washington and New York (draught only in New York) to bring its territory up to 10 test markets. With TBWA still on the creative, the ads still stress the import method (barrels) and product freshness. According to Mr. Long, A-B's president, the fate of the brew will be decided in late '80.

Beer is certainly not Anheuser-Busch's only business. For instance, it has broken into the soft drink market—first with the much maligned Chelsea (r.i.p. in test market graveyards), then with Root 66 and now Sugar Free Root 66. Both Roots are now in test.

A-B is getting into the $4.4 billion snack food business with a line called Eagle, delivered to the bars and pubs with the other A-B products and now in test in Boston, Atlanta and San Francisco.

Then there is the direct mail business, dubbed the Clydesdale Collection. Tapping "labelmania," the company is marketing a line of goods ranging from bar accessories to clothing to automobiles to telephones—all with the company insignia, the Eagle and the A.

Of course, there are the Cardinals. The 1979 season was a biggie for the Redbirds as the team wound up in October securely in third place; the attendance climbed 27% to 1,600,000. Regrettably, the Cards once again resulted in a loss on the corporation's bottom line. Even with last year's co-MVP Keith Hernandez having another good year, as are other players, the '80 season looks dismal for the gate—the team is mired in the second division.

Business was bustling at A-B's theme parks in Tampa and Williamsburg in 1979. Combined attendance was up to 4,800,000. Nearly 3,000,000 visited The Dark Continent in Tampa last year and found you don't have to trek too far to find Timbuktu—A-B has built it in Florida for $20,000,000. The company has embarked on another Tampa addition—a $7,000,000 Adventure Island water park.

■ The Old Country in Williamsburg hosted 1,900,000 guests last year and started construction on a new Italy section for the park.

Last year also marked the beginning of construction on Sesame Place, a joint venture by the Children's Television Workshop (progenitor of tv's "Sesame Street") and Busch Entertainment Corp. The small-scale educational park is being built on a 15-acre tract outside of Philadelphia and is scheduled to open late in July, 1980.

In defiance of recessionary times, Busch Properties had its best earnings since 1973. By year's end, a total of 441 homesites (in the six single-family residential developments at Kingsmill on the James) and 195 units (in the four multifamily developments) had been sold at the 2,900-acre residential community near Williamsburg. Busch Corporate Center, adjacent to Kingsmill, is now 50% complete, while the Busch Corporate Center in Columbus, O., is 80% complete and a third Busch Corporate Center is now planned adjacent to the Fairfield, Cal., brewery.

ADVERTISING EXPENDITURES

	1979	1978
Newspapers	$2,272,600	$2,381,300
Magazines	7,013,300	3,058,100
Spot tv	15,772,500	11,041,100
Network tv	63,044,100	46,840,800
Spot radio	19,567,100	12,315,000
Network radio	3,428,500	2,483,800
Outdoor	1,660,000	1,666,400
Total measured	112,768,700	79,786,500
Unmeasured	47,755,300	36,812,500
Total	160,524,000	116,599,000

MARKETING PERSONNEL

Dennis P. Long, president
Michael Roarty, vp-beer mktg
Davis L. Morris, staff vp
Michael J. LaMonica, vp-sales
Luke L. Meatte, field sales vp
Jack N. MacDonough, vp-brand management
Robert E. McDowell, group mktg mgr, Michelob, Michelob Light, Wurzburger-Hofbrau
W.M. (Monty) Roberts III, Busch mktg mgr
Charles B. Fruit, natl media coordinator
Robert D. Brandon, director mktg services
Patrick G. McLean, director, sales promo
Donald R. Dixon II, director, sports programing

SOFT DRINK DIVISION

Keith M. Jones, mktg mgr

BUSCH ENTERTAINMENT CORP.

Thomas R. Sharbaugh, vp-mktg director
Barry H. Thigpen, mktg mgr, Busch Gardens, Williamsburg
Rodney C. Caborn, mktg mgr, Busch Gardens, Tampa
John Hunter, mktg mgr, Sesame Place, Bucks County, Pa.

ADVERTISING AGENCIES

D'Arcy-MacManus & Masius, St. Louis—Perc Orthwein, exec vp-account services; Tim Arnold, vp-acct super, Budweiser; Pat Harrington, acct super-Natural Light; Dave Drew, acct super, Michelob; Talmadge Newton II, acct super, Michelob Light

Needham, Harper & Steers, Chicago—Busch: Ron Bess, mgmt super; Ray Gillette, acct super. Soft drinks: Lance Nelson, acct super.

TBWA, New York—Wurzburger-Hofbrau—Barrie Hedge, acct super.

McDonald & Little, Atlanta—Busch. Gardens and Sesame Place—Tim Tulley, acct super; Bob Morrison, acct exec; Bill Zaecheo, acct exec.

B.A.T. Industries Ltd.

	1979	1978
Sales*	$1,440,000,000	$1,361,700,000
Advertising†	116,396,600	82,397,500

*Domestic (cigaret sales only), estimated by AA
†Domestic spending only

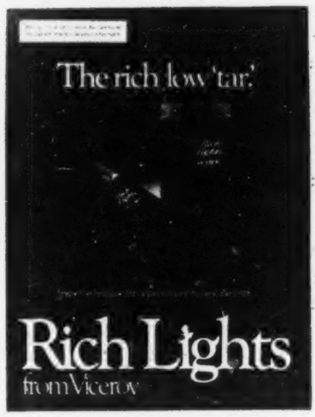
B.A.T. Industries Ltd., a British holding company and the 41st largest national advertiser, is estimated to have spent $116,396,600 on advertising in 1979, about 41% more than the year before.

Worldwide sales in 1979 totaled $15,426,700,000, with earnings of $522,903,500. In 1978, B.A.T.'s sales amounted to $13,482,700,000, with earnings of $445,220,000.

During the year, B.A.T. consolidated its U.S. operations, which include tobacco, retail and paper interests, into a subsidiary called Batus Inc., based in Louisville, Ky.

Brown & Williamson Tobacco Corp., also based in Louisville, is the largest enterprise in the Batus family. B&W's cigaret sales totaled an estimated $1,440,000,000 in 1979, compared with $1,361,700,000 in 1978.

Although revenues were up slightly, the number of units sold dropped from 92.3 billion in 1978 to 87.9 billion in 1979, as did B&W's market share, which declined from 15.3% to 14.4%. Still, the company managed to hold on to the No. 3 position among the nation's largest tobacco marketers, ranking behind R.J. Reynolds Tobacco and Philip Morris Inc. and ahead of American Tobacco Co., Lorillard Corp. and Liggett & Myers.



B.A.T.'s Viceroy devoted most of its ad spending to its Rich Lights, a product in its 1st full year of distribution.

■ Kool, the country's top selling menthol cigaret, continues to be the company's No. 1 brand, though sales have been declining. In 1979, the brand, which ranks behind Philip Morris' Marlboro and R.J. Reynolds' Winston, sold 56.5 billion units, 2.9 billion fewer than the year before. That amounted to a market share of about 9.2%, compared with 9.7% in 1979.

The brand received $22,489,500 in measured media support, with $9,554,500 going to magazines, $2,637,700 to newspaper supplements, $177,700 to spot television (nontobacco ads) and $10,069,600 to outdoor.

As other tobacco companies have found, sales of low-tar extensions of existing lines have contributed to sales gains. In the case of Kool, the number of units sold were up 6.7% for Kool Milds, 5.5% for Kool Super Lights and 8.5% for Super Lights Longs.

Recognizing this, B&W backed the Kool Super Lights line with $13,803,400 in measured media support in 1979, most of it in magazines.

The company also introduced Kool Internationals, a 95mm, 9mg tar menthol into test market. Previously available only in foreign markets, Internationals are aimed at "urban smokers who are interested in the international style," according to a company source.

To bring even more attention to the Kool brand, B&W became the sponsor of the famed Newport Jazz Festival for 1980, taking over from the Jos. Schlitz Brewing Co. Interestingly, the event, which was dubbed Kool Newport Jazz Festival New York, brought together two of the top selling menthols. Newport, of course, refers to the festival's original home, Newport, R.I., as well as Lorillard's Newport brand cigarets. But B&W execs believed that removing the Newport tag would make the festival "unidentifiable."

Viceroy, No. 2 at B&W and No. 14 nationally, sold 11.8 billion units in 1979, down 510,000,000 from the year before. Measured media spending for the brand totaled $16,493,300 in 1979, with $10,299,700 going to magazines, $92,800 to newspaper supplements and $6,100,800 to outdoor.

■ Virtually all of the support—$15,138,000—went to Viceroy Rich Lights, which was in its first full year of national distribution. The line extension attained a 0.41% share of the market during the year, while the brand as a whole stood at 1.9%.

B&W attempted to spur sales of Rich Lights through sweepstakes offering luxury prizes. One contest, which involved a scratch and match card, offered an Excalibur 1980 Series 4 Phaeton car, a Pablo Picasso linocut and a 225-gem necklace made by Harry Winston Inc. A second sweepstakes offered an island and a house as the grand prize.

Raleigh, the No. 16 brand nationally, had sales of 11.4 billion units in 1979, a total of 740,000,000 fewer than in 1978. Filtered Raleighs, including Raleigh Lights, accounted for 10.4 billion of those units, down from 11.6 billion in 1978.

Measured media spending for the brand totaled $4,803,200 in 1979, with $2,262,400 going to magazines, $920,600 to newspaper supplements and $1,620,200 to outdoor.

Belair, the 20th largest-selling cigaret and another menthol in B&W's stable, also saw sales drop, from 8.3 billion units in 1978 to 7.5 billion in 1979, giving the brand an estimated share of 2%.

Measured media spending rose to $9,027,900 in 1979 from $8,246,400 in 1978. Magazines received $5,085,000, newspaper supplements $1,130,200 and outdoor $2,812,700.

■ Much of B&W's attention during the year focused on one of the hottest segments in the industry—the low-tar menthol. The company is a big factor in the menthol market as a whole, accounting for about 36.9% of sales (or about 10.5% of the entire cigaret market).

Arctic Lights, the 9mg menthol introduced in 1978, added to B&W's forces in the low-tar end of this segment, but it has found the competition rough. The brand accounted for 1.29 billion units sold in 1979, or about 0.21% of the market, and measured media spending has been heavy, to the tune of $18,807,300 in 1979. A total of $7,383,700 went to magazines, $1,971,800 to newspaper supplements and $9,451,700 to outdoor.

Despite such support—estimates say the total ad investment during the introductory year ran from $35,000,000 to $40,000,000—B&W appears disappointed with the brand. Rosser Reeves Inc. resigned the account recently because, the agency said, it no longer had a budget. "They [B&W] were making enormous demands on us," said agency chairman Scott Reeves. "We decided we weren't going to continue on a basis that was not profitable to the family."

The account subsequently was turned over to McCann-Erickson, which also handles Viceroy.

Reports, meanwhile, indicated that B&W was considering an attempt to enter the ultra low-tar segment, possibly with a brand called Golden Ones, Choice or Barclay. Choice was package tested in Florida late last year.

An entry here would have to tackle American Tobacco's successful Carlton, as well as R.J. Reynolds' Now and Philip Morris' Cambridge.

■ Other B&W tobacco products include Laredo, a roll-your-own cigaret kit; Sir Walter Raleigh regular, aromatic and special mixture pipe tobaccos; Tube Rose snuff; Bugler, Target and Kite tobaccos for the roll-your-own market, and Bloodhound, B&W Sun Cured and Red Juice plug chewing tobacco.

Batus, meanwhile, continued to shore up its retail division. Saks Fifth Avenue, Kohl Supermarkets and Kohl Department Stores reportedly were doing well, but Gimbel Department Stores still faced difficult times.

Though company execs claimed that Gimbel operations in Pittsburgh, Philadelphia and Milwaukee were showing signs of improvement, the New York stores continued to put a drag on progress.

Measured media spending for Gimbel in 1979 totaled $3,760,000, with $117,500 going to magazines, $74,500 to newspaper supplements and $3,568,000 to spot tv. For Saks, spending totaled $2,357,600, with $545,300 going to magazines, $500,200 to newspaper supplements and $1,312,100 to spot tv. And for Kohl, the total was $470,700, all of it in spot tv.

One Batus holding in the U.S. in the news recently became en-

MARKETING PROFILES

tangled in legal difficulties. Appleton Papers, which manufactures carbonless copying paper, became the object of a Federal Trade Commission complaint of antitrust violations.

The FTC asked that B.A.T. divest itself of the operation, which was purchased in 1978 for $280,000,000 from NCR Corp. Appleton and B.A.T. were the world's two largest producers of the paper at the time of acquisition, the FTC said.

Measured media spending in 1979 for Appleton business papers totaled $135,200, all of it in magazines.

ADVERTISING EXPENDITURES

	197[illegible]	1978
Newspapers	$ 25,[illegible]3,100	$16,532,100
Magazines	36,081,400	22,765,200
Spot tv	5,939,000	6,010,100
Spot radio	170,300	18,500
Outdoor	30,872,800	21,071,600
Total measured	98,396,600	66,397,500
Unmeasured	18,000,000	16,000,000
Estimated total	116,396,500	82,397,500

MARKETING PERSONNEL

Brown & Williamson Tobacco Co.

S.A. Wallace, sr vp-marketing
E.T. Parrack Jr., vp-brand mgmt
r'.E. McKeown, group product director—Kool, Arctic Lights
G.T. Reid, group products director—Belair, Viceroy, Raleigh
B.L. McCafferty, group product director—new prods
P.J. Tighe, group product director—Sir Walter Raleigh, Laredo, long-cut prods, plug, snuff
Senior brand mgrs: L.R. Lewis Kool, Arctic Lights; E.A. Willets, new prods; D.E. Spangler, new prods
Brand mgrs: M.W. Schofield, Raleigh; A.G. Forsythe, Viceroy
Asst brand mgrs: G.P. Ward, Belair; M.M. Matteson, Arctic Lights; S.M. Finley, Viceroy; R.L. Chambers, Raleigh; P.S. Wessel, Kool;
R.G. Humberson, new prods
T.F. Neville, media mgr
R.A. Veatch, brand promo mgr
J.M. Coleman, financial/admin mgr
F. Canary, asst media mgr
C.E. Smooth, production super

ADVERTISING AGENCIES

Cunningham & Walsh/Chicago—Kool, Raleigh, Belair, Sir Walter Raleigh, Laredo—J. Doherty, president; S. Pollack, G. Dearth, creative directors; A. Edelstein, associate media director; G. Wilcox, media director; R. Parker, mgmt super; M. Mayers, acct director; E. Hannum, acct super, Raleigh; R. Vail, acct super, Belair; J. Popp, acct super, catalog and merch.

McCann-Erickson, New York—Viceroy, Arctic Lights, new prods—J. Agnew, president; F.J. Van Bortel, exec vp; S. Seiter, senior vp; Herb Ross, acct super, Viceroy; A. Millar, acct super.

Zimmer-McClaskey-Lewis, Louisville—promo services, trade and community adv—W.C. Hultman, acct super; J. Clingaman, super, sales promo planning; R. Mills, R. Brymer, B. Jarboe, acct mgrs.

Action Marketing Ltd., Englewood Cliffs, N.J.—consumer promos—C. Visich, president; P. Mundy, exec vp; J. Acken, vp.

Beatrice Foods Co.

	1979	1978
Sales	$8,290,509,000	$7,479,025,000
Earnings	290,140,000	262,167,000
Advertising	150,000,000	150,370,000

Beatrice Foods Co., Chicago, the nation's 27th largest national advertiser, invested $150,000,000 in advertising in 1979, virtually the same amount it spent in 1978.

As in the past, Beatrice put the bulk of its investment—nearly $119,000,000—into such nonmeasured media as coupons, premiums, packaging and point of sale.

Out of the total of $31,179,100 spent in measured media advertising (down from $33,400,000 in 1978), Beatrice's largest investment continued to be in spot television with $14,900,000, though it was cut sharply from the $16,800,000 spent in 1978. This included a $1,500,000 drop in spot television support of Danny Frozen yogurt and a $400,000 drop in Eckrich frankfurter spot television advertising. Spot radio also suffered, dropping to $2,000,000 from $3,200,000.

- Network television and newspaper advertising changed little in 1979 as compared with 1978, the former staying at approximately $5,600,000 while the latter rose to $2,800,000 from $2,700,000.

The cuts in spending in other media were partially offset by a sharp increase in the use of magazines by Beatrice, with expenditures increasing to $4,800,000 in 1979 from $4,000,000 in 1978, up 20%. This reflected $300,000 in advertising support for its spring, 1979, Airstream recreational vehicle sweepstakes, and $200,000 increases in advertising support for each of Samsonite luggage and Eckrich sausage.

Other Beatrice measured advertising included farm publications and outdoor media.

Dannon yogurt continued to be Beatrice's most heavily advertised product as measured by Leading National Advertisers, with measured advertising rising to $3,700,000 from $2,800,000 in 1978. Virtually all expenditures were on television advertising, split in a ratio of one-to-three between network and spot placements.

- Other lines receiving heavy advertising support included Samsonite luggage, with $3,700,000 spent on magazine and television; Eckrich meat products, $4,300,000 total spent mostly on television, with sausages getting $2,200,000, frankfurters getting $1,300,000 and lunch meats $700,000; La Choy Chinese food products got $1,300,000 in television support; Swiss Miss instant cocoa mix and Swiss Miss ready-to-eat pudding got $1,100,000 and $1,200,000 respectively, mainly in network television; and Culligan's home water purification products got $1,400,000 of spot television support.

Relying on a combination of acquisitions and internal growth, Beatrice has accumulated more than 400 distinct operating units under its corporate umbrella. Of the ten business lines Beatrice uses in its reporting procedures, six pertain to food and related services, while four involved manufactured and chemical products.

With food-related businesses accounting for 73% of total sales in 1979 and 64% of pretax earnings, Beatrice considers itself the "country's largest food company."

The company's underlying growth strategy is to take products and product lines with strong brand names and expand their geographic distribution.

- The company is widely recognized for its management acumen, and its successful corporate strategy has called for the conglomerate to maintain a low corporate profile while allowing its operating units a great deal of autonomy.

Though the corporate headquarters makes decisions on top personnel, performs financial and accounting functions, reviews all marketing decisions, and provides counseling and assistance when necessary, most operating decisions—such as advertising expenditures (within guidelines), themes, campaigns, and agency selections—are left to the individual operating units.

Considering its generally low corporate profile, some company observers were surprised when the company launched its first venture into corporate advertising in the spring of 1980. The print campaign was budgeted at just under $1,000,000 and has been running in the *Wall Street Journal*, *Institutional Investor* and *Barron's*.

While the ads are certainly aimed at drawing additional investment community interest in the company and increasing awareness of the company's enviable growth record, some observers point out that the advertising may also be intended to help clear any doubts that may have arisen following last year's highly visible and widely publicized dispute among the corporation's board of directors.

The conflict revolved around the question of who would succeed the outgoing ceo and the role of outside directors. Though the airing of directorial dissension proved to be an embarrassment to the company, analysts do not believe that the shake-up has had any significant effect on the operations of the corporation.

Despite continued flatness in per capita consumption of dairy products, Beatrice's dairy and soft drink operations managed to post a volume gain of 5% to $2 billion in 1979 and an earnings increase of 3% to $110,000,000. This enabled the dairy line to continue to be Beatrice's volume leader, though the dairy and soft drink operations for the first time slipped behind Beatrice's grocery operations to second place in earnings.

The dairy division's most prominent brand, Dannon yogurt, became the first yogurt to achieve national distribution when it began selling on the West Coast last summer. Dannon had previously announced that it would be going national in 1981, and the speeded-up timetable is seen as an effort to cash in on the advantage of being on the shelf first.

The newly entered California market may represent nearly one-fifth the nation's yogurt sales, but many analysts predict that Dannon will not find it easy to penetrate the market. Not only will distribution costs increase as the yogurt maker shifts from its strong base east of the Mississippi, but Dannon will also be facing tough competition from such firmly entrenched California companies as Knudsen Corp. and Beatrice's own Johnston unit, as well as such other newcomers to the western yogurt markets as General Mills and Foremost-McKesson.

Much of Dannon's marketing efforts during the coming year are expected to be concentrated on the California market.

The dairy and soft drink division has also been expanding its Viva low-fat products, its County Line cheeses and its Meinerz Italian cheese operations. Viva now accounts for 25% of Beatrice's U.S. dairy volume, up from 12% five years ago; Meinerz has opened a new production facility in California which is expected to provide more efficient service to West Coast markets; and County Line will be introducing several additions to its line of natural cheddar cheeses in the coming year.

Beatrice's grocery line enjoyed an exceptional year, with sales rising 27% to $1.2 billion and operating earnings jumping 38% to $114,000,000.

How to fancy up plain yogurt
DANNON
DANNON

Dannon Plain Yogurt now in pints and half-pints.

Dannon.

The natural, lowfat, no starch yogurt.

Dannon yogurt pushes its unflavored variety.

Even though tight citrus supplies have kept Tropicana from doing any media advertising since the freeze of 1977, the citrus marketer accounted for 31% of the grocery division's sales and 50% of its earnings last year. The 1979-80 record citrus crop bodes well for Tropicana, which began advertising again in March, 1980, with an estimated $2,000,000 to $3,000,000 campaign. The three-month effort included television, magazine and newspaper advertising, as well as spots on Spanish radio in New York City and Miami.

Tropicana has doubled its production capacity and plans to add items for the institutional market this year as well as new flavors to its line of noncarbonated drink products.

- The grocery division's La Choy and Rosarita ethnic food operations have also been expanding their offerings. La Choy, continuing to pursue its goal of becoming a full-line producer of Oriental foods, introduced a line on "boil in the bag" Oriental vegetables, and is developing other distribution channels to support its retail business. This includes an arrangement with an Ohio based Oriental fast-food chain for which La Choy is producing six specialty items.

Rosarita, Beatrice's largest Mexican food company, continued to expand from its southwestern base by adding distribution in five new Midwest markets. Rosarita also introduced eight new food products in late 1979, including canned whole and diced green chiles, three salsas, picanto sauce, taco shells and tostada shells.

Despite a strike at the Eckrich main distribution center last year, sales of Beatrice's specialty meats lines rose 5% to $689,000,000 last year, with earnings increasing 11% to $50,000,000. The strike kept Eckrich—which supplies two-thirds of Beatrice's specialty meats profits—from growing as much as it had hoped last year. During the last six years Eckrich has grown at an 8.5% compounded rate, far ahead of the industry's 1.5% growth rate.

Eckrich plans to resume its pattern of geographic expansion in the coming year, continuing to move out from its Illinois, Wisconsin, Ohio and Michigan base and toward growing southwest and southeast markets. Sales outside the four-state base area have tripled since 1972 and now account for 30% of Eckrich sales.

- Eckrich currently markets its products in 27 states and holds a 5% market share nationwide, up from 3.3% in 1973. In its 27-state marketing area, Eckrich has a 10% share, double its share in 1973.

The planned Eckrich expansion will be supported by four new district facilities as well as by product line expansions and new packaging and flavor variations scheduled for the coming year. Eckrich conducts ongoing surveys with 2,500 homemakers every six months to test the taste, appearance, functional packaging and graphics of its products.

Beatrice's emphasis on adult-oriented items helped its confectionery and snack operations grow 12% in sales to $522,000,000 last year and increase its earnings 11% to $66,000,000 at a time when the rest of the candy industry had enjoyed little growth. The company also benefited from the fact that its products contain little or no chocolate and were not hurt much by the soaring cocoa prices.

The Fisher nut operations in the snack division expanded its television coverage from nine to 23 markets and introduced several new products. These included unsalted peanuts aimed at the diet-conscious audience, dry-roasted tavern nuts, and a sesame and peanut mix.

The Jolly Rancher hard candies unit introduced a new natural butterscotch peanut crunch into selected markets, stepped up its media campaign, and continued to expand its penetration into supermarkets.

The Clark candy operation withdrew its unsuccessful yogurt bar but introduced nationally a new Nutcracker candy bar.

With Samsonite continuing to benefit from the air travel boom, Beatrice's travel and recreation lines managed to overcome the disastrous performance of the Airstream recreational vehicle operations by posting a 3% sales increase to $513,000,000 and a 4% earnings increase to $48,000,000.

- Samsonite introduced the Silhouette II last year, an updated version of its traditional hardside luggage that features a revamped interior, new frame and fashion-oriented colors. Samsonite also expanded its U.S. softside product line with a new high-fashion fabric called cocoa twill. Softside luggage now accounts for 36% of the company's domestic luggage business, and Samsonite introduced softside business cases last year to the Omega line of attache cases that it began in 1977.

Airstream continues to suffer as a result of rising gasoline prices and gasoline supply uncertainties and has been forced to close down two of its three production facilities.

Buxton men's and women's personal accessories also had some difficulties last year as its Bill Blass high-fashion line met with consumer price resistance. Buxton plans to deal with this setback by introducing lower-priced, fashion-oriented items under the John Weitz label to be marketed via catalog showrooms and discount channels.

In Beatrice's other lines of business:

- Housing and Home Environment operations dropped 7% to $530,000,000 with earnings sliding 48% to $22,000,000. Beatrice sold its Harmon-Kardon unit in October, 1979, and reached an agreement in principle to sell James B. Lansing Sound Inc. The company's Stiffel lamp unit, which manufactures high-quality lamps, reported volume increases for the first time in five years and is planning to introduce a number of contemporary lamps, a departure from its line of traditionally styled products.
- Food distribution and warehousing operations saw sales rise by 16% to $1.1 billion while earnings experienced an increase of 20% to $60,000,000.
- Agriproduct sales increased 18% to $461,000,000 and earnings rose 17% to $39,000,000.
- Institutional and Industrial sales grew 16% to $873,000,000 with earnings of $127,000,000, up 14%.
- Chemical and Allied Products operations had a record year, with sales rising 18% to $322,000,000 and earnings increasing 24% to $47,000,000.

ADVERTISING EXPENDITURES

	1979	1978
Newspapers	$2,764,900	$2,717,100
Magazines	4,847,100	4,023,400
Farm publications	887,200	874,500
Spot tv	14,869,700	16,903,900
Network tv	5,576,000	5,565,800
Spot radio	2,037,500	3,221,300
Network radio	157,700	99,700
Outdoor	39,000	24,100
Total measured	31,179,100	33,429,800
Unmeasured	118,820,900	116,940,200
Estimated total	150,000,000	150,370,000

MARKETING PERSONNEL

Dairy Division

John D. Conners, exec vp, div president
Juan E. Metzger, vp, mgr-Dannon yogurt
Ralph Hallquist, dairy mktg mgr.
Harold Bogigian, adv director

Grocery division

Harry Niemiec, exec vp, grocery specialities,

confectionary & snack, bakery
Gordon Swaney, vp, asst genl mgr, grocery specialties division
William Burkhart, president, bakery division.

Confectionary & Snack Division

B. Robert Kill, div president

Soft Drink Division

William S. Mowry Jr., div president

Institutional Foods

T. Mackin Sexton, vp, div president

Specialty Meats

Joseph E. Quinlan, vp, div president

Consumer arts

James Weiss, div president
Thomas Mitchell, div exec vp

Leisure Products

James Weiss, exec vp
Norman M. Schneider, div chairman
Vernon Davidson, div president

Chemical Division

James Weiss, exec vp
Harry C. Wechsler, vp., div president

Agri-Products Division

Richard A. Walrack, div president

International Food Division

William W. Granger Jr., exec vp, intl foods
Anthony Luiso, vp div exec vp
Peter Brown, president-Australia & Far East operations
Andre J. Job., president-Latin American operations
Roland M. Binnington, president, Canadian dairy operations
Robert Drape, vp, president-European operations

ADVERTISING AGENCIES

A R & H Advertising, New York-Melnor Industries.

Arnold & Co., Boston-Market Forge (health care cooking and food service equipment).

Ayres & Associates, Lincoln, Neb.-The Snow Co.

Benton & Bowles, New York-Peter Eckrich & Sons.

Benton & Bowles, Chicago—The Stiffel Co.

Bozell & Jacobs, Minneapolis—Sauna Inc.

Chiat/Day, Los Angeles—Johnston Foods Co.

Colle, McVoy, Minneapolis—Sanna institutional.

Creamer Inc., Chicago—Charmglow.

Creamer, Dickson, Basford, Pittsburgh—The D. L. Clark Co.

Cummings/McPherson/Jones & Porter, Rockford, Ill.—Special Products div; Dell Food Specialties; Sanna industrial div.

Dailey & Associates—Rosarita Mexican foods.

Eibert Advertising, Waltham, Mass.—polyvinyl chemicals.

Eric Ericson & Associates, Nashville—Martha White Foods.

Fox, Sweeney & True, Denver—Meadow Gold Dairies, Seven-Up Bottling Co. of Denver.

Alex T. Franz Inc., Chicago—Culligan International.

Geisz & Rose Advertising, Los Angeles—Imperial Oil.

Garfield-Linn & Co., Chicago—World Dryer Corp.

Groff Advertising, Los Angeles—Jahn & Ollier.

Guerin, Johnstone & Gage, Los Angeles—Airstream Inc.

Hicks & Greist, New York—County Line Cheese.

Hoffman York, Milwaukee—Brillion Iron Works

J.M. Korn & Son, Philadelphia—Thomas D. Richardson Co.

Krupnick & Associates, St. Louis—Switzer Candy.

Mandabach & Simms, Chicago—Bloomfield Industries.

Marsteller Inc., Chicago—John Sexton & Co., Vogel-Peterson Co.

Marsteller Inc., New York—Dannon milk prods, Louis Sherry Ice Cream Co.

Martin Ruoss/Creative Group, Fort Lauderdale—Standard Dry Wall.

Meltzer, Aron & Lemen, San Francisco—Wells Mfg. Corp. (electric commerical restaurant equipment).

Fred A. Niles Marketing Systems, Chicago—Meadow Gold dairy div.

PGM Studios, Chicago—Chicago Specialty Mfg. Co.

PKG/Cunningham & Walsh, Chicago—Aunt Nellie's Foods, Beatrice Frozen Specialties, La Choy food prods.

Cochrane, Chase, Livingston & Co., Irvine, Ca.-Liken Home Furnishings.

Provandie & Chirurg, Boston-Buxton Inc.

Russell T. Gray, Inc., Chicago—Mid West Co.

Schram Advertising, Chicago—Home-Maker Industries, Smith Baldwin & Calbert, Gebhardt Mexican Foods Co.

Siegle, Schiller, Rolfs & Wood, Honolulu—Meadow Gold dairy div.

Stevens Inc., Grand Rapids, Mich.—Hekman Furniture Co.

J. Walter Thompson Co., New York—Samsonite (luggage).

Three Arts Inc., Cedar Rapids, Ia.—Virgortone Products.

Beecham Group Ltd.

	1979	1978
Sales*	**$2,300,000,000**	**$1,910,817,000**
Earnings*	**340,000,000**	**303,048,000**
Advertising	**46,704,500**	**27,656,500**

***Worldwide figures, converted to U.S. dollars.**

Beecham Group Ltd., Clifton, N.J., the 82nd largest national advertiser, spent an estimated $46,704,500 in advertising in 1979, a 69% increase from an estimated $27,656,500 in 1978.

This hefty increase reflects the support put behind Aqua-fresh toothpaste, Beecham's first new-product success in the U.S. in years. Moreover, Beecham's purchase last September of Jovan Inc., a Chicago-based fragrance marketer, added significantly to the total advertising spent.

The British-based company's estimated worldwide sales were $2,300,000,000 for the year ended March 31, 1980, a 20% increase over the $1,910,817,000 recorded the previous year. Earnings increased 12% to $340,000,000 from $303,048,000 over the same period. Although the company does not break out U.S. figures, sources said the U.S. divisions of Beecham had sales of about $290,000,000 in the year ended March, 1980.

Jovan, for which Beecham paid $85,000,000 in cash, had been showing signs of fatigue following a period of annual growth consistently above 20%. Industry observers speculated Beecham was gambling on Jovan's ability to recapture its growth momentum with a full line of toiletries and cosmetics.

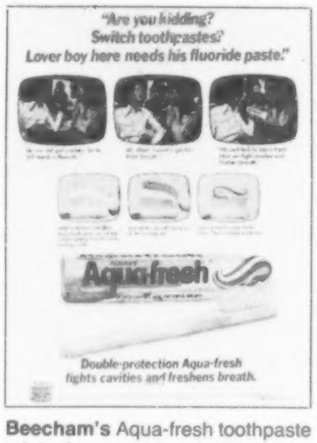
▪ Beecham reportedly was not the first suitor for Jovan. Industry sources say Jovan had been flirting with other acquisition-minded consumer products companies for three years and had talked with Beecham for a year before reaching the agreement. Under the terms of the sale, Jovan's sales and marketing staff has been kept on and J. Walter Thompson Co. has remained the company's U.S. agency. While Beecham acquired 100% of Jovan's stock, Jovan and its Yardley of London division will continue to be run as an independent, wholly owned subsidiary.

During the past year Jovan became involved in litigation based on its alleged imitative practices. Revlon Inc., which announced in September that it was testing a line of purse-size fragrances called Perfumatics 2000 in four scents including night blooming jasmine, filed a suit against Jovan for its use of the name Night Blooming Jasmine on a cologne and perfume whose introduction was announced later in the fall.

Mem Co., which markets English Leather, has filed for preliminary injunction against Yardley's use of the trade name Yardley Leather on a product introduced in January. And Life Laboratories, which makes a body lotion called Oil of Life, filed (and lost) a motion for preliminary injunction against Jovan's use of the name Oil of Life for a body lotion it is introducing nationally. Life Labs, according to its attorney, plans to continue its legal battle with Jovan.

Among the fragrance company's top sellers are Jovan Musk, which does an estimated $35,000,000 volume (or 40% of sales) and received $241,000 in measured media backing in 1979, and the Jovan Nail Care kit, which received $70,200 in measured media backing. Another 25% of the company's sales is said to come from new-product introductions, an area in which Jovan is notably strong.

Jovan's Oleg Cassini fragrances for men and women, launched last fall, received media backing to the tune of $1,000,000 before year's end, and during the first six months of 1980 has been backed with at least that amount and possibly more, industry sources say.


"Are you kidding?
Switch toothpastes?
Lover boy here needs his fluoride paste."
Aqua-fresh
Double-protection Aqua-fresh
fights cavities and freshens breath.

Beecham's Aqua-fresh toothpaste print ad supports its television campaign.

As in 1978, the big product news for Beecham last year (besides Jovan) was Aqua-fresh, which received more than $20,000,000 in ad support, mainly in network tv. The agency for the quickly growing brand is Grey Advertising, New York.

▪ Among Beecham's other consumer products, meanwhile, those reportedly showing the best performance in the U.S. included Sucrets throat lozenges (also Grey), Cling Free fabric conditioner (Cunningham & Walsh, New York), Massengill disposable douche (Grey), Calgon water conditioner (C&W), Lancaster cosmetics (Shaller Rubin Associates, New York) and Vitabath bath gelee (Grey).

Cling Free, a former Merck & Co. product, received $5,602,000 in measured media support, with $5,499,800 spent in network tv.

The family of products that received the most combined support turned out to be the Calgon brand, which also came over in the Merck acquisition. Calgon bath oil beads received $1,382,000, of which $1,379,000 went to network tv and $2,200 to spot tv.

Calgon water softener was close behind with $1,339,300, most of which went to network tv. Calgonite dishwasher detergent accounted for $715,700, with $709,700 going to network tv and $6,000 to spot tv.

Other products that came over in the Merck deal also received a sizable chunk of ad support. Sucrets throat lozenges received $1,778,800, virtually all of it going to network tv. This was considerably less than the $3,000,000-plus that backed Sucrets the previous year. Hold, a brand that includes a cough drop and a liquid cough suppressant, got just about $1,000,000 in support, nearly all of it in network tv.

Massengill disposable douche received more than $2,000,000 in measured media support, almost all of it in network tv. Brylcreem, one of Beecham's anchor products, received $1,572,600 in support, including a $43,300 cash refund promotion that ran in magazines.

Other consumer products that received support, albeit at a lower level, included Fruit-Fresh food preservative, $448,300; 2nd Debut creams and lotions, $211,200; Vitabath bath gelee, $300,800, and Lancaster creams and lotions, $125,300.

ADVERTISING EXPENDITURES

	1979	1978
Newspapers	**$303,500**	**$189,700**
Magazines	**2,795,800**	**1,090,300**
Farm Publications	**366,600**	**353,500**
Spot tv	**6,361,900**	**3,886,300**
Network tv	**34,540,400**	**20,731,300**
Spot Radio	**479,300**	**305,400**
Total Measured	**44,847,500**	**26,556,500**
Unmeasured	**1,857,000**	**1,100,000**
Total	**46,704,500**	**27,656,500**

BEECHAM PRODUCTS DIV.

MARKETING PERSONNEL

L. W. Wilde, vp-mktg
R. F. Creighton, vp-mktg services
R. M. Lancaster, vp-sales

JOVAN INC.
YARDLEY OF LONDON INC.
BEECHAM COSMETICS
LANCASTER COSMETICS

MARKETING PERSONNEL

R. E. Meyer, president
B. A. Shipp, exec vp
W. L. Henderson, vp-sales, Jovan
T. Measday, vp-gen mgr, Yardley
J. Small, vp-sales, Yardley
C. Archer, nat sales mgr. Beecham Cosmetics
A. Kessler, vp-mgng director, Lancaster

BEECHAM LABORATORIES DIV.

MARKETING PERSONNEL

M.M. Jones, vp-sales & mktg
P. A. Sells, veterinarian mktg mgr
T. Harrison, mktg mgr
T. G. Wood, sales director

ADVERTISING AGENCIES

Grey Advertising, New York — Sucrets, Hold, Calgon bath prods, Aqua-fresh, Massengill, new prods.

Cunningham & Walsh, New York—Calgon water conditioner, Calgonite, Cling Free, Macleans, Fruit-Fresh, Brylcreem, new prods.

Shaller Rubin Associates, New York—Lancaster cosmetics, 2nd Debut, Vitabath.

Frank J. Corbett Inc., Chicago—ethical pharmaceuticals.

Charles Tombras & Associates, Knoxville—veterinary pharmaceuticals.

J. Walter Thompson Co., Chicago—Jovan cosmetics and perfumes.

Borden Inc.

	1979	1978
Sales	**$4,312,533,000**	**$3,802,559,000**
Earnings	**134,015,000**	**135,827,000**
Advertising*	**38,958,600**	**50,000,000**

***Estimated by AA**

Borden Inc., Columbus, O., the 91st largest U.S. advertiser, reduced advertising expenditures this year from $50,000,000 in 1978 to $38,958,600 in 1979, a 22% decrease in spending.

Although sales increased by 13% to $4.3 billion in 1979, earnings dropped slightly—1%—to $134,015,000.

In the previous year, sales had increased by 9.2% over 1977 and earnings similarly had increased 7% over 1977's high of $126,870,000.

Total expenditures in measured media were $26,258,600, a $10,000,000 reduction compared with 1978. Although no single product received more than $2,500,000 in advertising support, major expenditures included $2,430,400 for Lite-Line cheese (mainly in network tv), $2,348,100 for Borden's milk (mainly in spot tv), $2,070,200 for Wonder Bond glue (exclusively in network tv).

Over $1,000,000 was spent on advertising Skim American cheese ($1,784,200), Krylon spray paints ($1,744,400), Borden's ice cream ($1,402,200), Wyler's lemonade crystals ($1,364,700), Eagle Brand condensed milk ($1,359,500), Cracker Jack ($1,344,400) and Kava instant coffee ($1,331,200).

Percentage of total sales from the four divisions was exactly the same as the year before: 28% from both the foods and dairy services divisions; 24% from the chemical division; and 20% from the international division. Each of the four divisions is around the $1 billion mark in annual sales.

▪ According to a statement by chairman Eugene J. Sullivan, Borden will position itself "more firmly" as a consumer goods and specialty chemicals company in the '80s. He anticipates changes in product mix and possible changes in geographic areas of operation as well as more aggressive new product development and marketing.

At $1.2 billion, dollar sales for Borden Foods were up 13.2% in 1979. Grocery and cheese product groups, which jointly account for about half the divisions total dollar volume, were converted from direct to all broker sales forces last year.

Creamettes pasta line, in its first year under Borden, gained in sales and income as the company executed market extensions and intensified penetration into existing markets.

Last year, Borden spent $113,600 supporting Creamettes macaroni products in measured media ($84,700 in spot tv and $28,900 in magazines). An additional $107,500 was spent in magazines on Creamettes macaroni and Veg-All canned vegetables tie-in.

Eagle Brand sweetened condensed milk, the company's original product, had another record year. Major consumer promotions focused on use in candies and desserts.

▪ Wyler drink mixes stabilized after years of deteriorating market position and Wyler bouillon made gains in volume and profits, retaining its position as the nation's No. 1 brand bouillon.

In August, 1979, Borden reentered controlled store tests in Fort Wayne and Chattanooga, with a reformulated, repackaged ReaLemon lemonade powder drink mix. Tv spots touted a "100% natural flavor, no artificial colors, no preservatives." The product met with more success than it had two years ago in upstate New York and, earlier this year, the company expanded distribution into two-thirds of the country, including the East and West Coasts. The expansion was backed by tv and print ads.

Bama jams, jellies and preserves experienced further market shrinkage due to intense competition and decline in breakfast at home, according to the company. Bama jellies and preserves was given $24,200 worth of support in magazines and $84,600 was spent on tv commercials for Bama pies.

Snow's seafood canning operations improved volume dollar sales and profits over the previous year and cut overhead costs by reducing the size of its clam boat fleet. Spot tv ads costing $340,900 were aired for Snow's canned chowder.

▪ Although the cheese products group reported record sales, profits fell sharply due to erratic pricing and oversupply that triggered price decline, according to the company. An improved share of the national cheese market is credited to Lite-Line and Skim American diet/health cheese products.

Borden's snack group (Wise potato and corn chips) had record dollar sales volume and profits, with increased market penetration and market expansion. The group acquired Buckeye Potato Chip Co., Columbus, O., in February, 1979, and Guy's Foods Inc., Liberty, Mo., in August, 1979, using these distribution networks for rollout of Bravos Tortilla Chips. This year it bought Dallas-based Morton snack foods.

Advertised exclusively on spot tv, Wise Lights potato chips and Wise snacks in general were supported with $192,500 and $2,500, respectively. Wise potato chips were supported with spot tv ($752,600) and outdoor ($43,000). Over $991,000 was spent on Bravos tortilla chips in spot tv.

▪ The bakery group, which is known to consumers under the Drake brand name, increased sales and profits, although some items were downsized and the count in multi-unit packs was reduced, reportedly due to rising costs of ingredients, labor and distribution. Using spot tv exclusively, Borden spent $3,300 and $226,600, respectively on Drake bread and Drake cakes.

At the conclusion of last year's third quarter, the company blamed lower operating income from the confectionary and bakery operations in conjunction with new product ad and promo expenses for a slight decline in operating income for the foods division.

Earlier this year, the company announced a $6,000,000 multimedia campaign for Cracker Jack, including $500,000 worth of "super" prizes in 57,000 boxes of the snack food. Prizes reportedly will range from a Mazda station wagon filled with Mattel toys and games to tricycles and other toys. Advertising plans included newspaper supplements and tv spots highlighting the super prize promo or the company's "America's great fun family snack" theme (AA, Jan. 28). The company currently is running commercials featuring kids who are "Cracker Jack" at roller skating, water skiing, etc.

Expanded use of Elsie the Cow and designation of Borden's milk as the "official milk of the 1980 Winter Olympic Games" are parts of the marketing effort by the dairy & services division. For its Olympic t-shirt offer, Borden contributed $1 of the $3.50 purchase price to the Olympic team.

In conjunction with expanded use of Elsie, the company plans a reversal of its longstanding policy of limited ad spending for the dairy division. According to Thomas Hagerty, the dairy division's vp-marketing, the Olympics promo with Elsie is a "springboard" for a much larger corporate campaign for this year, using Elsie as the central character.

▪ In the seventh consecutive year of growth, the dairy & services division increased sales 12.4% over the previous year. Higher sales reportedly reflected substantially higher selling prices on slightly greater volume. Cultured products showed the best market share improvement for the division as Borden Kitchens developed a series of 16-page New Idea books on cottage cheese, yogurt and sour cream. About 20,000,000 books were distributed.

The division also completed rollout of Borden All Natural ice cream and introduced, in selected markets, Borden All Natural ice milk.

▪ Like the dairy & services division, Borden's chemical division recorded generally higher prices on slightly higher volume. For the first time, sales topped the $1 billion mark, up 10.4% over 1978.

Borden International also had a record year in sales, 18.8% above 1978 ($890,000,000). Sales volumes rose in Latin America. European operations were at an all-time high. Sales and profits were at record levels in Canada. And, in Asia, Borden entered a new market with the formation of Korea Borden Inc., a joint venture to provide feed supplements for milk calves, pigs, etc.

ADVERTISING EXPENDITURES

	1979	1978
Newspapers	$1,123,800	$4,685,500
Magazines	4,504,400	3,320,400
Farm publications	268,200	299,800
Spot tv	7,710,700	10,613,200
Network tv	10,963,700	13,110,200
Spot radio	234,400	3,994,000
Network radio	1,331,200	410,100
Outdoor	122,200	35,200
Total measured	26,258,600	36,468,400
Unmeasured	12,700,000	13,531,600
Estimated total	38,958,600	50,000,000

FOODS DIVISION

MARKETING PERSONNEL

James D. Milligan, president
Jon G. Hettinger, president, grocery prods div
John Nugent, senior vp-mktg, Creamette Co.
Ronald Kesselman, senior vp, grocery prods div
John Dix, vp-mktg, grocery prods div
Lee Arst, vp-mktg, refrigerated div
John Wilcha, vp-mktg, Drake Bakeries
George Waydo, president, snack foods
Rodney Russell, director mktg services
Frederick Schindler, mgr of adv

ADVERTISING AGENCIES

Doyle Dane Bernbach, New York—Bama Foods, Wyler's iced tea, ReaLemon, Snow prods, Wyler's drink mixes—Bruce Beach, mgmt super.

Grey Advertising, New York—Cremora coffee lightener, Eagle brand condensed milk, cheese prods, Cracker Jack, Flavor House nuts, Deran candies, Snow's prods, None-Such, Wyler's soups & bouillon—Stewart Hegleman, mgmt super.

Bozell & Jacobs, New York—Drake Bakeries, Wise snacks, Old London snacks, Kava instant coffee –Paul Tully, mgmt super.

Caldwell/Reingold Group, New York—military sales—Harry Reingold, mgmt super.

CHEMICAL DIVISION

MARKETING PERSONNEL

R. W. Gutheil, president
T. O. Doggett, group vp-consumer prods
H. J. McCormick, gen mgr, consumer prods
David Gordon, vp-mktg, Columbus coated fabrics, industrial and automotive
R. T. Paul, vp-mktg, Columbus coated fabrics, wall coverings
Richard Lockman, president cosmetics & toiletries
C. C. Braun, president, Smith-Douglas' agrichemicals
C. A. Matzen, gen mgr, molded products

ADVERTISING AGENCIES

Conahay & Lyon, New York—Elmer's adhesives, Krylon aerosol products, Lustro-Ware household products, Mystik tape, Wall-Tex wall coverings—T. O'Connor, acct super.

Al Paul Lefton Co., New York—Jean Patou's Joy, Caline Moment Supreme perfumes—Bill Wolfston, acct super.

Chesapeake Advertising, Norfolk, Va.—Smith-Douglass fertilizers, agricultural chemicals—R. I. Stiffler, acct super.

Lord, Sullivan, Yoder, Marion, O.—Columbus coated fabrics industrial film products—Bob Sullivan, acct super.

DAIRY & SERVICES DIVISION

MARKETING PERSONNEL

Marvin J. Herb, president
Thomas Hagerty, vp-mktg
Charles Craft, mktg mgr, milk prods
John Rutan, mktg mgr, cultured prods
Bill Webb, vp-natl accts
G. Castellani, director, packaging

ADVERTISING AGENCIES

Della Femina, Travisano & Partners, New York—ice cream and milk prods—Bruce Johnson, acct super.

Ruben, Montgomery & Associates, Indianapolis—Pepsi-Cola Bottling Co., Indianapolis—Robert Montgomery, acct super.

Milton Bradley

	1979	1978
Sales	$360,059,605	$259,961,810
Earnings	29,918,254	20,258,447
Advertising	31,328,000	22,538,000

Milton Bradley, Springfield, Mass., the 98th largest national advertiser, increased its domestic advertising 39% in 1979, to $31,328,000.

Sales for the year also increased 39%, as strong electronic game sales combined with "substantial" nonelectronic toy gains and strong European subsidiary sales. Earnings increased 48% over 1978.

Every domestic division and subsidiary contributed to the sales and earnings increases for the year, except South Bend Toy Co. which has experienced losses for the past two years. Toys accounted for 95.5% of net sales in 1979. Corporate sales of electronic games and toys for 1979 were $117,131,000, or 33% of total sales, compared with 19% for 1978. The company markets products under the trade names "Milton Bradley," "MB," "MB Electronics," "Playskool," "South Bend," "E.S. Lowe" and "New England School Supply."

Of the $31,328,000 spent on advertising in 1979, $22,069,000, or 70%, was placed in television, primarily spot tv. In 1978, 73% of Milton Bradley's total ad expenditures went to tv.

▪ MB Communications Inc., a subsidiary, has for the last five years supplied all national, regional and local advertising for all domestic divisions and Milton Bradley subsidiaries.

In 1977, the company introduced two games, Comp IV and Electronic Battleship, which contain electronic components (microprocessors) and are battery powered. With the introduction in 1978 of Simon, a memory-testing game, and Starbird, a toy spaceship, electronic games and toys became a "significant part" of the toy product segment. Introductions in 1979 include Big Trak, a toy vehicle with a programable course; Microvision, a hand-held device with a liquid crystal display screen on which programed games may be played, and Intruder and Avenger, variations of the Starbird spaceship.

M-B's fastest growing segment, the electronic games division, spent just under $4,000,000 on spot tv buys in 1979, according to Leading National Advertisers.

Milton Bradley was among the electronic marketers hit by silicone chip shortages in 1979, causing delays in marketing some items, sales losses and price increases. As a result, the company has decided to assemble electronic modules and study the feasibility of producing its own circuit boards and printed keyboards.

The company believes 1980 sales of nonvideo electronic games and toys will increase 25% to 40% over 1979, and that by the mid-1980s, electronic games and toys, both video and nonvideo, which also appeal to adults, could represent 50% of the total toy industry sales in the U.S.

For 1980, the electronics unit plans heavy tv support for the Super Simon and Pocket Simon extensions of its Simon best-seller, plus strong backing for Milton, Plus, its Microvision handheld game (with eight cartridges, two of them new in 1980) and the Omni Entertainment System programed with 12 cartridges. Coleco Industries puts its electronic volume ahead of Milton Bradley, but behind Mattel Toys.

▪ In nonelectronic toys, Milton Bradley spent more than $13,000,000 in network and spot tv advertising to promote its diversified line of more than 170 games and puzzles for adults and children, including Battleship, Stratego, The Game of Life, Chutes & Ladders, Candyland, Hangman and Twister.

E.S. Lowe games received just under $2,000,000 in spot tv backing in 1979, according to LNA. Focusing on family games, the division manufactures backgammon, cribbage and chess sets. This year, it will ad Jackpot Yahtzee to the highly successful Yahtzee, Triple Yahtzee and Challenge Yahtzee games.

▪ The Plyskool subsidiary in Chicago manufactures and sells toys designed for infants, toddlers and children at preschool and primary grade levels. Its brand-name products include Lincoln Logs and Bristle Block. In 1978, Playskool introduced its first electronic toy, Alphie. In 1979, Playskool brought out Star Rider, the space age sit-on toy, and Major Morgan, a hand-held electronic musical instrument for children ages 6-to-9. According to LNA, the division spent over $7,000,000 in advertising via consumer magazines (*Family Circle, Good Housekeeping, American Home, McCall's* and *McCall's Working Mother*) and network/spot tv (with CBS' "Captain Kangaroo" its main vehicle). Most heavily advertised for 1980 will be Bristle Blocks, Fetch-It Freddie and Gilligan's Island Bath Toy.

▪ Through its South Bend Manufacturing Co. subsidiary, South Bend, Ind., the company markets toys such as Li'L Lady Buggy stroller, Li'L Lady Bug Dolly chair and various doll carriages. As a result of past losses, the division will retrench to a more limited line of crafts and doll accessories, and maintain its doll carriage and stroller lines.

During the year, some major executive appointments were made. John W. O'Donnell was elected to the post of exec vp of the company, succeeding Vincent G. Martin who retired in May. Charles J. Weinscheier, formerly president of Tonka Toys, was named president of Preskool and Richard Thompson, previously regional director-Europe for Warner-Lambert, was named exec vp-general manager of Milton Bradley International.

ADVERTISING EXPENDITURES

	1979	1978
Magazines	$ 817,000	$ 742,000
Spot tv	25,52,000	16,226,200
Network tv	775,100	602,000
Total Measured	26,644,100	17,570,200
Unmeasured	4,683,900	4,967,800
Total	31,328,000	22,538,000

MARKETING PERSONNEL

MB Communications Inc.
Springfield, Mass.

John V. Payson, exec vp-gen mgr
George H. Merritt, vp-pr director of operations
Edward Radding, vp-media services.

ADVERTISING AGENCY

MB Communications (house agency), Springfield, Mass.

Bristol-Myers Co.

	1979	1978
Sales	$2,752,777,000	$2,450,429,000
Earnings	231,545,000	203,048,000
Advertising*	210,600,000	192,850,000

* U.S. only, AA estimate

Bristol-Myers Co., New York, the 12th largest national advertiser, is estimated to have spent $210,600,000 for domestic advertising in 1979, an increase of 9% over the 1978 figure.

The company reported worldwide advertising and product promotion expenses of $457,623,000 for 1979, up slightly from $423,270,000 in 1978.

For the first half of 1980, B-M reported $1.528 billion in sales, 16% ahead of the previous year, and net income of $122,670,000, or 19% better than the '79 first half. Earnings growth was led by the international division, despite the unfavorable effects of foreign exchange losses. All domestic segments were well ahead of the first quarter of 1978.

Bristol-Myers' eye-stopper print ad for its top-selling roll-on antiperspirant, Ban.

These results followed record sales set in 1979, when worldwide revenues rose 12% to $2,752,000,000 while net earnings were up 14% to $231,545,000, the same percentage increase as the previous year.

▪ Volume increased in all areas—nonprescription health care, domestic consumer businesses and the international division. Higher yields on investments and the gains realized on the sale of the company's Camargo Foods subsidiary helped raise net income.

Bristol-Myers comprises four main business segments—pharmaceutical and medical products, toiletries and beauty aids, nonprescription health products and household products.

▪ Pharmaceutical and medical products remained the largest segment, as sales increased by 15% in 1979 to $945,954,000, while profits increased by 12% to $176,558,000.

Prescription medicines, mainly antibiotics, make up approximately 60% of the segment's sales. Other products include cardiovascular and anticancer drugs, orthopedic implants, surgical instruments and other pharmaceutical, medical and dental items.

The continued growth of the international antibiotic market, the company's strong performances in the domestic anticancer drug market and excellent gains in the worldwide markets for medical and dental products all contributed to the growth of the segment in 1979.

▪ In 1980, Bristol Laboratories, the company's main center for cancer research, plans to file new drug applications for two anticancer drugs, etoposide and teniposide. The Mead Johnson pharmaceutical division also plans to introduce two other anticancer drugs this year called Cyfos (ifosfamide) and tegafin.

Klotrix, a controlled-release potassium chloride tablet in the potassium supplement market, has received FDA approval and is now in the market. The company's already popular K-Lyte potassium supplement line registered strong sales increases in 1979.

Mead Johnson also introduced Tri-Vi-Flor with iron in late 1979 for use as a supplementary fluoride, vitamin D and iron nutrient for breast-fed babies. In addition, Mead Johnson came out last year with Enfamil Premature Formula with whey protein which consolidates all the nutritional needs of low birthweight infants.

▪ In 1979, Zimmer-U.S.A., one of three B-M health care divisions, achieved substantial gains. During the year, the Food & Drug Administration cleared the division's electrical Zimmer Direct Bone Growth Stimulator, designed to promote regrowth of broken bones by stimulating the bones with direct electrical current.

Through its Aspen labs subsidiary, Zimmer acquired Xomed, a leading manufacturer of middle ear implants, middle ear ventilation tubes and disposable drapes and drills, thereby placing the company into the expanding electrosurgery field.

Unitek, which joined B-M in 1978, set new sales records in 1979. During the year, this leading manufacturer of orthodontic and dental materials acquired Professional Positioners, a manufacturer of orthodontic positioners and retainers. In the dental equipment field, B-M's Pelton & Crane achieved good sales in dental chairs and lights.

▪ Toiletries and beauty aid sales increased 11% in 1979 to $857,852,000 compared with a 3% rise in 1978. Profits rose 6% to $127,342,000.

The Clairol division remained atop the hair color products category with more than half the market share. However, the division has continued to see pressure from competitive brands such as L'Oreal.

Hair product sales were up in 1979 because of substantial sales increases of Condition shampoo and Condition II after shampoo treatment. In mid-1979, Clairol also acquired Sea Breeze Labs, a manufacturer of skin care products.

Clairol beauty products and appliances were backed with nearly $50,000,000 in measured ad support, primarily in network tv. Clairol Condition* shampoo had the largest budget, $6,500,000, of which $5,800,000 went to network tv, with the remainder going to spot tv.

▪ Other products receiving substantial measured ad support included Clairesse hair color with $6,400,000; Nice & Easy hair color, $6,250,000; Loving Care hair color lotion, $4,900,000; Miss Clairol Color shampoo, $4,100,000; Herbal Essence shampoo; $2,900,000, Condition Beauty Pack treatment, $1,900,000; Frost & Tip hair kit, $1,066,600; Condition* shampoo and Condition* II conditioner,

$1,000,000, and Crazy Curl hair styler, $925,000.

■ Once again, the Clairol appliances division set new sales records, led by its Hairsetter, which was supported with $560,000 in media support. The Foot Fixer massager also continued to expand in sales with measured media support of $1,000,000. The Hand Held dryer was backed with $1,900,000 while Skinvention and Tender Tweez Tweezer were backed with $650,000 and $500,000, respectively.

In the Bristol-Myers products division, Ban, Ultra Ban and Tickle held about 20% of the $594,000,000 deodorant/antiperspirant market, with Ban accounting for a market share of more than 14.5%.

Last year, the company introduced Ban soap in test markets as it aimed for a piece of the deodorant soap market dominated by Procter & Gamble's Ivory, Safeguard, Camay and Zest, and Armour-Dial's Dial. Toilet soaps over-all are a $650,000,000 business at retail. Ban is now out of test market, but the company said plans to introduce it nationally have not been completed.

Ban deodorants and antiperspirants received total ad support of $13,000,000 compared with $8,700,000 in 1978. Ban roll-on deodorant received the biggest chunk with $7,300,000, of which $6,600,000 went to network tv.

Tickle roll-on antiperspirant received $5,640,000 in measured ad support, primarily in network tv, while the Ultra Ban line received only $45,000, a huge drop from the $2,000,000 recorded in 1978.

Other B-M toiletries and beauty aids receiving major ad support were Body-On-Tap Beer Enriched shampoo, with $9,150,000 mostly in network tv, and Vitalis Super Hold, with $2,000,000.

■ The nonprescription health care segment posted a 13% increase in sales over 1978 with an estimated $646,264,000, while profits increased 17%, the highest improvement of all the segments, to $124,106,000. Leading gains were reported in worldwide nutritional product sales, and Westwood Pharmaceuticals improved profit returns after a substantial earnings decline in 1978.

B-M's Bufferin, with about 10% of the $744,000,000 analgesic market, received ad support totaling $14,700,000, of which $11,000,000 went to network tv.

The Excedrin line received $16,900,000. While Excedrin PM got $3,900,000, Excedrin X Aspirin Free got $39,300 and Excedrin, $12,000,000. Most of the advertising was on network tv.

Comtrex, B-M's new cold remedy, carved out a 10% share of the market by the end of 1979. The cough and cold liquid and tablet remedy received more than $7,800,000 in ad support.

Other nonprescription items that received substantial media support were Congespirin children's cold liquid and tablets, with $1,343,000, and 4-Way Long Acting nasal spray, with $2,800,000.

The household products segment reported a 7% sales increase to $303,813,000, while profits were down 5% to $36,051,000. In 1979, B-M's Drackett products maintained leading market shares with Vanish bowl cleaner, Drano drain opener and O-Cedar handle goods.

Ad expenditures for the Vanish line were $7,000,000, of which $3,000,000 went to Vanish toilet bowl freshner, $2,000,000 to Vanish crystal bowl cleaner and $1,900,000 to Vanish automatic bowl cleaner.

Windex' budget was $4,854,000, of which $3,500,000 went to network tv. The O-Cedar line of brooms and mops received $1,500,000, while Drano liquid and powder drain products received $4,029,000. Endust spray was backed with $1,911,000, and Behold spray furniture polish received $2,331,000.

Top 25 newspaper advertisers

Rank	Advertiser	Expenditures 1979	Expenditures 1978
1	R.J. Reynolds Industries	$87,991,632	$61,093,436
2	General Motors Corp.	69,870,570	46,702,868
3	Philip Morris	59,702,529	52,013,737
4	Loews Corp.	53,664,794	26,666,500
5	Ford Motor Co.	32,328,791	27,209,744
6	British American Tobacco Ltd.	25,333,117	16,532,063
7	Chrylser Corp.	22,765,274	15,819,958
8	RCA Corp.	22,644,584	19,143,498
9	American Brands	21,102,399	18,355,332
10	Delta Airlines	18,117,036	16,156,072
11	Seagram Co. Ltd.	16,820,796	8,031,583
12	American Telephone & Telegraph Co.	14,951,425	12,090,295
13	CBS Inc.	13,676,438	14,842,633
14	UAL Inc.	13,315,492	13,363,724
15	American Airlines	12,878,442	10,279,021
16	Eastern Air Lines	12,568,343	11,277,369
17	Trans World Airlines	11,005,184	11,224,416
18	ABC Inc.	10,891,746	10,167,481
19	Procter & Gamble	10,030,821	8,559,445
20	General Foods Corp.	9,904,143	8,240,943
21	General Electric Co.	9,130,156	9,002,571
22	Liggett Group	8,909,674	18,994,769
23	Toyota Motor Co. Ltd.	8,487,475	8,367,152
24	Nissan Motor Corp. Ltd.	8,392,673	4,365,853
25	Braniff International Airlines	7,914,813	6,660,633

Source: Media Records.

Other household products receiving substantial media support in 1979 were Handle With Care liquid wash with ad support of $3,522,000, Miracle White Super cleaner with $2,123,000 and Mr. Muscle spray oven cleaner with $1,240,000.

For Bristol Labs, strong increases were reported for its two major hospital antibiotics, Amikin and Cefadyl. A major development was the successful introduction of Platinol, a chemotherapeutic agent for the treatment of certain types of cancer.

ADVERTISING EXPENDITURES

	1979	1978
Newspapers	**$ 2,320,600**	**$ 762,400**
Magazines	**19,849,200**	**23,761,500**
Farm publications	**291,500**	—
Spot tv	**23,650,400**	**17,073,600**
Network tv	**116,987,000**	**110,341,400**
Spot radio	**1,054,400**	**4,006,000**
Network radio	**437,400**	—
Total measured	**164,590,500**	**155,944,900**
Unmeasured	**46,009,500**	**36,905,100**
Estimated total	**210,600,000**	**192,850,000**

CORPORATE MARKETING PERSONNEL

Marvin Koslow, vp, mktg services
Harry Levine, vp, corporate communications
Robert L. Turner, director-media & programing services
Richard J. Glossman, assoc director-media & programing services
Santo A. Critelli, director-Boclaro
Marion A. Klein, director-corporate rsch services
William Liptack, Leo Hofmann, Alan Yoblon, assoc directors
Richard Tulimieri, Jack Sinnott, mgrs

BRISTOL-MYERS PRODUCTS DIVISION

MARKETING PERSONNEL

Frank K. Mayers, president
Joseph Kelnberger, exec vp
Robert P. Viarengo, senior vp
Peter D. Orahovats, vp-scientific
Walter R. McCurdy, vp-sales
John J. Sheedy, vp-marketing
Nicholas Cannistraro Jr., vp-health care
Melvin D. Harbinger, mktg resch director
Edward J. Meyer, vp-personal care
Joseph J. Morano, vp-sales promo/merch

ADVERTISING AGENCIES

Needham, Harper & Steers, New York—4-Way nasal spray, Congespirin cold tablets and cough syrup for children, NoDoz—Phillip V.G. Wallace, senior vp; Roy Lancaster, acct super.

Ted Bates & Co., New York—Bufferin, Arthritis Strength Bufferin—Mel Elbaum exec vp; Richard Mullan, vp mgmt rep; Richard Sawyer, vp-acct director.

Daniel & Charles, New York—Ban line, Ultra Ban line, Excedrin PM, Comtrex, Ammens, Ban Super Solid, Datril—Martin Smith, exec vp; Bonnie Piven, senior vp; George Biava, acct super.

Doyle Dane Bernbach, New York—Tickle—John Leonard, group senior vp; Rein Luik, senior vp, mgmt, super.

Polykoff Advertising, New York—Body-on-Tap—Al Lowan, mktg super.

Lois, Pitts, Gershon, New York—Vitalis line—Patrick Colan, vp, mgmt super; George Lois, chairman-creative director.

Kenyon & Eckhardt, New York—Excedrin—John Horne, senior vp, mgmt rep.; James Heeken, vp-acct super.

CLAIROL PRODUCTS DIVISION

MARKETING PERSONNEL

Donald J. Shea, president
Robert Oppenheim, president—Clairol salon div
David N. Ruckert, vp-mktg, hc&t div
Donald J. Harkness, vp-sales, hc&t div
Harold T. McMenamin, vp, mktg services, hc&t div
Mary Grace Hannon, director, mktg planning & rsch dept
Thomas L. Hogan, senior director, adv develop, hc&t div
William R. Jones, director, purchasing packaging services
Mel Josephs, director, mktg salon div
Jack Shor, vp, pr

ADVERTISING AGENCIES

Doyle Dane Bernbach, New York—Final Net, Nice 'N Easy, Sea Breeze, Happiness, Power Pal—Milt Harkrader, senior vp, mgmt super; Dean Proctor, vp, director of sales merch; Steve Kutler, vp, acct super; Barbara Monte, vp-acct super.

Foote, Cone & Belding, New York—Born Beautiful, Frost & Tip, Herbal Essence, Loving Care, Miss Clairol, Silk & Silver, I Like My Gray—Alan Klein, senior vp, group mgmt super; Joe Froschl, vp mgmt super; Andre Smith, Janet Sylie, Danny Khosravani, acct supers.

Ogilvy & Mather, New York—Condition*, Condition* shampoo, Condition*II—Shelly Lazarus, mgmt. super; Melanie Kusin, acct super.

Wyse Advertising, New York—Clairesse—Lois Wyse, president; Gary Bowen, vp-acct super; Robert Grossman, acct exec.

CLAIROL APPLIANCE DIVISION

MARKETING PERSONNEL

C. Benjamin Brooks, president
Peter J. Spengler, senior vp
Alan Fink, vp-mktg
Susan J. Taylor, vp-mktg
Ben S. DeYoung, director—new health & personal care products

ADVERTISING AGENCIES

DKG Advertising, New York—Body Language, Nail Works, Plak-Check, Sonic Scrub—Collin Probert, senior vp, mgmt super; Jack Maged, acct super.

Foote, Cone & Belding, New York—Foot Fixer, Hairdryers, Hairsetters, mirrors, curling irons, Skinvention, Skin Machine—Ted Williams, corporate mgmt super; Ann Gaillard, Chip August, acct supers.

Ted Bates & Co. Inc., New York—Panic Button, Tender Tweeze—Dick Mullan, senior vp, mgmt rep; Nancy Astwood, acct. exec.

BRISTOL LABORATORIES

MARKETING PERSONNEL

Julius L. Pericola, president
Gary P. Gibson, vp-mktg
Marvin C. Lemons, vp-sales
Alan R. Foy, group director-product mktg
James E. Rurka, group director-product mktg
Roy S. Bernardi, manager, adv/promo services
Ramesh L. Ratan, director, mktg finance
J. McAuliff, gen mgr, vet operations

ADVERTISING AGENCY

Sieber & McIntyre, Chicago—Tegopen, Salutensin, Stadol, Prostaphlin, Blenoxane, Mexate, Mutamycin, Platinol, CPE division—Fred Fitzsimmons, Steve Freeman, mgmt supers. Mike Swidler, Terry Lee, Donna Small, acct supers. Linda Basnik, Tam Deplewski, acct coordinators.

WESTWOOD PHARMACEUTICALS

MARKETING PERSONNEL

Wilfred J. Larson, president
Harland A. Wyvell, director, sales
Jeffrey B. Marsh, vp-mktg

ADVERTISING AGENCY

Frank J. Corbett Inc., Chicago—Alpha Keri, Fostex, Sebulex, Keri lotion, Pernox, PreSun, Westcort, pharmaceuticals to physicians—John Burns, acct super.

PELTON & CRANE

MARKETING PERSONNEL

Kenneth R. Ferguson Jr., president
James L. Smith, mgr, mktg services

ZIMMER USA

MARKETING PERSONNEL

Thomas H. Hughes, president
Phillip K. Cornett, vp-mktg
Jane Norton, director, mktg services

BRISTOL-MYERS CO. INTERNATIONAL DIVISION

MARKETING PERSONNEL

Flavio Tomassini, president

DRACKETT CO.

MARKETING PERSONNEL

Nicholas M. Evans, president
J. R. Hughes, senior vp-mktg
Winston Weber, vp-sales
John C. Hassan, mktg director
Dominic L. LaRosa, mktg director
James W. Perkins, mktg director
C. G. Brown, director, mktg mgmt services
R. Jay Uhlmansiek, director, adv services
Peter Platow, new prod devel director

ADVERTISING AGENCIES

Daniel & Charles, New York—Mr. Muscle, Mutrament Line, new products—Martin Smith, Joe Davis, mgmt supers; Bonnie Piven, acct super.

Grey Advertising, New York—Windex, Behold, Vanish, Drano—Art Rosen, mgmt super; Fred Milman, Hugh Busby, acct supers; Dave Amedure, acct exec; Gladys Frankel, asst acct exec.

James Jordan Inc., New York—Miracle White super cleaner, Miracle White bleach, Renuzit solid, new products—Jack Taylor, president and senior mgmt super; Niel Tergesen, mgmt super; Ann Arbythnot, asst acct exec.

Marschalk Co., New York—Endust, new products—Tony Wainwright, mgmt super; George Ruthauser, acct super; Frank Brooks, acct exec.

Arthur E. Wilk Advertising, Chicago—O-Cedar handle goods, Scurbee pads—Art Wilk, mgmt super; Rick Kaplan, acct super; Marian Mitchell, acct exec.

MEAD JOHNSON & CO

MARKETING PERSONNEL

Wayne A. Davidson, president

Mead Johnson Nutritional Division

W. Richard Kern, president
Winthrop W. Hamilton, vp-nutritional mktg
Donald E. Leslie, vp-mktg services
Willette J. Braasch, adv director

Mead Johnson Pharmaceutical Division

Doanld G. Harris, president
Fred M. Brubaker, vp-pharmaceutical mktg
Kenneth J. Quakkelaar, vp mktg services
James R. Garvey, adv director

ADVERTISING AGENCIES

Robert A. Becker Inc., New York—ethical products—Raymond Perry, acct super.

Lavey/Wolff/Swift, New York—pharmaceutical products—Charles Rockefeller, acct super.

Brown-Forman Distillers Co.

	1979	1978
Sales	**$675,823,000***	**$559,764,000**
Earnings	**50,388,000***	**40,095,000**
Advertising**	**50,000,000**	**35,000,000**

***Fiscal year ended April 30, 1980**
****AA estimate**

Brown-Forman Distillers Corp., Louisville, the 79th largest national advertiser, increased its advertising to an estimated $50,000,000 in 1979, a company record 43% higher than the estimated $35,000,000 spent in 1978 and 82% higher than the $27,500,000 spent in 1977. The company has indicated that it plans to continue increasing its ad expenditures, with 1980 spending expected to be around $60,000,000 and the three-year total for fiscal 1981-82-83 to reach $210,000,000.

■ Brown-Forman's sales for the fiscal year were up 21% over the previous year to $675,823,000, while earnings rose 26% to $50,388,000 in the fiscal year.

Of the $50,000,000 spent on advertising in 1979, $29,300,000 was spent in measured media, up from $21,600,000 in 1978. Of this, $13,000,000 went to magazines, up from $8,300,000; $5,600,000 went to network television, up from $4,900,000; $4,800,000 was spent on outdoor advertising, up from $3,500,000, and $3,300,000 went to newspapers, up from $2,000,000.

Only spot television spending declined, with 1979 spending totaling $2,500,000, down from $2,800,000 in 1978.

According to Leading National Advertisers, Brown-Forman's most heavily advertised products were Canadian Mist Canadian whisky, $5,600,000, up from $3,900,000; Cella Italian wines, $5,100,000, down from $5,300,000; Bolla Italian wines, $3,100,000, up from $2,400,000; Jack Daniel's whisky, $2,900,000, up from $2,300,000, and Early Times bourbon, $2,500,000, up from $1,900,000.

■ The advertising support helped most of the Brown-Forman products enjoy unit sales increases in 1979. According to *Time* magazine marketing reports figures, for example, Jack Daniel's was the second best-selling American straight whisky and increased case sales to 2,225,000 cases in 1979 (up from 1,900,000 in 1978) while the straight bourbon category suffered an overall unit sales decline; Canadian Mist became the best-selling U.S.-bottled Canadian whisky by moving 2,450,000 cases (up from 2,300,000) while the rest of the category suffered a slight decline in sales; and Southern Comfort's sales of 1,250,000 cases pushed it past Hiram Walker to become the top-selling brand among U.S. cordials and liqueurs.

Among the company's wine products, Brown-Forman figures showed that its Cella Italian wines were the company's fastest growing label, with case sales reaching 2,077,000 during the fiscal year ending April 30, 1980, up 29% from the year before. Unit volume of the company's Bolla premium wines also rose during the last fiscal year, with case sales reaching 1,420,000, up 13%.

NEWSPAPER DATA

National newspaper advertising investments were supplied by Media Records. Reproduction of this data without written permission is prohibited.

Newspaper brand data for the top 100 newspaper advertisers and for companies with newspaper investments of $10,000 or more are available from Media Records, 370 Seventh Ave., New York 10001 (212) 736-7490.

Not all Brown-Forman labels grew last year, and *Time* marketing figures showed that the company's Early Times and Old Forester bourbons both suffered unit sales declines. Early Times volume dropped to 1,775,000 cases from 1,825,000 and Old Forester fell to 655,000 cases from 695,000.

■ The company, marking its 110th year in 1980, is the nation's leading independent, family-managed distiller (the Brown family owns the majority of the company's stock, and the company's only product is alcoholic beverages).

The company's basic marketing strategy has been to position its brands as premium, high-prestige items selling at high prices and to use heavy advertising support to establish and maintain that identity.

Each of Brown-Forman's three

product categories—American spirits, imported spirits and wines and specialties—enjoyed sales growth during the year. The inclusion of Southern Comfort (acquired in early 1979 for $94,600,000) helped the wines and specialties group post a 53% sales gain, while American spirits grew 14% and imported spirits grew 7%. Of the record annual sales of $676,000,000 during the last fiscal year, American spirits made up 48%, imported spirits made up 20% and wines and specialties made up 32%, as compared with 50%, 22% and 28%, respectively, the year before. This was the first time that American spirits made up less than 50% of the sales.

According to industry observers, the importance of American spirits to Brown-Forman will continue to decline while the wines and specialty items are expected to grow in importance.

▪ Southern Comfort is considered one of Brown-Forman's prime growth prospects, and, following its acquisition, the company undertook a substantial marketing study and evaluation as a first step toward planning a new marketing strategy for the brand. In anticipation of an expanded advertising effort, Southern Comfort switched to McCann-Erickson, New York, late in 1979, and company officials confirmed that a new Southern Comfort ad campaign would break this fall and that the brand will be receiving more advertising support than ever before. During 1979, Southern Comfort was supported by an estimated $5,000,000 ad budget, including $2,000,000 in measured media.

In another growth area, Brown-Forman's wine operations have rolled out with several recent product introductions. After several years in test market, national distribution of Bolla Trebbiano, a dry white wine companion to Soave Bolla, was begun on May 1, 1980. Trebbiano will receive a sizable share of the Bolla advertising support during the coming year and will be a part of the holiday gift selection case.

Brown also rolled national with Cella Rosato, a rose-type addition to the Cella line, in February, 1980.

▪ The company has also singled out the Martell and Old Bushmills labels for greatly expanded ad support in the coming year. Industry observers are particularly bullish on the possibilities for Martell, an imported cognac. High-priced imported cognac has been a strong growth category and, with sales of 100,000 cases in 1979 (up from 90,000 in 1978), Martell was the fourth-largest brand in the category in 1979.

ADVERTISING EXPENDITURES

	1979	1978
Newspapers	$ 3,305,700	$ 2,036,300
Magazines	13,021,600	8,334,800
Spot tv	2,547,900	2,848,700
Network tv	5,646,400	4,888,900
Outdoor	4,794,100	3,524,600
Total Measured	29,315,700	21,633,300
Unmeasured	20,684,300	13,366,700
Estimated total	50,000,000	35,000,000

MARKETING PERSONNEL

B-F Spirits Ltd.

William M. Street, president
Daniel S. Schusterman, exec vp
Kenneth W. Wright, exec vp

The Jos. Garneau Co.

William R. Carroll, chairman-ceo
Mason L. Tush, president
Charles J. Davis, exec vp
Hank Wasiak, exec vp

Jack Daniel Distillery

Martin S. Brown, president-ceo
Arthur S. Hancock, exec vp
David J. Mahanes, exec vp

Brown-Forman International Ltd.

Robert G. O'Brien, president
William A. Blue, senior vp

ADVERTISING AGENCIES

McCann-Erickson, New York—Canadian Mist, Early Times, Southern Comfort. Howard Ziff, (Canadian Mist, Early Times) mgmt rep; Bob Polansky (Southern Comfort), acct super; Richard Chapman (Canadian Mist), Jan Cooper (Early Times), acct execs.

DKG, New York—Old Forester, Usher's Green Stripe, Pepe Lopez, Old Bushmills. Eleanor Holtzman, mgmt super; Bud Titsworth, acct super; Jeff Hirsch (Old Forester, Usher's, Pepe Lopez), senior account exec; John Murphy (Old Bushmills), acct exec.

Manoff Geers Gross, New York—Bolla, Cella, Martel, Ambassador, Noilly Prat, Anheuser, Cruse, Veuve Clicquot. Peter Barnes, exec vp; Al Magnane, mgmt super; Andrew Watson (Bolla), Kenneth Heidelberg (Cella), Samuel Borwick (others), acct supers.

Burrell Advertising, Chicago—Eugene Morris, mgmt super, James Potter, acct exec.

Gardner Advertising, St. Louis—Jack Daniel's (creative).

CBS Inc.

	1979	1978
Sales	$3,729,701,000	$3,290,052,000
Earnings	200,707,000	198,079,000
Advertising	146,118,000	122,322,000

CBS Inc., New York, the country's 29th largest advertiser, boosted domestic ad expenditures 19% to $146,118,000 in 1979. This was the second year of sharp increases; the previous year the spending level rose 27%.

Increases, as itemized by CBS, came in direct mail, which this company uses lavishly to sell records, point of purchase, magazines and business papers, among other media. Newspapers lost ground with this spender.

The rate of total revenues' growth slowed from 16% to 13% for a total of $3.73 billion. Earnings eased, up 1% to $200,700,000. Foreign returns kept this communications giant from taking an earnings dip. Foreign sales climbed 32% to $647,500,000; profits on those sales moved ahead 11% to $79,000,000. By contrast, domestic earnings slid [illegible]% despite a revenue hike of 10%.

▪ A strong second quarter for the CBS/Broadcast Group was not enough to keep this company's income from dipping considerably during the first half of 1980. Net income dropped 19% to $67,500,000 on a 12% revenue gain which brought that total to $1.94 billion. Earnings plummeted 20% for the period.

For the second quarter, only broadcast showed an improvement in profits. The decline in the other groups was attributed to the impact of the recession and to the lack of second-quarter income from the sale of syndication right to Cinema Center movies. Other minus factors: startup expenses for CBS Video Enterprises and CBS Cable.

The year 1979 was a dramatic one for CBS as it began the start of a successful prime time rating comeback for one of its most heavily advertised services, the CBS-TV network. The CBS/Broadcast Group, paced by the tv network, contributed more than half of the domestic revenues—or $1.525 billion. Despite the tremendous outlays for program expenses that were required to push ABC-TV Network out of first place by an eyelash, this group was able to boost its earnings by nearly $28,000,000.

▪ The CBS-TV Network continued to rely mainly on print to get its message across to viewers. By CBS' count, newspapers and magazines together were budgeted at about $66,000,000 and a large share of that money went for tune-in ads in the increasingly tight competition for audiences in all dayparts.

The CBS Radio Network and stations divisons were believed to be spending a bit more to reach advertisers and listeners. Specific figures are not available, but the annual report claimed record revenues for radio in 1979. By year-end, its lineup had grown to 320 stations.

Attention for the future focuses on who will be taking over this important piece of turf soon. CBS division president Sam Cook Digges reaches the 65-and-out exit early next year. His successor is expected to come from within Black Rock.

After broadcasting, comes the CBS/Record Group. As was the case for much of the audio recording industry, 1979 was not a happy year for this operation. Profits were cut almost in two, even though revenues rose considerably to reach $1.044 billion. CBS blamed this division's troubles on the economy, rising raw materials costs, home taping of records and delayed releases for some its major stars. The company claimed an increase in market share, but advertising for this group was down.

The standout figure in the sketchy measured media lists for CBS products and services is for the Columbia Record & Tape Club, which operates under the CBS/Columbia Group. The mail order distributor was budgeted at nearly $22,500,000 in print and tv and doubtless added millions more in unmeasured media.

Columbia House also sold recorded music, books and other products directly to consumers, mainly through newspapers. The club, self-described as the world's largest mail order record distributor, registered a higher market share, but profits were off for Columbia House.

▪ Over-all within the group profits were up slightly to $35,300,000. Revenues rose substantially, going from $598,900,000 to $717,500,000. Part of the gain came from such musical instruments as Steinway pianos and Fender guitars which held their own in the marketing world with very little traceable advertising spending.

The toy division, operating as Gabriel Industries, posted gains during 1979. CBS bought Gabriel in August, 1978, and has since used it as the marketing entity for Creative Playthings as well. The favored vehicle for Gabriel toys and games was tv, network and spot. Estimated budget: $3,000,000-plus. Creative Playthings used tv too, but had considerably less money to spend.

CBS/Publishing Group managed to boost its profits 7% to $41,200,000 on a 3% revenue gain which brought it to the $455,600,000 mark. Both the educational/professional and consumer divisions contributed. The list of publications was growing. In November, 1979, *Audio* was acquired. Early in 1980, *Family Weekly*, the newspaper supplement, became a CBS property.

This group does not loom large on the measured media products list though *Woman's Day* and *World Tennis*, among other properties, were down for modest amounts.

▪ Last year brought a chain of executive shifts in the publishing group, as John Purcell moved from its presidency to exec vp CBS Inc. John Suhler succeeded him in the publishing group. Robert Krefting advanced to the presidency of the CBS consumer publishing division.

But the really big management news was made by CBS Inc. in the spring of 1980 when chairman-founder William Paley surprised everyone by firing John Backe as president of CBS Inc. In short order Tom Wyman left the Pillsbury Co. to move to Black Rock into that very hot seat marked Bill Paley's successor.

▪ There were reports that Mr. Backe lost out because he was moving a conventional broadcasting company into the newer forms of video with unseeming haste. That appears not to have been true.

Shortly after Mr. Backe left, Mr. Paley authorized the launching of CBS Cable to supply satellite fed programing to catv starting in mid-1981 on Westar III. CBS Enterprises is in business to offer videocassette and disc softwear and CBS is experimenting with teletext as a "new product" possibility for the CBS-TV Network.

ELEVEN NATURALS FOR GOOD EATING.
MAZOLA 100% PURE CORN OIL.

CPC International's Mazola corn oil ad provides nutritional information on several salad ingredients such as lettuce, carrots and onions.

ADVERTISING EXPENDITURES*

	1979	1978
Newspapers	$ 13,676,400	$ 14,842,600
Magazines	28,532,900	27,117,400
Spot tv	13,344,390	13,422,100
Network tv	4,776,300	2,461,000
Spot radio	672,600	1,839,700
Network radio	4,519,800	785,500
Outdoor	821,800	670,900
Total measured	66,344,100	61,139,200†
Unmeasured	79,773,900	61,182,800†
Estimated total	146,118,000	122,322,000†

***From AA's usual sources**
†Restated

ADVERTISING EXPENDITURES**

	1979	1978
Newspapers	$ 38,869,000	$ 44,851,000
Magazines	27,358,000	23,331,000
Business papers	4,910,000	3,934,000
Spot tv	9,639,000	9,466,000
Network tv	2,535,000	736,000
Spot radio	14,002,000	14,620,000
Network radio	1,827,000	76,000
Point of purchase	6,553,000	3,800,000
Direct mail	20,424,000	13,592,000
Outdoor/transit	2,203,000	1,685,000
Other	17,798,000	6,231,000†
Total	146,118,000	122,322,000†

†Domestic ad expenditures provided by CBS.
†Restated.

CBS INC.

MARKETING PERSONNEL

Warren Spellman, vp, marketing communications
Louis Dorfsman, vp-corporate adv/design

CBS/BROADCAST GROUP

MARKETING PERSONNEL

James Shumaker, director, adv operations
Naomi Andrews, copy chief, CBS Radio
Paul Rosenthal, director, adv operations, CBS Radio & CBS News
Ted Andresakes, sr. art director
Ira Teichberg, director, design services

CBS TELEVISION NETWORK

MARKETING PERSONNEL

Paul Isacsson, vp, sales
Robert Bonagura, vp, business admin
Herb Gross, vp, sales planning
Jerome Dominus, vp, natl sales mgr

CBS CABLE

MARKETING PERSONNEL

Robert E. Shay, vp, general mgr
Charlotte Schiff Jones, vp, m[illegible]

CBS ENTERTAINMENT

MARKETING PERSONNEL

Steve Sohmer, vp, adv & promo
George Bristol, director, admin
Herman Aronson, director, operations
Steve Hewitt, creative director, on-air
Bruce Weiner, director, affiliate adv & promo
David November, director, creative services
Jerry Taylor, director, admin, on-air promo (L.A.)
Morton Pollock, vp, on-air promo
Jacques Sammes, copy chief

CBS SPORTS

MARKETING PERSONNEL

Van Gordon Sauter, president
Carl Lindemann, vp, programs
Harold Classon, vp, operations
Kevin O'Malley, vp, program planning
Neal Pilson, vp, business affairs
James McKenna, vp, finance
Thomas Baskind, vp, communications

CBS NEWS

MARKETING PERSONNEL

Ronald Beck, mgr, program services

CBS TELEVISION STATIONS

MARKETING PERSONNEL

Thoren Schroeck, vp, sales & mktg
Ron Perth, vp genl mgr, natl sales
Joseph DiCerto, director, communications

CBS RADIO

MARKETING PERSONNEL

James Joyella, vp, genl sales mgr, network
Gregory Lincoln, director, mktg, network sales
Nancy C. Widmann, vp-genl mgr, CBS Radio spot sales
Eli W. Kaufman, vp-genl mgr, CBS/FM national sales
W. Thomas Dawson, vp, div services
Norman S. Ginsburg, director, info services
Kathleen Seipp, director, mktg services
Laurence Ostrow, director, retail mktg

ADVERTISING AGENCIES

Doyle Dane Bernbach, New York—CBS Inc., CBS-TV Network, CBS-TV Stations, CBS News, CBS Radio, Lloyd Highbloom, acct super.

W. B. Doner & Co., Detroit—CBS Sports. Fred Doner, acct super.

CBS/RECORDS GROUP

MARKETING PERSONNEL

Robert Altshuler, vp, press & public affairs

CBS RECORDS DIVISION

MARKETING PERSONNEL

Bruce Lundvall, president
Don Dempsey, senior vp-genl mgr, Epic, Portrait and Associated labels
John Berg, vp, packaging art & design
Rick Smith, vp, genl mgr, music publishing
Joe Mansfield, vp, mktg, Columbia label
Arnold Levine, vp, adv & creative services
Albert Shulman, vp, Columbia special products
Calvin Roberts, senior vp, CBS Records div operations, mktg
Paul Smith, senior vp-genl mgr, mktg, CBS Records
Ron McCarrell, vp, mktg, Epic, Portrait & Associated labels
Linda Barton, vp, adv planning

CBS RECORDS INTERNATIONAL

MARKETING PERSONNEL

Allen Davis, president
Art Bruno, vp, operations
Bernice Freidus, vp, creative operations
Donald Williams, vp, intl distribution and warehousing operations

ADVERTISING AGENCY

Young & Rubicam, New York—CBS Records, tv adv. Morris Baumstein, acct super.

CBS VIDEO ENTERPRISES

MARKETING PERSONNEL

Cy Leslie, president
Herbert J. Mendelsohn, vp, mktg

CBS/COLUMBIA GROUP

MARKETING PERSONNEL

Cornelius Keating, president
Charles F. Wassem, vp

COLUMBIA HOUSE

MARKETING PERSONNEL

Benjamin Ordover, president
Leon Graham, vp, music mktg
Paul Harris, vp, editorial services
Richard Archer, vp, creative services
John W. Cobb Jr., vp, syndication services
Michael Kilby, vp, music packages

ADVERTISING AGENCIES

Wunderman, Ricotta & Kline, New York—Columbia Record & Tape Club, Vista Marketing.

Vos & White, New York—National Handcraft Institute, Needle Arts Society.

CBS MUSICAL INSTRUMENTS

MARKETING PERSONNEL

Robert G. Campbell, president
M. Ross Brown, sr vp
Lloyd Meyer, sr vp

FENDER/ROGERS/RHODES/-SQUIER

MARKETING PERSONNEL

Edwin Llewellyn, vp-genl mgr
Roger F. Cox, director, mktg

GEMEINHARDT

MARKETING PERSONNEL

Thomas Adcock, director, mktg

STEINWAY & SONS

MARKETING PERSONNEL

Henry Z. Steinway, chairman
Peter Perez, president
John Steinway, senior vp
Richard Gigax, vp-mktg
Catherine Bielefeodt, director of sales

RODGERS ORGAN CO.

MARKETING PERSONNEL

David Kelley, mktg mgr

GULBRANSEN

MARKETING PERSONNEL

Thomas Zateslo, director of mktg

LYON-HEALY

MARKETING PERSONNEL

Henning Christiansen, president

ADVERTISING AGENCIES

Michael-Sellers, San Francisco, Fender, Rhodes/Squier—Martin Michaels, mgmt rep, Dick Roberts, acct exec.

Lord, Geller, Federico, New York, Steinway—John Marchese, acct exec.

Boger, Martin, Fairchild, Elkhart, Inc., Gemeinhardt.

S. M. Newmark & Associates, Los Angeles, Rogers Drums—Stuart Newmark, acct exec.

MARKETING PROFILES

CBS SPECIALTY STORES

MARKETING PERSONNEL

Francis A. Datello, president
G. Richard Sabbag, vp, store operations
Nicholas Vergis, vp, merchandising
Robert Blegen, vp, adv sales promo

CBS TOYS

MARKETING PERSONNEL

Jerome Fryer, president
Norton Levy, vp, sales
Henry A. Kaplan, vp, mktg
Arthur Barnett, vp, mktg services
Stan Clutton, director, product planning
Judith Sussman, mgr, sales promo & public relations

ADVERTISING AGENCY

Nadler & Larimer, New York.

CBS EDUCATIONAL AND PROFESSIONAL PUBLISHING

Holt, Rinehart & Winston

MARKETING PERSONNEL

Ann Dichter, director, mktg, Praeger Publishing
Harry McQuillian, vp, sales & mktg, college dept
Paul Gessler, vp, sales & mktg, school dept
Steve Dorsky, director, mktg, general book dept

BFA Educational Media

MARKETING PERSONNEL

Gerald C. Bloch, sales mgr, instructional materials western region
Paul Neeb, natl sales mgr, film
Kathryn Kleibacker, dir mktg support

CBS Professional Publishing

MARKETING PERSONNEL

Carl Kat[illegible]a, vp, administration
William Moritz, mgr, subscription sales
Dennis Carson, director, marketing, Saunders Press
Martin Kahn, vp, mktg, health science
Susan Hunter, director of mktg, health science

CBS International Publishing

MARKETING PERSONNEL

Richard [illegible]ippert, vp, publishing
Wayne Casa, genl mgr, export operations
Sheila Bell, mkt mgr, college product
Marcia Feltingoff, mktg mgr, professional & school product
Theresa Kraft, super, adv services

CBS Consumer Publishing

MARKETING PERSONNEL

Marketing Services

W. Ronald Kops, vp & director, marketing research services
Phyllis Crawley, director, communications

Women's Magazine Group

Peter Bonanni, vp & group publisher
Carl Kopf, vp & circulation director
Jay Burzon, vp & assistant pub, advertising
Elizabeth Schick, director, mktg services
Edward Keil, promo director

Men's Magazine Group

Michael J. O'Neill, vp & group publisher
John Condon, vp & genl mgr
Eugene Bay, associate publisher, *Field & Stream*
George Winchester, circulation mktg services director
Arnold Gluskin, adv mktg director
Joseph Kelly, adv director, *Mechanix Illustrated*

Special Interest Magazine Group

Francis Pandolfi, vp & group publisher
Leon Rosenfield, circulation mktg services director
William Ganz, adv mktg services director
Cliff Parris, adv director, *Road & Track*
Brian Van Mols, adv director, *Cycle World, PV4*
John Ruoff, eastern adv director, *SEA*
Hal Morse, western adv director, *SEA*
Gordon Burkhard, adv sales director, specials

Fawcett Books Group

Kenneth Collins, vp & group publisher
James Young, vp & director, sales & mktg
Thomas Mahan, general sales mgr

Fawcett Marketing Services Group

William C. Hall, vp & director

ADVERTISING AGENCIES

Rapp & Collins, New York—circulation promo for all magazines, Stanley Rapp, mgmt super.

Ketchum, MacLeod & Grove, New York—adv sales promo for all magazines, Walter Kaprielian, Howard Haeslip, mgmt supers.

Hinshe, Kay & Associates, Santa Monica—BFA, Jim Gueirard, acct mgr.

Gutenberg 2000, Santa Monica—BFA, Kim Philes, acct mgr.

Ted Barash & Co., New York—supermarket continuity series, Ted Barash, mgmt super.

Dancer Fitzgerald Sample, New York—*Woman's Day*, Kathy Dishner, acct super.

Fred Gardner Co., New York—*Mechanix Illustrated*, Robert Luce, acct super.

Jameson Advertising, New York—Holt, Rinehart & Winston, Marie De Vito, Florence Coyre, acct execs.

Kaeser Taurins & Wilson, New York—Holt, Rinehart & Winston, Annalee Wilson, acct exec.

Denhard & Stewart, New York—Praeger Publishing, Caroline Barnett, acct exec.

Andrew Torre Associates, New York—Andrew Torre, acct exec.

Barbini, Pesce & Gaines, New York.

Target Communications, New York.

Motivational Communications, New York.

Kaeser & Wilson, New York.

Grey Advertising, New York—Fawcett Books, Peter Isaia, acct super.

CPC International Inc.

	1979	1978
Sales	$3,698,700,000	$3,221,800,000
Earnings*	178,600,000	147,300,000
Advertising†	72,000,000	65,901,700

*Worldwide
†U.S. only

CPC International, Englewood Cliffs, N.J., the 61st largest national advertiser, increased its U.S. ad spending 9% to $72,000,000 in 1979 from $65,901,700 in 1978. Sales of its CPC North America division, including the U.S., Canada and the Caribbean, were $1.37 billion, up 9% from $1.26 billion in 1978.

International ad and promotion expenditures were $205,700,000, up 15% from $179,000,000 in 1978. Corresponding sales increased 14.8% to $3.7 billion.

The company is one of the 20 largest food companies in the world and is the largest corn wet miller. Approximately 85% of CPC's business is concentrated in the U.S., Canada and Western Europe. Branded grocery products account for 58% of the company's international sales; corn wet milling, which separates corn into its component parts for food and industry uses, contributes 37%, and other businesses, which include specialty chemicals, packaging and restaurants, generate 5%.

CPC conducts its branded grocery products and corn wet milling businesses through four regional divisions—CPC North America, CPC Europe, CPC Latin America and CPC Asia.

■ CPC North America, in turn, is organized into four units. Best Foods controls the main line of the company's branded grocery package goods in the U.S.; Corn Products manages corn wet milling operations in the U.S.; the Consumer Diversified Unit oversees S. B. Thomas and Dutch Pantry brands and Caribbean, export and special products operations, and the Industrial Diversified Unit is responsible for Acme Resin Corp., Americhol Corp., Penick Corp. and Peterson/Puritan Inc.

The company's domestic branded grocery products include such well known products as Hellman's and Best Foods mayonnaise; Mazola corn oil; Knorr dehydrated soups, bouillons, sauces, gravies and base mixes; Skippy peanut butter; Mazola and Nucoa margarines; Thomas' English muffins and specialty baked goods; Karo and Golden Griddle syrups; Mrs. Fanning's bread and butter pickles; Niagara and Argo laundry starches; NuSoft fabric softener, and Rit tints and dyes.

Although CPC increased advertising expenditures 9%, its promotional spending as a percentage of sales (5.5%) was less than the industry as a whole.

■ The company traditionally has adopted a marketing strategy of developing variations of existing brands and expanding old brands into new markets, rather than investing heavily in new products. CPC uses Best Foods to generate part of the cash flow needed for other parts of CPC's operations. By not looking for rapid growth and by keeping expenses to a minimum, it has been successful in accomplishing these objectives.

In keeping with these policies, some of the corporate moves in 1979 were

- Completion of national distribution of Hellmann's Big H hamburger sauce;
- Introduction of Skippy Old Fashioned peanut butter to eastern test markets;
- Midwest introduction of Thomas' English muffins, and a Boston test market introduction of Thomas' wheat English muffins.
- Reformulation and repackaging of S. B. Thomas' Toast-r-Cakes.

■ Among Best Foods established brands, Mazola corn oil received the heaviest backing, $7,889,900, down from $8,135,300 in 1978. With mainly private label competition in corn oil itself, Mazola has pinned down and held its 16% share of the vegetable oil market, despite attempts by Procter & Gamble and Wesson to move in with low-cholesterol Puritan and Sunlite, respectively.

Mazola margarine, backed by $5,276,900 in measured media, continued to increase its market share. Ads featuring an American Indian spokeswoman who extols "the goodness of maize" were continued for the second straight year.

■ Hellmann's mayonnaise, Best Foods' biggest moneymaker and the No. 1 entry in the mayonnaise market with a 40% share, received $4,771,800 in ad spending. Other heavily-backed products included Skippy peanut butter with $7,379,300, an increase from last year's $5,030,700; Thomas' English muffins, $7,597,400, and Golden Griddle pancake syrup, $3,315,600. Spending for Big H hamburger sauce dropped to less than $500,000 from last year's figure of $2,785,600.

■ Corn Products, producer of starches, corn sweeteners, corn oil and animal feed ingredients for some 70 different industries, announced the construction of a Stockton, Cal., corn wet milling plant, the largest such facility in the western U.S. Corn Products also announced a joint study with Texaco regarding the feasibility of producing ethanol for use in gasohol. The unit's advertising and sales promotion expenditures in 1979 totaled approximately $500,000.

ADVERTISING EXPENDITURES

	1979	1978
Newspapers	$ 421,900	$ 555,200
Magazines	4,254,700	3,362,500
Spot tv	15,528,500	13,543,700
Network tv	19,281,400	18,450,500
Spot radio	—	5,300
Outdoor	474,400	237,300
Total measured	39,960,900	36,154,500
Unmeasured	32,039,100	29,747,200
Total	72,000,000	65,901,700

BEST FOODS

MARKETING PERSONNEL

Richard W. Siebrasse, president
Clayton J. Rohrbach Jr., vp-mktg
Jan van Amerongen, exec asst to mktg vp
Leroy F. Reiser, vp-mktg devel
Clifford M. Jennewein, vp-sales
Jean Burtis, consumer service director
Dennis C. Beaumont, director-mktg services
Aaron Strauss, director, mktg rsch
Kenneth Bistany, Ross Fenster, Charles Lund, mktg directors

ADVERTISING AGENCIES

Dancer Fitzgerald Sample, New York—Hellmann's and Best Foods mayonnaise, Hellmann's and Best Foods relish sandwich spread, Hellmann's and Best Foods tartar sauce, Hellmann's Spin Blend salad dressing, Skippy and Skippy Old Fashioned peanut butter, Mrs. Fanning's Bread and Butter pickles, Hellmann's Big H hamburger sauce, Mazola margarine, Diet Mazola margarine—George Dean, mgmt director; Bob Weekes, group super; John Kaiser, Joe Scutero, Ed Padin, Bob Howsam, Richard Horowitz, acct supers; Steven Strauss, Linda Fallon, Pam Gordon, acct execs.

D'Arcy-MacManus & Masius/de Garmo, New York—Mazola corn oil, Golden Griddle pancake syrup, Karo corn syrups (dark and light), new products—Robert Berman, mgmt rep; John Balardi, George Karalekas, mgmt reps; Richard Parillo, acct exec.

S. B. THOMAS INC.

MARKETING PERSONNEL

Michael W. Hogarty, president
Joseph R. Cross, vp-mktg
Donald A. Hermann, natl sales mgr
Richard Zuver, senior product director
Arthur J. Cunningham, director, new ventures, mkts and consumer rsch

ADVERTISING AGENCY

D'Arcy-MacManus & Masius/de Garmo, New York—S. B. Thomas baked goods—Joseph Kelley, mgmt super; Tony Person, acct super; Steve Voyer, acct exec.

SPECIAL PRODUCTS

MARKETING PERSONNEL

Albert A. Witz, genl mgr

ADVERTISING AGENCY

Warwick, Welsh & Miller, New York—Rit fabric whitener, Rit color remover, Rit dyes, H-O Oats and Farina—Tom Fucigna, mgmt rep, Jackie Cameron, acct exec.

BEST FOODS CARIBBEAN

MARKETING PERSONNEL

Plinio Gonzales, president
Carlos Mendez, director-mktg/sales

ADVERTISING AGENCY

J. R. Marquinas & Associates, San Juan—Knorr soups, sauces, bouillons; all Best Foods and Corn Products items; Purlite vegetable oil—acct super, Danniele Aparichio.

CORN PRODUCTS

MARKETING PERSONNEL
(domestic only)

J. William Mehring, president
R. W. Spaeth, vp-sales/mktg

ADVERTISING AGENCY
(domestic only)

Trout & Ries, New York—Sharen Kindel, acct exec.

Top 25 magazine advertisers

Rank	Advertiser	Expenditures 1979	1978
1	R.J. Reynolds Industries	$114,869,300	$ 71,517,200
2	Seagram Co. Ltd.	84,877,100	69,160,400
3	General Motors Corp.	67,551,000	56,305,300
4	Philip Morris	64,650,800	53,306,800
5	General Foods Corp.	41,241,000	36,234,900
6	Procter & Gamble	40,640,400	33,754,300
7	B.A.T. Industries	36,081,400	22,765,200
8	Loews Corp.	35,745,100	24,147,600
9	American Brands	31,399,300	26,399,200
10	Ford Motor Co.	31,042,100	23,744,900
11	CBS	28,532,900	27,117,400
12	Time	27,243,100	23,391,000
13	American Telephone & Telegraph Co.	25,287,200	16,742,500
14	RCA Corp.	21,773,200	22,370,400
15	Liggett Group	21,527,700	23,081,600
16	Kraft	21,428,100	21,878,900
17	General Electric Co.	20,383,600	18,849,100
18	Bristol-Myers Co.	19,849,200	23,761,500
19	U.S. Government	18,788,300	20,782,600
20	Hiram Walker-Gooderham & Worts	16,806,600	13,262,300
21	E.I. DuPont de Nemours	16,615,300	13,401,400
22	American Broadcasting Co.	16,174,900	12,819,400
23	Johnson & Johnson	15,901,500	11,665,900
24	Unilever	15,207,200	11,322,600
25	General Mills	14,985,800	16,191,600

Source: Leading National Advertisers. Farm papers not included.

Campbell Soup Co.

	1979	1978
Sales	$2,248,692,000	$1,983,659,000
Earnings	132,744,000	121,410,000
Advertising*	60,524,400	56,400,000

* Estimated by AA

Campbell Soup Co., Camden, N.J. the 69th largest national advertiser, increased its domestic advertising expenditures by an estimated 7% to $60,524,400 in fiscal 1979. Consolidated marketing expenditures worldwide totaled $181,000,000, up 11% from $163,000,000 in 1978. For the fourth consecutive year, marketing expenditures represented 8% of the net sales.

Campbell's consolidated net sales increased 13% to $2,248,692,000 from $1,983,659,000 the previous fiscal year. Earnings also rose to $132,744,000 in 1979 from $121,410,000 the year before.

The canned food division accounted for more than $1.2 billion in sales in fiscal 1979. Campbell's fifty-seven varieties of red-and-white label soups control more than 80% of the world's wet-soup market, and the soups, most closely associated with the Campbell's name, account for more than 40% of the company's worldwide sales, making them the most heavily promoted product. Advertising for the line, down from 1978, totaled $11,613,800, with almost half of that going to network tv. (This does not include newspaper advertising.)

■ Late 1979 saw the introduction of the "Broth Plus" line as Campbell began promoting its chicken broth and rice, beef broth and barley and chicken broth and vegetable flavors. The campaign was launched nationally with store coupons worth 10c, newspaper and magazine ads and network radio spots.

Campbell has also continued to emphasize its 16 varieties of "Light Ones" soups, with 90 calories per 10-oz. serving, and the company has retained actress Lee Merriwether as its spokesperson.

Also added to the already existing line of single-serving Chunky soups were split pea and ham and steak and potato varieties. A 19-oz. Mediterranean vegetable and a three-bean vegetable were also being test-marketed in Cincinnati and Syracuse. Advertising expenditures for Chunky canned soups totaled $5,004,200 up from $4,622,000 in 1978.

The Food Service Products division has also added a new line of seven classic soups—Campbell's Kettle soups, especially formulated for the food service industry.

■ The Swanson division, which accounts for more than $300,000,000 in sales of frozen foods has concentrated advertising on new products that can be heated both in microwave and conventional ovens, and has begun to convert the packaging of existing products.

A line of frozen entrees and breakfasts with this dual-use packaging was launched nationally. In December, 1979, Campbell reportedly was planning to invest $10,000,000 in multimedia advertising.

Also introduced nationally were two new Swanson canned poultry products. Chunk Thigh chicken, and Chunk Style Mixin' chicken. Recipe ideas and recipe card design ads backed the line. Advertising expenditures for canned chicken in 1979 were $887,500.

Swanson's heaviest promotion was for its frozen fried chicken, which the company, in conjunction with the rest of the industry, pitted against fast-food take-out chicken. Advertising expenditures in the frozen fried chicken category alone totaled $2,127,000,

MARKETING PROFILES

almost one third of Swanson's total advertising expenditures. The campaign, which stressed taste and convenience, included a heavy four-week flight of introductory network and radio spots with newspaper clip-coupons. Swanson's discontinued its Three Compartment Frozen Meatball dinner, and its Hungry Man Beef Tamale entrees.

■ The Pepperidge Farm division generated about $300,000,000 in sales this year and spent $4,500,000 on advertising, including premium offers and excluding newspaper ads.

Moving into wider distribution this year are two "Cake Supreme" varieties that will be added to the 16-oz. frozen cakes line, which led Pepperidge Farm's advertising in fiscal 1979 with $2,438,400. Four Distinctive Cookies variations and Goldfish Thins crackers will also enjoy market distribution.

In the experimental stage is a 40 to 70 unit sweet goods line distributed boxed and fresh to supermarkets in Cleveland, Pittsburgh, Columbus and Atlanta, which, according to the company will probably be competitive with Entenmann's, itself in the process of moving into these test markets.

Frozen puff pastry sheets and pie shells have recently gone national and the company has plans to add Danish dough sheets later on. Advertising expenditures for frozen pastry, including a premium offer, reached $171,300 this year.

Discontinued was Pepperidge Farm's White with Cracked Wheat bread, Half Cakes, and Sesame Garlic Goldfish crackers, and Brown Sugar cookies. New products include Pepperidge Farm Rich 'n Moist cakes introduced nationally along with Pepperidge Farm Deli, individual frozen light meals, which will begin with regional distribution.

Spending for Franco-American canned products decreased from $2,604,900 in 1978 to $1,523,600 in 1979, with $1,424,900 going toward network and spot tv for Spaghetti-os.

■ V-8, with advertising expenditures of $5,948,500, including a premium offer, has been testing V-8 meat sauce in Indiana and South Texas. Also being promoted is the V-8 Spicy-Hot vegetable cocktail juice 12-oz. size with the offer of a V-8 cooler.

Vlasic Foods, which holds over 25% of the pickle market, spent $2,515,900 in measured media and generated over $100,000,000 in sales. Presently, the Federal Trade Commission is investigating whether the 1978 acquisition of Vlasic complies with antitrust laws.

The company's mushroom market under the Campbell's Farm Fresh mushrooms label, has expanded with the acquisition of three new mushroom farms.

A settlement was reached in May, 1980, in the H. J. Heinz vs. Campbell Soup case. The charge that Campbell was violating antitrust laws in the canned soup market was dismissed with prejudice by the federal court in Pittsburgh.

ADVERTISING EXPENDITURES

	1979	1978
Newspapers	$3,374,400	$3,349,800
Magazines	6,324,700	5,821,400
Spot tv	8,866,200	10,077,000
Network tv	21,088,700	18,648,600
Spot radio	1,071,900	1,200,500
Network radio	2,064,700	669,700
Outdoor	214,900	260,200
Total Measured	43,005,500	40,027,200
Unmeasured	17,518,900	16,372,800
Estimated total	60,524,400	56,400,000

CAMPBELL SOUP CO.

MARKETING PERSONNEL

H.M. Baum, vp-mktg
A.J. Adams, director-mktg rsch
J.A. Gardener, director-product promo
R.H. Bolte, director-adv services
C.Boasi, director-home economics
D.F. Macaulay, director-design
A.V. Davis, mgr-intl mktg sevices

Canned Food Division

W.L. Bildahl, vp-mktg
C.Miller, pres-mushroom div
P.N. Mulcahy, product mktg director, condensed soups
D.E. Bair, product mgr, condensed soups
W.J. Carter, product mktg mgr, condensed soups
J.W. Dodd, product mktg director, ready-to-serve soups
E.P. Field, product mktg mgr, ready-to-serve soups
D.E. Goerke, product mktg director, Franco-American
H. Pierce Pelouze III, product mktg director, V-8
D. Santangelo, product mktg director, beans and tomato juice

Swanson Division

J.R. Emshoff, vp-mktg & devel
W. Culp II, director-mktg
P.R. Collins, product mktg director
J.N. Haring, product mktg mgr
S.M. Regan, product mktg mgr

Campbell Sales Co.

C.J. McNutt, vp-sales
J.H. Petersen, sales mgr-canned foods
A.J. Dale, sales mgr-frozen foods

Food Service Products Division

A.J. Plummer, sales mgr
D.L. Larson director-mktg
C.R. Marshall, mktg mgr

ADVERTISING AGENCIES

Batten, Barton, Durstine & Osborne, New York—condensed and ready-to-serve soups—R.B. White, exec vp-mgmt rep; C. Clarkson Hine, mgmt super; Arnold Ross, acct super-condensed; Peter Wild, mgmt super-ready-to-serve; Bob Howe, acct super-ready-to-serve.

Needham, Harper & Steers, New York—Campbell bean products, tomato juice, V-8 cocktail vegetable juices, Franco-American products, Swanson canned products—P. Wallace, sr vp-acct group director; J. Ponchalek, acct super; M. Danowitz, acct exec; J. Most, acct exec.

Ogilvy & Mather, New York—Swanson frozen products—G. Phillips, exec vp-mgmt super; P. Schaeffer, vp-acct super.

Foote, Cone & Belding, New York—new products—D. Krips, mgmt super; S. Byrne, acct super.

Lewis & Gilman, Philadelphia—corporate trade, food service—R.G. Wilder, president; T.D. Endicott, T.P. Ferguson, acct supers.

Conill Advertising Associates, New York—Spanish-speaking market—Rafael Conil, president; Alicia Conil exec vp; Susan Kahn, director-mktg services.

RESTAURANT DIVISION

Rancocas, N.J.

MARKETING PERSONNEL

Robert J. Dourney, exec vp
L.A. Pizer, mktg mgr

CHAMPION VALLEY FARMS

Camden, N.J.

MARKETING PERSONNEL

W. Rohmer, president
P. Masaracchio, director-mktg

PEPPERIDGE FARM

MARKETING PERSONNEL

J.W. Petty, vp-bakery
J.P. Horn, vp-frozen
A.N. Calabrese-genl mgr-biscuits
R.S. Wilson, president-retail division
R.L. Schmalz, genl mgr-mail order
L.D. Pearson, mktg mgr-bakery
C.A. Blatt, mktg mgr-biscuit
W.T. Sander, mktg mgr-frozen
A.J. Pechenik, genl mgr-confectionary sales
J.E.Tierney, vp-sales division

ADVERTISING AGENCY

Ogilvy & Mather, New York—William H. Weed, exec vp-mgmt super; Charles L. Decker, vp-mgmt super; Kelly O'Dea, acct super-bakery, biscuit and frozen; Daniel Norel, acct exec-frozen; Ben Arno, asst acct exec-frozen.

VLASIC FOODS

MARKETING PERSONNEL

Dennis Sullivan, president
Peter Nolan, vp-sales
J.M. Dorsch, vp-marketing

ADVERTISING AGENCY

W.B. Donner & Co., Southfield, Mich.—William Case, mgmt-super; Jerry Lyons, acct super; Jean McClaren, asst acct exec.

Chesebrough-Pond's

	1979	1978
Sales	$1,174,274,000	$969,833,000
Earnings	82,609,000	69,714,000
Advertising*	107,342,000	91,340,000**

* AA estimate
** Adjusted figure

Chesebrough-Pond's, Greenwich, Conn., the 44th largest advertiser, increased its domestic advertising 17.5% to $107,342,000 in 1979, from $91,340,000. In addition to breaking the $100,000,000 mark for advertising, the company for the first time in its 100-year history had sales that topped $1 billion.

The company marked its 24th consecutive year of increased sales and earnings in 1979, with sales increasing 21% and net income advancing 18.5%. All seven operating divisions contributed to the sales gain.

In domestic operations, health and beauty products accounted for $223,415,000, or 19% of corporate sales; packaged foods, $221,059,000, or 19%; Health-tex, $174,002,000, or 15%; Prince Matchabelli,$113,370,000, or 9%; Bass, $80,254,000, or 7%; Hospital Products, $33,614,000, or 3%.

■ A broad range of new products made major contributions to C-P's sales growth in 1979. Among new products successfully rolled out during the year were Rave soft hair spray, Chimere fragrance from Prince Matchabelli, Ragú Italian cooking sauces, Kidproof jeans from Health-tex and the Adolph's Meat Department line of dry-mix marinades, with ad dollars spent most intensively for Chimere, ($4,500,000) Ragú cooking sauces, ($5,000,000) and Rave hair spray ($6,000,000).

In the U.S., the health and beauty products division achieved its primary marketing objectives for 1979 by extending its foothold in the $2 billion hair care market and maintaining its leading share of the hand and body lotion market.

Introduced in mid-1978, Rave soft perm, with the first nonammonia formula, has surpassed Lilt by Procter & Gamble and Toni by Gillette to become the country's No. 1 brand, capturing 30% of the home perm market.

CAMPBELL INTRODUCES
Swiss Cheese With Ease
Campbell's
Swiss Cheese SOUP
CAMPBELL'S NEW SWISS CHEESE SOUP

Campbell Soup Co.'s "Swiss cheese with ease" is a new addition to the 50 plus varieties which now control over 80% of the world's wet-soup market.

Trading on the strength of the Rave name, Rave soft hair spray was introduced in May, 1979, representing what the company called "the first real product breakthrough in many years in its category." A $6,000,000 multimedia effort, including tv, magazines, newspapers, supplements and 30,000,000 25¢ coupons launched the soft spray into the fray with Clairol's Final Net, which had a 20% plus share of the national market, and American Cyanamid's Miss Breck, with 15% for aerosol and pump combined.

Advertising for Rave soft spray to Ogilvy & Mather announces "It gives a soft hold; you can even comb through it." Rave hair spray has already "achieved a significant position" in the market, according to the company, with the two Rave products "adding substantially" to the division's sales increase of 12.5% in 1979.

■ During 1979, in the face of intense competition, Vaseline Intensive Care lotion, the division's largest selling product, maintained its No. 1 position in the growing hand and body lotion market, the company said. Nearly $5,000,000 was spent on the brand in network television advertising in 1979, according to Leading National Advertisers. William Esty Co., Vaseline Intensive Care's agency, broke a new campaign for the product last fall, stressing the lotion's healing benefits for rough, problem hands, with one spot featuring the residents of Friendship Cove, whose hands are exposed to severe conditions.

Shoes that let you skip from one outfit to the next.

Chesebrough-Pond's G. H. Bass & Co. shoe division completed its first full year as part of the company. 1979 sales were up 35.9% from 1978.

Pond's Cream and Cocoa Butter lotion, introduced in 1978, received over $3,000,000 in measured magazine, newspaper supplement and network tv advertising in 1979, according to LNA.

For 1980, the division's objectives include continued growth for Rave products, and increased marketing support of such established products as Q-tips, Vaseline petroleum jelly and Vaseline Intensive Care lotion.

Sales in the package foods division increased 21% to $221,000,000 and operating profit grew 21%. According to the company, the division's profit margins exceed those for the company over-all and are among the best in the package foods industry.

In the division, marketing efforts focused on the introduction of two new products during the third quarter.

■ Ragú Italian cooking sauces, for making Italian restaurant style meals at home, achieved the highest initial retail distribution level of any product in the division's history, C-P said. In contrast, the Adolph's Meat Department line of dry-mix marinades and seasonings, introduced with over $3,000,000 in measured media advertising, experienced some delays in achieving full retail distribution.

The division's well established spaghetti sauce business continued to grow, spurred by rising beef prices and record levels of marketing support. Almost $10,000,000 in network and spot tv advertising beefed up sales of Ragú spaghetti sauce and strenghthened its leadership position against Hunt-Wesson and Chef Boy-ar-dee brands.

Ragú traditional sauces, Ragú Extra Thick and Zesty sauces and Ragú Classic Combinations sauces, introduced in 1978, remain the three best-selling brands, accounting for about two thirds of the category's total sales, the company said. During 1979, the package foods division spent $12,988,000 on advertising, an increase of 47% over the previous year.

For 1980, the division expects to introduce a new product nationally later in the year, the company said.

■ Operating improvements led to greater profitability in the Health-tex division during 1979. During the year, problems in coordinating production and distribution functions were largely brought under control, and the division's sales increased 9.6% to $174,000,000. Operating profit advanced 11.8%, compared with a 14.6% decline for 1978.

Sales increased in all six categories, with infants' sizes accounting for over 25% of sales, and girls' sizes 7 to 14 introduced nationally in 1978, accounting for over 10% of divisional sales. Sales also benefited from the introduction of Kidproof jeans, designed to be the longest-wearing jeans in the boys' market, which reached retail stores in the fall.

In 1980, the division plans to introduce a line of clothing in boys' sizes 8 to 14. According to LNA, the division spent $873,900 in mixed media measured advertising in 1979.

The company's fragrance business, traditionally the foundation of Prince Matchabelli division, was strenghtened significantly by the introduction of the Chimere line, the first new fragrance from Prince Matchabelli since the Aviance line in 1975. Divisional sales increased 17.9% over 1978, to $113,000,000, and operating profits advanced 16.4%.

Supported by what the company called "the heaviest advertising and promotional program in Prince Matchabelli history," Chimere is said by C-P to have generated wider consumer acceptance than any other fragrance launched by a U.S. company in 1979.

■ Begun in September, 1979, the $4,500,000 Chimere campaign, handled by Scali, McCabe, Sloves, is designed to appeal to the 25-to-35-year old professional woman of the '80s with the theme line, "To the world it's discreet and elegant, but up close it's something else."

The Chimere brand joins three other Prince Matchabelli brands—Wind Song, Cachet and Aviance. Budgets for these established brands have been increased 8% in 1979 to $8,340,000, from $7,720,000. In early 1980, C-P switched the Aviance account to William Esty Co. from Della Femina, Travisano & Partners. Esty is the fragrance's third agency since its 1975 introduction.

The Aziza line of make-up products now accounts for 25% of divisional profits, up from 5% five years ago. In 1979, Aziza moved heavily into spot and network tv, while maintaining an 11-times per year schedule in four core magazines—*Cosmopolitan*, *Glamour*, *Mademoiselle* and *Seventeen*.

Erno Lazlo, an expensive name in skincare, had sales and earnings that far exceeded 1978 levels. Leading National Advertisers put 1979 mixed media spending for the brand at $1,155,000, more than double 1978 expenditures. In the wake of upscale skin entries from Charles of the Ritz Group and Estee Lauder, a new campaign was developed this fall via Murray Salit & Associates.

■ The G. H. Bass & Co. shoe division completed its first full year as part of the company, having been acquired in July, 1978. At a time when growing sales of imported shoes are slowing domestic sales growth, Bass' sales have more than tripled in three years. 1979 sales grew to $80,000,000, up 35.9% from full-year 1978 sales. Operating profits increased 37% from the full-year 1978 total. The division is benefiting from its recent extension into spring and summer shoe styles—called Sunjuns—and Funjuns, a wider range of casual shoes. Billings for Bass, with advertising placed principally in magazines, reached $1,000,000 in 1979; during the year, the account moved from Horton, Church, & Goff, Providence, R.I., to Lord, Geller, Federico, Einstein, New York.

- In the Hospital Products division, sales for 1979 increased 18.5% to $34,000,000, the division's largest percentage increase since 1971. Operating profit advanced 19.2%. In October, 1979, C-P acquired Filac Corp., which specializes in electronic technology as applied to thermometers and blood pressure measurement instruments, for about $4,000,000. There is no measured advertising for this division.

The international division, the company's largest, accounts for 28% of total 1979 sales. At $329,000,000, the division's sales for 1979 increased 18.8%, and the division's net income margin improved to 7.2% from 6.5% in 1978.

Domestic products introduced successfully abroad during 1979 included new enriched Vaseline Intensive Care lotion and Aziza eye make-up products in the United Kingdom, Rave soft perm in Canada and the United Kingdom, Pond's Cream & Cocoa Butter lotion in Italy, and the Chimere fragrance in Puerto Rico.

The Patrichs line of men's aftershave and cologne products, developed and introduced in Spain in 1976, is now the second best-selling brand there and was expanded to Australia, Italy, Venezuela and West Germany during 1979. The Clyo fragrance, a sister product to the Patrichs line, was successfully introduced in Spain during the third quarter.

At C-P's annual meeting in 1979, Ralph Ward, chairman, was questioned about the company's stepped-up advertising spending for the year. Mr. Ward replied that "growth requires a major investment in advertising."

ADVERTISING EXPENDITURES

	1979	1978
Newspapers	$2,077,400	$2,556,400
Magazines	11,014,500	6,723,000
Spot tv	7,251,100	5,341,600
Network tv	32,485,300	34,030,600
Network radio	2,354,900	121,100
Spot radio	331,400	238,700
Outdoor	—	1,200
Total Measured	55,514,600	49,012,600
Unmeasured	51,827,400	42,327,400
Estimated total	107,342,000	91,340,000

CHESEBROUGH-POND'S

MARKETING PERSONNEL

Frank Stambert, group vp
K.R. Lightcap, vp-investor relations & public affairs
J.A. Russo, creative services director
J.E. Durlach, media mgr
Carl Ward, specialty mkts director
J.E. Campion, media director

HEALTH & BEAUTY PRODUCTS DIVISION

MARKETING PERSONNEL

Charles Chapman, president
Michael Borkowsky, vp-mktg

ADVERTISING AGENCIES

William Esty Co., New York—C-P account super; Tom Hayes, Vaseline Intensive Care lotion, Roy Williams, senior acct exec; Sharon Spielman, acct exec. Vaseline Petroleum Jelly, Deborah Pawlik, acct exec; Pond's Cremes, Liz Kimball, acct exec.

Ogilvy & Mather, New York—Q-tips, Rave soft spray, new products, Mark Goldman, acct exec. Rave home perm, Michelle Morgan, acct exec.

Albert Jay Rosenthal, New York—military adv—Art Becket, acct super.

PRINCE MATCHABELLI DIVISION

MARKETING PERSONNEL

David Cullen, president
Ed Rabin, vp-mktg

ADVERTISING AGENCIES

William Esty Co., New York—Aviance—Ruth Burr, acct exec.

Scali, McCabe, Sloves, New York—Windsong, Cachet, Chimere—Richard Roth, mgmt rep; Michael Claggett, mgmt super; Caroline Bracie, Trudy Weinstein, acct execs; Nancy Wender, asst acct exec.

Waring & LaRosa, New York—Cutex, Aziza—Doug Burns, vp-mgmt super; Edee Wollin, acct exec; Susan Quinn, asst acct exec.

HOSPITAL PRODUCTS DIVISION

MARKETING PERSONNEL

John White, president
R. Rosenthal, vp-mktg

ADVERTISING AGENCY

Klemtner Advertising, New York—Lee Rosenberg, acct super.

ERNO LAZLO INSTITUTE

MARKETING PERSONNEL

Kay Fiedler, vp-genl mgr

ADVERTISING AGENCY

Murray Salit & Associates, New York—Murray Salit, acct super.

PACKAGED FOODS DIVISION

MARKETING PERSONNEL

George Goebeler, president
Charles Perrin, vp-mktg

ADVERTISING AGENCY

Waring & LaRosa, New York—Ragu, Adolph's—John McCroskey, senior vp-mgmt super; Irwin Levy, vp-acct super; Louise Erdman, Jen Shora, Caroline Herzfeld, acct execs; Joyann Gramolini, new product mgr.

HEALTH-TEX DIVISION

MARKETING PERSONNEL

R.A. Breakstone, president & genl mgr
H.S. Miller, vp-mktg

ADVERTISING AGENCY

AC&R, New York—Alvin Chereskin, president-mgmt super; Joyce Kayhart, vp-acct super; Helen Hedges, acct exec.

G.H. BASS DIVISION

MARKETING PERSONNEL

Richard Bourret, president
R. Joe Peach, director of mktg

ADVERTISING AGENCY

Lord, Geller, Federico, Einstein, Inc., New York—Bob Henklein, acct exec.

Chrysler Corp.

	1979	1978
Sales	$12,000,000,000	$13,600,000,000
Earnings	(1,097,300,000)	(204,600,000)
Advertising*	118,000,000	188,900,000

(Loss)
***Estimated by AA**

Chrysler Corp., Highland Park, Mich., the 40th largest national advertiser, slashed its advertising expenditures in 1979 by nearly 40% as it became the first U.S. corporation to lose more than $1 billion. Ad outlays were $18,000,000 down from $188,900,000.

- Chrysler turned to the federal government for aid and Congress approved a $1.5 billion loan guarantee program with enough strings to weave a safety net. Whether that would enable Chrysler to bounce back from twin attacks of crippling import car sales and a recession was up for grabs. Chrysler's future hinged on the reception of its 1981 K-cars, front-wheel-drive compacts.

"1979 was more than Chrysler's year of agony—it was also Chrysler's year of survival," said president J. Paul Bergmoser, yet another draftee from Ford Motor Co. by chairman Lee Iacocca, himself a Ford alumnus.

Chrysler's plain, black-and-white annual report, without the fancy four-color photos and charts, spelled it out. Talking about the operating plan it submitted for the loan guarantees, the report said:

- "The company has projected improved penetration of the industry based on its planned new product offerings.

"These projected improvements are dependent on the public acceptance of the design and engineering of the future models as well as the timely introduction of quality products and the development of innovative advertising and marketing techniques.

"There can be no assurance that the company will attain sufficient acceptance of these new models in the competitive marketplace."

That lack of assurance was prompted by 1979 results that showed the record-breaking loss of $1,097,300,000 coming off 1978's loss of $204,600,000. Sales dropped to $12 billion from $13.6 billion as vehicle sales fell to 1,796,465 units from 2,211,535. Most were sold in North America—1,551,760 in 1979, down from 1,956,573 the year before.

We build and back our cars to guarantee your satisfaction.
The New Chrysler Corporation

Despite the guarantees program, Chrysler sales continued to slip in 1979.

Chrysler continued to lose money and sales in the first quarter. The deficit amounted to $448,800,000. A credit crunch added to Chrysler's woes.

- The federal tightening of credit came as Chrysler was trying to raise the $2 billion in nonfederally guaranteed assistance the loan guarantee called for. This money was to come from banks, dealers, suppliers, employes, state and local governments and from the sale of assets. Chrysler raised the loan commitments. A prospectus for $400,000,000 in debentures to be sold to suppliers and dealers laid bare the company's problems.

It recounted how Chrysler's market penetration slipped to 8.9% in the U.S. compared to 13.7% as recently as 1976. Industry sales were slipping but not at the 12% recorded by Chrysler.

Chrysler spent $200,000,000 on sales incentives and cash rebate in the last half of 1979 in a futile effort to stem the tide.

"If industry sales and Chrysler's market share in 1980 do not exceed the fourth quarter 1979 levels (9.3% sales decline against 4.2% for the industry), Chrysler would probably not be able to continue operations," the prospectus said.

Chrysler tried in early 1980, first with $450 per vehicle rebates at a cost of $26,000,000 and then with its "New Chrysler Guarantees" with a $10,000,000 a month estimated cost. The guarantees included a "money back" offer, a $50 test drive payment, and free scheduled service for two years and membership in an auto club which were dropped later.

Admitting that 1978 ad expenditures of $188,900,000 were "excessive," Chrysler told the government in one of its loan application soul barings that it would cut 1979 outlays by 35% and actually accomplished a 37.5% slash. Chrysler ended up 1979 spending an estimated $118,000,000 which included $3,000,000 in special ad allowances to dealer groups against $11,100,000 the previous year.

That left direct factory media outlays at $115,000,000 for 1979 compared with $177,800,000 in 1978.

Tv took the largest slice—$68,425,000—but that was down substantially from the $95,600,000 Chrysler spent in 1978. Magazines dropped to $24,610,000 from $38,600,000 while less expensive media like radio and newspapers showed gains. Newspaper expenditures rose to $8,280,000 from $6,000,000, showing that rebates take a lot of explaining. Radio jumped to $13,685,000 from $5,400,000.

When it came to corporate image-building—a Herculean task—Chrysler spent $9,660,000, up from $500,000 the year before with most of that—$5,474,000—in tv.

Chrysler-Plymouth division with one more nameplate than Dodge outspent its sister unit $57,590,000 to $50,746,000.

None of it made much difference in the 1979 auto market. Only the Dodge Omni and Plymouth Horizon posted any meaningful car sales gains. Chrysler turned them out as fast as it could while other production lines were idled. In all, 124,378 Omnis were sold, up from 89,467 the previous year, and 146,740 Horizons moved, up from 118,993.

The meat of Chrysler's profit makers—the larger cars like the specialty Cordoba and Magnum-Mirada saw precipitous sales declines. Big cars like the St. Regis and Chrysler were up but a lot of those sales were to fleets. Detroit police rode around in Chrysler Newports, for instance, because there was no 1979 Plymouth brand counterpart. The standbys of Chrysler—the compact Aspen and Volare—lost ground. Chrysler put a lot of rebate emphasis on the twins. Volare sold 167,001, down from 210,125, and Aspen fell to 117,777 from 157,308. Both were billed—with a straight face—as the "only" six-passenger car under $5,000.

Trucks, long the mainstay of Chrysler profits, fell out of favor in the gas situation. Van wagons like Sportsman dropped to 30,448 from 44,376 and the Voyager lost to 10,125 from 13,895 in a continuation of a slump.

- Four-wheel-drive vehicles like the Ramcharger and Trailduster followed the same pattern but it was in regular light trucks that Chrysler took the worst drubbing. Sales fell to 310,138 from 482,755.

Imports were the only bright spot for Chrysler in both cars and mini-pickups. Colt rose to 62,705 from 44,570; Arrow and Champ rose to 48,860 from 28,296 despite supply problems. Chrysler had trouble getting enough from Mitsubishi (15% owned by Chrysler) as the Japanese showed a preference for payment first. The D-50 imported truck soared to 32,235 units from 1,929 in 1978, nevertheless, and the Arrow pickup rose to 14,897 from 1,215.

Back in the fall of 1978 when the new 1979s were introduced, Chrysler was eyeing 15% of the market from a lofty perch of about 12%. Things went wrong from the start despite Chrysler's heaviest-to-date-opening ad barrage. Chrysler-Plymouth stressed its small cars including the captive imports. There was no full-size Plymouth but the Chrysler Newport was to battle Chevrolet and Ford. Dodge had the big St. Regis and planned to push styling for the intermediate Diplomat and specialty Magnum. All of the cars were holdover models. The big cars were reskinned Fury and Monacos but production problems stifled the ballyhoo.

- When Mr. Iacocca joined up as president, he decided to double the big car budget. Neil Armstrong, former astronaut, was hired as corporate spokesman to talk about engineering. Chrysler reversed the opening strategy on its Mitsubishi captive imports and lumped them together in a campaign that mentioned the Japanese auto maker by name for the first time. BBDO (Dodge) won the assignment over Young & Rubicam (Chrysler Plymouth).

Mr. Iacocca pledged to carry Chrysler back to advertising basics. He also made advertising history when he fired BBDO and Y&R and hired Kenyon & Eckhardt away from Lincoln-Mercury. K&E would sit in on market planning, Mr. Iacocca said. Gar Laux, lured out of retirement (yes, from Ford) by Mr. Iacocca said, "nobody writes an ad who hasn't driven the car." Mr. Laux became exec vp of sales and marketing.

Chrysler also folded an extended, optional warranty program into its spring advertising but a $53,800,000 second-quarter loss proved a portent. Ad budgets for the fall and the 1980 models would be down, Mr. Iacocca said after an annual meeting. He admitted the special warranty plan wasn't working up to expectations. The featured cars were compacts and trucks and, with gas shortages, the move was on to smaller, more fuel-efficient cars. "We just can't turn our plants on a dime to stay with the market," Mr. Iacocca said.

By August Chrysler was resorting to $400 rebates and sportscaster Joe Garagiola and "Get a car, get a check" came into the vocabulary. Meanwhile, Mitsubishi offered to help Chrysler out if it would release it from an agreement that only Chrysler could sell the Japanese cars in the U.S. Since the captive imports (and domestic Omni-Horizons) were the only cars keeping dealers afloat, Chrysler was unimpressed with the offer.

- The rebates worked, for a time. Factories inventories were slashed and Chrysler began its long-awaited reorganization back into separate Dodge and Chrysler-Plymouth divisions.

Mr. Iacocca and other top execs cut their pay to $1 a year and others absorbed a 10% cutback.

Third-quarter losses grew to $460,000,000. Rebates cost the company more than $100,000,000. Ad budgets were slashed. Mirada and Cordoba were placed on Aspen-Volare compact underpinnings and starred as engineers and Ricardo Montalban extolled their virtues. Trucks got a shot at "Ram Tough" and Mr. Iacocca, by now chairman replacing John Riccardo, went on camera. "I'm not asking you to buy any car on faith. I'm asking you to compare," he said in brief tags to existing commercials.

It didn't take very, long before the bottom fell out. Chrysler's sales dropped 57% in October and Mr. Iacocca replaced Mr. Garagiola on a new round of rebates that were called a "special introductory offer." It again was ad history for Chrysler—the earliest ever for rebates.

A month later Mr. Garagiola was back again for rookie Iacocca. Mr. Iacocca had other fish to fry—the $1.5 billion loan guarantee campaign. General Motors and Ford followed with indirect rebates—dealer incentives.

Chrysler began testing the money-back idea and the $50 test drive as the year slogged to a close. Congress approved the guarantee and "The New Chrysler Corp." took to the stump to restore confidence. Chrysler also revived advertising on the captive imports and Omni-Horizon. Chrysler broke factory newspaper ads the last day of the year to say the company "is in business to stay." Mr. Iacocca went back on the tube but networks wouldn't run the spots until the President signed the bill.

Rebate hawker Joe Garagiola wasn't renewed by Chrysler because NBC wanted to expand his sports schedule and feared other auto makers would shun the shows because of his identification with Chrysler.

Sales shot up 78% in the first reporting period following the official passage of the loan guarantees and Chrysler moved its $50 test drive into more markets. Advertising was "the last place where cuts are made," said John K. Givens, director of marketing.

When Chrysler broke its "guarantees" package in January it promised to concentrate "all our advertising and marketing firepower" on the program. That's the one with the money-back, $50 test drive, free service and auto club. "This is the beginning of a whole new way of doing business in the automotive industry," said new president Bermoser. Other auto marketers greeted the idea cooly.

- The initial blast started with newspaper statements signed by Mr. Iacocca and was followed by heavy tv and magazine schedules. The idea was to sell more cars but the guarantees were not a one-shot rebate scheme. "It's a new posture for Chrysler," said Jeff Elpern, Chrysler-Plymouth ad manager. Scoffed a rival, "What have they got to lose?"

Chrysler and Peugeot-Citroen signed a deal that would trade Chrysler's marketing savvy for money in a move similar to the American Motors Corp.-Renault arrangement. Chrysler got a loan of $100,000,000 in return for helping the French automaker sell its luxury cars here. Chrysler stock in Peugeot also was pledged.

Chrysler started husbanding its ad funds for the new K-cars in the fall, although Mr. Iacocca had a special kitty designed to keep Chrysler's market share visible. "We have a pretty good idea of what kind of money it will take. With everything riding on that car we've got to tell the public it's here," said Mr. Laux.

The launch of the K-car will be "a very aggressive, expensive and good program. It's going to be the best marketing job in history—better than the first Mustang," said Mr. Iacocca, the "father" of the Ford Mustang.

- Despite the guarantees program, Chrysler sales continued to slip and by March it was back with a $450 addition to the $50 test drive if prospects bought the car. It centered on the Mirada-Cordoba and Diplomat-LeBaron—the cars that were featured in the fall. Victor Montalban, son of Riccardo, started pitching Cordoba in hopes of attracting younger buyers. A new Fifth Avenue limited model appeared on the LeBaron and full-sized New Yorker and was the subject of four-color magazine ads in April and May.

But by then Chrysler was into direct rebates once more on everything but the Omni-Horizon. Radio and newspaper were the primary vehicles for comparing Chrysler's rebates with those of other automakers.

Chrysler's Mr. Givens summed up what ailed the U.S. auto industry in a speech to the Adcraft Club of Detroit. "People are buying imports today because they like them, because they're right for the times. Any other excuse we use for their success just won't hold water," he said.

It was the first time a U.S. automotive marketing exec admitted that Detoit's problems were of its own making. Chrysler research shows, he said, "If we don't significantly accelerate development of vehicles that meet or exceed the imports in terms of quality fit and finish, features and pricing, imports will be taking a full 50% of our industry." Sales of imports then were running 27%.

"Detroit must market cars not with domestic competition foremost in mind but with the imports in mind," Mr. Givens said. "Better yet, do it with the needs and desires of the American consumer in mind," he said.

Meanwhile, Chrysler of Canada wasn't doing so hot, either. Car sales slipped to 162,018 units from 178,609 and, as in the U.S., Chrysler lost market share, falling to 16.1% from 18%. Truck sales were off less without the U.S. fuel problems. Unit sales totaled 45,502 down from 47,476 in 1978 for 11.7% of the market down from 12.7%.

- Chrysler's nonautomotive operations were a semi-bright spot. Sales rose to $712,300,000 from $679,500,000 in 1978. The divisions include the Defense Group which started production of the XMI turbine powered tank, the Huntsville unit which makes electronics systems and Chrysler Outboard Corp. That division marketed Chrysler's most fuel-efficient vehicle, a cross between a moped and a pair of skis called a Sno-Runner. It seats one person and works like a small snowmobile.

Chrysler Financial Corp. earned $57,600,000, up from $48,500,000. Chrysler Financial completed the sale of almost all its European financial operations to PSA Peugeot-Citroen.

Chrysler Realty was sold to ABKO Realty and Chrysler's Marine division was discontinued with the sale of its boat manufacturing operations.

In marketing personnel changes, Mr. Givens joined Chrysler from Wells, Rich, Greene, Los Angeles, and Arthur C. (Bud) Leibler was named director of merchandising succeeding R. (Ham) Schirmer who joined Campbell-Ewald. Fran G. Hazelroth moved to sales manager East from general manager service and parts. Charles Joiner Jr. succeeded him.

ADVERTISING EXPENDITURES*

	1979	1978
Newspapers	$8,280,000	$6,000,000
Magazines	24,610,000	38,600,000
Spot tv	17,250,000	34,600,000
Network tv	51,175,000	59,000,000
Spot radio	10,350,000	3,000,000
Network radio	3,335,000	2,400,000
Outdoor	——	500,000
Other	3,000,000	44,800,000**
Total	118,000,000	188,900,000

***Estimated by AA**
****Includes direct mail and dealer association advertising.**

ADVERTISING EXPENDITURES**

	1979
Newspapers	$22,765,300
Magazines	13,925,900
Spot tv	13,953,800
Network tv	69,589,800
Spot radio	21,819,400
Network radio	2,146,900
Outdoor	1,491,300
Total measured	145,692-400

****From AA's usual sources**

U.S. AUTOMOTIVE SALES GROUP

MARKETING PERSONNEL

Gar Laux, exec vp-sales & mktg
Jerry H. Pyle, vp-mktg
F. G. Hazelroth, sales mgr, East
William W. Bivens, vp-mktg investment div
Charles Joiner Jr., genl mgr, service & parts
Jack Givens, dir mktg
"Arnie" C. Thomson, mgr, Dodge car & truck adv
Jeff Elpern, mgr, Chrysler-Plymouth adv
R. R. Schneider, mgr, media & budget analysis
A. C. "Bud" Liebler, director U.S. automotive merch
Tom Andre, mgr, dealer merch
Richard C. Hotchkiss, mgr, product merch
William R. Coley, mgr, consumer merch
R. A. Houston, mgr, mktg fleet div
Frank W. Wylie, director-pr-sales & mktg
"Moon" Mullins, mgr, pr-sales & mktg
Tom Houston, mgr, pr-Dodge car, fleet & leasing
Tony Weiss, mgr, pr-Chrysler-Plymouth
Martin Whitmyer, mgr, pr-truck & recreational vehicles
Joe Tetherow, West Coast pr mgr

ADVERTISING AGENCIES

Kenyon & Eckhardt Advertising, Detroit/-New York—John J. Morrissey, chairman; Leo-Arthur Kelmenson, president & ceo; Ron De Luca, exec vp; Bruce P. Andrews, senior vp and Detroit genl mgr Imperial; Chrysler-Plymouth: Bruce McRitchie, senior vp & mgmt super; Michael V. Howe, vp & acct super-Imperial and Chrysler; Lynn H. Vernon, vp & acct super-Plymouth. Dodge car & truck: Bill Oswald, senior vp & mgmt super; John Miley, vp & sr acct super; Bob Williams, acct super-car; Dave Hubbard, acct super-truck. Chrysler corporate, Marine, service and parts div, fleet and lease, performance parts, interparts: David L. Kerr, senior vp & mgmt super; Joe Hickey, vp & acct super-corporate, fleet and lease; Walter Dunne, vp & acct super, Marine, service and parts div, performance parts; intl, domestic overseas: Robert Colgan, senior vp and mgmt super; Chrysler-Plymouth dealer assn. and Dodge dealer assn.: J. P. Hickey, senior vp & mgmt super; J. Russell Hamilton, vp & acct super Chrysler-Plymouth; Joseph Cronin, vp & acct super Dodge. Phil Matz, senior vp & media director; William Suchmaun, senior vp & creative director (N.Y.); Paul Stevens, vp & creative dir (Detroit).

Ross Roy Inc., Detroit—corporate merch and all divs—Richard C. Ward, exec vp; Alan Hibbert, senior vp-director mktg; F. Robert Steiger, senior vp-creative director; James B. Jackson, senior vp-group acct super, service & parts/fleet & leasing; Kai R. Friis, senior vp-genl mgr, Canada; Charles A. Hernandez, sr vp, group acct super; Donald F. Baldwin, vp acct super consumer merch; Robert L. Beatty, vp-acct super, service & parts; Francis M. Dattilo, vp-associate creative dir; Donald E. Delozier, vp, administrative services; William J. Donaldson, vp-director rsch & mkt planning; James H. Erkfitz, vp-acct super, truck; Richard J. Kociela, vp-acct super, training; Michael L. Labiak, vp-associate creative director; R. John Oliver, vp-acct super, dealer merch; Robert J. Solano, vp-associate creative director; Peeter Muhlberg, acct super, intl; James V. Vehko, director prod information.

CHRYSLER-PLYMOUTH ADVERTISING EXPENDITURES*

	1979	1978
Newspapers	$4,032,000	$2,000,000
Magazines	11,985,000	20,000,000
Spot tv	8,400,000	15,400,000
Network tv	24,922,000	30,000,000
Spot radio	5,040,000	400,000
Network radio	1,624,000	400,000
Direct mail	——	500,000
Outdoor	——	200,000
Dealer assn. funds	1,587,000	5,500,000
Other	——	——
Total	57,590,000	74,400,000

***Estimated by AA**

RETAIL SALES (U.S. IN UNITS)

	1979	1978
Horizon	$146,750	$118,933
Volare	167,091	210,125
Fury	2,681	60,378
Gran Fury	746	980
Voyager	10,125	13,895
Arrow/Champ (import)	48,860	28,296
Arrow pickup (import)	14,897	1,215
Sapporo (import)	12,322	12,777
Trailduster	5,678	7,350
Total Plymouth	409,150	454,009
LeBaron	99,588	125,558
Cordoba	61,801	105,442
Chrysler	87,451	67,892
Total Chrysler	248,840	298,892
Total C-P division	657,990	752,901

DODGE CAR & TRUCK ADVERTISING EXPENDITURES*

	1979	1978
Newspapers	$ 3,552,000	$ 2,000,000
Magazines	10,557,000	17,000,000
Spot tv	7,400,000	18,700,000
Network tv	21,954,000	29,000,000
Spot radio	4,440,000	1,000,000
Network radio	1,430,000	1,000,000
Direct mail	——	1,800,000
Outdoor	——	300,000
Dealer assn. funds	1,413,000	5,600,000
Total	50,746,000	76,400,000

RETAIL SALES (U.S. IN UNITS)

	1979	1978
Omni	134,378	89,497
Aspen	117,777	157,308
Diplomat	45,131	60,656
Monaco	2,554	37,594
Mirado/Magnum	24,784	48,326
St. Regis/Royal Monaco	28,303	5,238
Colt (import)	62,705	44,570
Challenger (import)	14,166	17,649
D-50 (import)	32,235	1,929
Sportsman	30,448	44,376
Ramcharger	14,575	18,345
Other trucks	310,138	482,755
Total Dodge division	$807,194	$1,008,243*

***Restated.**

MARINE DIVISION

MARKETING PERSONNEL

John S. Cox, director, mktg

ADVERTISING AGENCY

Kenyon & Eckhardt Advertising, Detroit/-New York—David L. Kerr, senior vp-mgmt super; Walter Dunne, vp-acct super.

INTERNATIONAL OPERATIONS

MARKETING PERSONNEL

Richard S. Cool, mgr intl adv & merch

ADVERTISING AGENCY

Kenyon & Eckhardt Advertising, Detroit/-New York—Robert Colgan, vp-super.

AMPLEX DIVISION

MARKETING PERSONNEL

John Doyle, sales mgr

ADVERTISING AGENCY

Ross Roy Inc., Detroit—Harry W. Kintter, acct super.

ADVERTISING EXPENDITURES
CORPORATE*

	1979	1978
Newspapers	$ 695,000	$2,000,000
Magazines	2,067,000	1,600,000
Spot tv	1,449,000	500,000
Network tv	4,298,000	——
Spot radio	869,400	1,600,000
Network radio	280,100	1,000,000
Total	9,658,500	6,700,000

***Estimated by AA**

Top 25 spot radio advertisers

Rank	Advertiser	Expenditures 1979	1978
1	General Motors Corp.	$24,858,717	$20,202,000
2	Chrysler Corp.	21,819,355	27,668,000
3	Anheuser-Busch	19,567,138	12,315,000
4	Ford Motor Co.	12,211,311	6,475,000
5	American Telephone & Telegraph Co.	9,204,472	4,800,000
6	U. S. Government	6,882,109	5,963,500
7	General Foods Corp.	6,452,863	1,126,400
8	Coca-Cola Co.	6,133,224	6,278,800
9	Delta Air Lines	5,939,057	5,614,000
10	K mart Corp.	5,731,581	3,494,500
11	Nissan Motor Co.	5,697,908	7,834,000
12	UAL	5,323,222	3,740,900
13	PepsiCo	4,897,145	6,506,000
14	Philip Morris	4,629,187	5,118,900
15	Heublein	4,371,049	3,450,000
16	Jos. Schlitz Brewing Co.	4,327,352	3,315,000
17	American Home Products Corp.	4,132,397	3,855,000
18	Eastern Air Lines	3,942,408	2,901,000
19	Toyota Motor Co. Ltd.	3,615,628	3,351,000
20	Levi Strauss & Co.	3,563,200	5,616,000
21	Colgate-Palmolive	3,541,030	2,705,300
22	American Airlines	3,540,382	3,408,100
23	Standard Brands	3,053,409	502,400
24	Trans World Corp.	2,863,595	3,573,100
25	Ralston Purina Co.	2,729,532	3,959,000

Source: Radio Advertising Bureau and Radio Expenditure Report.

Clorox Co.

	1979	1978
Sales*	$565,400,000	$465,800,000†
Earnings*	37,300,000	34,645,000
Advertising	72,590,000	60,424,000

***Sales include figures of continuing operations, while earnings reflects both continuing and discontinued operations.**
†restated to reflect discontinued operations.

Clorox Co., Oakland, Cal., the 60th largest national advertiser, increased ad spending by about 20% to $72,590,000 in 1979 from $60,424,000 in 1978.

The company's earnings for fiscal year ending June 30, 1979, which rose 7.8% from 1978 to $37,300,000, reflected the sale of four operations. Corporate sales, meanwhile, totaled $565,400,000, up from the restated 1978 sales figure of $465,800,000.

Clorox got out of the food service business by selling the Martin-Brower Co., a distributor of food to restaurants. It also sold Jemco, a manufacturer and marketer of paper and plastic bags; Mandate-Roman, a Canadian household products company, and Country Kitchen Foods, a mushroom grower based in Great Britain.

Acquisitions during fiscal 1979 included: Duraflame, the No. 1 selling firelog in the U.S., and Emil Villa Restaurants, a $6,000,000 Oakland-based chain of barbecue restaurants.

Reflecting increased competition from generics, and branded and private label products sales of Clorox liquid bleach and Clorox 2 powdered bleach, the company's two largest brands, decreased during fiscal 1979.

Though noting inroads made by the generic and private label competitors, Clorox still maintains its position as the "leading liquid bleach," according to a company official.

Clorox put its biggest ad expenditure, $47,055,300, behind Clorox liquid bleach. The majority of that amount was in network tv. Commercials by Foote, Cone & Belding/Honig, San Francisco, featured testimonials from real life users of the bleach, and the theme of the campaign remains "Notice the difference Clorox makes *vs.* detergent alone."

Clorox also expanded its involvement in the barbecue-outdoor cooking market with the national introduction in May, 1980, of Match lite instant lighting charcoal, spending $350,600 on spot tv, newspaper and magazine advertising. Ads emphasized the fast-lighting capabilities of the lighter fluid-infused charcoal with the theme of the introductory campaign, "the no-hassle charcoal."

Thirty and 60-second tv spots by Young & Rubicam/West, San Francisco, showed Match lite being poured into a grill and lighted, followed by a steak being cooked while a voiceover extolled the attributes of the fast heating and cooking charcoal.

Clorox' regular charcoal brand, Kingsford, which dominates the regular $225,000,000 charcoal market, continued to emphasize its "edge" in ads by Botsford Ketchum, San Francisco. Clorox spent $2,215,000, mostly on network and spot tv on Kingsford ads in 1979.

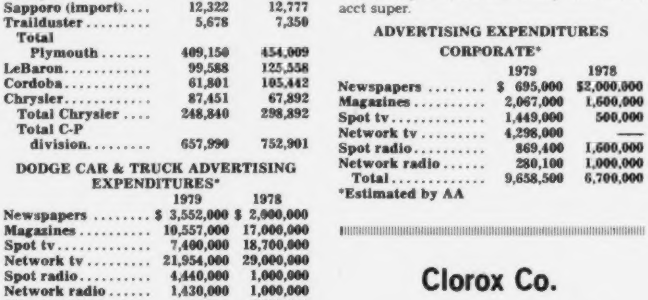
Clorox followed the example of its former parent company, Procter & Gamble, in assigning Kingsford and Match lite to different ad agencies.

"Though Match lite is considered a competitive brand, so far its sales haven't hurt Kingsford," said a marketing executive responsible for the regular charcoal brand.

Botsford also handles advertising for Duraflame, fireplace logs category.

Another Clorox brand assigned to Botsford is Litter Green cat litter, which introduced Carol Channing as a spokeswoman in 30-second tv spots. "I'm sure of only two things . . . diamonds and Litter Green," says Miss Channing as she pets a langorous feline with her bejeweled hand.

At the annual meeting in Oak-



Clorox' **Duraflame** campaign emphasizes the product's easy use.

land on Oct. 18, 1979, Mr. Shutt, who in July, 1980, became chief executive officer to succeed Robert B. Shetterly, told shareholders that Clorox will continue research and development of new brands.

The company's association with Henkel KGA, Germany's leading detergent and household products marketer, limits the German company to holdings of 20% of Clorox stock. But sources acknowledged this could change.

ADVERTISING EXPENDITURES

	1979	1978
Newspapers	$94,500	$279,800
Magazines	4,770,100	6,560,500
Spot tv	2,706,400	5,712,100
Network tv	39,578,800	34,125,400
Total measured	47,149,800	46,778,600
Unmeasured	25,440,200	13,645,400
Estimated total	72,590,000	60,424,000

MARKETING PERSONNEL

R. B. Shetterly, chairman
E. H. Shutt, president, ceo
Calvin S. Hatch, exec vp
Carl V. Stinnett, vp-sales
C. J. Swenson, vp-household prods div
David L. Goodman, vp-public affairs & mktg services
M. R. Gallagher, adv mgr-household products div
D. L. Spencer, adv mgr-Kingsford div
M. Perry, adv mgr, Clorox food services prods div
Patricia Korr-Roschke, media mgr

ADVERTISING AGENCIES

Foote, Cone & Belding/Honig, San Francisco—Clorox bleach, Clorox 2, Formula 409, Soft Scrub, Twice As Fresh—C. L. Gould, mgmt super.

Botsford Ketchum, San Francisco—Liquid Plumr, Litter Green, Cooking Ease, Kingsford briquets, Duraflame firelogs—L. Upshaw, G. E. Meredith, mgmt supers.

Young & Rubicam/West, Los Angeles and San Francisco—BinB Mushrooms, Cream of Rice hot cereal, Kitchen Bouquet, Match lite charcoal, Salad Crispins, Hidden Valley Ranch salad dressings—K. Mill, R. A. McLean, M. B. Barton, mgmt supers.

Merchandising Factory, San Francisco—food service products—M. Hungler, acct super.

Coca-Cola Co.

	1979	1978
Sales	$4,961,400,000	$4,337,900,000
Earnings	420,100,000	374,700,000
Advertising*	169,271,000	138,805,300

*AA estimate

The Coca-Cola Co., Atlanta, the 18th largest national advertiser, increased its ad spending 22% to an estimated $169,271,000 in 1979.

Total net sales rose 14% to $4.96 billion in 1979, while company earnings increased 12% to $420,100,000. Overseas operations contributed 46.3% of sales income, compared with 45.7% in 1978.

Coca-Cola soft drink, the company's flagship brand, received the bulk of media spending, with $19,187,000 in spot tv and $19,072,500 in network tv. Another $2,531,900 was allocated for outdoor ads and $881,600 for magazines. Tab diet cola and Sprite lemon/lime soft drink together received about $21,500,000 in tv support.

Coca-Cola led the industry with a 23.9% market share, topping archrival Pepsi-Cola's 17.9% slice of the beverage market. Seven-Up was next with 5.6%. Tab is the No. 1 diet drink and places fifth in the over-all market, coming up with a 3% share.

■ "Have a Coke and a smile" launched Coca-Cola to new heights of advertising awareness as well as record sales. After the campaign's introduction in the summer of '79, the spot starring Pittsburgh Steelers "Mean" Joe Greene reached the highest awareness level of any Coke ad since 1975.

Continuing the sports celebrity theme, Coke recently produced spots with Jim Craig, U.S. Olympic hockey team goalie, through McCann-Erickson, New York.

Although the soft drink marketer may have scored well at the Winter Olympics, plans to move into the Soviet Union went awry with the U.S. boycott of the Moscow games. Coke agreed not to supply beverages to the summer games but has already made a $15,000,000 (unconfirmed) offer to be the official soft drink of the 1984 Summer Olympics to be held in Los Angeles.

Coca-Cola was busy on other international fronts. After a 30-year absence, Coke returned to China in January of '79. One year later in February, 1980, ground was broken for a bottling plant in Peking. The company expects the new facility to produce 1,300,000 cases per year.

■ Coca-Cola also reentered Egypt in July, 1979, thanks to President Anwar Sadat's Open Door policy. More than $100,000,000 has been spent to establish nine bottling plants and one concentrate plant in the Middle East nation. All should be in operation by late 1980 and 1982, supplying the Arab world with 40,000,000 cases of Coke a year.

A heavy advertising schedule in Cairo is helping Coca-Cola overcome Pepsi and Sport (Canada Dry) colas, which are already entrenched in the market. American-made commercials air daily on Egypt's two government-owned stations.

Another significant international development was the introduction of a 1.5-liter bottle in Great Britain and Ireland. Its immediate popularity contributed, no doubt, to the 20% growth in unit sales in those countries. The same size bottle was also introduced to Germany and Spain.

■ Back on the home front, a recent management shake-up left the industry buzzing and sparked rumors of a major agency switch, although nothing has been substantiated. Roberto Goizueta, formerly one of six vice-chairmen who reported to ceo J. Paul Austin, was named president and chief operating officer in May, 1980, filling a position empty since the August, '79, resignation of J. Lucian Smith. In early August, Mr. Goizueta was tapped to succeed Mr. Austin as chairman and chief exec after Mr. Austin's retirement next March. Mr. Goizueta, a 48-year-old chemical engineer, is known as an efficient administrator but has no direct marketing or selling experience.

Newcomers Mello Yello and Ramblin' root beer both fared well in their first full year on Coke's soft drink roster. Mello Yello reached 50% national distribution early in 1980 and is rapidly gaining a foothold in Pepsi's Mountain Dew territory. New spots by McDonald & Little, Atlanta, show athletes chugging the "world's fastest soft drink." Coca-Cola expects this citrus-flavor drink to overtake Mountain Dew by the end of this year.

Ramblin' root beer looks like another success story. Introduced in June, 1978, to the Salt Lake City market, it has become the No. 1 root beer there. "Something more" is the theme for ads by Kenyon & Eckhardt.

Sprite dropped its seven-year "tastes like a lymon" theme for "when you're reaching for more, reach for Sprite." Media weight was increased to $20,000,000 for the new campaign that broke in March. The push included new graphics—the redesigned can has an orange dot to replace the old starburst. Marschalk Co., N.Y., handled.

■ Mr. PiBB received a new formula, perceived as more thirst-quenching and refreshing, and, in April, Coke announced plans for 50% distribution of the cherry-flavored cola. Marschalk Co. designed the new ads urging consumers to head "toward the great new taste of PiBB."

Diet soft drinks constituted almost 12% of Coca-Cola's 1979 volume, with Tab the leader by far. The "beautiful drink for beautiful people" was revamped with new deep red graphics for wider appeal.

New packaging and new taste were also in the works for Fresca, Coke's diet citrus drink. Coke used the established Fresca brand name to distribute its essentially new soft drink nationwide. The new Fresca is sweeter and has less aftertaste, plus bold white, green and yellow graphics.

Coca-Cola Foods division is the company's marketing arm for a variety of products outside the carbonated beverage sphere, including the Minute Maid, Hi-C, Snow Crop, Butternut and Maryland Club brand names. About $37,000,000 was spent in media for this division in 1979.

■ Coca-Cola Foods and other non-soft drink operations account for 24.1% of net sales worldwide. Sales for the foods division broke the $1 billion mark for the first time in 1979.

Under the Minute Maid banner, the company's chilled orange juice product completed its six-year rollout with a national magazine campaign and increased use of network tv. In March, 1980, Marschalk Co. dropped ad presenter Kathryn Crosby to develop the theme, "Make sure. Make it Minute Maid."

Minute Maid is now testing shelf-stable grapefruit juice in jars. Also in test is Sofia, a liquid yogurt drink being marketed in Portland, Me., and Rockford, Ill. The new product, handled by F. William Free & Co., is aiming to capture Coke a piece of the $600,000,000 yogurt market.

Apple and tangerine flavors expanded Hi-C's 30-product line, and Five Alive, the frozen concentrate fruit beverage, was introduced nationally this fall after its successful debut in 1978.

The Wine Spectrum is Coke's fastest growing subsidiary and is now the fifth largest wine producer and marketer in the U.S. Sterling Vineyards, Monterey Vineyard, Taylor and Great Western New York State brand names make up the Coca-Cola unit.

■ New developments included more comparison ads reminiscent of 1978's controversial Taylor spots naming rival brands in a taste test. This time, Monterey Vineyard introduced its Classic California Red wine in print ads featuring John Avery, a noted wine expert, comparing the California wine with nine French red Bordeaux wines. Kenyon & Eckhardt has the account.

Taylor also launched a new line of premium generic wines, and, in December, Coke signed an agreement to become the sole U.S. marketer of Cinzano vermouth and Asti Spumanti sparkling white wine.

Coca-Cola's nonbeverage operations are divided between its industrial Aqua-Chem division and the Consumer Products division. Aqua-Chem is a world leader in the manufacture of water purification equipment and its Cleaver-Brooks division produces boilers and related equipment.

The Consumer Products division unites Presto Products (plastic film and bags), Winkler/-Flexible Products (plastic cutlery and straws), Universal Water Systems (water conditioning equipment) and Belmont Springs (bottled water) under central management. Advertising for both Aqua-Chem and Consumer Products is primarily in trade magazines and trade shows.

ADVERTISING EXPENDITURES

	1979	1978
Newspapers	$4,711,100	$4,293,700
Magazines	3,786,200	3,116,400
Spot tv	46,700,100	44,434,500
Network tv	58,482,300	40,103,900
Spot radio	6,133,200	6,278,800
Outdoor	3,098,700	2,578,000
Total measured	122,911,600	100,805,300
Unmeasured	46,360,000	38,000,000
Estimated total	169,271,000	138,805,300

COCA-COLA USA

MARKETING PERSONNEL

Herbert Arnold, vp-fountain sales
Albert E. Davis, director of media services
Walter Dunn, vp-mgr brand presence
R. Bruce Gilbert, vp-image dominance
Marvin Griffin Jr., vp-bottler operations
Marc Hamburger, mgr, mktg planning
William Sharp, vp-adv and promo services
William W. Van Loan, vp-mktg services
Carl Ware, vp-special mkts mgr
G. Donald Wilson, vp-mktg devel
Sergio Zyman, director of mktg operations

FOODS DIVISION

MARKETING PERSONNEL

Eugene Amoroso, senior vp-mktg
Al Munkelt, vp-director mktg planning-frozen & chilled prods
Bob Fey, vp-genl sales mgr
Clint Owens, vp-director of consumer sales
Norm Jenkins, vp-director of food service
John Youngjohn, group brand mgr, Minute Maid frozen juices
Steve Brody, group brand mgr, ades and juices
Harry Robinson, group brand mgr, chilled prods
John Weslar, group brand mgr, Hi-C fruit drinks and drink mixes
Frank Blod, group brand mgr, coffee prods
Jay Mower, director, new product devel
Joe Martindell, director, mktg services

THE WINE SPECTRUM

MARKETING PERSONNEL

Harry Teasley, president
Lloyd G. Magee, senior vp
Michael V. Cheek, vp-sales admin & director of sales
Peter S. Sealey, vp-mktg planning
Michael P. W. Stone, vp-mkt devel
Margaret Stern, vp-external affrs
Thomas Muller, vp, finance & admin
Michael J. Doyle, exec vp & genl mgr, Taylor wine

AQUA-CHEM

MARKETING PERSONNEL

G. Roy MacGregor, vp-mktg & sales, Cleaver-Brooks div
Richard Schantz, vp-mktg, Water Technologies div
Lee Danielson, vp-mktg & sales, Industrial Combustion
W. Worth Ware, director, adv and pr (corporate and divisions)

ADVERTISING AGENCIES

McCann-Erickson, New York and Atlanta—all brands—Charles J. Hamm, vice-chairman, McCann-Erickson USA, mgmt rep for Coca-Cola Co.; E. Don Challis, senior vp-mgmt rep, Tab, Fanta, new prod; David A. Clapp, acct super, Tab, Fanta; Peter Hamilton, vp-mgmt super; Robert Schmidt, vp-acct super, sales promo & mdse; Dan Dodson, senior vp-mgr, promo mktg; Dwight Shelton, senior vp-mgr, CNN & field oper; Ron Sugarman, senior vp-mgmt rep; Clark Ford, vp & field mgmt, director, Coca-Cola Europe and Africa; George Teichholz, vp-acct super, North and South America; Arthur O'Brien, acct super, Coca-Cola, Fanta and Sprite; Lawrence Glucs, acct exec; Jim Buckley, acct exec, Tab.

Burrell Advertising, Chicago—black consumer advertising—Ronald Sampson, exec vp-client services; Keith Tunnell, senior vp-mktg services; Eugene Morris, vp-acct super; Tom Burrell, president & creative director.

Bozell & Jacobs, Milwaukee—Aqua-Chem and divisions—M. McGlinchey, acct super; G. Boehm, media serv, B. Stroschein, creative director; W. Vollmar, pr acct exec.

Kenyon & Eckhardt, New York—The Wine Spectrum—John Balson, senior vp-genl mgr; W. W. Young, vp-mgmt rep; Charles Saffron, vp-mgmt super; Michael Weinstein, vp-acct super, Cinzano; Mary Van Hewel, vp-acct super, The Monterey Vineyard, Great Western, Taylor Champagne; Lois Hanna, senior acct exec, Taylor California Cellers and Taylor Lake Country; Miriam Cohen, acct exec, Taylor Sherry; Doreen Bellac, asst acct exec, Taylor California Cellars and Taylor Lake Country; G.J. McGreevy, asst acct exec. Coca-Cola USA—W. Young, mgmt rep; M. Weinstein, acct super; Marcy Glanz, acct super.

Marschalk Co., New York—Minute Maid frozen concentrated orange juice, chilled orange juice, frozen and chilled variety juices, ades and punch, Minute Maid lemonade crystals, and 100% pure frozen lemon juice—Dick Villante, senior vp-mgmt services director; Marsha Badanes, vp-acct super, and Darryl Lindberg, acct exec, Minute Maid frozen concentrated orange juice. Marsha Bandanes, vp-acct super, and Barbara Lawrence, acct exec, Minute Maid frozen ades and variety juices; Dennis Zolnierzak, vp-acct super, Minute Maid chilled products; Elizabeth Garland, acct exec, Minute Maid chilled orange juice; Richard LeBlond, acct exec, Minute Maid chilled ades; Richard Roth, acct exec, Minute Maid lemonade crystals; Greg DiLorenzo, acct exec, Minute Maid 100% pure frozen lemon juice. Sprite and sugar-free Sprite, Mr. PiBB and sugar-free Mr. PiBB—Arthur Wilen, senior vp-mgmt services director; Don Richards, vp-acct super. Sprite—Mitchell Weeks, acct exec.

McDonald & Little, Atlanta—Hi-C fruit drink and drink mixes—Dick Upson, senior acct super; Bill McBride, acct super; Sandi Gerber, acct exec. Fresca—Dick Thomson, mgmt super; Ken McCarren, acct super; Don Hofmann, acct exec. Mello Yello—Dick Thomson, mgmt super; Peter Reader, acct super; Donald McDonald, acct exec.

Tinker Campbell-Ewald, New York—Snow Crop frozen concentrated orange juice, Snow Crop Five Alive, Bright & Early, and new prods—Mike Kammerer, mgmt super; Charles Richardson, vp, mktg mem-acct planning unit; Steve Kornhauser, acct exec, Snow Crop Five Alive; Tony Stanol, acct exec, Snow Crop orange juice, Bright & Early, new prods.

Campbell-Mithun, Minneapolis—Butter-Nut and Maryland Club brand coffees—Joe Carpenter, vp-mgmt super; Jim Stein, vp-exec creative director; David Normington, acct super; Greg Coward, acct exec.

Colgate-Palmolive Co.

	1979	1978
Sales	$4,494,000,000	$3,980,000,000†
Earnings	113,548,000	175,572,000
Advertising*	122,500,000	122,500,000

* U.S. only; estimated by AA
† Restated

Colgate-Palmolive Co., New York, the 37th largest national advertiser, held its advertising at the $122,500,000 level during a year of major reorganization and divestment of unwanted businesses.

The year saw Colgate place more emphasis on its traditional household businesses as new chief executive officer Keith Crane took immediate steps to reshape the company.

Worldwide sales rose 13% to $4.5 billion. As the result of a study on growth potential and profitability, a number of subsidiaries were recorded as discontinued operations. These included Helena Rubinstein, Ram Golf, Leach Industries, Hebrew National and other sports equipment and restaurant companies. These companies have either been divested or are on the selling block.

A cavity in one tooth can lead to a cavity in the next tooth.
Can her toothpaste help prevent it?
Colgate

Colgate-Palmolive's Colgate toothpaste ran a series of ads on dental care.

Earnings rose 4% to $137,000,000, but net income for 1979 declined 35% to $114,000,000, reflecting the loss from discontinued operations.

Worldwide, Colgate invested $273,000,000 in advertising, a 9% hike over 1978.

By mid-year, Colgate was successful in selling Ram Golf, Hebrew National and Bancroft Sporting Goods. Several near deals to get rid of the ailing Helena Rubinstein business fell through, before Albi Enterprises bought Rubinstein for $20,000,000, to be paid to Colgate over the next 16 years.

■ Colgate also dropped its sponsorship of a number of professional golf and tennis tournaments as the company decided that those financial and management resources could be used better elsewhere. It dropped the Grand Prix of tennis, a men's professional tour; three women's golf events (Colgate Triple Crown, Colgate European Open and Colgate Far East Open) and three men's golf events (Colgate-Hall of Fame Golf Classic, World Match Play Championship in Britain and British PGA Championship).

There were reports last year that Colgate itself was on a possible acquisition list of Seagram Co. Ltd., Montreal, but the distiller denied

MARKETING PROFILES

any consideration of a Colgate takeover.

Colgate reorganized its traditional domestic businesses by uniting household and personal care marketing and sales staffs. The company reported that sales for these businesses as well as Associated Products and Marisa Christina rose 5%.

- Highlights of 1979 marketing, according to Colgate, were the national expansion of Dermassage dishwashing liquid; expansion of Fresh Start (which completed national distribution this year); testing of Fab liquid, new scents of Irish Spring and Ajax scouring creme, and strengthening of market share of Colgate toothpaste.

Colgate's share of the $1.8 billion detergent market remained under 10%. Fab powder was Colgate's biggest selling brand again with over 3%, followed by Dynamo at just under 3%. Cold Power remained at 2.5%.

Colgate's hopes are pinned on Fresh Start concentrated powder, which obtained over a 2% share nationally while in just over half of the country.

The company poured its heaviest detergent spending into the new brand, which received $6,800,000 in measured media. Packaged in a clear hard plastic bottle, the brand completed its national expansion this spring, and Colgate promised a $49,000,000 advertising and promotion budget for the debut.

In older markets, Colgate introduced new advertising showing ways that people can get a fresh start on the day with Fresh Start to brighten their dingy clothes.

- The next heaviest detergent backing went to Dynamo liquid with $6,600,000. Other brands with substantial support included Fab with $3,900,000 and Cold Power with $1,800,000.

In the light duty detergent market, Palmolive remained Colgate's strongest entry with a 12% share as backing continued to exceed $7,000,000. The company's share of the category rose slightly to 19.5%.

Spending for Dermassage dishwashing liquid was boosted to $9,700,000 and Ajax dishwashing liquid received $1,000,000 in measured media support.

The Ajax line of cleaning aids was backed by $6,400,000, with dishwashing liquid and liquid cleaner receiving most of the support.

Colgate holds about 10% of the toilet soap market. Irish Spring, its biggest entry, has about half of the total. Cashmere Bouquet, Palmolive and Dermassage account for the rest. The company continued to test Experience toilet soap. Heaviest backing went into Irish Spring with a $5,000,000 budget.

Another household product, Baggies, the No. 2 entry, received $1,500,000 in ad backing.

- Colgate acknowledged increased competition in the dentifrice category with the introduction of Beecham's Aqua-Fresh. But Colgate toothpaste continued to hold the No. 2 slot with 18% of the market although the company's Ultra Brite share slipped to 3.5%. A new campaign for Ultra Brite that broke this summer uses a fantasy woman touting the cosmetic benefits of Ultra Brite. Advertising is tagged, "For a smile so bright. It gets you noticed."

Spending for Colgate toothpaste last year was $16,400,000, the company's heaviest backed product, and $2,400,000 for Ultra Brite.

Mersene denture cleanser and Fluorigard dental rinse continued to receive significant backing during their first full year on the market. Fluorigard, which captured close to 3% of the mouthwash category, received $5,200,000 in ad backing. Mersene got $2,800,000 in measured media.

In the same division Colgate expanded testing of Hair Defense "hair cuticle protector" into additional test markets.

The company's sports and recreation division continued to wind down as Colgate sold off Ram, Bancroft and Leach businesses. The Rubinstein line, which Colgate was finally rid of this year, received $2,700,000 in ad backing last year.

- Sales in the foods division rose 6% as Colgate divested itself of Hebrew National, Lum's and Ranch House restaurants. Riviana's Success rice has become the No. 2 brand in the $90,000,000 instant rice segment as Colgate invested $1,100,000 in the brand. Riviana's combined rice brands, Carolina, Mahatma, Water Maid, Bake It Easy and Success, make it the leading U.S. marketer of branded rice, although Uncle Ben's is the leading single brand.

This year, Colgate continued to refine its management structure and moved from a traditional brand management system to a category management system. A senior level executive now heads the company's three major traditional businesses—heavy duty detergents, light duty liquids and oral hygiene products—replacing the group brand managers, whose products were not necessarily in the same categories. The category managers are Tony De Nisco (laundry detergents), David Enfield (oral hygiene) and Madi Ferenz (dishwashing liquids).

ADVERTISING EXPENDITURES

	1979	1978
Newspapers	$2,287,700	$2,719,900
Magazines	9,086,600	6,529,900
Farm publications	—	128,200
Spot tv	27,751,500	34,630,600
Network tv	52,928,200	49,678,200
Spot radio	3,541,000	2,705,300
Network radio	531,400	504,100
Outdoor	6,600	9,300
Total measured	96,133,000	96,905,500
Unmeasured	26,367,000	25,594,500
Estimated total	122,500,000	122,500,000

MARKETING PERSONNEL

Keith Crane, chairman/president/ceo
Reuben Mark, group vp-Colgate-domestic
William Powell, group vp for diversified cos.
Roderick Turner, group vp-Colgate-intl

MARKETING SERVICES DIVISION

MARKETING PERSONNEL

A. Allen, vp-creative services
D.E. Jordan, vp-adv intl
S. Haver, creative director, special projects
N.J. McHugh, director, technical pkg
W.E. Melick, director, sales promo
S.A. O'Brien, director, business rsch
G.S. Parker, mkt rsch director
H.D. Way, director, media
E.G. Winterhoff, director, new ventures

DOMESTIC MARKETING

MARKETING PERSONNEL

John Watkins, vp
Robert Blanchard, director of mktg, new prods
A.X. DeNisco, D.L. Enfield, M. Ferencz, category mktg mgrs
L. Deming, M.J. Jennings, M.C. Johnson, E.H. Wallin, grp prod mgrs

ASSOCIATED PRODUCTS DIVISION

MARKETING PERSONNEL

L.K. Hollering, vp-genl mgr
W.R. Voorhees, A.P. Chadourne, mktg directors

ADVERTISING AGENCIES

Norman, Craig & Kummel, New York—Cold Power, Mersene, Ajax all purpose cleaner, Ajax laundry detergent, Ajax dishwashing liquid, Ajax cleanser, Pine Forest Ajax, House of Ajax—Alfred Evans Jr., senior vp/mgmt super; George Handley, senior acct super; Bill Black, acct super; John Quealy, senior acct exec; Jeri Sedlar, Lillian Kennedy, Michelle Perr, acct execs.

William Esty Co., New York—Irish Spring, Ultra Brite, Hair Defense, Fab, Fab liquid, Dermassage dishwashing liquid, Dermassage moisture bar—Andrew Allen, senior vp/mgmt super; Richard Geyer, Joseph Breen, vp/acct supers; Jean Giblin, Ray LaFrance, Andrew Mockler, Donna Klein, Peter Britton, acct execs; Alex Walker, Cindy Anderson, Peter Winer, Stephen Doyle, Richard Ginsberg, asst acct execs.

Ted Bates & Co., New York—Colgate toothpaste, Palmolive liquid, Fluorigard, Palmolive Rapid Shave—Robert Bruns, exec vp; Joan Rothberg, senior vp/mgmt rep; Geoff Clarkson, Chris Norgaard, vp/acct directors; Ila Feld, Scott Messinger, Andrew Pasheluk, acct supers; Mark Seifert, Andrew Rider, acct execs; Diane Kalebjian, Dolly Bodick, acct coordinators.

Kenyon & Eckhardt, New York—Fresh Start, Axion, Curad, Telfa—John Horne, senior vp-mgmt rep; Jack Couch, mgmt super; Peter Hall, Patricia Stewart, acct supers; Marc Isenberg, Joshua Mortiz, acct execs, Reese Willis, Robert McGreevy, asst acct execs.

D'Arcy-MacManus & Masius/de Garmo, New York—Baggies, Dynamo, Palmolive soap, Dermassage, Handiwipes, Wildroot, new prods—Mark Cooper, senior vp-mgmt super; Alex Berger, vp-group super; Dick Byrne, vp-acct super; Nigel Bishop, Nina Dansky, Simon Abrahams, acct execs.

SPORTS & RECREATION DIVISION

MARKETING PERSONNEL

J.E. Grimm III, vp-genl mgr

SOUTHERN ATHLETIC

MARKETING PERSONNEL

J.M. Axford, president
J. Corbett, mktg mgr
R. Jacobstein, product devel

CHARLES A. EATON CO.

MARKETING PERSONNEL

S.D. Tannen, president
J.R. Larsen, vp-mktg

AJD CAP CORP.

MARKETING PERSONNEL

I. Joel, president

ADVERTISING AGENCIES

Lavidge & Associates, Knoxville, Tenn.—Southern Athletic—Hal Ernst, acct exec.

Horton, Church, Goff, Providence—Eaton—John Quinn, vp.

KENDALL CO.

MARKETING PERSONNEL

J.D. Sherratt, president/ceo
R.L. Gilson, director-mktg services
R.A. Murray, genl mgr adv and promo

Hospital Division

T.E. Tierney, group vp-worldwide
C.P. Bruen, vp-domestic
J.F. Hughes, director-mktg
K. Wester, adv mgr

Fiber Products Division

K.W. Hays, genl mgr
G.A. Cox, director-mktg
D. Battelle, adv mgr

Industrial Fabrics Division

J.H. Jacobsmeyer, genl mgr

ADVERTISING AGENCIES

Ingalls Associates, Boston (media)—E. Dodge, acct super.

Image Consultants, Boston (creative)—G. Nadeau, president.

Polyken Division

F.J. Zeitvogel, genl mgr
T. Gilmore, mktg mgr

ADVERTISING AGENCY

Provandie & Chirurg, Boston

Consumer Division

E.E. Hinds, genl mgr

ADVERTISING AGENCY

Humphrey, Browning, MacDougall, Boston—Curity diapers, baby clothing—T. Hutchinson-acct exec.

ACCESSORIES DIVISION

Marisa Christina Inc.

D. Seiniger, president

Princess House

Betty Bowes, director-promotional services
Peter McBride, mktg mgr

ADVERTISING AGENCY

North Castle Partners, Greenwich, Conn.—Charles Taney, senior partner & mgmt super; James Bonner, acct super; Carol Davis, acct exec.

RIVIANA FOODS

MARKETING PERSONNEL

F.A. Godchaux III, ceo
R.E. West, exec vp-sales & mktg, Riviana Rice, USA
C.L. Haines, mktg mgr, Riviana Rice, USA
Richard L. Carte, D.V.M., vp-pet prod mktg, Hill's Pet Products
Donn Harling, mktg director, Hill's Pet Products
Joseph L. Weinberg, vp-Holiday Chain, Hill's Pet Products
J. Richard Valentine, dir-mktg, Pangburn's Co.

ADVERTISING AGENCIES

Bloom Agency, Dallas—Riviana Rice USA—Kay Dye, acct exec.

Brewer Advertising, Kansas City—Holiday—Fred Boehner, acct super.

Harmon Smith Advertising, Kansas City—Hill's—John Lee Smith, exec vp.

Consolidated Foods Corp.

	1979	1978
Sales	$5,000,000,000*	$4,720,266,000
Earnings	125,000,000*	111,408,000
Advertising**	105,000,000	91,500,000

(* Estimated by company for fiscal year ended July 1, 1980)
(** AA estimate for combined companies during calendar years 1978 and 1979)

Consolidated Foods Corp., Chicago, the nation's 45th largest national advertiser in 1979, spent an estimated $105,000,000 on advertising last year, with $67,000,000 of the company's budget going to measured media, up from $56,700,000 in 1978.

According to company figures for its fiscal year ending June 30, 1979, $69,700,000 of the company's $108,600,000 million ad budget was spent in measured media, with the remaining $38,800,000 going into such nonmeasured media as coupons, premiums, packaging and point of purchase. All three figures are up from the previous fiscal year.

Virtually every media category benefited from the increased Consolidated expenditures during 1979. Network television grew to $35,700,000 from $31,700,000; spot television rose to $18,600,000 from $15,800,000; magazine spending increased to $8,400,000 from $6,800,000; newspapers went to $3,100,000 from $1,800,000; and network and spot radio totaled $1,300,000, up from $549,000.

According to Leading National Advertisers, Consolidated's two most heavily advertised brands during 1979 were its L'eggs and Hanes hosiery items. L'eggs received $16,500,000 in advertising support (up from $9,800,000 in 1978), and Hanes spent a total of $10,300,000 to advertise its branded products. The bulk of both efforts was in network television.

- Other Consolidated lines that advertised heavily in measured media include L'erin cosmetics, which increased to $4,300,000 from $1,400,000 in 1978 and included $1,900,000 spent on L'erin lip color, all spot tv; Sara Lee frozen desserts, down to $3,500,000 from $5,300,000 and including

Top 25 spot tv advertisers

Rank	Advertiser	Expenditures 1979	1978
1	Procter & Gamble	$173,761,600	$159,304,900
2	General Foods Corp.	93,457,000	77,207,700
3	McDonald's Corp.	75,334,200	66,319,600
4	General Mills	71,324,400	51,049,900
5	PepsiCo	57,152,200	46,588,300
6	Coca-Cola Co.	46,700,100	44,434,500
7	American Home Products	42,465,800	38,722,200
8	American Telephone & Telegraph Co.	42,084,000	33,148,700
9	Unilever	40,282,600	39,137,400
10	Pillsbury Co.	39,595,900	24,913,400
11	Time	38,240,900	23,190,700
12	Mobil Corp.	36,931,600	33,294,300
13	International Telephone & Telegraph	31,359,600	28,734,500
14	Ford Motor Co.	30,922,100	31,287,900
15	A. H. Robins Co.	29,321,100	24,937,800
16	Nestle Enterprises	29,037,200	30,116,800
17	General Motors Corp.	28,310,600	25,073,100
18	Kraft	28,087,900	33,350,600
19	Colgate-Palmolive	27,751,500	34,630,600
20	Wm. Wrigley Jr. Co.	26,070,200	32,426,600
21	Trans World Corp.	25,660,300	7,720,900
22	Toyota Motor Co. Ltd.	25,539,200	20,195,900
23	Milton Bradley Co.	25,052,000	16,226,200
24	Mars	24,666,700	18,102,900
25	Bristol-Myers Co.	23,650,400	17,073,600

Source: Net time figures from Broadcast Advertisers Reports, and supplied to Leading National advertisers.

Top 25 network tv advertisers

Rank	Advertisers	Expenditures 1979	1978
1	Procter & Gamble	$289,609,800	$261,715,300
2	General Foods Corp.	203,237,800	169,427,900
3	American Home Products Corp.	122,565,500	111,136,200
4	General Motors Corp.	117,590,700	107,826,500
5	Bristol-Myers Co.	116,987,000	110,341,400
6	Ford Motor Co.	97,016,000	79,510,600
7	Philip Morris	86,590,900	67,054,600
8	General Mills	85,648,200	84,283,200
9	Johnson & Johnson	83,736,100	64,979,100
10	PepsiCo	72,322,700	45,263,800
11	Unilever	71,709,100	60,507,900
12	Chrysler Corp.	69,589,800	60,988,000
13	Ralston Purina Co.	69,062,900	57,073,900
14	Sears, Roebuck & Co.	65,976,300	71,367,500
15	Sterling Drug	63,776,300	55,507,500
16	Warner-Lambert	63,692,900	55,772,000
17	Anheuser-Busch	63,044,100	46,840,800
18	McDonald's Corp.	62,456,300	48,547,300
19	Coca-Cola Co.	58,482,300	40,103,900
20	Kellogg Co.	55,543,100	43,221,600
21	American Telephone & Telegraph Co.	54,903,500	41,203,400
22	Pillsbury Co.	53,396,400	47,124,200
23	Colgate-Palmolive Co.	52,928,200	49,678,200
24	Gillette Co.	52,746,600	42,634,300
25	Nabisco	49,963,900	56,506,100

Source: Net time and program costs from Broadcast Advertisers Reports, and supplied to Leading National Advertisers.

$1,200,000 spent on frozen cakes and $1,000,000 on frozen pastry, almost all on network and spot television; Underalls pantyhose, up to $3,800,000 from $2,600,000, mainly network tv; Undie-L'eggs pantyhose down to $3,500,000 from $4,900,000, mainly network television; Tyco trains and racing cars up to $3,000,000 from $2,500,000, mainly network tv; Shasta soft drinks down to $2,600,000 from $5,000,000, mainly spot television; Slenderalls to $2,100,000 from $2,000,000, mainly network television; Aris gloves to $1,900,000 from $1,400,000, mainly network tv, and Booth's frozen fish up to $1,700,000 from $252,000, mainly spot tv.

The last five years have been a period of major transition for Consolidated. During this time the corporation has reorganized from a larger number of smaller companies in many different industries into a select number of companies in a few industries.

Since 1976 the company has divested itself of approximately 50 companies with annual sales totaling approximately $600,000,000. Those transactions involved operations in 15 different industries—including fashion apparel, furniture, household products and motels—and did not involve any prominent advertiser.

▪ In addition to the divestitures, Consolidated has also made acquisitions of several companies totaling more than $1.5 billion in annual sales. This included the purchase of Hanes Corp. for $250,000,000 effective at the start of 1979.

As a result of the substantial restructuring it has undertaken, Consolidated is now positioned as a consumer package goods company with three major business portions: Consumer package goods, food services and consumer direct sales.

The consumer package goods group is the largest of Consolidated's three divisions and contains all of its most actively advertised products, including beverages, hosiery, specialty meats and frozen foods.

The group's most ambitious current project is its L'erin cosmetics marketing effort that is attempting to capitalize on the trend of women to purchase more nongrocery items at grocery stores.

Consolidated sees the cosmetics situation as similar to the conditions that existed in the hosiery market when the L'eggs products were introduced in 1970. At that time, only 18% of hosiery sales were accounted for by food stores. Today, food stores account for 30% of hosiery sales, with L'eggs commanding a 44% share.

Food stores account for only 14% of current cosmetics sales, and L'erin is hoping to parlay the same formula of unique packaging and display, heavy consumer advertising, distribution through mass merchandisers and direct store delivery into a similar success story. The Hanes delivery system is an especially important part of this strategy, with the company providing retailers with its own racks and displays and with all the inventory on consignment.

▪ Though Consolidated is optimistic about L'erin's prospects, industry analysts point to an important difference between cosmetics and hosiery that is expected to make it more difficult for L'erin to repeat L'eggs success: The reluctance of women to buy makeup without trying it first. Since L'erin products are prepackaged, this can present a significant barrier to first-time purchasers.

Indications are that Consolidated has found the L'erin introduction more difficult than it expected, although the company reports that repeat sales of the cosmetics have been strong.

L'erin had attained 50% U.S. distribution by February, 1980, with national roll-out to be completed by mid-1981. Television, full-page magazine ads and in-store promotions using a "Be Beautiful Now" theme supported the products during the spring of 1980 in the markets in which L'erin items were available.

Continuing difficulties with its Shasta soft drinks dragged down the performance of Consolidated's beverage operations during 1979. Shasta reformulated its regular and diet lines by changing from refined sugar to fructose sweeteners. The company is emphasizing its diet products more extensively, and is attempting to position Shasta as an alternative soft drink. Measured media advertising was cut sharply in 1979, and Shasta began heavy couponing in January, 1980.

Despite the change in positioning, management shake-ups, and ad agency changes, industry observers are not optimistic about the chances for a quick Shasta turnaround, with most experts predicting a bleak outlook for all smaller U.S. soft drink operations during the 1980s.

There is optimism, however, about the Capri Sun line of natural fruit drinks that is currently being test marketed. The drinks come in apple, orange and lemon and are packaged in spill-proof, disposable pouches. Indications are that the tests have been successful, and Consolidated is also buoyed by the fact that Capri Sun's counterpart is the largest-selling, noncarbonated soft drink in Germany.

▪ Consolidated's frozen foods operations introduced a number of products during 1979, the most successful of which were its Sara Lee individual Danish products. These items are aimed to cash in on the fact that 52% of all U.S. households are made up of one or two members. Introduced in March, 1979, the products currently trail only the all-butter pound cake as the best-selling items under the Sara Lee label.

Couponing is a large part of Sara Lee's promotional budget. The company's ads will soon begin to stress the quality of Sara Lee ingredients with a "Nothing's made like it, nothing tastes like it" theme. The campaign will also try to generate greater brand awareness for Sara Lee.

The Booth frozen fish operations used umbrella advertising with the theme "Booth zips up the flavor of fish" to promote its new battered fish products last year: Beer Batter, Buttermilk Batter and Crunchy Corn. The company is hoping to use television commercials and print ads with coupons to take advantage of the growing U.S. per capita consumption of fish. Heaviest media spending occurs during the fall and Lent.

The Michigan-based Chef Pierre frozen dessert operation has introduced individual pie slices and is expanding its production capacity by adding a new facility in Mississippi.

Low pork prices during 1979 helped the processed pork products of Consolidated's specialty meat producers, and each of the meat companies worked to expand its geographic area of distribution as well as to add new products.

Bryan Foods, for example, introduced Smoky Hollow Smoked Sausages, Beefy Jumbo Franks and Peg lunchmeats last year. Bryan Foods also initiated two advertising programs last year, including print advertising in Sunday supplements and television commercials in the South, its main marketing area. Consolidated also acquired Gallo Salame, a West Coast specialty meats company last year.

Among the new products introduced by Consolidated's clothing operations were a new line of Bali active bras for athletically active women; Sirena velour separates designed for casual wear, and a new line of "cotton-where-it-counts" men's knit shirts brought out by Consolidated's Robert Bruce unit.

Hanes has introduced its Knee Hi Multipack and Sheer Energy Undie-L'eggs; will introduce Winteralls, a combination panty hose and panties, nationally in September for the coming winter season; and is currently testing Hanes Too, a full line of midpriced panty hose, in 4% of the U.S.

Tyco trains and racing cars introduced four new products last Christmas. Its ad budget, including a heavy concentration during the Christmas season for its Silver Streak trains, enjoyed a sizable increase as a result of the introductions.

In the food service group, Consolidated's Ohio-based Lawsons convenience food store chain has made a variety of marketing and advertising changes. The 757-store chain—70 were added this year—has undertaken extensive remodeling in order to give its outlets a uniform look. The new stores also have been designed to have double the capacity for medium-temperature cooling for beverages than had been available in the older stores. The chain has begun a "Good things in store for you" ad theme and has added a variety of traffic-building items such as hot coffee, breakfast rolls, sandwiches and snack foods.

In the consumer direct sales group, Consolidated's Electrolux operation has added a new series of commercials on network television that stress the long life-span of the products. Electrolux was designated the "Official Vacuum Cleaner of the 1980 Winter Olympics."

ADVERTISING EXPENDITURES*

	1979	1978
Newspapers	$ 3,112,500	$ 1,783,700
Magazines	8,351,100	6,778,100
Spot tv	18,570,700	15,791,900
Network tv	35,686,600	31,665,900
Spot radio	404,700	549,400
Network radio	911,800	—
Outdoor	104,000	133,200
Total Measured	67,141,400	56,702,200
Unmeasured	37,858,600	34,797,800
Estimated total	105,000,000	91,500,000

***Estimated based on AA's usual sources.**

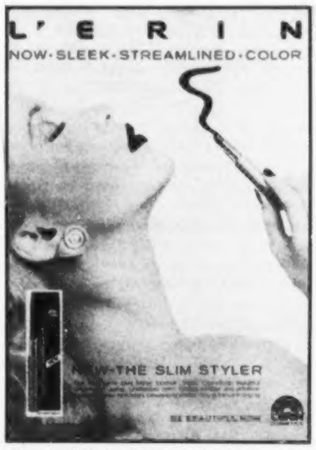
ADVERTISING EXPENDITURES**

	1979†	1978#
Newspapers	$ 7,082,800	$ 6,588,278
Magazines	8,071,500	7,196,810
Spot tv	19,913,600	12,036,080
Network tv	31,373,500	32,710,218
Spot radio	2,141,600	2,037,092
Network radio	400,000	856,069
Outdoor	766,700	200,000
Total Measured	69,749,700	61,624,547
Unmeasured	38,846,100	38,479,978
Total	108,595,800	100,104,525

****Figures supplied by Consolidated Foods**
†For fiscal year ended June 30, 1979
#For fiscal year ended July 1, 1978

MARKETING PERSONNEL

Donald E. Brunson, vp-mktg, Bryan Foods
James Schloss, vp-foodservice, Kahn's
Arthur Pabst, vp-mktg, Hillshire, Kahn's
Greg Mour, mktg mgr, Rudy's, Kahn's
Ron Devight, vp-sales and mktg, Gallo, Kahn's
Bruce Gescheider, director-mktg, Kahn's
David McSwain, vp-general mgr, retail, Kitchens of Sara Lee
Robert Iverson, director-mktg, foodservice, Kitchens of Sara Lee
Grady Deal, director-mktg, retail, Kitchens of Sara Lee
J. Richard Dirks, senior vp-mktg & sales, Booth Fisheries
James H. Stokes, vp-sales, Idaho frozen foods
J. Thomas, vp, sales, Chef Pierre
M.D. Simpson, director-mktg, Chef Pierre
Clark M. Brink, vp-mktg & sales, Popsicle
J.N. Groebe, exec vp-mktg & sales, Shasta Beverages
A. Weidener, vp-field mktg & sales, Shasta Beverages
Arnold Seckler, president, Sirena
David L. Bryant, vp-mktg, Hanes Knitwear
John Wigodsky, director-mktg, Hanes Knitwear
Walt Pilcher, vp-mktg, L'eggs Products
W.F. Karnbach, vp-mktg, Hanes hoisery
R.E. Simms, group product director, Hanes hosiery
M.E. Jordan, group product director, Hanes hosiery
C.E. Bryant, group product director, Hanes hosiery
Steve Marcus, vp-mktg, Bali
John F. Ward, president, L'erin Cosmetics
Robert Sheperd, president, Union Sugar
Richard E. Grey, president, Tyco Industries
Robert J. Ferrara, vp-mktg, Tyco Industries
Jeff Ruoff, vp-mktg, Lawson's



Consolidated Foods' L'erin cosmetics introduced the slim styler lipstick line.

Robert H. Frazer, vp-mktg, Lyon's Restaurants
Richard E. Benner Jr, exec vp-Fuller Brush
Richard Printz, director-mktg, Oxford Chemicals
Hans Fischer, exec vp-Aris
Alan Smith, president, Robert Bruce
Norton Binder, vp-adv, sales & promo, Robert Bruce
Melvin Bluestein, vp-merch, Robert Bruce
T.V. Wolf, mgr, mktg planning & analysis, Electrolux

ADVERTISING AGENCIES

Ted Bates & Co., New York—Electrolux.
Benton & Bowles, New York and Chicago—Kitchens of Sara Lee, L'erin.
Bozell & Jacobs/Pacific—Lyon's Restaurants.
Buntin Advertising, Nashville, Tenn.—Rudy's.
Cargill, Wilson & Acree, Atlanta—Bryan Foods.
Case & McGrath, New York—Hanes hosiery.
Burrell Advertising, Chicago—Hanes Corp., L'eggs.
Frank Cooper Advertising, Waterloo, Ia.—Hillshire.
Creamer Inc., Pittsburgh—Chef Pierre.
Dancer Fitzgerald Sample, New York—Hanes Hosiery, Bali, Popsicle, L'eggs.
Chiat/Day/Hoefer, San Francisco—Union Sugar.
Design & Market Research, Santa Clara, Cal.—Idaho Frozen Foods.
Ferber, Janklow & Associates, New York—Robert Bruce.
Godding Advertising, Kenmore, N.Y.—Kahn's.
Grey-North Advertising, Chicago—Booth Fisheries.
Ketchum, MacLeod & Grove, New York—Hanes Hosiery.
Kurtz & Tarlow, New York—Tyco Industries.
Launey, Hachmann & Harris, New York—Hanes Hosiery.
Leber Katz Partners, New York—Hanes Knitwear.
Mandabach & Simms, Chicago—Kitchens of Sara Lee.
Maris, West & Baker, Jackson, Miss.—Bryan Foods.
Lynn Medberry & Associates, Los Angeles—Sirena.
Meyers, Muldoon, Ketchum, San Francisco—Gallo.
Murray & Chaney, Hudson, O—Lawson's.
Oxford Advertising, Atlanta—(house agency)—Oxford Chemicals.
Sive & Associates, Cincinnati,—Kahn's.
Total Marketing, New York—Aris.
Tracy-Locke, San Francisco—Shasta.
Tracy-Locke, Dallas—Capri Sun.
Vanguard Advertising, Minneapolis—Hanes Hosiery.
Venet Advertising, New York—Hillshire.

Delta Air Lines

	1979	1978
Sales†	$2,654,026,000	$2,225,447,000
Earnings†	103,602,000	137,375,000
Advertising	33,500,000	28,900,000

† Restated to reflect a year ended Dec. 31

Delta Air Lines, Atlanta, the 97th largest national advertiser, increased its advertising 15.9% to $33,500,000 in 1979.

Delta boarded over 40,000,000 passengers, a record for the carrier, as operating revenues increased 19% to $2.65 billion and earnings declined 25% to $103,602,000. It was the 32nd consecutive profitable year for Delta. For the first quarter of the current year earnings were $21,816,000.

For Delta's fiscal year ended June 30, 1979, net income was up 4% to $136,744,000 on operating revenues of $2.43 billion, up 18% over the previous fiscal year.

One of the most profitable U.S. airlines, Delta is also the sixth largest domestic trunk airline in terms of revenue-passenger miles (the total number of passengers multiplied by total number of miles it has flown). In revenue-passenger miles Delta hit 26.113 billion in 1979, up from 23.332 billion in 1978.

In terms of passengers carried, Delta with 40,274,000 ranked second only to Eastern's 42,724,000. Delta's passenger ticket revenues were in excess of $2 billion.

Delta's marketing and advertising program is shaped largely by its route structure. The company has developed a system of short-haul routes feeding into its system of lucrative, long-haul routes to permit the carrying of passengers all the way to their destinations.

▪ A major portion of total Delta business comes from small and medium-size cities east of the Mississippi and the airline has the shortest average flight in miles of any major U.S. carrier.

Delta, which has served London with nonstop service from Atlanta since 1978, added an Atlanta-Frankfurt, West Germany nonstop route in 1979. The flights to both cities have proven to be popular, with load factors in the 70% range.

Under the liberal terms of airline deregulation Delta has received literally dozens of new route awards, but has preferred an orderly, planned and deliberate expansion program that allows continued growth without overextending the airline or putting it in a position that might require radical retrenchment.

Among the new cities added to Delta's route structure are Austin and San Antonio, Tex., Daytona Beach, Fort Myers and Sarasota-Brandenton, Fla., Salt Lake City, Seattle and Portland. Offering an introductory roundtrip economy fare of $199, Delta opened an Atlanta/Bermuda route July 19.

Partly because of its route structure, Delta tends to favor no-nonsense advertising instead of elaborate image campaigns. The airline's continuing major theme, "Delta is ready when you are," was created several years ago.

During 1978 and 1979, the airline industry went heavily into discount fares and special, low inaugural fares for new routes, a practice that continued, despite fuel-induced price escalations, into 1980. Delta went along reluctantly, declaring in advertising that began in 1979 that it "will not be undersold."

▪ Delta, the world's largest operator of low-cost night coach flights, also offers major discount fares. The airline is one of a limited number of carriers offering a system excursion fare that permits travel throughout the Delta domestic system. In 1979, the airline led the industry in the move to simplify discount fares. It introduced the now industry wide "Super Savers" to replace 47 old discount fares.

While discounting has continued, fuel prices have been a major problem. By the end of 1979, the average price per gallon was approaching 80¢, up from a 1973 average of 12.03¢. The price would seem low to a motorist, but every 1¢-per-gallon increase adds approximately $12,000,000 to Delta's annual fuel bill.

The airline spent $16,900,000 in newspapers and $5,416,000 in spot radio in 1979, according to Delta. Another $3,645,000 went to spot tv, $2,693,000 to outdoor and $2,626,000 to magazines, according to Delta. The portion allotted to unmeasured media was $2,220,000, bringing the 1979 total to $33,500,000, Delta reported.

According to measured media sources, Delta spent $18,117,000 in newspapers in 1979 and $5,939,100 in spot radio. The total was spent for passenger advertising, except for $18,700 in magazines to advertise its air freight service.

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ADVERTISING EXPENDITURES

	1979	1978
Newspapers	$18,117,000	$16,156,100
Magazines	1,389,800	1,470,800
Spot tv	3,206,700	1,996,000
Network tv	89,200	36,000
Spot radio	5,939,100	5,614,000
Outdoor	1,300,000	1,276,400
Total measured	30,041,800	26,549,300
Unmeasured	3,458,200	2,350,700
Estimated total	33,500,000	28,900,000

MARKETING PERSONNEL

J.A. Cooper, senior vp-mktg
A. McKinnon, vp-mktg admin
W.W. Hawkins, asst vp-mktg
L.E. Sport, system mgr, adv

ADVERTISING AGENCY

Burke Dowling Adams, subsidiary of BBDO International, Atlanta—Glenn Verrill, president and mgmt super; Jack Walz, vp, acct super.

DuPont

	1979	1978
Sales	$12,572,000,000	$10,584,000,000
Earnings	$939,000,000	$787,000,000
Advertising*	$89,380,700	$70,000,000

* U.S. only, estimated by AA

E.I. DuPont de Nemours & Co., Wilmington, Del., the 52nd largest national advertiser, boosted its advertising budget 27.7% to an estimated $89,380,700 in 1979. Earnings, based on sales of $12,572,000,000, rose 18.9% to $939,000,000, a primary result of strong performance in overseas business.

The largest chemical company in the U.S., DuPont reported worldwide advertising expenditures of $109,000,000 in 1979, up 17% from the 1978 worldwide total of $93,000,000.

DuPont's fiber sales totaled $4,100,000,000, about 20% more than in '78 and about 32% of corporate sales. International fiber sales rose 41%, while domestic sales were up 13%; but DuPont reported that profitability dropped because selling prices lagged behind increasing petrochemical feedstock costs. Worldwide overcapacity also depressed profitability of Dacron and Orlon fibers, the company said.

Chemicals, plastics and specialty products (CPS) had total sales of $8,427,000,000 in 1979, 18% higher than in '78. Thirteen per cent of that increase represented domestic sales.

CPS sales in 1979 accounted for 67% of corporate sales, comparable to the 1978 figure.

Sales of the specialty products, which include electronic products, finishes, explosives, agricultural chemicals, medical and printing increased 15% in 1979 to $3,400,000,000. Net income, however, was up only slightly—from $278,000,000 to $281,000,000—primarily because of rapidly rising precious metals costs in the photosystems business, along with decreased demand for automotive finishes.

For the first half of 1980, DuPont sales were $6.980 billion, up 11% from '79, and earnings were $421,000,000, down 12% from $481,000,000 a year earlier. DuPont noted that declines in housing and automotive categories, due to the recession, spread to other markets in the second quarter "affecting most of our product lines."

Silverstone, a kind of nonstick cookware surface first introduced by DuPont with print ads in 1976, now outsells the company's Teflon three to one. Showing 70% household awareness, Silverstone, in '79 and continuing into the '80s, is breaking records each month in dollar sales and market penetration, according to the company.

DuPont's fabrics and finishes budget has accelerated far ahead of inflation since 1976, and the specialty products business as a whole accounted for 30% of total company net income in 1979. DuPont president Edward G. Jefferson said he will seek to expand the rapidly growing division in the '80s.

Chemical sales, meanwhile, totaled $2,133,000,000 in 1979, up 18% over 1978. Net income was $135,000,000, up 9%. That figure included a $35,000,000 charge resulting from a mid-year decision to discontinue the production and sale of dyes, an unprofitable business for several years. Plastics, also included in the CPS segment, accounted for a net income of $237,000,000 based on sales of $2,834,000,000, a 22% increase over 1978.

Capital expenditures in 1979 totaled $929,000,000, an 18% increase over the previous year. DuPont reported that the capital needs were met entirely with internally generated funds and that outstanding debt increased only slightly during the year.

DuPont's largest ongoing capital projects are expanded facilities for Kevlar aramid fiber, a new adiponitrile production plant; a new finishes facility; modernization of the neoprene process, and expanded manufacturing capacity for Mylar film.

- Of DuPont's $37,771,700 in total measured media spending, $5,900,000 went to Silverstone coating, which continued to show rapid growth in sales and earnings. Expenditures were spread among magazines, $3,691,900; network tv, $2,058,200, and spot tv and newspaper supplements, according to Leading National Advertisers.

Having traded advertising priority with Silverstone, Teflon received $3,276,800 in measured media support, with $3,158,000 going to magazines. Spending for Flair Squares home wall tiles totaled $2,865,200 while Lucite home paint received $2,418,600.

Measured media spending as a whole generally was split between magazines and network tv.

In September, 1979, an administrative law judge dismissed charges by the Federal Trade Commission that DuPont had attempted to monopolize the titanium-dioxide pigment market in the U.S. with unfair methods of competition. The judge ruled that DuPont's growth in the market was a result of "intelligent planning" and the use of a chloride development process chosen in the early '60s. The FTC has appealed the decision to the full commission and, although confident of a positive outcome for DuPont, spokesmen have not guessed as to when a decision will come.

Looking to the future, DuPont continues its research program to decrease dependence on oil and natural gas derivatives as sources of process heat. By the mid-1980s, DuPont expects coal, oil shale and tar sands to be more economical energy sources.

The company is now on a systematic conversion schedule to fuel boilers with coal rather than natural gas, and the new methanol plant in Deer Park, Tex., uses vacuum-resid as a feedstock.

ADVERTISING EXPENDITURES

	1979	1978
Newspapers	$ 315,900	$ 413,300
Magazines	16,615,000	13,401,400
Farm publications	2,078,000	1,723,800
Spot tv	2,736,000	2,404,300
Network tv	15,762,500	4,861,500
Spot radio	254,400	178,900
Outdoor	9,600	300
Total measured	37,771,400	22,983,500
Unmeasured	51,608,300	47,016,500
Estimated total	89,380,700	70,000,000

MARKETING PERSONNEL

H. Lloyd Taylor, director
A.W. Ballentine, div mgr
A.C. Hoeftman, chemical, dyes & pigments dept
J.C. Maneval, petrochemicals dept
J.C. Dilts, employe relations and transportation/distribution dept
S.P. Blish, div mgr
J.P. Swan, biochemicals dept—pharmaceuticals
M. Collette, biochemicals dept, pharmaceuticals
R.T. Eldridge, photo prods dept—x-ray, printing, industrial & electronics prods
T.E. Minnich, photo prods department—instrument prods
C.H. Weber, photo prods dept—Berg Electronics prods
J.B. Brett, Jr., textile fibers dept—carpet fibers
J.H. McDivit, textile fibers dept—industrial film & spunbonded prods
C.E. Crowley, div mgr
J.S. Swajeski, fabrics & finishes dept—home & automotive prods
H.B. Horning, fabrics & finishes dept—consumer paint & refinish
J.E. Sly, fabrics & finishes dept.—maintenance & packaging finishes, industrial specialties, and applied technology
R.J. Alfano, corp adv
N.A. Bryant, automotive communications
E.J. Garrity, Remington Arms Co.
H.E. Davis, div mgr
R.E. Williams, polymer prods dept—elastomer chemicals
W.C. Halley, polymer prods dept—commercial resins & fluoropolymers
J.K. Goundie, polymer prods dept—ethylene polymers, plastic prods
R.A. Hotchkiss, polymer prods dept—industrial & packaging films
J.B. Boyer, polymer prods dept—plastic prods
C.P. Sheran, personnel mgr
J.O. Corner, div mgr, mktg rsch
J.R. Murphy, publications section
A.B. Baker, div mgr, media & mktg communications services
D.T. Smith, accounting
T.J. Niemkiewicz, production/graphics
P.J. Trainor, purchasing
W.D. Davis, audio-visual
F.G. Oswald, textile fibers dept—ad mgr
E.R. Albright, textile fibers dept—men's wear
H.A. Carnevale, textile fibers dept—knitwear
F.W. Ockenfels, textile fibers dept—Qiana
J.F. Booker, textile fibers dept—fiberfill
I.J. Kappes, textile fibers dept—hosiery
E.K. Bispham III, textile fibers dept—home & automotive fabrics
C.R. Gee, textile fibers dept—intimate apparel & swimwear
D.B. Roach, textile fibers dept—women's wear
F.W. Kelly, textile fibers dept—craft yarns

ADVERTISING AGENCIES

N W Ayer ABH International, New York—fabrics and finishes (except automotive products), plastic products and resins, elastomer chemicals, photo products (except Berg Electronics), chemicals, dyes & pigments (except carpet protector), petrochemicals, employe relations and textile fibers' industrial and spunbonded products—D. H. Means, mgmt coordinator.

BBDO, New York—automotive products, carpet protector, textile fibers' apparel, carpets, home furnishings and fiberfill products, and corporate advertising programs—J. F. Crowley, mgmt coordinator.

Rumrill-Hoyt, Rochester, N.Y.—agricultural chemicals and Remington Arms Co.—J. M. Valerio, mgmt coordinator.

Kelly Advertising, Lancaster, Pa.—Berg electronics prods—R. L. Kelly, mgmt coordinator.

Wesson & Warhaftig, New York—pharmaceutical prods—M. Amster, acct super.

Sudler & Hennessey, New York—pharmaceutical prods—L. Gamza, acct super.

Eastern Air Lines

	1979	1978
Sales	$2,881,526,000	$2,379,564,000
Earnings	57,631,000	67,257,000
Advertising	40,400,000	34,800,000

Eastern Air Lines, Miami, the 88th largest national advertiser, increased its advertising 16.1% to $40,400,000 in 1979.

The airline reported the second highest earnings in its history during 1979, reaching $57,631,000, but down from a record high in 1978. Revenues increased 21.1% to $2.88 billion.

Operating expenses increased 21.4% to $2.77 billion, and fuel costs increased by 58% to $677,200,000. The airline's load factor (percentage of available seats occupied) rose from 64.5% to 67.2%, the second highest load factor among U.S. trunk carriers.

Available seat miles rose 10.1% to 43.1 billion. In terms of revenue passenger miles, Eastern was the largest in 1979 with 28.9 billion. In number of passengers carried in 1979, Eastern's total of 42,236,000 was the largest in the free world.

- Eastern's advertising, which traditionally has covered three basic areas—business travel, vacation selling and its corporate effort featuring Frank Borman, the airline's chairman, president and chief exec, as spokesman—has shifted to reflect the industry's current marketing environment which emphasizes new route entrance and aggressive discounting.

Eastern continued expanding service from its Atlanta and Miami hubs with the following new routes: Atlanta-Salt Lake City, Atlanta-Denver, Miami-Guatemala City, Atlanta-Norfolk, Atlanta-Phoenix, Atlanta-Seattle, Atlanta-Albuquerque, Atlanta-Tucson, Atlanta-Reno and Atlanta-Rochester, N.Y. Two additional routes are Dallas-Tucson and Phoenix-Tucson.

Route expansion has continued in 1980 with Eastern joining the highly competitive transcontinental battles with new service effective June 1 between New York-Los Angeles, New York-San Francisco and, on June 15, Miami-Los Angeles. On June 1, Miami-Barbados service also was added. On July 2 service also began on more new routes: Atlanta-Las Vegas, Atlanta-El Paso, Houston-El Paso, Salt Lake City-Seattle and Las Vegas-Reno.

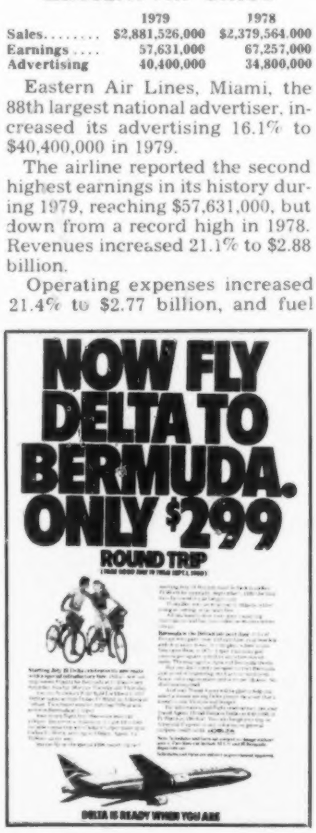
The new route introductions have been accompanied by heavy start-up advertising in all media. In the case of the New York-California service, marketed under the banner, "Eastern's Trans-Con," the airline introduced very aggressive pricing with reduced first class and coach fares and an even lower advance purchase round trip discount fare of $149 each way.

- Eastern has recently taken a number of other aggressive fare actions designed to stimulate discretionary travel and also to get travelers out of their automobiles and into the air.

Effective through Sept. 15, Eastern is offering to fly children free to and from Florida on Tuesdays, Wednesdays and Thursdays (one per adult) in conjunction with regular Super Saver discounts that can save adults 35% to 45% off regular coach fares.

For summer travel, Eastern also has introduced a special Senior Citizens fare allowing people 60 years of age or older to fly for 50% off the regular daycoach fare to 16 Florida cities.

The airline continues to offer its innovative Unlimited Mileage fare, initiated in 1977. Under the fare plan, for $462 to $496 each, two adults traveling together can take an almost unlimited 21-day tour of the airline's domestic and international destinations, excluding Canada. A special Unlimited Mileage fare for one person is available at a higher charge.


NOW FLY DELTA TO BERMUDA. ONLY $299
ROUND TRIP
DELTA IS READY WHEN YOU ARE

Delta Air Lines offered special fares to vacation spots, such as this one to Bermuda, for a specified time period.

ADVERTISING EXPENDITURES*

	1979	1978
Newspapers	$11,563,000	$10,976,000
Magazines	4,216,000	3,530,000
Radio	5,556,000	3,640,000
Television	8,107,000	7,644,000
Outdoor	2,858,000	2,210,000
Total measured	32,300,000	28,000,000
Unmeasured and international	8,100,000	6,800,000
Total	40,400,000	34,800,000

*As reported by Eastern Air Lines.

ADVERTISING EXPENDITURES**

	1979	1978
Newspapers	$12,568,300	$11,277,400
Magazines	4,260,900	3,721,500
Spot tv	5,417,900	5,147,500
Network tv	1,200,500	919,100
Spot radio	3,942,400	2,901,000
Outdoor	1,823,900	1,386,500
Total measured	29,213,900	25,353,000
Unmeasured	11,186,100	9,447,000
Estimated total	40,400,000	34,800,000

**From AA's usual sources.

MARKETING PERSONNEL

R. L. Ray Jr., senior vp-mktg
D. B. Kunstler, vp-sales & adv
W. H. Dowse, vp-adv
A. K. Istel, mgr-vacation adv
T. Ripps, mgr-consumer & adv rsch
B. F. Walsh, mgr-business adv
R. A. Wolf, mgr, adv services

ADVERTISING AGENCY

Young & Rubicam, New York—E. O'Sullivan, senior vp-mgmt super; W. Flynn, vp-acct super; L. Jones, M. Linder, R. Lussen, T. Pranses, acct execs.

Eastman Kodak Co.

	1979	1978
Sales	$8,028,231,280	$7,012,923,000
Earnings†	1,000,764,000	902,284,000
Advertising*	87,751,300	86,071,700

† Worldwide
*AA estimate

Eastman Kodak Co., Rochester, N.Y., the nation's 53rd largest advertiser, increased its U.S. advertising budget a slight 2% in 1979, to an estimated $87,751,300. Now one century old, Kodak's youth continued to spring eternal with the introduction of a rash of new products—new cameras, films, papers, machines.

Kodak's worldwide sales of $8,028,231,280 were up 14% from the $7,012,923,000 rung up in 1978. Those worldwide sales included another record high of $6,458,261,000 (also up 14% from the year before) for the photographic division and $1,776,977,000 for the Eastman chemicals division, up 16% from '78's total of $1,531,900. (The 1979 sales of these divisions should be reduced $1,087,600, the amount that figured in inter-divisional and intersegment sales.

- For the first quarter of 1980, Kodak's worldwide sales climbed to $2.13 billion, up a strong 30% over 1979's first quarter reading of $1.64 billion. Worldwide net earnings were up 9% to $215,900,000, as compared with the 1979 net earnings first quarter figure of $197,500,000.

For the year of 1979, Kodak reported "While all market categories showed positive performances, strong consumer product sales overseas and impressive gains for Kodak business products in the U.S. and Canada highlighted the year's results." The year marked a milestone for Kodak—the first time in the company's 100-year history that both sales and earnings crested the $1 billion peak.

Forever on the hunt for the new and improved, Kodak spent $459,000,000 in research in 1979, an increase of 18% over its 1978 expenditure. Confronted with soaring silver prices (up 361% by the end of '79), the company persisted in its two-year search for a silver substitute.

Since breaking into the instant camera market in 1978, Kodak has garnered a 40% share of the estimated $2 billion market. Instant camera sales now account for an estimated 26% of the company's bottom line.

Kodak's measured media spending for instant cameras was $12,132,800 in 1979, as compared to $12,543,300 in 1978. The company also spent $244,200 in the six measured media on instant film and an additional $3,957,400 for Colorburst instant cameras and film.

Out of a total of $34,065,900 spent in network tv, Kodak allocated $10,482,300 for instant cameras; $11,352,200 for Ektra cameras, and $5,678,900 for film. A $14,565,200 investment in magazines included $2,449,700 for Colorburst cameras and film; $3,995,000 for Ektra cameras and $1,232,200 for film.

The past year was a bustling one

Top 25 network radio advertisers

Rank	Advertiser	Expenditures 1979	1978
1	General Motors Corp.	$8,517,100	$3,171,700
2	American Telephone & Telegraph Co.	7,079,400	1,633,800
3	Cotter & Co.	6,553,200	2,467,700
4	Schering-Plough Corp.	5,439,300	2,953,200
5	Sears Roebuck & Co.	5,434,300	4,388,300
6	SmithKline Corp.	5,294,100	5,153,900
7	American Home Products Corp.	5,056,800	3,155,000
8	General Foods Corp.	5,034,000	619,900
9	CBS	4,519,800	789,500
10	Warner-Lambert Co.	4,284,800	2,678,900
11	Sterling Drug	4,068,500	2,754,700
12	Squibb Corp.	3,981,700	80,300
13	Anheuser-Busch	3,438,500	2,483,800
14	Hartz Mountain Industries	3,397,600	1,947,300
15	Jeffrey Martin Inc.	3,357,100	5,000
16	MortonNorwich Products	3,224,200	1,869,000
17	Greyhound Corp.	3,117,000	1,363,900
18	U. S. Government	2,735,700	1,198,000
19	Chesebrough-Pond's	2,354,900	121,100
20	International Harvester	2,339,900	264,000
21	Phillips Petroleum	2,232,100	0
22	Chrysler Corp.	2,146,900	749,100
23	Campbell Soup	2,064,700	669,700
24	Visa U.S.A.	1,975,700	767,000
25	Eastman Kodak	1,921,600	688,800

Source: Figures are from Broadcast Advertisers Reports, and supplied to Leading National Advertisers.

for Kodak and new camera introductions. The company introduced six new cameras—three instant cameras (two motorized) and three pocket-size models.

■ Debuting last year was the Colorburst 50, Kodak's first instant camera with fixed focus and motorized print ejection (retailing for $44.95); the Colorburst 250, replacing the Colorburst 200; the Handle 2, replacing the Handle and complete with an electronic shutter which operates from 1/3000th of a second to two seconds at a fixed aperature of F18.

Kodak extended its Ektra line with the addition of Ektra 200 with normal focal-length lens with flipflash; the Tele-Ektra 300 with normal lens and tele lenses using flipflash; the Kodak Ektralite 500 with normal lens and built-in electronic flash and the Kodak Tele-Ektralite 600 which has both normal and tele lenses and built-in electronic flash.

With the new cameras, comes Kodak's new film—PR 10, a film in which images begin to form in 30 seconds and the picture is complete in 90 seconds.

To promote its line of pocket cameras, Kodak stuck with the star of "The Little House on the Prairie," Michael Landon. Mr. Landon and his "family man image" tapped the talents of his own family (wife, Lynn; son, Chris, and daughter, Shawna) to help sell Kodak's Ektra and Ektralite cameras. Mr. Landon also promoted Kodak's color paper in 30-second spots last summer.

The company continued its ad campaign theme "With Kodak film, you've got what it takes," in spots starring people taking delight in reliving moments captured in film.

Kodak broke a major new campaign this year during the Winter Olympics, held in Lake Placid, N.Y. Kodak became "America's Storyteller" in spots that are a montage of people with their snapshots—and some snappy remarks. Created by J. Walter Thompson Co., New York, the campaign is working as an umbrella for all the company's promotional efforts. The intent of the "storyteller" approach is to encourage people to snap shots that tell a personal story every day of the year, rather than have picture-taking as a special occasion pastime.

Supporting the campaign, and in an effort to further boost sales, Kodak tapped the rebate in 1979 in several programs. The company gave a $5 rebate on the purchase of a Colorburst camera with an additional $5 on the purchase of five packs of Kodak instant film. (Network tv supported that drive.)

In another line of Kodak's business, Kodak introduced a new Ektagraphic audioviewer projector, with sound recording and playback capabilities, and at a midwinter radiological conference, a new X-Omat M20 processor, models 1 and 2. In papers, Kodak came out with Etracolor—in a year when paper sales reached record levels.

With the economy worsening and the industry softening, Kodak was forced to lay off 500 workers last year—compared with the 2,500 laid off by competitor Polaroid Corp.

In light of the skyrocketing cost of silver, Kodak increased the cost of its film—color packs went up 25%, black & white were up 35% and phototypesetting papers were up 75%.

Kodak became part of Walt Disney Productions' latest venture—the $800,000,000 EPCOT center—or the Experimental Prototype Concept of Tomorrow. In Kodak's honor, the progenitors of Mickey and Minnie Mouse have come up with two new (Kodak) characters—"Dreamkeepers" and "Figments."

In 1979, the U.S. Supreme Court tossed out an appeal from Berkey Photo over a ruling that threw out almost all of the company's $87,100,000 victory over Kodak. With this action, the next judicial step is for a new trial to be held in federal district court on several Berkey claims.

Still pending is a 1976 suit in which Polaroid charged Kodak with infringing its patents for instant cameras and film.

ADVERTISING EXPENDITURES

	1979	1978
Newspapers	$2,090,300	$2,751,300
Magazines	14,565,200	15,168,200
Spot tv	3,413,200	4,237,300
Network tv	34,065,900	31,211,200
Spot radio	145,600	1,317,300
Network radio	1,921,600	688,800
Outdoor	775,700	497,600
Total measured	56,977,500	55,871,700
Unmeasured	30,773,800	30,200,000
Estimated total	87,751,300	86,071,700

EASTMAN KODAK CO.

Rochester, N.Y.

MARKETING PERSONNEL

J. P. Samper, vp-gen mgr, mktg div
J. H. Barnes, vp-gen mgr, customer equipment services
John C. Fink, vp-gen mgr, health sciences mkts div
Kenneth M. Mason, vp-gen mgr, motion picture-audio-visual mkts div
John R. Robertson, vp-gen mgr, consumer/-professional and finishing mkts
William A. Sawyer Jr., vp-gen mgr, professional & finishing mkts
William E. Sherman, vp-gen mgr, graphics mkts div
J. Raymond Sutcliffe, vp-gen mgr, business systems mkts div
William K. Pedersen, asst vp-director-adv and promo
John M. Sewell, vp-gen mgr, Kodak Apparatus div
Richard C. Kleinhans, vp-asst gen mgr, Kodak Apparatus div
George A. Snyder, vp-gen mgr, distribution div
Kenneth Winter, president, gen mgr, Kodak Canada Inc.

ADVERTISING AGENCIES

Rumrill-Hoyt, Rochester—genl picture-taking, print trade, audio-visual, some business, scientific and industrial—Joseph M. Valerio, senior vp-mgmt super; David Fisher, senior vp-group mgr.

Young & Rubicam, New York—instant photo products—Roby Harrington, exec vp-group director; Thomas Spangenberg, mgmt super.

J. Walter Thompson Co., New York—traditional photo products, some business, industrial and technical—W.C. Thompson Jr., exec vp, Kodak Worldwide; John Wells, senior vp, Kodak U.S.; Granger Tripp, senior vp, Kodak Intl.

Baker, Lovick Ltd., Toronto—M. Lamont, D. Macleod—vps-acct execs.

EASTMAN CHEMICAL PRODUCTS INC.

Kingsport, Tenn.

MARKETING PERSONNEL

D.B. Campbell Jr., president
P.J. Burns, senior vp
B.F. Roberts, vp-chairman-gen mgmt staff and advertising
G.O. Trabue Jr., vp-chemicals div and genl mgmt staff
R.W. Bourne Jr., vp-fibers div
W.P. Bussart, vp-plastics and plastics products div and genl mgmt staff
R.C. Dubberly, vp-filter prods-intl div
R.C. Forrester, vp-technical service and devel div
R.E. Hudson, mktg director, textile fibers div
J.T. Moore, mktg director, plastics div
T.G. Fudge, mktg director, industrial chemicals div
L.H. Farmen, mktg director, H&N div
G.W. Snyder, mktg director, filter prods div
J.C. Gilmore, mktg director, new prods div
W.L. Terrill, mktg director, intl div
W.L. Johnson, director, tech serv and devel div
W.T. Ambrogi Jr., director, chemicals field mktg div
L.B. Connelly, director-plastics field mktg div

ADVERTISING (all in New York)

M.J. Mettetal, director, adv
A. LaManna, asst director, adv
K.E. Palmer, mgr, fibers adv
V.V. Reisig, mgr, chemicals adv
T.W. Lyons, mgr, plastics adv
M. Hennessy, mgr, intl adv
J.F. Herne, mgr, promo
H.E. Reebel, mgr, adv services
R.E. Webb, mgr, editorial services (Kingsport)

ADVERTISING AGENCIES

Martin Landey, Arlow Advertising, New York—all products worldwide.

J. Walter Thompson Co., New York—U.S. chemicals, plastic publicity and all international products publicity.

The Rowland Co., New York—U.S. fibers publicity.

Esmark Inc.

	1979	1978
Sales	$6,771,883,000	$5,863,962,000
Earnings	92,423,000	80,100,000
Advertising	170,547,000	141,431,000

*** Fiscal year ending October, 1979**

Esmark Inc., Chicago, the 17th largest advertiser, increased its advertising and promotion spending by about 20.6% to $170,500,000 in 1979. Total sales for the holding company rose 15.5% to nearly $6.8 billion for the fiscal year ending Oct. 27, 1979, while net earnings were up 15.4% to $92,400,000.

Swift & Co., the meat-packing giant from which Esmark was formed in 1973, disappointed top management in 1979 as the fresh meat and consumer divisions dragged down profits to $26,300,000 from $40,200,000 in the previous year, a 34.5% decline on an 11.2% sales increase to $4.5 billion.

In the 1979 annual report, Esmark president Donald Kelly said: "I believe the time has come for performance rather than promises. Progress at Swift during the 1980s will be judged by bottom line profit result improvements."

In June, Mr. Kelly carried out that threat when Esmark announced the closing of three meat-packing plants and the intention to sell the rest of the fresh meat division of Swift, a move which could amount to a writeoff as high as $300,000,000; that loss would be offset by the simultaneously announced plan to sell the highly profitable Vickers Energy Corp., which last year contributed 13.9% of Esmark's sales but 41.2% of its operating profit.

■ The upshot of the proposed massive restructuring is likely to be a cash-rich company in search of acquisitions, probably in the consumer products area where Esmark has had so much success with International Playtex and STP.

Despite the poor showing in earnings last year, a number of Swift's consumer products made substantial market share progress.

Swift became the leader in the brand-name breakfast meats category for the first time in many years and achieved record high market share for Brown 'N Serve sausage, which had measured ad spending of almost $1,800,000. Sizzlean attained the largest national distribution of any branded bacon or breakfast meat product, as measured advertising totaled nearly $4,100,000, including $3,400,000 for network tv.

In 1979, the basic Butterball turkey brand achieved record volume, as it continued to outsell the next six brands combined. With turkey supplies higher than a year ago and margins lower for all producers, Butterball still had its second best year in terms of profits, with measured ad spending of almost $3,500,000.

Peter Pan peanut butter reversed a market share decline and made significant gains in sales volume as a result of product reformulation and aggressive marketing, including new advertising, heavier spending and heightened sales efforts. Measured ad spending totaled $4,727,000, including more than $2,800,000 on network television.

DANSKINS ARE NOT JUST FOR DANCING
Danskin

Esmark Inc. has stretched its diversification efforts even further with its February, 1980, acquisition of Danskin Inc.

■ Homemade Soup Starter, Swift's successful new dry soup product—first distributed nationally in 1978—became a leader in the dry soup category and achieved the most widespread distribution of all Swift products in 1979 in terms of population reached as measured by stores through which the product is sold.

Swift spent nearly $6,300,000 in measured ad spending to promote Soup Starter. Still in limited markets is a spin-off product called Stew Starter.

Of continuing importance in the consumer products division is new product development, although the pace slowed last year when it became apparent that Swift's profits would be off. New products still in limited distribution include Firebrand, a bacon-like all-beef breakfast strip on which Swift spent almost $1,100,000 in measured advertising last year, and the Butterball turkey line extensions now in national rollout with national distribution planned for late 1980. The Butterball turkey products include Li'l Butterball, stuffed Butterball and Butterball breast of turkey.

Over-all advertising and promotion for all Swift brands increased by 24% in 1979 to more than $75,000,000, the company said.

Estech, Esmark's chemical and fertilizer division, had a 6.8% sales increase to $526,500,000 while operating profit slumped 10.9% to $35,000,000 compared with $39,300,000 in the previous year and $40,700,000 in 1977. Losses in the lubricating oil re-refining business partially offset gains from the dental equipment business and increased fertilizer earnings on higher prices and volume. However, excluding a one-time gain in 1978 from the sale of an interest in a potash mine, Estech increased earnings 10.4% in 1979.

Estech markets brand-name and private label fertilizers for the consumer and for professional lawn care businesses. In 1979, fertilizer revenues increased 21% to over $40,000,000. Estech's Vigoro brand, supported by almost $1,300,000 in measured ad spending, is the second largest selling fertilizer in the U.S.

■ Vigoro's sales were up 21% last year, aided by an advertising campaign featuring four-time U.S. Open winner Jack Nicklaus. In the $200,000,000 professional lawn care market, Estech's aggressive marketing of the Par-Ex brand name line of products increased revenues 34% last year.

Estech has two other subsidiaries, Estech Specialty Chemicals Corp., which manufactures and sells industrial chemicals, adhesives, petroleum waxes and lubricants, and Doric Corp., which sells to the dental industry through the Patterson Dental Co. and Centra brand name. Doric's second division is the Engineered Products group which manufactures precision engineered parts.

Estech is continuing an effort to strengthen its corporate identity with ads placed in several trade publications in 1979 that are scheduled to run throughout 1980.

During 1979 International Playtex had fiscal 1979 sales of $520,500,000, an 11.4% increase over the previous year. Earnings were $54,500,000, just a shade under 1978 results, while the division contributed 7.7% of Esmark's revenues and 22.7% of operating profits.

Last year saw a major recovery in the international division (including the acquisition of Playtex-Wallco in Sweden). On the domestic side, the intimate apparel division experienced a slow first half due to trade inventory retrenchment, but finished strongly on the company's basic lines as well as the introduction of the fashion-oriented Givenchy Underdressings collection of bras and panties.

Playtex supported its bras and girdles with more than $9,000,000 in measured ad spending, while the Givenchy line received an additional $1,400,000 million for bras and lingerie, plus about $700,000 for pantyhose by the high-fashion designer.

The Playtex hosiery division continued strong in its growing market segment, accounting for about 8.9% of Playtex sales and profits. Measured ad spending totaled $104,500.

Heavy competition from new tampon brands introduced by

MARKETING PROFILES

Johnson & Johnson and Procter & Gamble left a sales plateau and a slight profit decline for the family products division, with market share down from 35.1% in 1978 to a projected 27.5% in 1980. Measured ad spending in this category totaled more than $4,900,000 last year.

Playtex re-entered the sanitary napkin market with Maxi and Mini Pads tested in St. Louis and Dallas.

■ Playtex girdles received more than $1,800,000 in measured advertising plus $1,200,000 for multi-product Playtex ads.

During the latter part of 1979, Playtex added to its family products base by acquiring the Felicity glycerine soap brand, which it plans to market nationally. Felicity had sales of $1,700,000 in 1979.

In addition, Playtex expanded into shampoos and conditioners through a marketing agreement with the Jhirmack Co., Redding, Ca., enabling Playtex to sell this company's products to the otc market. In February, 1980, Playtex announced the acquisition of Danskin Inc., a formerly privately held company that is a leading manufacturer and marketer of active knitwear and other trendy skin-tight fashions such as leotards and swimsuits.

Vickers Energy Corp. had a stellar year as oil prices skyrocketed. Sales were up 49% to $937,000,000 from $627,800,000, while earnings tripled, reaching $98.9 million compared with $32,000,000 in 1978. Vickers accounted for 13.9% of Esmark's revenues and 41.2% of the parent company's operating profits last year.

■ A total of 21 new Vickers service stations were opened in 1979 and 19 marginal units were closed. There are currently nine more service stations under construction, and Vickers plans to continue converting its stations to 100% self service.

Measured ad spending for Vickers gasoline was $120,600 for spot tv, while dealer services and general corporate promotion received a combined $98,900 in measured spending.

Esmark's proposed restructuring depends on the sale of Vickers to pay for unfunded pension costs at Swift plants in order to make them attractive to buyers and to offset other writeoffs. Analysts think Vickers, which includes valuable land held by its wholly owned TransOcean exploration subsidiary, will fetch a minimum of $600,000,000 and possibly twice that much.

Esmark's newest acquisitions are STP Corp. and International Jensen Inc. (formerly known as Pemcor). Together they make up the high fidelity and automotive products division, which had a 27.6% increase in revenues to $279,000,000, or 4.1% of the corporate total. Operating profits for the division were up slightly from $24,300,000 to $25,200,000, accounting for 10.5% of Esmark's operating earnings.

STP Corp. markets automotive care products such as oil and gas treatments, motor oil, and oil and gas filters. In 1978 it introduced Son of a Gun!, a protective spray for vinyls, rubber and leather, which received about $2,000,000 in measured ad spending last year. The company also introduced STP Foaming Engine Degreaser last year, which is a water-based product that contains no kerosene.

STP Gasoline treatment received $4,400,000 in measured media and unit sales were up 34%. STP Oil Treatment was backed by $2,200,000 in measured ad spending. STP Oil Treatment is the leading oil additive in the world. Tests showing that it saves oil keyed a new ad campaign. International Jensen makes and distributes automotive audio equipment and home high-fidelity sound equipment, including the well known Jensen car speakers and receivers which received $2,400,000 in measured media last year.

ADVERTISING EXPENDITURES

	1979	1978
Newspapers	**$1,793,000**	**$2,515,900**
Magazines	**3,925,500**	**3,612,600**
Spot tv	**14,437,100**	**18,722,700**
Network tv	**40,389,100**	**41,616,100**
Spot radio	**61,000**	**642,600**
Network radio	**288,700**	**172,700**
Outdoor	**38,400**	**59,300**
Total measured	**60,932,800**	**67,371,900**
Unmeasured	**109,614,200**	**74,059,000**
Total**	**170,547,000**	**141,431,000**

*** From AA's usual sources**
**** Total supplied by Esmark**

ESMARK INC.
Chicago

MARKETING PERSONNEL

Donald P. Kelly, president/ceo
Philip L. Thomas, vp-corp communications

ADVERTISING AGENCY

Dancer Fitzgerald Sample, San Francisco—Robert W. Maier, president

SWIFT & CO.
Chicago

MARKETING PERSONNEL

Joseph P. Sullivan, president/ceo
Robert N. Hiatt, group vp, processed foods group
John F. Murphy, vp-sales, processed foods group
Malcolm B. Gordon, media director, processed foods group

ADVERTISING AGENCIES

Foote, Cone & Belding, Chicago—Peter Pan, Butterball, Homemade Soup Starter—Douglas Belzer, group mgmt super

Grey Advertising, New York—Brown'N Serve, Sizzlean, Firebrand, processed meats

Kenyon & Eckhardt, New York—special mktg assignments, Swift D&P Sesco—John Balson, senior vp, genl mgr

Fremerman, Malcy, Spivak, Rosenfield, Kansas City—Strongheart Products (pet food)

ESTECH INC.
Chicago

MARKETING PERSONNEL

Edward R. Brablik, president, Estech General Chemicals Corp.
Leo J. LeClair, vp-consumer and professional prods
James M. Snodgrass, president, Estech Specialty Chemicals Corp.
Russell G. Tait, director, mktg and sales
David W. Carter, president, Doric Corp.
William J. Regan, vp-mktg

ADVERTISING AGENCIES

Cunningham & Walsh, Chicago—Vigoro.

Dancer Fitzgerald Sample, San Francisco—Estech corporate identity—John Lockridge, acct exec.

Sawyer Advertising, Gainesville, Fla.—agricultural fertilizers—George Sawyer, acct. exec.

Inter-Ag Associates, Chicago—agricultural fertilizers—Ralph Peebler, acct exec.

Howard Monk & Associates, Rockford, Ill.—Estech Specialty (epoxidized oils).

Stephens, Biondi, De Cicco, Chicago—Estech Specialty (adhesives)—Bob Comein, acct super.

Roy Zeff Agency, Skokie, Ill.—Estech Specialty (National Wax)—Ernie Nordlinger, acct super.

Colle & McVoy, Minneapolis—Doric Corp.—Thomas Engquist, acct super.

INTERNATIONAL PLAYTEX
Stamford, Conn.

MARKETING PERSONNEL

Joel E. Smilow, president/ceo
Walter W. Bregman, president, Playtex USA
Edward T. Fogarty, president, international div
George H. Fellows, vp-genl mgr, family products div
Michael A. Kaufman, vp-genl mgr, intimate apparel div
Larry Saltzman, president, Pennaco hosiery div
Warren Pelton, president, Danskin Inc.
George Montaigne, media director

ADVERTISING AGENCIES

Ted Bates & Co., New York—bras, girdles, rubber gloves—J. Rothberg, senior vp, director.

Grey Advertising, New York—bras, girdles, tampons, nurser—R. Schoenfein, exec vp.

Ogilvy & Mather, New York—bras, panties, girdles, all-in-ones—J. Blaney, senior vp-mgmt super.

James Jordan Inc.—Felicity—Jack Taylor, president.

VICKERS ENERGY CORP.
Wichita, Kan.

MARKETING PERSONNEL

Richard J. Boushka, president/ceo
George Harris, senior vp
Harold Gruskin, president, Vickers Petroleum
Richard S. Snider, vp-corporate communications

ADVERTISING AGENCY

Ackerman-McQueen, Oklahoma City—R. Lamons, acct super.

STP CORP.
Fort Lauderdale, Fla.

MARKETING PERSONNEL

John Boone, president/ceo
John R. Preston, senior vp, U.S. operations

ADVERTISING AGENCY

Henderson Advertising, Greenville, S.C.—motor oil, filters, carburetor cleaner.

INTERNATIONAL JENSEN INC.
Westchester, Ill.

MARKETING PERSONNEL

Edward F. Anixter, president/ceo
Robert F. Erazmus, president, manufacturing group and Jensen Sound Laboratories
James S. Twerdahl, vp-genl mgr, car audio components group
Russel E. Trennert, adv mgr, car audio components group
Fred N. Hackendahl, vp-genl mgr, home audio group
Chuck Wendt, mktg services mgr, home audio group

ADVERTISING AGENCIES

Benton & Bowles, Chicago—car audio components group—Carol Singer, acct exec.

Lee King & Partners, Chicago—home audio group—John Murphy, acct exec.

Ford Motor Co.

	1979	1978
Sales	**$43,513,700,000**	**$42,784,100,000**
Earnings	**1,169,300,000**	**1,588,900,000**
Advertising*	**215,000,000**	**210,000,000**

***AA estimate**

Ford Motor Co., Dearborn, Mich., the 10th largest national advertiser, spent $215,000,000 on 1979 advertising, up from $210,000,000 in 1978. Ford lost an estimated $1 billion in North America Operations but recouped it overseas.

"All things considered, I would say we had a pretty good year," said chairman Philip Caldwell, who became the first non-Ford family member to head the company. He succeeded Henry Ford II who stepped down prior to the annual meeting. Earlier he turned the reins of ceo over to Mr. Caldwell who had been president. Mr. Ford remains as chairman of the finance committee.

Ford's ad spending came in the face of a fuel shortage and turn to small cars, many of them imports, that saw its U.S. sales of cars and trucks slide 17% and the company's market share shrink to 20.7% from 23.6%.

Of the $215,000,000 in ad expenditures, a total of $176,000,000 was spent in major media, Mr. Caldwell said. Other spending, including joint advertising, direct mail, outdoor and advertising for diversified product operations, amounted to $38,000,000, running the figure to $215,000,000. Sales promotion of another $38,000,000 rounded out the total to $253,000,000.

Dollar sales worldwide rose 2% to $43.5 billion from $42.8 billion but automotive operation sales declined $141,000,000 to $39.9 billion while nonautomotive sales increased $871,000,000 or 32% to $3.6 billion. Profits worldwide of $1.169 billion dropped $420,000,000 from $1.6 billion in 1978. The earnings decrease "was more than accounted for by a decline in U.S. earnings which resulted from lower volume, a smaller Ford market share as demand shifted to smaller cars and a less profitable mix of vehicles," the company said.

■ The slump in North America also "more than accounted" for unit sales falling off on a worldwide basis, the company said. Sales of cars, trucks and tractors totaled 5,940,000 units, down from 6,557,000 or 617,000 units. About half the decline in U.S. sales came in the fourth quarter when 1980 models were introduced in what usually is the busiest and most profitable period.

Ford sold 2,082,398 cars in the U.S., down from 2,679,587 the year before. Truck sales fell to 1,145,079 from 1,410,735 but still were good enough for sales leadership for the third straight year. Market share for trucks was off slightly to 32.6% from 32.8%. The total of cars and trucks was down to 3,624,074 from 4,492,562. Worldwide sales were 5,806,130 vehicles, down from 6,461,351.

Ford measured ad spending increased by almost $5,000,000 to $177,000,000. As usual, the bulk went into tv—$118,000,000. Within that category, network tv showed an increase to $89,400,000 from $79,510,600 while spot tv declined to $28,600,000 from $31,287,900. In 1978, tv spending was about $110,798,000.

Magazines shot up to $37,000,000 from $23,744,900 while newspaper expenditures at the factory level dropped to $11,000,000 from $27,209,700. Radio rose to $11,000,000 from about $7,000,000.

It was the same story within the car divisions. The Ford unit spent $119,298,000 in measured media, up from $116,879,100. Tv spending rose about $10,000,000 to $79,572,100. The use of magazines increased to $24,933,200 from $18,951,400 while newspapers fell to $7,396,700 from $19,109,700. Radio was up a bit to $7,396,300 from $6,358,300.

Top 25 farm paper advertisers

Rank	Advertiser	Expenditures 1979	 1978
1	International Harvester Co.	$5,929,909	$3,176,457
2	Elanco Products Co.	5,559,212	4,531,853
3	Monsanto Agricultural Products	3,761,049	2,444,898
4	American Cyanamid Co.	3,757,665	3,736,245
5	Deere & Co.	3,629,360	3,738,479
6	Ciba-Geigy Corp.	3,535,989	2,585,599
7	Dow Chemical Co.	3,168,069	1,223,319
8	Stauffer Chemical Co.	2,642,485	2,068,929
9	Ford Motor Co.	2,568,464	1,971,700
10	FMC Corp. Agricultural Chemicals Division	2,280,609	2,104,150
11	E. I. DuPont	2,078,004	1,723,750
12	Union Carbide	2,059,373	1,706,042
13	Mobil	1,995,503	1,810,984
14	New Holland-Sperry Rand Corp.	1,965,024	1,887,294
15	Chevrolet	1,723,940	1,242,241
16	Upjohn	1,705,245	1,585,392
17	Shell Chemical Co.	1,628,150	1,469,453*
18	Mobay Chem. Corp., Agricultural Chemicals Division	1,507,571	1,607,085
19	J. I. Case	1,484,839	931,087
20	Northrup King & Co.	1,369,255	1,454,315
21	DeKalb Agresearch	1,357,323	1,271,266
22	Allis Chalmers	1,350,096	1,086,598
23	Diamond Shamrock	1,217,922	466,356
24	Merck & Co.	1,181,677	857,176
25	Pioneer Seed Div.	1,163,941	1,120,846

Source: Agricultural Marketing Information Service (Agricom).
*Agricom reported $2,646,178 for Shell last year but restated the figure in this year's report.

■ Lincoln-Mercury spent $52,038,000 on measured media, up from $50,590,400 with major reversals in the allocation of tv expenditures. The emphasis was on network tv with $26,279,000 compared with $19,330,100 a year ago. Spot tv dropped by half to $8,430,000 from $17,705,400. Magazine outlays went up to $10,875,000 from $4,705,600 and newspaper spending fell to $3,226,000 from $8,100,000.

Ford division's car sales slumped some 300,000 units. The only car lines showing gains in 1979 over 1978 were the three smallest. Mustang jumped to 304,053 units from 199,760 and the venerable Pinto went to 187,708 from 167,880. Fiesta was up a bit to 78,109 from 76,145. Fairmont was still the leading Ford division nameplate with sales of 338,619, down from 405,780,000. The newly downsized LTD and Thunderbird saw sales also shrink. The full-size Ford went to 245,565 units from 332,930 and T-Bird shrank about a third to 215,698 from 304,430. Granada was down to 141,737 from 219,026.

Ford trucks fared no better in the public's quest for maximum fuel economy. The total shrank to 2,723,102 from 3,256,501. Only the imported Courier minipickup showed a gain—from 70,557 to 78,088. Heavy trucks, including mediums, lost relatively little, moving to 92,580 from 99,015. Vans and pickups were the hardest hit. The pickups fell to 718,158 from 864,046 and vans dropped to 169,545 from 287,764. The four-wheel-drive Bronco fell to 69,724 from 82,343.

As at Ford division, small cars—and the specialty XR-7—were the only ones showing an increase at the "upscale" Lincoln-Mercury division. Bobcat, twin of Pinto, was up to 44,674 units from 30,201 and Capri (Mustang) rose to 90,850 from 18,035. Drops were precipitous in the bigger cars and even the compact Zephyr fell to 99,335 from 120,781.

The big Lincoln went to 60,797 from 97,009 and Mark V-VI dropped to 56,888 from 75,731. Mercury plummeted to 94,654 from 136,719. It had been the sales leader in 1978. That mantle fell to the XR-7 (T-Bird) with 1979 sales of 121,184, up from 159,687. Versailles was still the smallest seller, with 13,586, down from 15,747. Total sales fell to 641,270 from 772,064.

There was no hint of the sales ills to come in the fall of 1978 when the 1979 models were bravely put on sale. Indeed, it was the opening of Ford's 75th anniversary, complete with a two-hour tv special that was interrupted just five times for commercials—3½ minutes for the opening and 2½ minutes for the close. Comedian Bill Cosby was still the corporate spokesman saying, "Ford wants to be your car company."

■ Ford division entered the marketing fray with record ad budgets for an introduction. "Nothing stimulates a market more than a change," said Walter Walla, the division general manager, who expected a booming market. He didn't get it and later in 1979 took early retirement.

Mustang was new for 1979 as was the newly downsized big car, the Ford LTD. Ford was after its "traditional" small car leadership title. It was stolen by imports as gas shortages swung the market to foreign small cars. That hurt Ford because "the company's share of the small-car segment was lower than its shares of other segments," the company acknowledged.

Lincoln-Mercury also had a downsized big car, the Marquis, and the Mustang twin, the Capri. But it also had still large Lincoln Continentals and Mark Vs that it perforce sold as "the last of the breed." L-M said it would be hard-pressed to keep up with the expected demand for the big cars and that proved to be the case until the late-spring gas crunch.

- By spring, L-M and Ford divisions were thinking more about the coming General Motors X-body compacts than about gas or the imports. L-M planned a $3,000,000-plus spring campaign against the Buick and Oldsmobile X-cars. The division was backed by sales running 19% ahead of a year ago and market share had boomed to 7.1% from 6.2%.

Ford was pushing its compact Fairmont along with the elderly Granada compact. The emphasis was to counteract the strong mpg story GM was expected to tell. Mustang continued its "new breed" approach and was the Indianapolis 500 pace car. Replicas of the pace car were expected to be hot items. Ford ended up with heavy dealer incentives to clear them out.

No sooner was the spring ad campaign set than Kenyon & Eckhardt dropped its bomb: It was leaving L-M for Chrysler Corp. in a $120,000,000 account change. It left L-M surprised and with little time to ready 1980 model introductory ads.

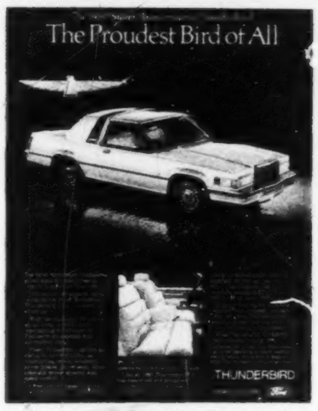
The search quickly narrowed to the former Chrysler agencies, Young & Rubicam and BBDO, with Ogilvy & Mather in the running long enough to lose the Mercedes-Benz account. Wells, Rich, Greene was a dark horse. Y&R, considered the front runner, did win L-M but WRG came on to take Ford corporate and other Ford accounts relinquished by K&E.

Y&R also gave Ford a second agency with international capability to go along with J. Walter Thompson Co., which was shakily hanging on as the Ford division agency.

- JWT had to pay Ford a "six figure" amount after billing irregularities were discovered by Ford auditors. JWT's sales promotion division failed to pass along volume credit discounts and a JWT art subsidiary took a double billing markup. JWT named Joseph W. O'Donnell as the fourth general manager of its Dearborn office in four years and he promptly closed down the sales promotion division. Ford took steps to prevent repeat of the billing problems. After all the changes, Ford gave JWT a vote of confidence.

Ford launched a $1,500,000 campaign to clear out a 75-day supply of light trucks prior to introducing 1980 models. Ford also launched a prelaunch corporate campaign, the first by WRG. It replaced comedian Cosby with a "Ford—that's incredible" pitch complete with film of Ford's Rouge plant. It also promoted tours of the facility. "If you could see tomorrow the way it looks to us today, you'd say incredible," ran a theme song. Nine months later, Ford was to cancel the Rouge tours after it closed the plant after some 52 years in a cost-cutting move.

- Ford division spotlighted the Thunderbird which finally came up for downsizing and spiffed up the other car lines. LTD gained a Crown Victoria model at the upper end and actor Terry Thomas complained in tv spots, "Your LTD was just as quiet as our Rolls-Royce. It's hardly cricket."



Influenced by the increasing small-car ardor of the U.S. consumer, even Ford's "proudest bird of all" has clipped wings.

Mustang was "certified" by the U.S. Auto Club as a "true sports car." Ford trucks, redesigned, became "the first new trucks of the '80s." That theme spilled over to the entire Ford division lineup with "a better idea for the '80s." Shortly before the campaigns broke, the division added a fuel economy campaign on top of the regular ads. The tv and 50-newspaper market drive talked of leadership in some cars and trucks and improvement in all. The nearly $2,000,000 campaign was added when official mpg figures were released.

Lincoln-Mercury was still struggling to clear out 1979 models with indirect rebates ranging from $700 to $1,300 on full-size models. Ford joined in with rebates that included the '79 trucks and cars. L-M had hopes that its downsized Lincolns and Mark VIs would catch the fancy for higher mpg after the "last of the breed" left the scene. The new luxury models were the subject of an eight-page magazine insert and got a heavy tv splash. The task was to convince buyers that luxury cars weren't gas guzzlers. Versailles, in its last model year for a while, was the car for those "who enjoy having things very much your own way."

- The first 10-day sales report of the new model season was prescient. Although Ford division sales rose 10% only Fairmont and T-Bird were winners. The LTD dropped 40%. Things were worse on the L-M side. Its biggest losers were the cars that were supposed to be the biggest winners—Continental and Mark.

Ford and L-M countered with dealer incentives (indirect rebates) to clear out the 1979s so dealers could sell 1980s.

The buys were over and above the fall introduction advertising and featured announcer Ed McMahon for Ford's "Countdown clearance." L-M had a "Smart buyer's sale." The ads said dealers would be using the incentives to cut prices.

Ford division readied a midyear push that would concentrate ad efforts on the car lines that were selling. "Special package" option cars were to be highlighted but the division was rejecting direct rebates as "distress" marketing. Actress Lauren Bacall made tv spots for a new four-door Fairmont Futura model and actor Peter Graves was talking up the LTD Crown Victoria. It was the first product pitch for Mr. Graves although he did serve as a pre-Cosby corporate spokesman.

Ford waited until February when all its dealers were gathered in solemn conclave at the National Automobile Dealers Assn. convention in New Orleans to announce it would follow GM into direct rebates.

- The rebates followed the idea of pushing the cars that were selling. But Ford and Lincoln-Mercury were convinced there was life after rebates and planned to follow the $15,000,000 to $20,000,000 rebate splurge with a similar spring effort. The rebate program budget was estimated at $75,000,000 including the advertising.

Rebates helped the Fairmont-Zephyr in February but the scattered winners at Ford and other car companies didn't stop sales from slipping another 12% or so.

It also wasn't enough to keep William O. Bourke from taking early retirement as exec vp of North America Operations. He left when Mr. Ford removed himself as chairman, gave the job to Mr. Caldwell and the president's job went to a Bourke rival for the post, Donald E. Petersen, formerly exec vp, Ford International automotive operations.

- With cars and light trucks in sales trouble, Ford turned to medium trucks—an admittedly stable market of some 160,000 units a year. "It's still a big piece of the total truck market," said Allan R. Krueger, heavy truck sales and marketing manager at Ford division. Chevrolet and Ford squared off using new diesel engines as weapons. Experts said the medium truck market could grow from 8.6% diesel to 30% diesel and both truck makers wanted in.

Both hunted the same buyers using the same media. It's a combination of specialized use magazines and general business publications aimed at businessmen who, incidentally, operate trucks rather than truckers *per se*.

The oft-maligned Pinto proved again it was a survivor. Despite awards of $6,500,000 in personal injury cases (out of $9.8 billion still being asked) Ford was found innocent of reckless homicide in the Winamac, Ind., fuel tank trial.

Indeed, Pinto not only survived the publicity but was, in effect, being held over into the 1981 model year. Ford was making twice as many as it was selling with the idea of using the inventory to backstop its 1981 front-wheel-drive replacement, the Escort. Ford feared it might not be able to meet the Escort demand. For the same reason, Fiesta was scheduled for continued importation.

Ford Parts and Service decided to go into the oil business with its Motorcraft brand. The oil, formerly available only through dealers, went public for do-it-yourselfers.

That followed Ford Parts' theme for its after-market parts of "Motorcraft . . . for sure" also aimed at do-it-yourselfers. Y&R handles that division.

Ford also put new emphasis on its service warranty plan through Ford Parts. It broke a major campaign in early 1979 for its 2-year-old plan which provides an insurance-like policy for new car buyers. GM also entered the competition calling its plan, "The option of the year."

One result was dollar sales of parts and accessories rose 7% in 1979 from the previous year with Motorcraft sparkplugs up 34%. Nearly one in five new car customers bought the extended service plan.

In addition to Pinto, Ford also had its problems with the Federal Trade Commission and the National Highway Traffic Safety Administration. Transmissions that allegedly jump from the park position into reverse were being probed by NHTSA with Ford saying it could find nothing wrong. The FTC found plenty wrong with a "hidden warranty" for four-cylinder engines with oiling problems—the "piston scuffing" case. The FTC and Ford came to an agreement under which Ford ends a practice of quietly fixing problems for only those who complain. The consent decree spelled out how Ford must promote the availability of plain language service bulletins. Ford not only has to use mailings to owners but must advertise in major media.

The FTC even named the media, making Uncle Sam a media buyer. "Imagine the federal government of the U.S. decreeing we spend so much money per year in advertising in certain publications," said Mr. Bourke, then head of Ford North America.

In the U.S., Ford Diversified Products Operation (tractors, aerospace, communications, steel and glass) "contributed significantly" to results, the company said.

Ford Tractor sales of 133,600 units in 1979 were the highest since worldwide operations were formed in 1965. Ford Aerospace & Communications had sales of $503,000,000, up from $447,000,000. Ford Motor Land Development completed construction of six office buildings in the Fairlane project in Dearborn. Construction started on twin 21-story office towers at Renaissance Center, Detroit.

Ford Motor Credit Co. had profits of $153,000,000, up 27%. In the U.S., Ford Credit financed 17% of Ford vehicles at retail and 65% of sales to dealers.

ADVERTISING EXPENDITURES

	1979	1978
Newspapers	$11,000,000	$27,209,700
Magazines	37,000,000	23,744,900
Farm publications	——	1,971,700
Spot tv	28,660,000	31,287,900
Network tv	89,400,000	79,510,600
Spot radio	9,548,000	6,475,000
Network radio	1,452,000	530,800
Outdoor	——	1,308,100
Total measured	177,000,000	172,038,700
Unmeasured	38,000,000	37,961,300
Total	215,000,000	210,000,000

CORPORATE MARKETING PERSONNEL

A. B. Connors, vp-mktg
John R. Bowers, director, adv/merch strategy
R. C. Reynolds, mgr adv programs
F. R. Wuellner, mgr adv policy/strategy

ADVERTISING AGENCY

Wells, Rich, Greene, New York—Alan Breward, senior vp and group head; Brian Holland, vp-mgmt super; Paul Barrett, senior vp-genl mgr, Detroit office.

FORD DIVISION

MARKETING PERSONNEL

P.E. Benton Jr., vp-genl mgr
B. L. Crumpton, genl sales mgr
M. S. Shanks, exec asst-dealer affairs
L. E. Lataif, genl mktg mgr
J. G. O'Connor, light truck sales mgr
D. T. McClure, adv mgr
R. J. Gillooly, car adv mgr
J. H. Baird, dealer adv mgr
T. P. Ryan, truck adv mgr
T. L. Davis, merch mgr
J. P. Snook, vehicle sales promo mgr
D. M. Pohlod, vehicles sales promo mgr

TRUCK & RECREATION OPERATIONS

MARKETING PERSONNEL

J. A. Capolongo, vp-genl mgr
A. R. Krueger, heavy truck sales and mktg mgr
E. K. Gray, sales promo mgr

ADVERTISING AGENCY

J. Walter Thompson Co., Dearborn, Mich.—J. W. O'Donnell, exec vp-Detroit genl mgr; C. J. Balestrino, senior vp-group mgmt super, car; D. L. Sinclair, vp-mgmt super, car; R. M. Hrtanek, acct super, car; J. G. Schulte, senior vp-acct director, Ford; T. A. O'Connell, vp-acct super, car; G. B. Niemi, senior vp-group mgmt super, truck; B. W. Miller, acct super, truck; A. C. Kesteloot, vp-mgmt super, car; R. F. Salvo, acct super, truck; R. Gambele, mgt super, Ford dealer adv.

ADVERTISING EXPENDITURES

	1979	1978
Newspapers	$7,396,700	$19,109,700
Magazines	24,933,200	18,951,400
Farm publications	——	1,900,000
Spot tv	19,326,700	13,389,200
Network tv	60,245,400	55,896,900
Spot radio	6,112,000	5,827,500
Network radio	954,300	530,800
Outdoor	——	1,273,600
Total measured	119,298,300	116,879,100
Unmeasured	25,612,000	25,320,100
Total	144,910,000	142,199,200

ADVERTISING EXPENDITURES**

	1979
Newspapers	$32,328,800
Magazines	31,042,100
Farm publications	2,568,500
Spot tv	30,922,100
Network tv	97,016,000
Spot radio	12,211,300
Network radio	1,865,800
Outdoor	2,126,500
Total measured	210,081,100

**From AA's usual sources.

RETAIL SALES (U.S. IN UNITS)

	1979	1978
Ford	245,565	332,910
LTD II	26,700	138,947
Thunderbird	215,096	304,430
Granada	141,737	219,026
Fairmont	338,819	405,780
Pinto	187,708	167,880
Mustang	304,053	199,760
Fiesta	78,109	76,145
Total	1,538,389	1,844,898
Bronco	69,724	32,343
Ranchero	17,879	21,993
Econoline	169,545	227,764
Courier	78,088	70,[illegible]57
Lt. Conv.	718,158	864,046
Club Wagon	38,818	45,964
Heavy	92,501	99,015
Total	1,184,713	1,411,682
Total cars & trucks	2,723,102	3,256,580

LINCOLN-MERCURY DIVISION

MARKETING PERSONNEL

Gordon MacKenzie, vp-genl mgr
Thomas G. Daniels, genl sales mgr
Robert L. Rewey Jr., genl mktg mgr
J. B. Vanderzee, adv mgr
P. H. Cayce, merch mgr
B. A. Koehler, adv media coordinator
R. C. Neuman, major mkt/dealer adv mgr

ADVERTISING AGENCY

Young & Rubicam, Detroit—William A. Power, senior vp-Y&R, Detroit mgr; Roby Harrington, exec vp-regional director; John Sanders, senior vp-mgmt super; Chuck Riley, vp-acct super; Greg Stein, acct super; John Wattles, acct exec; Warren Winstanley, senior acct exec; Glenn Northrop, acct exec; Sandy Rowland, acct exec; Peter Harris, vp-senior acct super, Timothy Cooney, acct exec; Mark Moyer, acct exec; Michael Wilberding, asst acct exec.

ADVERTISING EXPENDITURES

	1979	1978
Newspapers	$3,226,000	$8,100,000
Magazines	10,875,000	4,705,600
Farm publications	——	71,700
Spot tv	8,430,000	17,705,400
Network tv	26,279,000	19,330,100
Spot radio	2,810,000	647,500
Network radio	416,000	——
Outdoor	——	39,100
Total measured	52,038,000	50,590,400
Unmeasured	11,172,000	12,641,200
Total	63,210,000	63,231,600

RETAIL SALES (U.S. IN UNITS)

	1979	1978
Mercury	94,654	136,719
Cougar	3,955	35,251
XR-7	121,184	159,687
Monarch	55,347	78,824
Zephyr	99,335	120,781
Bobcat	44,674	30,201
Lincoln	60,797	97,009
Mark V/VI	56,888	75,731
Versailles	13,586	15,747
Capri, Dom	90,850	18,035
Capri, Import	——	4,079
Total division	641,270	772,064

FORD PARTS & SERVICE DIVISION

MARKETING PERSONNEL

C. V. Barion, genl mgr
G. C. Chave, service programs mgr
R. W. Knipper, product and mktg mgr
M. L. Jones, mktg mgr
K. C. Merrill, exec director parts operations
D. P. Richardson, adv mgr

ADVERTISING AGENCY

Young & Rubicam, Detroit—W. J. Cudlip, vp-mgmt super; T. J. Ryan, acct exec; R. M. Sontag, acct super.

TRACTOR & IMPLEMENT OPERATIONS (NORTH AMERICA) OF FORD TRACTOR OPERATIONS

Troy, Mich.

MARKETING PERSONNEL

M. H. Manning, vp-genl mgr
J. H. Grommersch, asst genl mgr, sales/mktg
H. J. Head, genl operations mgr
J. J. L. Johnson, genl sales mgr
B. J. Lamp, mktg mgr
A. H. Pridgeon, adv/sales promo mgr

ADVERTISING AGENCY

Meldrum & Fewsmith, Southfield, Mich.—Dean Neill, exec vp; O. Leffler, senior acct exec; J. Bryan, M. Shencopp, acct execs.

General Electric Co.

	1979	1978
Sales	$22,460,600,000	$19,653,800,000
Earnings	1,408,800,000	1,229,700,000
Advertising*	139,407,500	121,294,400

* AA estimate, U.S. only

General Electric Co., Fairfield, Conn., the 31st largest advertiser in the U.S., increased its domestic advertising spending by an estimated 15% in 1979 to $139,407,500. Worldwide ad spending increased to $279,562,000, a jump of 13% over 1978.

Bigger media outlays for such consumer products as flashbulbs and home burglar alarms contributed to the increase, while a trend toward general promotion of the GE brand continued in 1979 under the BBDO-created slogan, "We bring good things to life."

MARKETING PROFILES

The company increased its magazine, tv and network radio budgets while it cut its spot radio and outdoor advertising expenditures. It boosted its magazine budget $1,534,500, or 8%; enlarged its spot and network tv budget by 28%, and increased its spending on network radio by a full 377% to $842,000. Spot radio spending fell 4% and outdoor spending was cut by 51%.

▪ All of this advertising helped boost sales by 14% in 1979 to $22.46 billion, as earnings hit a new high of $1.41 billion, nearly a 15% increase.

In the first six months of 1980, GE continued to show some growth with earnings reaching $744,100,000, a 9% increase over the same period in 1979, on sales of $12.08 billion, up 13%.

The heads of GE's six operating sectors were subjected to closer public scrutiny than usual last year. In addition to individual responsibility for a significant chunk of GE business, each was regarded as an aspirant to succeed chairman Reginald Jones. Mr. Jones, now 63, is due to retire in two years, but past GE chairmen have established a tradition of jumping the gun a bit.

Consumer products and services—the most significant sector in terms of large advertising outlays—contributed $5.45 billion to company revenues and $407,000,000 to earnings.

▪ Each of the 11 individual product lines on which GE spent more than $1,000,000 in ad dollars in 1979 were in the consumer products and services sector.

These included color tv sets, $5,000,000; food processors, $2,-400,000; dishwashers, $5,500,000; flashbulbs, $1,400,000; microwave ovens, $3,000,000; home light bulbs, $1,100,000; refrigerator-freezers, $2,300,000; home air conditioning and heating systems, $1,-750,000; digital clock radios, $1,-150,000; coffeemakers, $1,150,000, and Zonar home burglar alarms, $1,500,000.

The company also spent $9,250,000 on multiproduct advertising.

One development of note was GE's move in '79 to unify the advertising applied to its various consumer items. Operating under the assumption that a consistent brand name appeal would benefit each product individually, GE shifted virtually all of its consumer product advertising to BBDO International.

The agency fielded a major, multiproduct campaign in the fourth quarter that wedded GE's products to the theme, "We bring good things to life." That signature has since become a hallmark of GE's individual product advertising.

New consumer products introduced during 1979 included a line of Light 'n Easy irons; the Great Awakening digital electronic am/-fm model with microprocessor technology; the Versatron countertop oven with family-size capacity, electronic controls and removable cleaning panels; a remote control tv system that allows viewers to program up to 20 channels for instant station selection; a programable videocassette recorder that, for each weekly period, permits recording of as many as five different programs at different times on different channels, and a tv chassis using 20% less energy on 19-inch color sets.

Also in 1979, GE announced that beginning in 1981 it would market the Halarc lamp—a $10 light bulb that is supposed to use one-third as much electricity and last much longer than conventional bulbs.

GE last year also chose its allies for the upcoming videodisc war when it signed an international *entente cordiale* with Japan Victor Co. and Britain's Thorn EMI. In choosing to align itself with JVC's disc format, the third and latest of the three announced systems, GE is pitting itself against its major tv competitors, most of whom have gone their separate ways.

The new consortium GE has elected to join will meet the Magnavox DiscoVision, a product in limited distribution involving the combined talents of Magnavox, Philips NV, MCA, IBM and Pioneer Electronic Corp., and a player developed by RCA, which won the backing of Zenith Radio Corp and CBS.

General Electric Credit Corp., GE's wholly owned finance subsidiary, turned in a strong performance last year. Earnings of $90,000,000 represented a 17% increase over the 1978 figure. Total receivables grew by $1.4 billion to $7.7 billion at the end of 1979.

Among its new programs, GECC introduced a major purchase card for use by consumers acquiring furniture and major appliances. It also began leasing foreign automobiles last year.

Industrial products and components accounted for revenues of $4.8 billion and net earnings to $272,000,000.

The company sustained its position during the year as the leading supplier of small electric motors. Besides supplying motors for use in GE products and those of other appliance and air conditioning manufacturers, motors were sold to the farming and mining industries.

GE also developed a new self-checking 600-volt relay that allows safe operation of punch press equipment, and it introduced new solid state photoelectric controls that permit more economical operation in material handling applications.

The power systems sector contributed revenues of $3.6 billion and net earnings of $114,000,000. The company made the first commercial shipment of an automatic meter reading system that allows remote reading and better load management.

Elsewhere, GE became a partner in a Taiwan joint-venture manufacturing operation to produce large steam turbine generators. The new company is called United Asia Electric Co.

Technical systems and materials contributed revenues of $6 billion and net earnings of $356,000,000. GE was selected during the year to develop a new solid state, three-dimensional radar system for the Air Force, while Genigraphics, GE's computer-generated graphic slide service, doubled both equipment sales and the size of its nationwide network of service centers.

GE's natural resources operations, mainly Utah International, set new highs. Revenues increased 22% higher in 1979, while earnings, which hit $208,000,000, increased 16%.

The remainder of GE's revenues and earnings were contributed by the international sector, which had revenues of $2.9 billion and net earnings of $65,000,000.

In the acquisitions area, a 1978 agreement by GE to buy Cox Broadcasting, one of the largest independent chains of tv and radio stations, fell through this year when Cox pulled out of the deal. GE attributed the development to the "inordinate" price demand in excess of the $500,000,000 it had originally agreed to pay.

ADVERTISING EXPENDITURES

	1979	1978
Newspapers	$9,130,200	$9,002,600
Magazines	20,383,600	18,849,100
Spot tv	10,164,900	8,181,400
Network tv	24,862,600	19,084,400
Spot radio	835,100	870,700
Network radio	842,000	176,400
Outdoor	64,100	129,800
Total measured	66,282,500	56,294,400
Unmeasured	73,125,000	65,000,000
Estimated total	139,407,500	121,294,400

CORPORATE PUBLIC RELATIONS OPERATION

MARKETING PERSONNEL

David W. Burke, mgr
Karl L. Koss, mgr, corporate adv
H.M. Snider, project leader
Frederick N. Robinson, mgr, corporate editorial programs
James G. Rebeta, mgr, corporate exhibits
E.J. Clark, mgr, educational communications programs
Louis V. Marsh, mgr, exec communications & conferences

ADVERTISING AGENCY

BBDO, New York—Bill Weigold, mgmt super.

ADVERTISING & SALES PROMOTION OPERATIONS

R.E. Pulver, mgr
G.J. Nicastro, media director

Program Operations

C.H. Biederman, mgr, consumer operations
D.P. Jones, mgr, energy systems operation
D.A. Quincey, mgr, industrial operation
R.E. Ingmire, mgr, technical systems operation

Supporting Operations

R.O. Stratton, mgr, creative services operation
J.M. McGarry, mgr, resources operation
F.J. Fagan, mgr, financial & admin operation
J.T. Hurley, mgr, systems devel operation
G.A. Hubbard, mgr, employe relations operation
T.M. Egbert Jr., news bureau operation

CONSUMER PRODUCTS & SERVICES SECTOR LIGHTING BUSINESS GROUP

MARKETING PERSONNEL

Lamp Products Department

W.D. Rayer, mgr, adv & sales promo
J.M. Ball, mgr, sales promo
J.A. Preyss, mgr, adv
M.D. Reilly, mgr, packaging programs
T.J. Kusnirek, specialist, Christmas & automotive
P.A. Hogland, specialist, fluorescent
R.M. DeGraff, specialist, incandescent
E. Beech, specialist, photo

Commercial & Industrial Products Marketing

W.J. Wagner, mgr, adv & sales promo
R.L. Clarke, super, product & user programs
R.W. Ayers, super, distribution & promo programs
J.M. Hvala, specialist, product/user programs
L.A. Strah, specialist, product/user programs
R.W. Hanna, specialist, distributor programs
B.C. Fisher, specialist, promo programs
W.E. Kuhlenschmidt, specialist, communications

Public Relations-Consumer & Industrial Products

W.M. Rogers, mgr, pr
W.S. Cahill, specialist, commercial & industrial
L.F. Muehling, specialist, consumer

Advertising Services

D.R. Lowe, mgr, adv services
R.W. Wilson, specialist, measurements & media
E.E. Trout, specialist, conventions, exhibits & signs
R.J. Zimmerman, super, art dept
D.H. LeMunyon, specialist, packaging graphics
P.A. Zak, production & distribution super
J.D. Ulrich, super, photographic operations

Lamp Components Division

P.A. Wrobleski, mgr, district sales/sales support operations

Overseas Lamp Department

W.R. Worstell, mgr, adv & sales promo

Lighting Systems Department

W.W. Russell, mgr, communications & mktg devel
N.E. Orrok, super, creative service & mktg devel
P.G. Britt, super, continuing communications
W.S. Harvey, specialist, mkt devel
J.D. Bradt, specialist, creative communications
M.C. Potter, specialist, lighting education
M.G. Smith, mailing list coordinator

ADVERTISING AGENCIES

BBDO, New York—consumer products, overseas lamp products—Bill Weigold, mgmt super; Bill Hobday, acct super.

Advertising & Sales Promotion Operations, Louisville, Ky.—commercial & industrial lamp prods.

Advertising & Sales Promotion Operations, Vienna, Va.—lighting systems dept.

Carr Liggett, Cleveland—miniature lamp products—Bill Masonis, acct exec.

Dix & Eaton, Cleveland—lamp components div—Edward F. Kelly, acct exec.

Meldrum & Fewsmith, Cleveland—commercial & industrial lamp products—Lillian Jones, group media director.

Price/McNabb Advertising Associates, Asheville, N.C.—lighting systems dept—Harris J. Fields, acct super.

Hesselbart & Mitten, Fairlawn, O.—consumer lamp trade—William C. Waldman, senior vp, acct super; Janet Price, media director.

MAJOR APPLIANCE BUSINESS GROUP

MARKETING PERSONNEL

Contract Sales Division

R.C. Lenn, mgr, merch & adv planning

Marketing Division

W.O. Leftwich Jr., vp & genl mgr
H.M. Metzler, R.N. Graham, V. Alcott, mgrs, natl adv
W.E. Hughes, mgr local adv services

ADVERTISING AGENCIES

Advertising & Sales Promotion Operation, Louisville—product service dept, GE local & contract sales adv.

Young & Rubicam, New York—GE products—Bill Thompson, acct director; Ed Comiskey, mgmt super; William McGorry, acct super; Ronald Walter, Timothy Brenton, Phillip Moloney, acct execs.

HOUSEWARES & AUDIO BUSINESS DIVISION

MARKETING PERSONNEL

Housewares Marketing Department

V.F. Novak, mgr, adv, sales promo & pr
E.F. Miller, mgr, pr
M.D. Hennebry, mgr, adv & sales promo
T.C. McCann, specialist, adv & sales promo

Audio Electronics Products Department

N.R. Huey, mgr, adv & sales promo
R.D. Harris, J.R. Nelson, specialists, adv & sales promo
W.A. Fitzgerald, mgr, meetings, shows & exhibits
R.M. McElfresh, mgr, sales training & press relations

ADVERTISING AGENCY

BBDO, New York—audio electronics products dept—Clark Hine, mgmt super; Philip Cooper, acct super. Housewares mktg dept: Less Lilliston, Bill Yankus, acct supers.

TELEVISION BUSINESS DEPARTMENT

MARKETING PERSONNEL

G.E. Segner, mgr, mktg communications
R.C. Gennuso, Diane Greenwood, specialists, sales, production & promo
R.W. Myers, mgr, product training
R.F. Campbell, mgr, press relations & natl adv

ADVERTISING AGENCIES

General Electric News Bureau, New York.

BBDO, New York—Bill Weigold, mgmt super.

Lawler Ballard Little Advertising, Norfolk, Va.—Dan Ballard, mgmt rep, creative; Hal Austin, mgmt rep, acct services; Bob Barker, acct exec.

GENERAL ELECTRIC CREDIT CORP.

MARKETING PERSONNEL

D.H. Williams, vp, corp mktg

ADVERTISING AGENCY

BBDO, New York—John Groesbeck, acct exec.

GENERAL ELECTRIC BROADCASTING CO.

MARKETING PERSONNEL

T.H. Walden, program & promo mgr, WRGB-TV
M. Neff, mgr program/public affairs, WGY/-WGFM radio

GENERAL ELECTRIC CABLEVISION CORP.

MARKETING PERSONNEL

P.F. Schonewolf, mgr, mktg

General Foods Corp.

	1979	1978
Sales†	$5,959,600,000	$5,472,500,000
Earnings†	255,800,000	232,100,000
Advertising*	393,000,000	340,000,000

† For the fiscal year ended March 29, 1980 and 1979
*** AA estimate**

General Foods Corp., White Plains, N.Y., the 2nd leading national advertiser, upped advertising 15.5% to an estimated $393,000,000 in 1979, a year devoted to building a broad company base.

Worldwide, GF spent $403,900,-000 this fiscal year, an 8% increase due mainly to rate increases, especially in tv. GF's worldwide sales, which increased 9% to almost $6 billion, brought earnings up 10% over last year to $255,800,000.

In contrast to last year, when two of GF's product divisions sales showed a 1% to 3% decline, the three product categories this year show an average 9% sales increase in fiscal 1980. Packaged convenience foods brought in $2.8 billion, representing an 8% jump and 47% of total GF sales. Grocery coffee held 39.5% of the $4.7 billion market, to lead as the largest supermarket category in the U.S. Coffee sales increased 11% to $2.3 billion, for 39% of GF revenue. The Food-Away-From-Home division also increased sales 10% to $813,300,000, or 14% of total sales.

▪ The packaged convenience foods business was reorganized last April to "increase the effectiveness and efficiency of manufacturing and sales organizations," and to "refocus on business priorities." Three units were realigned into six separate divisions—beverages, Birds Eye agricultural products, breakfast foods, desserts, main meal and pet foods—each accountable for its own franchise and financial results.

Although packaged convenience foods attained good volume growth this year, earnings declined 15% due primarily to losses on carbonated candy products worldwide. Pop Rocks and Cosmic Candy, introduced in 13-week cycles, will no longer be marketed in the U.S. Both products were victims partly of health-related rumors and "a swift fall-off in the novelty effect."

GF's powdered beverages continued to dominate the market with Kool-Aid's 45% share backed by more than $21,000,000 in network and spot tv advertising, according to Leading National Advertisers Inc. Country Time, the leading lemonade mix, holds second place in the market with a 9.5% share and ad support totaling more than $11,000,000. Actor Harry Holcombe continues to represent the grandpa with "strong product identification" in Country Time's four-year-old Ogilvy & Mather campaign.

The division's big sellers again were Jell-O gelatin dessert and Cool Whip frozen topping, spending $12,596,400 and $10,094,700, respectively. GF's Cool Whip leads the topping industry, which grew 10% this fiscal year. And although many factors contribute to a product's growth, a spokesman said, Bill Cosby's comedy spots for Jell-O have helped buoy sales.

New arrivals in the division include Jell-O brand Pudding Pops, now expanding into additional test markets, and Increda Bubble bubble gum with bursting candy particles. Introduced this year as GF's entry to meet a demanding market, Increda Bubble met its sales objectives, GF said. Foote, Cone & Belding is the agency.

GF also broke into the dietetic dessert business this year with Anytime 50 calorie dessert treats, now in test markets. Anytime products come in four flavors, packaged in two 4-oz. cups, with a 59¢ retail price. Young & Rubicam has the product, now testing in Jacksonville, Fla., Omaha, Neb., and Rochester, N.Y.

O&M, New York, created for GF a non-sell nutrition message which explained the government's new dietary guidelines for Americans. The 16-week print campaign ran in a select list of newspapers. The introductory ad was titled, "Sane talk about food and your health."

The pride of GF's packaged convenience foods' main meal division this year is Oven Fry, a chicken coating mix which met all volume expectations. Encouraged by Oven Fry's success, GF is testing a similar coating for pork. New ads by Grey Advertising, New York, say Oven Fry "tastes southern fried—but you know it's oven fried. Fried chicken without the mess." Last year, Oven Fry was supported by $14,059,800 in advertising, mostly for network tv, more than a $13,000,000 increase.

Stove Top stuffing mixes, with heavy ad support, $12,214,900 mostly for network and spot tv, experienced significant volume gains. Minute Rice, with $8,379,000 in measured support, registered volume growth to pace the industry, GF reported.

GF has not increased its approximately 11% share of the pet food market, but in a year where all major companies lost share points, GF made some progress with previous products and new introductions. Top Choice and Gaines Burgers, the top two moist dog food brands, and Gaines Variety and Puppy Choice, were four of only five brands in that category that increased sales over 1978 figures.

MARKETING PROFILES

Cycle canned dog food increased sales from $45,000,000 to $55,000,000 last year and became No. 6 in that category. It is the only GF entry in that category. Cycle dry dog food recorded the highest sales increases in its segment, jumping from $30,000,000 in '78 to $48,000,000 in '79. The total ad budget for Cycle products was $14,898,700.

■ The three GF dry dog food entries, Gravy Train in third place, Cycle in seventh, and Gaines Meal in 15th, give he company a 10.8% share of that market area. In contrast, GF dominated 60% of moist dog food sales this year. To its Gaines line ad budget, totaling $25,140,200 in 1979, GF added Gaines Complete, a lower cost, soft-moist product. Gaines Full Course seemed to show high repeat purchase rates this year, GF said.

Within GF's giant 39.5% share in the grocery coffee market, Maxwell House brand's 22.3% share trails Folgers' 27.3% share in the regular coffee segment. The addition of GF's other brands, including Sanka, Brim and Yuban, gives GF a 31.5% share of regular coffees. The company retains its strong 47.5% share of the instant coffee segment with Maxwell House alone holding 23.4%.

You loved it as a kid.
You trust it as a mother. Kool-Aid.

General Foods' Kool-Aid ad emphasized economy and nutrition with some nostalgia for magazine advertisements.

■ In an effort to perk up ad strategy, GF traded a negative portrayal of coffee as difficult to make with often poor results, for ads that described the beverage as versatile and tasty. The switch is part of an attempt to build the over-all coffee market, GF said, by aiming at a younger, more diverse audience. Ads are nonbreakfast related, or show coffee in situations that could not be preempted by a cola drink.

The Maxwell House line was supported by $34,479,200 in measured advertising, with $14,665,700 in network tv and $12,958,500 in spot tv. Brim decaffeinated coffees, backed by a $12,591,800 total ad budget and a new campaign encouraging consumers to "fill your cup to the rim" increased volume and consumer awareness. Sanka brands put $1,581,400 of its total $20,702,300 ad budget into magazines for instant coffee, $15,010,700 into network tv, and $3,549,800 into spot tv, with a small amount going for newspaper supplements.

■ Activity in GF's grocery coffee segment this year includes the $110,000,000 September, '79, acquisition of HAG AG, a coffee interest in Bremen, West Germany. Together, GF and HAG hold 10% of the German coffee market. Although GF withdrew Mocafa, an instant chocolate-flavored coffee, its Master Blend, a higher-yield coffee tested this year, is said to be doing well.

In GF's food-away-from-home business, Burger Chef continued to operate at a loss, in fiscal 1980, although the new O&M theme—"Feel like a burger chef"—helped improve revenues, GF said. The revamped stores, complete with salad bar, new decor, and "works bar," where customers can build their own burgers, have added breakfast to their menu and a new Top Shef burger—a ⅓ lb. patty with cheese and bacon, retailing at $1.59. Burger Chef ad support totaled $5,438,000 in spot tv and $190,600 in outdoor.

■ GF's food-away-from-home business has expanded with a new subsidiary called Theme Restaurants of America. Halfway through fiscal 1980, GF acquired a controlling interest in the GuadalaHARRY'S dinner house chain, part of Mexican Foods of American, Denver. Representing GF's first venture into a U.S. restaurant business, GuadalaHARRY'S offers Mexican dishes ranging in price from $4 to $10. Soon to join Theme Restaurants in fiscal 1981 is Meriwether's, an American translation of GF's Crock & Block chain in Canada. Meriwether's will resemble English country homes with dishes and decor aimed for the family market.

In spring, 1979, General Foods joined John Blair & Co. and O&M to be the first to distribute spot tv commercials to stations via satellite. The step into space age advertising included 30-second commercial spots for 15 GF brands in 12 cities.

A $260,000,000 California class action suit, dismissed by a Los Angeles superior court judge for not including specific allegations of deceptive advertising of Post sugar-coated cereals, was appealed last fall and is still in the courts. Consumers' main point in the suit said GF's presweetened cereals and supporting commercials aimed toward children promoted lasting poor nutrition habits and tooth decay (AA, Aug. 6, '79).

GF also entered into joint ventures with AGROCOOP, the largest Yugoslav organization for food production and trade. As part of GF's first entry into eastern Europe, GF will provide equipment and technology and AGROCOOP will provide facilities, organization and labor. Three units will produce Post snack cereals, potato chips, corn puffs and Tang instant breakfast drink.

■ In May, 1980, GF added Ted Bates & Co., New York, to its agency roster with billings totaling $24,000,000. Maxim and Good Seasons salad dressings, billing approximately $15,000,000, moved from O&M. Mellow Roast moved from Grey, and Log Cabin from Young & Rubicam, all to Bates.

Other accounts which changed hands were Yuban from Grey, and Gaines Full Course, from O&M to B&B. From Benton & Bowles, Alpha Bits and Super Sugar Crisps went to O&M and Honeycomb, Grape-Nuts and other adult cereals went to Grey.

Y&R acquired Quick Thaw fruits, International Rice, Jell-O Americana Desserts, and Jell-O Cheesecake Mix. B&B acquired Orange Plus.

ADVERTISING EXPENDITURES

	1979	1978
Newspapers	$ 9,904,100	$ 8,240,900
Magazines	41,241,000	36,234,900
Spot tv	93,457,000	77,207,700
Network tv	203,237,800	169,427,900
Spot radio	6,452,900	1,126,400
Network radio	5,034,000	619,900
Outdoor	199,300	155,800
Total measured	359,526,100	293,013,500
Unmeasured	33,473,900	46,986,500
Estimated total	393,000,000	340,000,000

MARKETING PERSONNEL

James L. Ferguson, chairman/ceo
Ross Barzelay, president
Richard Laster, corp exec vp, president-rsch, devel & food away from home
R.P. Bauman, exec vp, president-GF Intl operations
D.J. Keller, exec vp, president pkgd convenience foods
E.R. Shames, group vp-coffee & food service
K.E. Fulton, group exec vp-sales
R.E. Haynes, creative services director
D.K. Braun, media services director
D.E. Harrington, promo services director

Top 25 outdoor advertisers

Rank	Advertiser	Expenditures 1979	1978
1	B.A.T. Industries	$30,872,800	$21,071,600
2	Philip Morris	26,814,500	24,472,800
3	R.J. Reynolds Industries	26,515,700	31,987,500
4	Loews Corp.	24,848,300	14,321,500
5	American Brands	10,287,000	9,683,800
6	Heublein	8,885,600	6,955,400
7	Seagram Co.Ltd.	8,030,300	5,644,500
8	Hiram Walker-Gooderham & Worts	6,015,800	4,572,500
9	Brown-Forman Distillers Corp.	4,794,100	3,524,600
10	National Distillers & Chemical Corp.	4,740,200	3,688,200
11	General Motors Corp.	4,447,800	5,448,100
12	Liggett Group	4,157,500	9,120,900
13	Rapid-American Corp.	3,156,500	3,059,700
14	Coca-Cola Co.	3,098,700	2,578,000
15	Norton Simon	2,436,200	2,285,000
16	McDonald's Corp.	2,383,100	1,949,100
17	Northwest Industries	2,155,500	2,288,300
18	Ford Motor Co.	2,126,500	1,308,100
19	Schering-Plough Corp.	1,903,600	1,683,000
20	Eastern Air Lines	1,823,900	1,386,500
21	Bacardi Corp.	1,687,500	1,114,600
22	Anheuser-Busch	1,660,000	1,666,400
23	Toyota Motor Co. Ltd.	1,548,800	1,195,900
24	Chrysler Corp.	1,491,300	239,300
25	Miles Laboratories	1,443,600	1,311,900

Source: Leading National Advertisers, in cooperation with the Institute of Outdoor Advertisers, Outdoor Advertising Assn. of America.

MAXWELL HOUSE DIVISION

MARKETING PERSONNEL

R.L. Seelert, genl mgr
R. Hummel, intl long-range planning
S.B. Morris, mgr, established categories
J.W. Johnson, category mgr, segmented brands
B.B. Bramen, category mgr, Maxwell House brands
J.P. Morrissy, business devel mgr, new products
L.A. Nelson, natl sales mgr
R.A. Walters, category mgr, decaffeinated

ADVERTISING AGENCIES

Young & Rubicam, New York—Sanka—Jane Brite, mgmt super; Ann Zopfi, acct super; Judson Saviskas, Sean Healey, acct execs; GF Intl Coffees—George Guimaraes, mgmt super; Robert Marks, acct super; Scott Mason, acct exec.

Ogilvy & Mather, New York—Maxwell House, Max-Pax—Steve Humphrey, mgmt super; Mary Lou Pritchett, vp-mgmt super.

Benton & Bowles, New York—Brim—John Boyd, mgmt super; Ted Donahue, acct super; Mark Abrams, acct exec; Jacqleen Ferrell, asst acct exec. Yuban—Barry Webster, mgmt super; Vickie Amon, acct super; David Doyle, acct exec; Dulce Chicon, asst acct exec.

Ted Bates & Co., New York—Maxim, Mellow Roast—Bruce McClaren, mgmt rep; Hal Pearson, mgmt super; Lucy Kennedy, acct super.

PACKAGED CONVENIENCE FOODS BUSINESS DIVISIONS

W.F. Dordelman, group vp

AGRICULTURAL PRODUCTS DIVISION

MARKETING PERSONNEL

E.R. Fencl, genl mgr
D.B. Torgersen, asst business mgr
N.J. Kelly, mktg mgr
P. Goold, sales mgr

ADVERTISING AGENCIES

Young & Rubicam, New York—Birds Eye vegetables, Quick Thaw fruits—Ed Comiskey, mgmt super; David Nichols, acct super; Mary Ellen Kenny, Arlene Eagle, Merry German, acct execs.

BEVERAGE DIVISION

MARKETING PERSONNEL

A.A. Aragona, genl mgr
J.L. Adams, mktg mgr
R.E. Mathis, sales mgr

ADVERTISING AGENCIES

Ogilvy & Mather, New York—Country Time—Steve Humphrey, mgmt super; Ed Vicks, vp-mgmt super.

Grey Advertising, New York—Kool-Aid—Hunter Yager, mgmt rep; Malcolm Mace/Harvi Robinson, mgmt supers; Roger Holstein, acct super.

BREAKFAST FOODS DIVISION

MARKETING PERSONNEL

W.H. Korab, genl mgr
T. Herskovits, mktg mgr
D.J. Edstrom, sales mgr

ADVERTISING AGENCIES

Young & Rubicam, New York—Tang, Awake, Instant Postum cereal beverage, Instant Postum coffee flavor cereal beverage—George Guimaraes, mgmt super; Mitchell Kurz, acct super; Barbara Jack, Peter Orrick, Maureen Howard, acct execs.

Ogilvy & Mather, New York—Alpha Bits, Pebbles, Super Sugar Crisp, new products—Steve Humphrey, mgmt super; Mike Newbrand, vp-mgmt super. Cereal new products—Frosted Rice Krinkles, Post Tens, Post Treat Pak—Steve Humphrey, mgmt super; Ed Vicks, vp-mgmt super. Lean Strips—Steve Humphrey, mgmt super; Stephanie Cosgrove, vp-mgmt super.

Benton & Bowles, New York—Orange Plus—Barry Webster, mgmt super; Sheila Moar, acct exec.

Ted Bates & Co., New York—Log Cabin—Bruce McClaren, mgmt rep; Peter Mayer, mgmt super; Michael Passet, acct super.

Grey Advertising, New York—Post Raisin Bran, C.W. Post cereals, Grape-Nuts, Honeycomb cereals—Richard F. O'Brien, mgmt rep; G. Thomas Aydelotte, mgmt super; Richard Khaleel, Carol Herman, Thomas Duncan, acct supers.

DESSERTS DIVISION

MARKETING PERSONNEL

I.P. Rosow, genl mgr
T.G. Dixcy, mktg mgr
E.H. Reynolds, sales mgr

ADVERTISING AGENCIES

Young & Rubicam, New York—Jell-O gelatin—Mathew Crisci, mgmt super; Tim Pollack, acct super; Gerard Dufour, acct exec. Jell-O Americana Desserts, Jell-O cheesecake mix—David Nichols, acct super. Jell-O pudding and gelatin pops, Jell-O yogurt puddings, Jell-O puddings—Ken Robinson, acct super; Tim Brenton, Taylor Pyne, Tom Wardrope, acct execs; Frank Vuono, asst acct exec.

Benton & Bowles, New York—Cool Whip, Cool Whip Pies—Dick Hopple, mgmt super; Steve Gramps, acct super; Connie Williams, Paul Fleming, acct execs; Debbie Kenis, Valerie Gulston, Michael Edmeadeas, asst acct execs.

Grey Advertising, New York—Baker's chocolate, Baker's coconut, D-Zerta, Dream Whip, Minute Tapioca, Calumet—Hunter Yager, mgmt rep; Steven Dammers, Milton Weinstock, mgmt supers; Pamela Marcus, Carolyn Carter, acct supers.

MAIN MEAL DIVISION

MARKETING PERSONNEL

J.S. Swartley, genl mgr
J.A. Perls, mktg mgr
J.P. Ciccatelli, sales mgr

ADVERTISING AGENCIES

Young & Rubicam, New York—Intl Rice—Ed Comisley, mgmt super; David Nichols, acct super; Mary Ellen Kenny, acct exec.

Ogilvy & Mather, New York—Shake 'N' Bake, Open Pit—Steve Humphrey, mgmt super; Karen Green, vp-mgmt super.

Grey Advertising, New York—Minute Rice, Stove Top stuffing, Oven Fry—Hunter Yager, mgmt rep; Jack Frantz, Jerry Zaret, mgmt supers; R. Craing Barnes, Susan Marber, acct supers.

Ted Bates & Co.—Good Seasons Salad Dressing—Bruce McClaren, mgmt rep; Peter Mayer, mgmt super; Michael Passet, acct super.

PET FOODS DIVISION

MARKETING PERSONNEL

R. Sansone, genl mgr
A.R. Plassche, mktg mgr
C.P. Burns, sales mgr

ADVERTISING AGENCIES

Benton & Bowles, New York—Gaines professional services, Gravy Train, Biscuits & Bits, Full Course—John Boyd, mgmt super; Ira Schwartz, acct super; Serge Prengel, Cynthia Kienzley, acct execs; Barbara DeGroot, Algernon Greenlee, asst acct execs.

Young & Rubicam, New York—Gainesburgers—Jane Brite, mgmt super; James Hood, acct super; Joe Tillie, acct exec; Mark Young, asst acct exec. Puppy Choice/Prime Variety—Robert Ferne, acct super; Anne Kirkwood, acct exec. Top Choice—Jan Starr, acct super; Anne Kirkwood, acct exec.

Ogilvy & Mather, New York—Gaines Meal—Steve Humphrey, mgmt super; Karen Green, vp-mgmt super.

Grey Advertising, New York—Cycle dog foods—Richard F. O'Brien, mgmt rep; Milton Weinstock, mgmt super; Carolyn Carter, acct super.

FOOD SERVICE PRODUCTS DIVISION

MARKETING PERSONNEL

R.L. Cobb, corp vp-div president
E.S. Caso, vp-mktg devel
T.G. Hughes, vp-operating distribution
G.C. Sternad, natl sales mgr

ADVERTISING AGENCIES

Ketchum, MacLeod & Grove, New York—James Scowcroft, senior vp, director, acct services; Karl Maier, acct super; Diana Lyne, acct exec.

Young & Rubicam, New York—Larry Shapiro, group director.

GF INTERNATIONAL

MARKETING PERSONNEL

G.D. Woolert, president, GF Pacific operations
J. Whitcomb, group corp vp-intl business devel
Robert S. Hurlbut, corp vp-president GF Ltd. (Canada)
D.A. Smith, corp vp-president, GF Latin American operations
James C. Tappan, corp vp-president, GF Europe operations

BURGER CHEF SYSTEMS

MARKETING PERSONNEL

T.A. Collins, president
J.L. Cunningham, vp-western operations
J.P. Loser, vp-mktg
J.E. Martin, vp-eastern operations

ADVERTISING AGENCY

Ogilvy & Mather, Chicago—Paul Pass, mgmt super; Bob Carlton, acct super.

General Mills

	1979	1978
Sales	$4,170,278,000†	$3,745,000,000
Earnings	170,000,000†	147,000,000
Advertising*	190,746,500	170,000,000

†Fiscal year ended May 30, 1980
***AA estimate**

General Mills, Minneapolis, the 16th largest national advertiser, boosted ad spending 12.2% in 1979 and showed strong increases in sales and earnings over 1978. Ad spending was $190,746,500, for 1979, compared with expenditures of $170,000,000 in 1978.

Sales in fiscal 1980, ended May 30, 1980, increased 11.3% to $4,170,278,000 and earnings were up 15.6% to $170,000,000.

Honey Nut Cheerios, an oat cereal coated with brown sugar, honey and ground nuts introduced in mid-1979, continued to be the star performer in the Big G division stable. It has grabbed a little more than 2% of the cereal market in its debut year.

The 1979 ad spending for Honey Nut Cheerios was $7,425,400—second only to the ad spending on regular Cheerios, which hit $9,882,800. Despite many new entries into the adult/family cereal category in 1979, Cheerios retained its position as the No. 1 cereal with a leading market share. Golden Grahams, a presweetened cereal introduced in 1978, did well in 1979 and received a large chunk of the ad budget with $6,331,000 in spending.

■ General Mills has had two other major cereal introductions in recent months. Body Buddies, a honey/brown sugar-sweetened children's cereal touted as a high nutrition product, rolled national late in 1979 with nearly $4,000,000 in ad support.

MARKETING PROFILES

In April of this year, Crispy Wheats 'n Raisins rolled national after a long period of virtually test marketing. Although the brown sugar and honey-coated wheat cereal is similar to raisin bran entries, the ad campaign revolves around the theme: "Hey, this isn't raisin bran!"

Like other cereal marketers, General Mills has respondedo the public's adverse reaction to white sugar-sweetened cereals with these products, using alternative sweeteners like brown sugar and honey.

■ Competition has increased in the dessert mix arena. General Mills has responded with larger ad budgets for its Betty Crocker line and a company official says its "Bake Someone Happy" theme, created in 1979 by Needham, Harper & Steers, has helped strengthen the franchise.

The latest Betty Crocker entry is a chewy candy-like snack made with natural fruit, called Fruit Roll-ups. Side Quicks, a package noodle side dish with various sauces, rolled national last September.

Frozen foods remained a strong-performing segment for General Mills. Gorton frozen seafood set sales and earnings records and increased its share of the frozen seafood market to about 20%. Saluto Foods Corp. increased sales of its frozen pizzas, although the growth rate was slower than the previous year because of a slowdown in the frozen pizza category.

Saluto's line of Italian frozen entrees recently moved into more markets as the line is gradually expanded into national distribution. The entrees, including ravioli, lasagna, manicotti and breaded veal parmigiana, represent General Mills' first entry into the $710,000,000 frozen entree market.

■ Only eight months after its introduction into the West Coast market, General Mills' Yoplait yogurt grabbed market leadership from Knudsen. General Mills has backed up its marketing push with extensive product giveaways, sponsorship of cycling races and a Yoplait hot air balloon. Originally introduced in the Midwest, Yoplait had a shaky start and General Mills backed off with its marketing and advertising. After the West Coast successes, however, the company feels prepared to move its Yoplait attack to the East Coast.

Red Lobster Inns paced the growth of the restaurant division. Sales at the specialty seafood chain grew 10.4% in 1979, nine units were added and 34 were remodeled. York Steak Houses fared well and General Mills acquired its first full-service Mexican restaurant, Casa Galardo, in St. Louis.

The company plans to add about 20 to 25 units for both Red Lobster and York during 1980, and three Casa Gallardo restaurants. General Mills is looking to strong performance in the restaurant division and consumer foods to meet its plan for $6.6 billion in sales by 1985—double its current level.

The creative products division was again paced by Monopoly board game sales. The phenomenal success of the movie "Star Wars" and its sequel, "The Empire Strikes Back," helped Kenner toy sales skyrocket. Kenner has rights to "Star Wars" toys and capitalized on the movie series' popularity as 23 of its 85 new toys introduced in 1980 were along the "Star Wars" theme.

The diversified company's only major disappointment in 1979 was the performance of segments of the fashion line. Ship 'n Shore, a womens' shirt and blouse business acquired in 1978, had production problems and late shipments that caused sales to plunge. General Mills brought in a new president and vp-marketing to try to reverse the downturn.

Monet costume jewelry increased its sales and David Crystal, which markets the highly successful Izod (alligator label) line, performed well. General Mills discontinued its unsuccessful Kimberly women's knit sportswear line, taking about $6,400,000 in losses.

ADVERTISING EXPENDITURES

	1979	1978
Newspapers	$ 4,402,300	$3,757,100
Magazines	14,985,800	16,191,600
Spot tv	71,324,400	51,049,900
Network tv	85,648,200	84,283,200
Spot radio	2,720,500	4,824,000
Network radio	504,600	—
Outdoor	60,700	58,500
Total measured	179,646,500	160,164,300
Unmeasured	11,100,000	9,835,700
Total	190,746,500	170,000,000

MARKETING PERSONNEL

F. Caleb Blodgett, exec vp-consumer foods
Walter R. Barry, group vp-consumer foods
James G. Fifield, group vp-consumer foods
Arthur R. Schulze, group vp-consumer foods
Preston Townley, group vp-consumer foods
Donald F. Swanson, senior exec vp, nonfoods
Jane Evans, group vp-apparel
Robert W. Hatch, group vp-specialty retailing
Joe R. Lee, group vp-restaurant operations
Bernard Loomis, group vp-creative prods
Fletcher C. Waller Jr., vp-director mktg services
Robert J. Blake, director-adv services
David M. Levi, director-promo services

ADVERTISING AGENCIES

Campbell-Mithun, Minneapolis—Big G div (Buc*Wheats, Golden Grahams, Breakfast Squares, Nature Valley Granola Cereal and Bars, Crispy Wheats 'n Raisins); Golden Valley div (potato prods).

Dancer Fitzgerald Sample, New York—Big G div (adult and children's cereals); Sperry div (Gold Medal Flour); Kitchen Harvest lettuce, Yoplait yogurt; Saluto frozen foods; Parker Bros.

Dancer Fitzgerald Sample, San Francisco—Sperry div (LaPina, Wheathearts, Betty Crocker pancake mix).

Needham, Harper & Steers, Chicago—Betty Crocker div (dessert prods); Golden Valley div (Hamburger Helper, Tuna Helper, Bisquick, Mug-O-Lunch, new prods); Northstar div (Bac*Os).

D'Arcy, MacManus & Masius, St. Louis—Red Lobster Inns, Donruss Co.

Daniel & Charles; New York—Gorton's Corp. (consumer business).

Wattenmaker Advertising, Cleveland—Gorton's Corp. (food service business).

McKinney, Silver & Rockett, Raleigh, N.C.—Goodmark Inc., Tom's Foods.

Humphrey, Browning & MacDougall, Boston—Parker Bros.

Sive & Associates, Cincinnati—Kenner prods.

W. B. Doner & Co., Southfield, Mich.—Fundimensions.

Grey Advertising, New York—Kenner prods ("Star Wars" line), David Crystal.

Martin Landy, Arlow, N.Y.—Ship 'n Shore.

Altman, Stoller, Weiss, N.Y.—Monet Jewelers.

Chester Gore, New York—Foot Joy (golf, street and casual).

Leonard, Monahan & Saabye, Providence, R.I.—Foot Joy (running, tennis and racquetball).

Levenstein/Gaines, New York—Pennsylvania House.

Lloyd Mansfield, Buffalo—Kittinger.

Foote, Cone & Belding/Honig, San Francisco—Wallpapers To Go, Eddie Bauer.

Bozell & Jacobs, Minneapolis—General Mills grocery trade and military sales.

Grey-North, Chicago—LeeWards Creative Crafts.

General Motors Corp.

	1979	1978
Sales	$66,311,200,000	$63,221,100,000
Earnings	2,892,700,000	3,508,000,000
Advertising	323,395,900	266,346,000

General Motors Corp., Detroit, the fourth largest national advertiser, increased 1979 advertising expenditures 21% to $323,395,900 from $266,346,000 in a year replete with a good news-bad news syndrome.

Worldwide dollar sales were a record $66.3 billion, up from $63.2 billion in 1978 but unit sales dropped 5% to 8,993,000. Profits fell to $2.9 billion from $3.5 billion. Both the unit sales and earnings reductions were blamed on the U.S. market slump. Smaller, lower margin cars also contributed to the profit decline.

U.S. vehicle sales slipped 11% to 6,300,000 vehicles from the record of more than 7,000,000 the year before. Cars fell 9% to 4,900,000 but truck sales of 1,400,000 were 18% below the year ago. The few bright spots were the X-bodies—Chevrolet Citation, Buick Skylark, Oldsmobile Omega and Pontiac Phoenix—the restyled Olds Cutlass and Buick Century four-door sedans and the Chevrolet Chevette which again was the top selling small car in the U.S.

The Diesel-Powered Cadillacs
Cadillac

Cadillac weathered the rush to small cars well in 1979, losing only 10% in sales. Ad spending was increased from $4,208,700 in 1978 to $18,035,200 in 1979.

"The year was one of very wide contrasts," chairman Thomas A. Murphy told his last annual meeting as head of GM. GM sold more vehicles in 1979 than in all but two of its 71 years; net income was exceeded by only three earlier years and GM increased its penetration to 45% of the U.S. market.

■ But the profit margin was down to 4.4% of sales, more than a point below 1978. More importantly, chairman Murphy said, "was the almost overnight reversal that took place last spring [1979] in the pattern of car and truck sales. Until then, during the first quarter of 1979, industry sales of cars and trucks had been at an annual rate of 16,000,000 units—very close to a record.

"Customer demand for mid-size and larger cars, for light-duty trucks and vans was exceptionaly strong. We were right on top of the market. In contrast, smaller cars were a drag on the market in early 1979. Our dealers had difficulty in moving them. The heaviest impact fell on the Japanese and other foreign-based manufacturers. Their sales penetration in the last two quarters of 1978 had fallen from 20% to 16% and their inventories were building up. This was part of a very significant trend.

■ "Then came the thunderbolt. Spot shortages of gasoline suddenly developed. It was a freak situation. It also proved to be a temporary one," Mr. Murphy said. But it caused "a panic in the minds of many American motorists. The market did a dramatic reversal.

"The larger cars and light-duty trucks and vans so much in demand just weeks before suddenly went begging. And smaller cars which had been so difficult to move were suddenly being snapped up. Many customers decided to wait. They seem to be still waiting," he said.

The good news was that GM's market penetration increased after the spring crisis. "The brunt of the surge in demand for small cars, and especially Japanese cars, fell not on GM but on our two largest domestic competitors [Ford and Chrysler]," Mr. Murphy said.

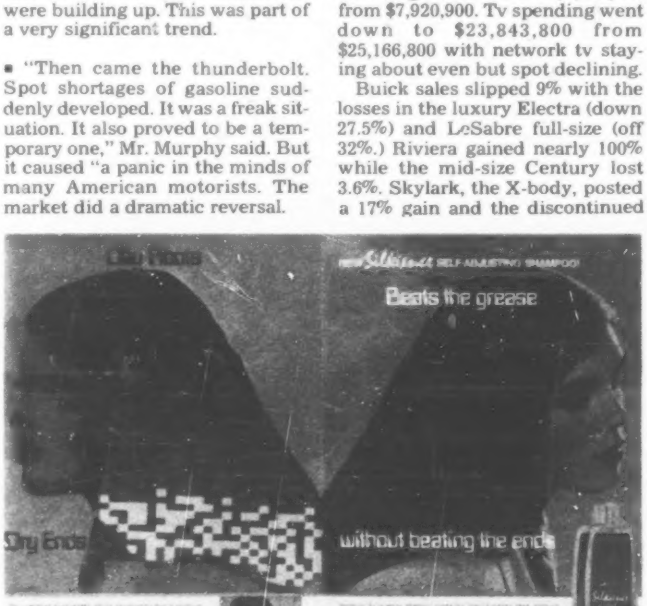
■ GM will pour some $40 billion into future product programs through 1984. It will mean front-wheel-drive vehicle capacity will rise from 1,300,000 to more than 6,000,000 by 1983. For model 1981, GM will have a revamped line of intermediate cars with up to two more mpg and in the spring of 1981 will bring out a "sporty, economical subcompact" that will be smaller than the Chevrolet Monza and Pontiac Sunbird it replaces but larger on the inside. Fuel economy will be up 27%, Mr. Murphy said. The next year will see a second round of downsizing for the big GM models. An electric vehicle is to be marketed by the mid 1980s.

As usual, Chevrolet spent the most on advertising and sold the most. Chevy's ad expenditures rose to $148,363,600 from $116,051,100 with the big increase in tv. Outlays for tv advertising rose to $68,687,100 from $52,785,900. Radio showed a jump to $21,508,500 from $16,651,000. Magazines rose to $27,562,500 from $22,725,600 and newspapers equaled magazines with $27,179,700, up from $18,131,600. Farm publications got $516,500, down from $1,316,400.

The ad spending, however, failed to prevent an 8% drop in unit car sales led by the full-size Chevrolet which was off nearly 28%. Monte Carlo sales dropped 25%. Citation, with some old Novas, racked up a 24% increase while Chevette jumped 52% to 375,724 units. The big Chevy still led the models with sales of 449,001. Monza, the other subcompact actually showed a 10% drop.

■ Buick, Oldsmobile and Pontiac were close together in their ad outlays. Buick was the highest with $48,350,100, up from $44,252,400 with newspapers and magazines the biggest gainers. Newspapers went to $12,856,200 from $8,593,300 and magazines rose to $9,149,100 from $7,920,900. Tv spending went down to $23,843,800 from $25,166,800 with network tv staying about even but spot declining.

Buick sales slipped 9% with the losses in the luxury Electra (down 27.5%) and LeSabre full-size (off 32%.) Riviera gained nearly 100% while the mid-size Century lost 3.6%. Skylark, the X-body, posted a 17% gain and the discontinued Opel dropped 28%.



Gillette Co.'s Silkience "self-adjusting" shampoo ads reflect consumer need for more proof in advertising with "scientific" computer photograph, showing beneficial effects of the product.

Pontiac spent $46,364,900, up sharply from $33,544,500 the year before. Network tv jumped to $16,500,300 from $12,603,500 and magazines and newspapers each rose to more than $10,000,000 from around $6,000,000. Radio showed the largest share drop.

Pontiac's sales were down 12% with the biggest drop in its erstwhile star, the specialty Grand Prix. It fell nearly 22% with the big Pontiac close at an 18% loss. Only the X-body Phoenix showed a gain, up 38%. Its subcompact Sunbird was off just 2.9%.

Oldmobile upped its ad expenditures to $42,713,500 from $34,090,400 with tv gaining less than $2,000,000. Newspapers rose to $13,205,500 from $8,826,800 and magazines were up to $10,752,300 from $8,919,600.

■ Olds sales dropped 5.6% with the largest loss sustained by the luxury 98—down 25%. The regular 88 lost 18% but the front-wheel-drive Toronado rose 67%. The bread-and-butter Cutlass lost only .4% of a point and led Oldsmobile sales with 518,160. That was good enough to top all GM models as well. The X-body Omega ran 16% ahead of the previous Omega.

Cadillac weathered the rush to small cars relatively well, losing 10% in sales but increasing ad outlays to $18,035,200 from $14,208,700. The major changes were spot tv up to $4,452,100 from $930,100 while network tv fell to $1,911,600 from $4,753,300. Magazines held steady while newspapers gained a bit. Network radio shot up to $1,406,500 from $260,200.

Seville and regular Cadillac were sales losers but Eldorado gained 35% in sales. Cadillac standard lost 17% and Seville was off nearly 19%.

Meeting government-mandated mpg standards—Corporate Average Fuel Economy (CAFE)—was still uppermost in the minds of GM execs in 1979. Just before the gas crunch hit, president E. M. (Pete) Estes was saying, "It's no secret that GM's strength traditionally has been in larger cars—the mid-size models and up. With a few notable exceptions—the Chevette being the brightest—our small cars have not been as successful as we'd like. Given the government's increasingly difficult CAFE requirements we have no real choice except to gain widespread market approval for our smaller, high-mileage models. We can't settle for the new Xs being anything less than a smashing success."

■ Mr. Estes needn't have worried. The X-bodies—front-wheel-drive replacement for older, bigger compacts—were a huge success. They were introduced just as the gas crunch and the Iranian revolution sent car buyers in search of small, fuel-efficient vehicles. GM aimed the cars at a "new generation" of car buyers with little brand loyalty and an inclination to imports.

GM corporate opened its ad umbrella for the Xs under the banner, "Designed and engineered for a changing world." Sunday papers carried a six-page section. Magazines were used extensively.

In all, GM poured $115,000,000 into the X-body launch—the biggest push ever for a new line. Only Cadillac didn't have an X-body, which came in hatchback versions for Chevy and Pontiac and notchback, formal roofs for Olds and Buick.

If there were lines at gas stations, the lines and waits were longer at GM salesrooms for the X-bodies. The backlogs reached six months or more in many cases.

"The first Chevrolet of the '80s," touted Chevrolet for its new Citation. Tv spots showed a bisected Citation towing a boat. The car had no rear wheels to emphasize its fwd. Commercials showed how

100 Leaders addenda

The following are additions and corrections to the 100 Leading Advertisers issue, Sept. 11:

Through printer error, advertising and sales figures for these companies on the Advertising as a Per Cent of Sales table on Page 8 appeared incorrectly. The correct figures are: Ford Motor Co., sales—$43,513,700,000; Volkswagen of America, advertising—$55,000,000, sales—$17,150,000,000, advertising as per cent of sales—0.3%; Mars Inc., sales—$887,600,000.

American Express Co.: Ron Friedman is vp-service establishment industry marketing and advertising; his name was not included.

Kraft Inc.: Ward Archer & Associates, Memphis, is the agency for Kraft Industrial Foods, not Merrill Dremer Inc.

PepsiCo Inc.: Willard C. Korn is senior vp, Frito-Lay, the name was incorrectly spelled; W. Bradford Todd is director, marketing services for Frito-Lay.

Pillsbury Co.: Harry Clark is account director at J. Walter Thompson Co. on Burger King; Ron Sherman is no longer management director on the account.

Sears, Roebuck & Co.: Chiat/Day, Los Angeles, is the agency for Allstate Savings & Loan Assn., not J. Walter Thompson Co.

UAL Inc.: The 1979 drop in sales is 124%, not 76% as reported.

Wm. Wrigley Jr. Co.: Christopher E. Sundstrom is marketing director, N. Hoegh-Guldberg is marketing manager.

Philip Morris Inc.: Correct marketing personnel for Miller Brewing are: William K. Howell, president; Lauren S. Williams, exec vp; Thomas B. Shropshire, senior vp; William A. Saupe, vp-planning and development; William C. Catlin, director of brand management; Jon Garner and Robert Toledo, group product directors; Doug Rogers, brand manager, Miller High Life; William Barrett, brand manager, Miller Lite; Jerome Schmutte, brand manager, Lowenbrau; Leonard Goldstein, vp-sales.

Transamerica Corp.: Marketing and personnel were inadvertently left out:

TRANSAMERICA CORP.

MARKETING PERSONNEL

Jane W. Hall, vp-corporate relations
William H. McClave, director of corporate relations

ADVERTISING AGENCY

Chiat/Day/Hoefer, Los Angeles—corporate and financial advertising—Richard M. Topkins, acct mgt super; Donna Larrabee, acct super.

UNITED ARTISTS CORP.

MARKETING PERSONNEL

Gene Goodman, senior vp-domestic sales
Hy Smith, vp-worldwide adv & publicity
Ed Seigenfeld, vp-foreign adv & publicity
Fred Hift, vp-foreign adv & publicity
Leslie Littlehale, director of adv
Terry Steiner, media director

ADVERTISING AGENCY

Diener/Hauser/Bates, New York—domestic product group—David Rosenfelt, acct super; Barbara Pisapia, acct exec; Debbie Greene, asst acct exec.

BUDGET RENT A CAR

MARKETING PERSONNEL

Gerald Entman, senior vp-mktg
Meg Jacobson, vp-consumer mktg & adv
Beverly Nicksic, director of adv
Sandra Hughes, regional adv director
Karen Keller, local adv director

ADVERTISING AGENCIES

McCann-Erickson, Chicago—consumer & travel trade—Don Effler, mgmt super, Jack Trytten, acct super; Gunde Ositis, acct exec.

Robert Visschers & Associates, Chicago—local support materials—Robert Visschers, mgmt super.

TRANSAMERICA AIRLINES

MARKETING PERSONNEL

Jack O'Brien, senior vp-mktg
Steve Berger, vp-sales
George Paulos, vp-scheduled service
Richard Slakoff, director of corporate communications

ADVERTISING AGENCY

Chiat/Day/Hoefer, San Francisco—Sharron Cannarsa, acct exec.

OCCIDENTAL LIFE INSURANCE CO. OF CALIFORNIA

MARKETING PERSONNEL

David R. Carpenter, chief mktg officer
William B. Stannard Jr., exec vp-agencies
Robert W. Graf, second vp-adv & corporate communications
Scott G. Halversen, adv department

ADVERTISING AGENCY

Dailey & Associates, Los Angeles—Roger van Remmen, acct super; Mike Heiser, acct exec; Mike Ridel, associate creative director.

TRANSAMERICA FINANCIAL CORP.

MARKETING PERSONNEL

John Boyon, vp-mktg
Juho Arens, director of mktg
Michael Carney, director of communications

ADVERTISING AGENCY

Ayer Jorgensen Macdonald, Los Angeles—Christian Jorgensen, acct super.

TRANSAMERICA DELAVAL

MARKETING PERSONNEL

B. E. Deichman, vp-mktg
P. C. Keith, field sales mgr, domestic mktg
T. L. Dietzel, mgr-adv & sales promotion

ADVERTISING AGENCIES

Mort Barish Associates, Princeton, N.J.—steam condensors, filters—Paul Gelber, acct super.

G&C Advertising, Princeton, N.J.—turbines, compressors, pumps—Robert Gosselin, acct super.

Sparkman Advertising, Palos Verdes, Cal.—pressure, temperature, level & flow switches—Myra Sparkman, acct exec.

The Matlin Co., Washington Crossing, Pa.—pumps, worm gears—Nathaniel Matlin, acct exec; David Matlin, acct exec.

John F. Straubel Communications, Portola Valley, Cal.—diesel engines—John Straubel, mgmt super.

TRANSAMERICA INSURANCE GROUP

MARKETING PERSONNEL

Andy Polarek, vp-sales
E. J. Cogan, mgr-adv & sales promo

ADVERTISING AGENCY

Brown, Keefe, Marine/Bowes, Los Angeles—Charles Brown, acct super.

TRANSAMERICA INTERWAY

MARKETING PERSONNEL

Frank R. Sinclair, director-adv & public relations

ADVERTISING AGENCY

In-house.

Jones shop moves

Terri Jones Advertising, Dallas, has moved its offices to 3116 Hood St. 75219.

Asian Banking
PAYOFF SPACE
MARKET/MEDIA ASSOCIATES
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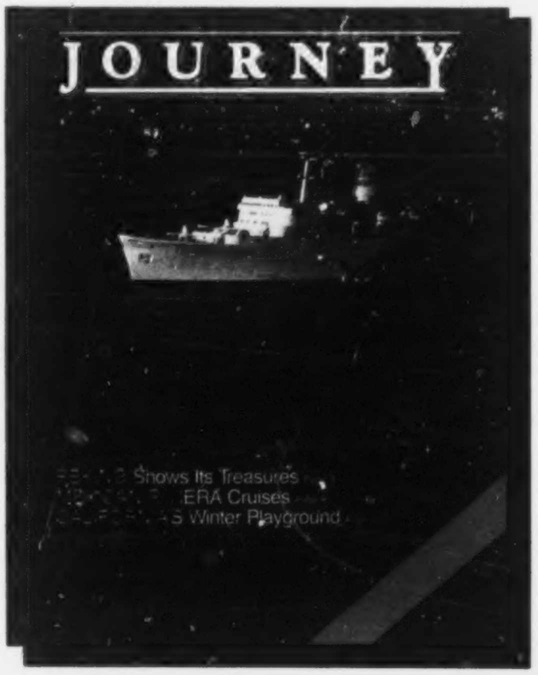
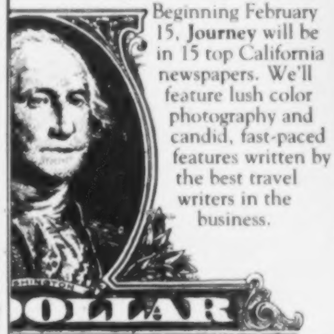
WE DELIVER
750,000
CALIFORNIA HOMES
BEAUTIFULLY

JOURNEY
A TRAVEL MAGAZINE FOR CALIFORNIA NEWSPAPERS



JOURNEY magazine delivers the nation's richest market as no other magazine can. Our guaranteed 750,000 circulation means **Journey** reaches 1,900,000 readers. Our demographics* show that our audience is **affluent** — 29% make $30,000 a year or more; **educated** — 37% have completed college and/or graduate work; **frequent travelers** — 30% have valid passports; **mostly missed by the competition** — only 14% read Sunset and only 5% read any travel magazine.



Beginning February 15, **Journey** will be in 15 top California newspapers. We'll feature lush color photography and candid, fast-paced features written by the best travel writers in the business.

Journey is all travel, which means that our readers will not only explore far corners but also have honest, up-to-date consumer information that is usable as well as eye-catching. We'll cover destinations around the world, around the USA and around California, and provide helpful "know-before-you-go" travel tips. **Journey** is also designed to be saved. An annual index and cross-reference guide will enable readers to keep tabs on the destinations covered throughout the year.

Magazine Quality. Newspaper Reach. Plus a CPM that will stretch your '81 dollars.

Contact the National Advertising Sales representative in your area:

New York (212) 682-7483
Chicago (312) 467-6240
Los Angeles (213) 466-7717
San Francisco (415) 981-1281

*Demographic Study – July, August 1980

Beginning February 15

WILL JORDAN
AS
GENERAL PATTON

"NON STOP LAUGHTER"
"STANDING OVATION"
HUNTER FANS
Robbins & Meyer
SALES MEETING
Amelia Island, Fla.
For info Contact: Will Jordan
Suite 10F, 435 W. 57th St. N.Y., N.Y. 10019
(212) 265-1652

Who's ahead with young men and women viewers

(in July Arbitrons for markets 51 to 100)

Station	Women 18-49 TSA share	Men 18-49 TSA share	Sign-on Sign-off ADI home share	Late Fringe ADI home share
SAN ANTONIO (51)				
KSAT-TV (A)	45	44	35	53
KENS-TV (C)	27	32	32	19
KMOL-TV (N)	22	22	23	18
KWEX-TV	6	2	5	3
FLINT/SAGINAW/BAY CITY (52)				
WJRT-TV (A)	44	42	29	21
WNEM-TV (N)	38	42	34	41
WEYI-TV (C)	18	15	13	9
WJIM-TV (C) (Lansing)	—	—	4	5
GREENSBORO/WINSTON SALEM/HIGH POINT (53)				
WFMY-TV (C)	39	39	36	30
WGHP-TV (A)	35	31	25	26
WXII-TV (N)	26	31	23	29
WBTV (C) (Charlotte)	—	—	4	4
WICHITA/HUTCHINSON (54)				
KARD-TV (N)	38	39	27	42
KAKE-TV (A)	34	35	28	23
KTVH (C)	28	26	26	16
LITTLE ROCK (55)				
KATV (A)	43	39	35	47
KARK-TV (N)	31	35	31	29
KTHV (C)	27	26	23	17
TOLEDO (56)				
WTOL-TV (C)	38	37	31	28
WTVG (N)	31	33	29	39
WKBD (Detroit)	—	—	5	6
TULSA (57)				
KTUL-TV (A)	50	43	33	39
KOTV (C)	27	26	26	18
KTEW (N)	23	26	23	24
SHREVEPORT/TEXARKANA (58)				
KTBS-TV (A)	43	38	30	27
KSLA-TV (C)	36	38	32	35
KTAL-TV (N)	21	25	17	21
KLTV (A/N) (Tyler)	—	—	3	—
KNOXVILLE (59)				
WBIR-TV (C)	50	46	36	29
WATE-TV (A)	36	42	28	30
WTVK (N)	14	13	15	19
MOBILE/PENSACOLA (60)				
WKRG-TV (C)	41	41	34	28
WEAR-TV (A)	34	32	29	25
WALA-TV (N)	25	26	21	26
WLOX-TV (A) (Biloxi/Gulfport/-Pascagoula)	—	—	4	3
WTBS (Atlanta)	—	—	3	5
ROANOKE-LYNCHBURG (61)				
WDBJ-TV (C)	45	43	37	33
WSLS-TV (N)	27	30	26	35
WSET-TV (A)	27	26	18	10
DES MOINES (62)				
WOI-TV (A)	39	30	24	23
KCCI-TV (C)	35	35	33	29
WHO-TV (N)	26	35	26	35
SYRACUSE (63)				
WTVH (C)	37	41	31	34
WSTM-TV (N)	31	32	29	33
WIXT (A)	31	27	22	13
RICHMOND (64)				
WTVR-TV (C)	39	32	38	42
WXEX-TV (A)	31	32	29	20
WWBT (N)	31	36	26	31
OMAHA (65)				
KETV (A)	41	35	31	29
WOWT (C)	31	31	32	26
KMTV (N)	28	35	25	36
KOLN-TV (C) (Lincoln)	—	—	4	3
JACKSONVILLE (66)				
WJXT (C)	46	41	43	41
WTLV (A)	29	33	25	21
WJKS-TV (N)	23	26	17	22
WTBS (Atlanta)	—	—	3	4
GREEN BAY (67)				
WFRV-TV (N)	35	35	31	29
WBAY-TV (C)	32	35	30	46
WLUK-TV (A)	32	30	27	18
WLUC-TV (C/A/N) (Marquette)	—	—	3	—
ROCHESTER (68)				
WOKR (A)	37	33	31	25
WHEC-TV (C)	26	24	25	22
WROC-TV (N)	22	19	18	24
WUHF	15	24	15	22

(Continued on Page 84)

These tables show the tv stations in markets 51 to 100 ranked in terms of shares for women aged 18 through 49 as reported in the Arbitron July sweeps covering July 9 through Aug. 5. The last three columns cover men aged 18 to 49, and household shares for the full telecast day and late fringe.

The people shares are based on the total station area; the last two columns on homes in Arbitron's area of dominant influence (ADI). These figures were compiled for ADVERTISING AGE from the Arbitron books by a veteran tv researcher.

Initials in parentheses indicate network affiliation (ABC, CBS, NBC); stations without initials are independents. Late fringe is 11:30 p.m. to 1 a.m. Monday-Friday in eastern and Pacific time zones. In Central and Mountain zones, each is one hour earlier.

These lists include local network affiliates and share runners-up in each market whether local indies or distant stations, affiliated or independent. Not all stations are listed. A blank under any column indicates not reported. Stations appear if they drew a minimum 3 sign-on to sign-off household share.

Network fare dominates in tv markets 51 to 100

By MAURINE CHRISTOPHER

NEW YORK—Middle-size American markets continue to be very much network tv turf, with ABC holding an edge over CBS in a spirited race, according to the latest ADVERTISING AGE analysis of Arbitron local rating sweeps.

This compilation of markets 51 through 100 concentrated on women 18 to 49 and their male counterparts as measured in July rating reports covering households and people viewing for July 9 through Aug. 5. Stations in each market were ranked on the basis of shares among young women in the total survey area. The data were compiled by a veteran broadcast researcher.

By this yardstick, ABC affiliates edged out the competing networks in 22 of the markets. CBS outlets won in 17 markets, the largest being No. 53, Greensboro-Winston Salem-High Point, where WFMY-TV scored a 39 to 35 for WGHP-TV, the ABC voice in the market.

WFMY-TV swept all four columns, scoring a 39 share with men 18 to 49, a 36 homes share in sign-on to sign-off and a 30 homes snare in late fringe. Unlike the demographic shares, the households numbers reflect viewing in Arbitron's area of dominant influence only, rather than total survey area.

NBC stations won in 11 markets in terms of women (18 to 49) viewers. Its territory included market No. 54, Wichita-Hutchinson, where KARD-TV bested KAKE-TV (ABC) 38 to 34. The NBC outlet also won by a landslide in late fringe, scoring a 42.

NBC also was looking good in Columbia, S.C., where WIS-TV dominated all four columns in a walkaway. With young women shares it was 38 for WIS-TV to 19 for runner-up WLTX-TV (CBS). WIS-TV is in the fortunate position of being a vhf station up against two less powerful uhfs.

One of ABC's powerhouses was KSAT-TV in the No. 51 ADI, San Antonio. Its scores: A 45 share

(Continued on Page 86)

Top 10 stations in top 100 markets in sign-on to sign-off home shares

Rank	Station	Arbitron ADI Household Share
1.	**WBRC-TV** (A) Birmingham (49)	51
2.	**KYTV** (N) Springfield, Mo. (83)	46
2.	**KELO-TV** (N) Sioux Falls/Mitchell (95)	46
4.	**WIS-TV** (N) Columbia, S.C. (97)	44
5.	**WJXT** (C) Jacksonville (66)	43
5.	**KOLN-TV** (C) Lincoln/Hastings/Kearney (85)	43
7.	**WWL-TV** (C) New Orleans (34)	39
7.	**WCYB-TV** (N) Bristol/Kingsport/Johnson City (84)	39
9.	**WHIO-TV** (C) Dayton (44)	38
9.	**WTVR-TV** (C) Richmond (64)	38
9.	**WCAX-TV** (C) Burlington/Plattsburgh (98)	38
9.	**KWTX-TV** (A/C) Waco/Temple (100)	38

Network affiliation and Arbitron market rank in parentheses

Who's ahead with young men and women viewers

(in July Arbitrons for markets 51 to 100)

(Continued from Page 82)

Station	Women 18-49 TSA share	Men 18-49 TSA share	Sign-on Sign-off ADI home share	Late Fringe ADI home share
FRESNO (69)				
KJEO (A)	30	27	22	22
KFSN-TV (C)	24	23	24	29
KMJ-TV (N)	24	27	21	34
KMPH-TV	18	23	16	—
DAVENPORT/ROCK ISLAND/MOLINE (70)				
WQAD-TV (A)	36	39	25	22
WOC-TV (N)	32	39	28	40
WHBF-TV (C)	32	22	26	17
CHATTANOOGA (71)				
WTVC (A)	41	36	27	26
WDEF-TV (C)	31	32	29	25
WRCB-TV (N)	28	32	27	26
SPRINGFIELD/DECATUR/CHAMPAIGN (72)				
WCIA (C)	37	36	32	26
WAND (A)	33	27	25	19
WICS-TV (N)	27	32	23	33
SPOKANE (73)				
KXLY-TV (A)	40	33	29	24
KHQ-TV (N)	32	28	28	37
KREM-TV (C)	28	39	26	25
PORTLAND/POLAND SPRING (74)				
WCSH-TV (N)	30	33	25	30
WGAN-TV (C)	30	28	26	28
WMTW-TV (A)	26	28	19	13
ALBUQUERQUE (75)				
KOAT-TV (A)	45	40	34	43
KOB-TV (N)	27	30	25	19
KGGM-TV (C)	21	25	23	20
KLKK-TV	3	5	4	5
PADUCAH/CAPE GIRARDEAU/HARRISBURG (76)				
WPSD-TV (N)	35	33	36	44
KFVS-TV (C)	29	33	35	26
WSIL-TV (A)	18	17	12	9
WEST PALM BEACH (77)				
WPTV (N)	28	21	29	24
WPEC (A)	28	21	20	22
WTVX (C) (Fort Pierce-Vero Beach)	11	7	7	10
JOHNSTOWN/ALTOONA (78)				
WJAC-TV (N)	33	30	31	37
WTAJ-TV (C)	27	30	31	28
WOPC (A)	(Channel 38—no audience shown)			
CEDAR RAPIDS/WATERLOO (79)				
KCRG-TV (A)	29	30	28	19
KWWL-TV (N)	29	40	34	53
WMT-TV (C)	21	30	27	20
JACKSON, MISS. (80)				
WLBT (N)	35	33	35	47
WJTV (C)	29	25	29	20
WAPT-TV (A)	18	17	14	10
YOUNGSTOWN (81)				
WKBN-TV (C)	31	27	30	33
WYTV (A)	25	18	21	15
WFMJ-TV (N)	19	18	20	24
SOUTH BEND/ELKHART (82)				
WSBT-TV (C)	33	30	30	28
WNDU-TV (N)	33	40	28	39
WSJV-TV (A)	27	20	20	15
SPRINGFIELD, MO. (83)				
KYTV (N)	50	42	46	53
KOLR-TV (C)	33	25	30	25
KMTC (A)	17	17	11	10
BRISTOL/KINGSPORT/JOHNSON CITY (84)				
WCYB-TV (N)	39	42	39	33
WJHL-TV (C)	33	25	31	37
WKPT-TV (A)	11	8	8	—
LINCOLN/HASTINGS/KEARNEY (85)				
KOLN-TV (C)	36	33	43	31
KHGI-TV (A)	21	22	16	16
KHAS-TV (N)	7	11	11	13
SPRINGFIELD, MASS. (86)				
WGGB-TV (A)	36	33	30	25
WWLP (N)	21	22	25	33
PEORIA (87)				
WRAU-TV (A)	39	27	26	16
WEEK-TV (C)	39	27	27	34
WMBD-TV (C)	21	18	23	30
EVANSVILLE (88)				
WTVW (A)	41	31	33	22
WFIE-TV (N)	24	31	25	40
WEHT-TV (C)	24	15	22	17
LEXINGTON (89)				
WKYT-TV (C)	33	27	34	33
WLEX-TV (N)	27	27	31	32
WTVQ-TV (A)	27	18	19	17
TUCSON (90)				
KGUN-TV (A)	35	31	28	22
KVOA-TV (N)	24	23	26	33
KOLD-TV (C)	18	15	23	16
KZAZ-TV	12	15	11	14
LANSING (91)				
WJIM-TV (C)	33	23	31	25
WILX-TV (N)	20	23	23	31
BATON ROUGE (92)				
WBRZ (A)	35	43	37	50
WAFB-TV (C)	30	29	33	27
WRBT (N)	20	21	18	17
FARGO (93)				
WDAY-TV (N)	31	30	37	45
KXJB (C) (Valley City)	31	30	27	28
KTHI-TV (A)	23	20	21	15
FORT WAYNE (94)				
WPTA (A)	36	27	29	35
WANE-TV (C)	21	18	24	14
WKJG-TV (N)	21	18	19	27
WFFT-TV	14	18	15	9
SIOUX FALLS/MITCHELL (95)				
KELO-TV (C)	40	40	46	32
KSFY-TV (N)	27	30	27	44
KXON-TV (A)	13	10	12	9
HUNTSVILLE/DECATUR/FLORENCE(96)				
WAAY-TV (A)	33	31	28	27
WHNT-TV (C)	28	23	32	22
WAFF-TV (N)	17	15	16	25
WOWL-TV (N)	6	—	4	5
COLUMBIA, S.C. (97)				
WIS-TV (N)	38	36	44	41
WLTX-TV (C)	19	18	17	17
WOLO-TV (A)	13	9	13	11
BURLINGTON/PLATTSBURGH (98)				
WCAX-TV (C)	38	36	38	39
WPTZ (N)	23	27	22	24
WEZF-TV (A)	15	9	10	11
AUSTIN, TEX. (99)				
KTBC-TV (C)	33	27	34	25
KVUE-TV (A)	33	27	24	19
KTVV-TV (N)	20	27	21	29
WACO/TEMPLE (100)				
KWTX-TV (A/C)	35	36	38	29
KCEN-TV (N/N)	25	21	25	37

These tables show the tv stations in markets 51 to 100 ranked in terms of shares for women aged 18 through 49 as reported in the Arbitron July sweeps covering July 9 through Aug. 5. The last three columns cover men aged 18 to 49, and household shares for the full telecast day and late fringe.

The people shares are based on the total station area; the last two columns on homes in Arbitron's area of dominant influence (ADI). These figures were compiled for ADVERTISING AGE from the Arbitron books by a veteran tv researcher.

Initials in parentheses indicate network affiliation (ABC, CBS, NBC); stations without initials are independents. Late fringe is 11:30 p.m. to 1 a.m. Monday-Friday in eastern and Pacific time zones. In Central and Mountain zones, each is one hour earlier.

These lists include local network affiliates and share runners-up in each market whether local indies or distant stations, affiliated or independent. Not all stations are listed. A blank under any column indicates not reported. Stations appear if they drew a minimum 3 sign-on to sign-off household share.

videotech/ BY MAURINE CHRISTOPHER

Can't go home again—at least to see cable

Television in my native East Tennessee is a far cry from what it is in channel-rich New York.

My grandmother's farmhouse near Russellville sits in a dip in the valley and picks up only WATE-TV (ABC) and WBIR-TV (CBS) from Knoxville, about 50 miles south. The third choice is public station WSJK-TV from Sneedville.

No one seems to mind very much. This long has been a household more likely to gladden the hearts of publishers than telecasters. For news, my father and aunt depend mostly on the *Knoxville Journal* and the *Morristown Citizen-Tribune*. Before my grandmother died there also was a Rogersville weekly to remind her of the days when she was a bride on Clinch Mountain in Hawkins County. Aunt Mary reads fiction mainly.

- For some time, the *Knoxville News-Sentinel* has been missing since it is no longer available by carrier. (My brother and I delivered that afternoon paper when we were children.) "What do I need it a day late for?" my father replied when I asked, "Why no *Sentinel*?"

Local radio choices abound. Ten miles away in Morristown, the county seat, and an expanding industrial center, there are three stations. Other nearby little towns have daytime outlets and the ones I flicked past all seemed to have plenty of commercials.

I had intended to catch up on cable, Tennessee style, when I visited my cousin, W.D., who is one of the few people I know in that part of the world who has been a catv subscriber for years.

No luck! He's moved out of range of Sammons Communications in Morristown. He's hoping the service will be extended since he particularly misses old movies and sports from WTBS, Atlanta, sports from ESPN and films from Home Box Office.

Both Jimmy Carter and Ronald Reagan were running saturation tv campaigns during my week in Tennessee, a state said to be too close to call in the presidential race. Still, in territory that's been Republican since Abraham Lincoln's time, the Democratic incumbent drew huge crowds during a brief stopover at Tri-Cities Airport. (But can all those school children vote?)

The newspapers looked extremely healthy, especially on food ad days. In the *Citizen-Tribune* the low-tar cigaret battle raged, with full pages for Salem Lights, Barclay and Vantage. This paper gave front-page play to two Jefferson County Piggly Wiggly stores that removed all tampons from their shelves after 16-year-old Angela French of Dandridge died of toxic shock syndrome.

- "We just decided until we got this thing cleared up we better pull all the brands off the shelves just to be on the safe side," Ronnie Sharp, manager of the stores, explained. He said Procter & Gamble had asked him to take Rely off the shelves, but he had received no instructions from other manufacturers.

The same day's paper carried the P&G ad asking consumers to stop using Rely and to return any supplies on hand to P&G for refunds.

* * *

Before leaving for Indian Summer and wild flower picking in the South, I had talked to Bill Rasmussen about why he was quitting ESPN.

Asked if Getty Oil forced him out at ESPN, the company he founded in mid-1978, Mr. Rasmussen said he resigned voluntarily to join his son, Scott, also an ESPN alumnus, in launching Enterprise Radio, which is due up on Westar III in January.

Chairman of ESPN at the time of his departure, the elder Mr. Rasmussen will assume the same title at Enterprise Radio, which, like ESPN, will concentrate on sports. He emphasized that he has signed a year's consultancy contract with Getty Oil, 85% owner of ESPN and a partner in the new Premiere pay tv network. He also retains his 14% interest in ESPN, which is now running a 24-hour a day schedule on Satcom I.

Already having been superseded at ESPN by Chet Simmons, president-chief executive officer, Mr. Rasmussen chose to move out to return to the center of action. "ESPN wasn't the first company I started and it won't be the last," he asserted. Preceding ESPN was Ad-Aid, an advertising packaging and distribution service, still going in Newark, but with which he is no longer associated.

For the future he indicated he looks forward to Enterprise Radio—satellites are perfect for radio, he thinks—and to working in pioneer projects for satellite-to-home program services.

- In California, Stuart Evey, the Getty Oil vp who watches over its cable interests, said the chairman's post would not be filled at ESPN. The network, he noted, set a new monthly record for cable homes added in September—900,000—and is now up to nearly 6,000,000 subscribers. #

Nets dominate 51 to 100

(Continued from Page 82)

with young women and just one below that with young men and a 35 household share throughout the broadcast day, climaxing with a 53 homes share in late fringe. CBS' KENS-TV was the runner-up in all four columns.

This study, like the earlier one on May sweeps, demonstrates again the scarcity of station choices in many markets below the 50 largest cities. Independents are not strong competitors in most of this territory.

In numerous cases these 51-100 markets reports are less complete than those for the major markets. Our researcher counted a minimum of 18 markets in which the number of reportable stations (by Arbitron's standards—call letters were in the books, but no figures) decreased from May to July. The most notable were West Palm Beach, where the number went from seven in May to three in July, and Lansing, where it dropped from eight to two.

An Arbitron spokeswoman explained that the data is not as comprehensive because July is not considered a "regular" sweeps month.

As a result, information on independents or other distant stations that scored at least a three sign-on to sign-off share in the ADI is more sketchy than it was in the May analysis (AA, Aug. 4). There are more blank columns in the tables this time around.

Independent superstation WTBS, Atlanta, turned up with a three sign-on to sign-off homes share in Mobile-Pensacola and in Jacksonville only.

The top 10 stations in the top 100 markets (the first 50 were in AA, Oct. 6) in sign-on to sign-off homes shares were paced by WBRC-TV (ABC), Birmingham, with a 51. Next at 46 were KYTV (NBC), Springfield, Mo., and KELO-TV (NBC), Sioux Falls.

The big three with women in markets 51 to 100, all scoring a 50 share with females 18-49: KTUL-TV (ABC), Tulsa; WBIR-TV (CBS), Knoxville, and KYTV (NBC), Springfield. WBIR-TV led with men in that age group at 46, followed by KSAT-TV, San Antonio, at 44.

Standouts in late fringe in order of their homes shares rank in markets 51-100 were: KSAT-TV, San Antonio, KWWL-TV, Cedar Rapids-Waterloo, and KYTV, Springfield, Mo., all clocking in with a 53. WBRZ, Baton Rouge, scored a 50 with stay-up-late homes. KATV, Little Rock, and WLBT, Jackson, Miss., both came in with a 47. #

Top 10 stations in Women 18-49 shares Arbitron markets 51-100

Rank		Share
1.	**KTUL-TV** (A) Tulsa (57)	50
1.	**WBIR-TV** (C) Knoxville (59)	50
1.	**KYTV-TV** (N) Springfield, Mo. (83)	50
4.	**WJXT** (C) Jacksonville (66)	46
5.	**KSAT-TV** (A) San Antonio (51)	45
5.	**WDBJ-TV** (C) Roanoke/Lynchburg (61)	45
5.	**KOAT-TV** (A) Albuquerque (75)	45
8.	**WJRT-TV** (A) Flint/Saginaw/Bay City (52)	44
9.	**KATV** (A) Little Rock (55)	43
9.	**KTBS-TV** (A) Shreveport/Texarkana (58)	43

Network affiliation and Arbitron market rank in parentheses

Top 10 stations Men 18-49 shares Arbitron markets 51-100

Rank		July TSA Share
1.	**WBIR-TV** (C) Knoxville (59)	46
2.	**KSAT-TV** (A) San Antonio (51)	44
3.	**KTUL-TV** (A) Tulsa (57)	43
3.	**WDBJ-TV** (C) Roanoke/Lynchburg (61)	43
3.	**WBRZ** (A) Baton Rouge (92)	43
6.	**WJRT-TV** (A) Flint/Saginaw/Bay City (52)	42
6.	**WNEM-TV** (N) Flint/Saginaw/Bay City (52)	42
6.	**WATE-TV** (A) Knoxville (59)	42
6.	**KYTV** (N) Springfield, Mo. (83)	42
6.	**WCYB-TV** (N) Bristol/Kingport/Johnson City (84)	42

Network affiliation and Arbitron market rank in parentheses. Shares are based on total survey area. Survey period: July 9 to Aug. 5.

vidbits

There has been talk that Warner Amex might be gearing up for a January start for a music channel, which would showcase pop music just as the Movie Channel does films. But some Warner Amex officials say the go-ahead has not yet been given so "we're not definitely sure it'll happen yet."

The commercial tv networks have long run Halloween-themed specials in the evenings leading up to that date. Now, Home Box Office has come up with a Halloween week schedule, with movies "Halloween," "Dracula" and "Magic," plus specials "Great American Ghost Tour" and "Monsters, Madmen & Machines."

* * *

General Foods' "Hot Fudge Show," now in its sixth year, has been barter-syndicated to 90 markets for 78% coverage of U.S. tv households, according to Lexington Broadcast Services and producer MG Films, both New York. Next year, 78 past episodes will be offered for weekday stripping.

* * *

Michael J. Dorfsman, vp-pr at Charnas Inc., Hartford, Conn., agency, adds the title of executive director of the Connecticut Cable Television Assn., which is a Charnas pr account. Mr. Dorfsman will administer CCTA's operations, edit its newsletter and deal with legislative and regulatory agencies.

* * *

The 1980 Miss World beauty pageant will be carried live by satellite on Home Box Office on Nov. 13 at 8:30 p.m. (EST). It previously had been shown in syndication, weeks after the event.

* * *

Thinking Christmas yet? Some broadcasters, syndicators and advertisers are. Besides Interstate Brands and CBS-TV, which slated a Charlie Brown yule special for December months ago, Carter-Grant Productions, via Program Syndication Services, New York, is clearing tv stations for its "24 Days of Christmas" featurettes. Tuesday Productions, San Diego, has revamped its 12-hour "A Christmas Album" package of yule-themed songs for radio stations.

* * *

Capital Cities Communications' "Family Specials" package has been barter-syndicated to 143 tv stations for the 1980-81 season, including 22 of the top 25 markets. Bristol-Myers and Nabisco are the national sponsors for the six half-hour dramas.

* * *

General Electric is the latest sponsor on Black Entertainment Television's catv package. Besides GE, with a 39-week buy, another recent BET client is the Carter/-Mondale Re-Election Committee, with a six-week buy.

* * *

Modern Satellite Network, New York, has added 500,000 subscribers and 60 market areas since the National Cable Television Assn. convention last May. Its 380 catv systems now offer a potential 2,750,000 subscribers.

* * *

"Roaring Doughnuts," a children's tv series from United Children's Television, New York, will be distributed in the home video market by Home Theatre/-VCI, Hollywood. Each program videocassette will be sold for $40, accompanied by a 16-page tie-in booklet.

Bernard exits 'Adweek'

Lawrence Bernard, formerly editor-in-chief of *Adweek* and more recently consulting editor to the magazine group, has resigned from A/S/M Communications, New York, owner of the regional publications. Mr. Bernard, who earlier had served as senior editor at ADVERTISING AGE, said he will announce his plans in the near future.

Co-op ads up in broadcast

NEW YORK—Some cooperative advertisers increased their use of tv and radio in July and August, according to Pinpoint Marketing Inc., an audit and processing service here.

The company's analysis showed that the swimming pool and floor covering companies placed national co-op spending during the two summer months as follows: 41% in newspapers, 29% in tv, 12% in radio, 11% in flyers and catalogs, 2% in outdoor and 5% in "other."

Pinpoint president Arnold Ferber, who also heads the Ferber & Strauss agency, noted that co-op spending by the photographic industry during the same period showed the following breakdown: 63% in newspapers, 2% in tv, 7% in radio, 21% in flyers and catalogs, 0.03% in outdoor and 6.97% in "other."

Mr. Ferber said the higher ratio of tv and radio in the pool and floor covering industries can be traced to sales results, greater promotion efforts by tv and radio sales representatives and "better proof of performance documentation," which gives marketers "more confidence" in broadcast for their co-op programs. #

Advertising pages in October consumer publications

Current and October '79 figures for U.S., Canadian and foreign publications reporting to Advertising Age

Women's

	Pages			
	Oct. 1980	Oct. 1979	Jan.-Oct. 1980	Jan.-Oct. 1979
†§Bride's Magazine	——	——	1,354.5	1,136.7
§Cosmopolitan	257.3	254.2	2,007.7	2,000.8
Essence	94.0	83.0	799.0	727.0
§Family Circle	110.3	138.5	1,224.1	1,379.9
▲Family Health	24.8	35.4	239.3	255.3
§Good Housekeeping	210.6	195.6	1,596.1	1,581.0
Ladies' Home Journal	129.1	151.5	1,017.9	1,077.6
Lady's Circle	8.4	12.8	87.6	94.1
McCall's	121.6	137.8	1,005.1	1,084.7
○McCall's Working Mother	81.7	61.0	357.8	156.9
†Modern Bride	——	——	1,084.1	1,079.8
Ms.	42.8	40.8	416.5	392 3
○New Woman	44.3	44.3	192.2	216.8
§Parents Magazine	79.4	58.3	612.4	509.3
Playgirl	48.7	46.9	542.5	451.1
Redbook	146.8	132.5	1,115.9	1,226.3
Self	77.0	62.9	605.1	428.2
Seventeen	103.5	111.2	1,148.0	1,182.6
Soap Opera Digest	7.3	9.5	116.3	107.0
'Teen Magazine	30.5	40.8	448.3	444.4
§True Story	56.5	64.5	497.4	571.7
§Woman's Day	128.5	120.4	1,267.0	1,264.6
The Workbasket	35.3	35.0	284.9	256.8
Working Woman	56.1	37.2	422.7	277.8
Total Group	1,894.5	1,874.1	18,442.4	17,902.7

General

▲A.D. Magazine	14.2	15.7	136.6	115.0
After Dark	26.0	——	235.1	——
Air Progress	19.0	24.3	206.8	239.1
American Forests	20.5	31.7	154.9	159.9
American Legion	35.7	36.9	270.3	269.9
Apartment Life	77.4	63.7	516.5	501.6
§▲Architectural Digest	157.7	134.4	1,067.5	883.7
§The Atlantic Monthly	34.3	32.4	315.2	308.0
○Audubon Magazine	——	——	155.6	170.2
§Blueboy	23.0	27.4	284.2	258.1
§Bon Appetit	112.3	101.5	674.4	588.8
Book Digest	29.5	41.0	278.8	386.1
Changing Times	34.0	——	226.0	——
Christian Herald	58.0	44.3	389.3	369.7
Christian Life	40.9	31.9	279.0	293.4
*Christianity Today	104.8	71.4	602.0	535.5
Coast	224.8	119.0	1,932.8	2,068.0
Complete Men's Group	22.3	27.0	237.8	240.9
Country Journal	73.7	64.0	493.4	482.3
Creative Computing	100.5	75.3	848.7	581.5
▲Cuisine Magazine	57.3	64.3	357.7	315.3
Ebony	93.8	93.7	893.8	892.0
Elks Magazine	30.4	31.0	216.7	245.7
§Esquire	38.7	38.2	363.3	304.0
50 Plus	33.7	33.0	343.7	265.3
Flying	44.9	50.7	538.3	531.8
○Games	——	——	115.5	98.0
§Gentlemen's Quarterly	143.0	137.0	916.0	717.0
Golf Digest	59.9	97.1	685.4	806.9
§Golf Magazine	47.4	52.7	654.5	682.2
Gourmet	72.4	91.3	531.2	547.0
§Harper's Magazine	22.0	47.0	296.8	338.9
○Hi-Fi/Stereo Buyer's Guide	22.0	36.8	110.2	143.8
*High Fidelity	63.1	91.4	553.8	684.5
Income Opportunities	54.1	55.2	451.9	431.7
Kiwanis Magazine	20.4	23.8	168.3	177.1
Let's Live	91.0	99.4	912.0	931.3
Life	50.5	66.7	498.7	486.1
Lion Magazine	5.7	22.9	46.3	181.2
Modern Photography	126.8	136.4	1,147.4	1,115.9
§Money	94.4	91.0	752.8	681.6
Moneysworth	21.7	21.6	182.5	208.6
Moody Monthly	58.0	74.5	434.7	491.4
▲Moose Magazine	25.0	25.0	232.0	220.0
○Mother Earth News	64.2	48.9	310.9	222.1
○Museum	——	——	83.0	——
National Geographic	33.4	32.6	299.4	302.5
National Jewish Monthly	25.9	25.3	236.1	212.2
Natural History	31.1	54.2	378.9	365.8
○Next	——	——	99.0	——
Omni	81.1	74.2	491.6	352.1
§Oui Magazine	26.7	29.6	229.7	174.4
Panorama	30.5	——	193.9	——
§Penthouse Magazine	68.4	76.5	670.8	710.3
Petersen's Photographic	49.9	54.2	448.1	495.2
Playbill	60.1	55.7	444.8	404.5
§Playboy	98.2	107.4	1,092.1	1,094.8
Popular Photography	133.8	148.1	1,400.4	1,570.1
Prevention	99.6	116.6	891.2	1,075.2
Prime Time	30.[illegible]	——	193.2	——
Psychology Today	56.9	70.8	548.8	586.5
▲Quest '80	29.5	42.5	241.0	228.3
§Reader's Digest	128.7	156.2	934.2	1,101.4
Rotarian	29.9	23.8	226.4	211.4
††Saturday Evening Post	40.4	35.7	332.1	307.6
Saturday Review	37.6	71.3	398.7	533.4
Science '80	——	——	144.0	——
Scientific American	126.2	97.6	928.2	828.9
Signature	62.9	59.2	442.9	444.5
Smithsonian	115.6	94.3	790.4	660.2
Stereo Review	69.0	90.0	647.8	755.5
Success Unlimited	32.3	31.6	238.5	155.7
Tennis Magazine	54.1	41.4	680.5	632.4
Town & Country	179.2	142.6	1,033.6	845.1
Travel/Holiday	48.6	52.6	467.4	474.5
Travel & Leisure	106.0	95.3	836.9	784.5
V.F.W. Magazine	33.4	34.7	272.0	257.6
Weight Watchers	25.8	26.3	215.9	204.1
World Tennis	33.3	27.8	508.6	421.2
Writer's Digest	23.0	21.5	205.4	188.3
Yankee Magazine	136.5	133.3	923.5	977.8
Total Group	4,570.7	4,584.4	38,598.8	36,538.9

Fashion & service

	Pages			
	Oct. 1980	Oct. 1979	Jan.-Oct. 1980	Jan.-Oct. 1979
Glamour	180.8	198.1	1,807.4	1,709.1
Harper's Bazaar	125.7	94.4	843.4	708.9
Mademoiselle	144.9	141.2	1,259.7	1,249.3
Vogue	248.7	251.1	1,887.6	1,866.0
Total Group	700.1	684.8	5,598.1	5,533.3

Arts & antiques

American Artist	58.4	66.0	524.2	555.2
Antiques	162.3	178.6	1,439.0	1,358.0
Antiques World	49.7	56.8	417.2	458.8
○Art & Antiques	——	——	281.4	226.9
Art in America	103.0	96.3	783.0	528.3
▲Artnews	131.1	122.4	952.0	845.4
Total Group	504.5	520.1	4,396.8	3,972.6

Home

§Better Homes & Gardens	150.2	163.9	1,263.8	1,334.1
○Colonial Homes	——	——	238.0	173.0
▲Decorating Showcase	30.1	22.0	193.0	122.8
▲Family Handyman	68.8	68.7	504.9	477.4
○Flower & Garden	22.4	18.5	265.4	275.7
The Hometown Magazines:				
Dallas-Fort Worth Home/Garden	46.5	58.6	453.2	389.0
Houston Home/Garden	114.6	142.6	1,056.6	1,090.8
Horticulture	21.0	26.4	272.2	303.2
House Beautiful	124.3	147.9	951.8	966.4
House & Garden	144.9	164.4	1,180.6	1,135.4
†Homeowners How-To	——	—	134.3	125.6
Hudson Home Magazine	32.7	52.1	421.4	489.0
Indianapolis at Home	49.0	49.8	518,9	630.8
Living:				
○Dallas	——	——	595.7	600.4
○Houston	——	——	494.0	588.2
○Denver	——	——	456.2	429.8
‡Austin	——	——	150.8	131.9
‡San Antonio	——	——	102.4	75.2
○Phoenix	27.0	41.0	172.4	174.5
○Tampa	20.4	23.2	131.7	57.0
Living Alternatives	13.4	7.2	103.1	31.6
††New Shelter	52.0	——	269.6	——
▲1001 Decorating Ideas	33.2	36.3	270.4	226.1
Organic Gardening	75.9	84.1	798.2	804.2
San Diego Home/Garden	56.5	25.1	544.8	49.8
Southern Living	118.5	159.4	1,180.7	1,288.7
§Sunset Magazine	163.1	163.2	1,297.9	1,356.1
▲Texas Homes	71.3	95.0	637.4	424.1
○Workbench	——	——	306.1	297.8
Total Group	1,435.8	1,549.4	14,965.5	14,048.6

In-flight

#Aboard Group (6)	444.0	348.0	1,636.0	1,224.0
Air California	59.5	65.3	588.2	604.9
American Way	87.5	81.1	691.2	620.0
Clipper	58.0	——	501.6	——
East/West Network:				
Eastern Review	70.3	87.3	[illegible]27.8	828.0
Continental Extra	67.2	87.4	652.7	732.1
Hughes Airwest Sundancer	66.7	97.7	723.7	840.0
Ozark Flightime	50.3	78.9	514.0	640.2
PSA Magazine	93.7	144.2	1,034.5	1,182.9
Texas International/-The Texas Flyer	60.5	94.8	582.3	650.6
United Mainliner	105.5	125.7	908.5	956.0
Halsey Publications:				
Braniff's Flying Colors	53.7	39.0	396.0	342.0
Delta Sky	52.7	46.0	464.0	466.0
○Pace	22.7	——	262.7	99.5
Scene	42.5	33.8	328.2	107.1
Southwest Airlines	73.3	59.8	650.6	516.8
○Spirit of Aloha	——	——	135.2	94.1
USAir	61.4	49.0	441.0	49.0
Webb Publications:				
○Frontier	——	——	217.9	204.9
Passages	34.6	44.5	287.6	292.2
TWA Ambassador	59.7	67.9	530.4	562.6
Total Group	1,563.8	1,550.4	12,274.1	11,013.8

Metropolitan

○Aloha	19.8	14.9	98.1	46.0
Atlanta	102.1	100.1	828.8	770.0
Baltimore	72.1	88.9	713.8	812.3
◇Bay Views	43.6	53.0	325.9	325.2
Birmingham	36.0	39.6	439.3	312.8
Boston	141.3	149.4	1,102.8	985.7
Broward Life	39.8	43.4	472.9	452.7
Brown's Guide to Georgia	56.0	43.0	489.1	442.2
○Charlotte	——	——	232.6	192.4
Chicago	169.7	184.3	1,396.5	1,445.1
Chicago's North Shore	77.7	44.7	466.3	263.9
Cincinnati	71.0	49.9	610.0	522.3
Cleveland	73.7	70.5	699.3	795.4
Columbus Monthly	112.7	111.1	864.9	880.8
Connecticut	81.0	80.0	685.7	706.0
D/Magazine, Dallas/-Fort Worth	122.1	122.2	1,085.6	1,046.5
Delaware Today	15.7	24.3	300.2	147.1
Denver	51.3	44.0	340.0	296.5
D. Denver Monthly	35.1	35.9	253.3	262.4
Monthly Detroit	38.9	49.3	502.0	393.0
Exclusively Yours Wisconsin	125.2	131.8	783.7	874.7
Gold Coast of Florida/-Indian River Life	80.0	103.0	1,071.8	946.4
Grand Rapids	37.4	36.0	355.1	255.9
Honolulu	69.5	73.3	725.7	755.3
Houston City	58.5	41.5	404.3	366.5
Indianapolis	55.6	53.2	399.8	311.6
Kansas City	27.6	33.5	325.1	330.2
Lansing	51.3	44.0	344.2	227.5
Los Angeles	205.0	224.0	1,858.8	1,998.7
Madison	49.0	34.0	401.9	280.1
Mesa	25.0	47.3	441.0	309.9
Metro	58.9	43.0	433.3	360.5
Miami	72.2	53.0	601.2	483.6
Milwaukee	41.2	34.0	330.3	181.0
Mpls./St. Paul	76.8	51.7	694.0	508.7
Monterey Life	42.2	——	359.3	——
Nashville!	61.6	71.1	703.3	794.5
New Jersey Monthly	80.6	72.0	704.6	641.9
New Mexico	47.5	37.1	302.4	213.4
New Orleans	54.5	56.6	455.4	496.3
Ohio	26.0	42.6	258.0	351.9
Omaha	25.7	29.5	256.8	252.1
Oregon	30.0	21.5	217.0	239.0
Palm Beach Life	49.8	52.3	541.4	442.4
Palm Springs Life	120.1	116.0	1,296.3	1,184.1
Philadelphia	164.6	174.9	1,347.0	1,425.2
Phoenix	95.6	112.3	992.8	931.3
Pittsburgh	43.0	63.0	420.4	502.6
Pittsburgher	36.7	26.0	374.8	271.5
Roanoker	34.0	53.3	146.2	298.8
Sacramento	42.6	36.8	306.7	333.2
St. Louis	96.0	106.0	793.5	956.0
San Diego	128.1	166.3	1,405.1	1,571.3
San Francisco	70.1	83.3	625.0	577.4
San Francisco Focus	41.2	23.1	356.8	223.1
††Sarasota Town & Country	23.8	33.9	240.8	199.8
†Shenandoah Valley	33.0	——	169.9	16.0
Spokane	29.3	49.6	350.3	389.0
Tampa Bay	65.7	45.2	608.6	458.6
Texas Monthly	179.1	155.7	1,198.7	1,071.2
○Triad	15.0	17.2	63.0	123.3
Twin Cities	72.6	32.1	419.1	214.1
Washington Dossier	50.0	43.5	444.0	413.2
The Washingtonian	147.0	135.0	1,141.5	1,180.9
A. Westchester	46.7	38.1	458.8	423.4
Westchester Illustrated	35.1	43.8	418.4	377.8
Wichitan	49.1	63.3	451.6	557.8
Total Group	4,429.1	4,352.9	38,904.7	36,440.0

Movie-romance-radio-tv

○Complete Women's Group	25.3	24.5	121.9	131.2
Ideal Women's Group:				
Daytime Stars	27.8	28.9	257.6	289.9
Intimate Story	25.9	29.0	283.9	293.0
Personal Romances	25.9	30.0	283.9	294.0
KMR Women's Group:				
Real Romances	14.1	14.4	102.7	138.4
Real Story	14.1	14.4	102.7	138.4
○Teen Bag	——	——	41.2	60.9
MacFadden's Women's Group:				
Modern Romances	29.7	39.7	286.3	368.9
Secrets	29.7	39.7	286.3	368.9
True Confessions	30.3	39.7	294.6	367.9
True Experience	29.7	39.7	286.3	366.8
True Love	29.7	39.7	286.3	367.8
True Romance	29.7	39.7	286.3	366.8
Sterling Women's Group:				
Daytime TV	32.3	30.5	315.3	317.6
Modern Love	——	29.5	120.9	301.2
Modern Screen	33.3	32.2	323.3	322.7
○Movie Mirror	——	——	160.7	160.9
Photo Screen	33.3	32.2	130.0	161.4
Real Confessions	——	29.5	152.3	301.2
Soap Opera Stars	15.0	——	51.0	——
TV Movie Screen	——	——	160.7	162.0
TV Picture Life	33.3	32.2	162.6	161.4
Total Group	459.1	565.5	4,496.8	5,441.3

Youth

Boys' Life	18.9	17.5	211.8	202.8
Campus Life	96.2	75.0	406.9	306.7
Total Group	115.1	92.5	618.7	509.5

Mechanics & science

○Elementary Electronics	23.7	26.4	124.7	161.9
§Mechanix Illustrated	83.0	102.8	775.1	860.8
Popular Electronics	55.4	64.4	601.5	559.0
Popular Mechanics	121.5	143.3	1,136.3	1,199.0
§Popular Science	95.5	116.4	880.4	903.2
Total Group	296.1	350.5	2,742.9	2,823.1

Boating & yachting

Boating	96.9	92.2	1,133.4	1,094.3
Chesapeake Bay	44.7	46.2	311.1	298.9
Cruising World	223.9	239.3	1,207.6	1,167.3
Lakeland Boating	28.5	33.3	380.7	459.2
Motor Boating & Sailing	114.3	108.0	1,249.6	1,245.9
§Sea/Pacific Skipper	31.0	47.2	342.8	246.5
§Sail	138.8	157.3	1,321.0	1,357.5
Trailer Boats	16.2	17.7	250.4	258.3
Yachting	187.6	203.2	1,782.0	1,865.3
Total Group	881.9	944.4	7,978.6	7,993.2

Automotive & recreational vehicles

Car & Driver	59.4	61.0	752.8	724.4
Car Collector & Car Classics	19.3	24.2	222.8	262.5
Car Craft	46.6	43.1	531.2	627.3
Choppers	13.3	10.3	114.3	129.3
○Custom Bike	20.6	15.9	105.5	194.9
○Custom Rider	——	——	107.2	——
Cycle	42.4	55.1	861.3	945.6
Cycle Guide	26.8	18.3	434.4	501.9
Cycle World	38.4	32.7	737.9	756.0
Dirt Bike	12.1	13.6	237.7	229.3

§Sectional linage included but prorated to circulation of regional editions. *Sectional linage included but NOT prorated to circulation of regional editions. †Published 6 times a year. ○Published every other month. ▲Published 10 times a year. ††Published 9 times a year. ‡Published 3 times a year. #Published quarterly. ☆Published twice a month. ‡‡Published 7 times a year. ◇Published 11 times a year. ▼Published 8 times a year. **Published weekly. ►Published every two weeks. A Corrected Sept. linage: 47.6; 44.3; 418.0; 385.3. B Preprinted inserts included. C Corrected Sept. linage: 88.7; 92.3; 892.3; 804.6. D Corrected Sept. linage: 27.5; 30.9; 218.2; 226.5. E Corrected Sept. linage: 120.3; 83.4; 680.8; 642.8. F Corrected Sept. linage: 48.0; 40.6; 300.3; 280.0.

(Continued on Page 100)

Advertising pages in October consumer publications

(Continued from Page 99)

	Pages			
	Oct. 1980	Oct. 1979	Jan.-Oct. 1980	Jan.-Oct 1979
Dune Buggies & Hot Vw's	41.3	36.3	402.5	331.6
Family Motor Coaching	45.1	62.0	571.1	887.6
4 Wheel & Offroad	24.6	21.7	284.6	292.3
Four Wheeler	23.5	37.0	312.4	429.8
Hot Rod	40.1	43.9	524.3	552.3
Motocross Action	23.3	21.0	304.4	259.7
Motorcyclist	12.0	19.4	390.1	419.2
Motor Trend	36.6	34.8	427.2	437.6
††Motorhome Life	——	——	382.0	542.9
Pickup, Van & 4 WD	34.6	49.1	403.1	562.6
C. Road & Track	90.3	86.5	962.6	891.1
Touring Bike	19.0	7.3	113.2	174.9
Trailer Life	67.4	104.1	858.0	1,256.1
Woodall's Trailer & RV Travel Magazine	21.5	41.9	346.4	726.7
Total Group	758.2	839.2	10,407.0	12,135.6

Outdoor & sport

	Pages			
	Oct. 1980	Oct. 1979	Jan.-Oct. 1980	Jan.-Oct 1979
Alaska	48.5	44.9	425.6	434.9
○The American Handgunner	——	——	193.5	132.7
American Hunter	21.3	174.3	18.2	96.3
American Rifleman	37.7	39.8	304.9	331.4
○Archery World	40.0	43.5	220.0	222.0
○Backpacker	46.4	59.8	234.2	59.8
▼§Bass Master	——	——	374.4	344.3
††Bicycling	——	——	450.9	384.5
▼Camping Journal	18.8	19.6	186.7	242.5
Field & Stream	84.4	109.2	835.4	906.6
○Fishing World	——	——	161.6	168.5
Florida Sportsman	40.2	49.2	597.7	611.2
††Fly Fisherman	——	——	309.1	291.0
Fur-Fish-Game	40.4	39.1	259.0	260.4
Guns	50.0	37.8	366.3	285.9
Guns & Ammo	66.9	57.3	482.4	488.4
Horseman	42.7	35.2	357.5	332.8
Inside Sports	37.7	——	200.5	——
Outdoor Life	75.0	90.0	727.5	843.2
Petersen's Hunting	40.9	40.0	266.5	295.6
The Runner	37.5	24.1	309.6	303.8
Runner's World	60.0	87.0	424.2	600.4
Salt Water Sportsman	37.4	40.1	528.8	571.3
Shooting Times	55.5	49.5	380.1	417.4
SkateBoarder	20.6	24.0	188.5	373.6
‡‡§Ski	123.3	109.2	179.2	187.3
‡‡Skiing	140.4	150.8	439.6	439.8
Skin Diver	44.9	53.7	525.1	601.6
Soccer Corner	13.5	4.0	112.5	20.0
‡‡Southern Outdoors	37.6	44.0	325.6	329.1
§Sport	37.2	50.4	419.7	423.8
Sports Afield	87.4	93.5	873.9	807.9
▼Spray	53.3	48.0	38.3	336.6
#Swim Swim	20.0	6.7	56.7	16.2
Western Outdoors	22.6	25.6	280.3	333.9
Total Group	1,482.1	1,650.3	12,054.8	12,194.1

Comics

	Oct. 1980	Oct. 1979	Jan.-Oct. 1980	Jan.-Oct 1979
Archie Comic Group	10.0	10.0	50.0	50.0
DC Comics	9.0	12.0	81.0	117.5
Harvey Comics Group	8.0	8.0	80.0	80.0
Marvel Comics Group	11.0	14.0	124.5	128.0
Total Group	38.0	44.0	290.5	375.5

Newspaper magazines I

	Pages			
	Oct. 1980	Oct. 1979	Jan.-Oct. 1980	Jan.-Oct. 1979
§Family Weekly	85.4	93.3	826.0	856.2
Parade	63.6	80.4	676.5	765.3
Total Group	149.0	173.7	1,502.5	1,621.5

Canadian national weekend magazines

	Oct. 1980	Oct. 1979	Jan.-Oct. 1980	Jan.-Oct. 1979
B. Perspectives	51.2	60.0	390.9	386.0
§Today	46.5	64.4	390.6	379.9
Total Group	97.7	124.4	781.5	765.9

Canadian

	Oct. 1980	Oct. 1979	Jan.-Oct. 1980	Jan.-Oct. 1979
L'Actualite	69.8	58.0	431.2	432.3
Chatelaine:				
§English Edition	105.8	117.0	787.7	751.7
French Edition	98.6	110.5	658.5	657.8
F. §Financial Post Magazine	69.8	58.6	370.1	338.6
▲§Flare	73.4	78.3	528.8	479.2
▲§Homemaker's Magazine:				
English Edition	107.9	116.2	737.2	651.9
French Edition	77.2	92.8	533.5	516.6
E. **§Macleans	141.6	161.4	822.4	804.2
▼§Quest Magazine	48.5	40.6	263.9	270.0
§Reader's Digest:				
Canada-English	95.9	85.9	822.5	817.8
Canada-French	99.3	94.3	728.7	747.1
Total	195.2	180.2	1,551.2	1,564.9
▲Saturday Night	30.2	83.1	222.9	311.0
▲Toronto Life	155.0	196.0	999.8	954.7
Total Group	1,173.0	1,292.7	7,907.2	7,732.9

September pages

Business

	Pages			
	Sept. 1980	Sept. 1979	Jan.-Sept. 1980	Jan.-Sept. 1979
Atlanta Business Chronicle	38.2	23.7	250.3	137.6
Barron's	219.8	164.2	1,700.3	1,411.8
Black Enterprise	24.0	39.4	435.9	392.8
The Bus. Review of Wash.	56.7	45.6	477.2	342.7
§Business Week	456.3	458.4	3,556.1	3,509.1
California Business	76.4	22.6	497.1	235.8
Corporate Report	96.9	68.7	678.9	550.0
Crain's Chicago Business	92.2	59.9	589.4	362.7
Dun's Review	82.1	96.1	731.7	701.8
☆Financial World	77.8	73.7	700.4	673.8
Florida Trend	49.9	51.5	530.7	518.9
▶Forbes	324.5	245.7	1,907.7	1,820.1
▶§Fortune	183.5	185.9	1,744.1	1,701.1
Houston Business Journal	160.8	116.0	1,151.4	1,060.7
§Inc. Magazine	71.7	52.3	555.5	284.2
▶§Industry Week	199.4	188.5	1,367.0	1,506.7
§Nation's Business	34.8	65.7	336.6	403.9
*New England Business	53.6	68.3	409.0	404.3
▶§Northern Ohio Bus. Journal	42.8	35.3	300.8	213.5
Outlook	46.7	44.5	337.9	338.9
Texas Business	29.2	39.3	342.9	361.8
Total Group	2,417.3	2,145.3	18,600.9	19,632.2

Newspaper magazines II

	Sept. 1980	Sept. 1979	Jan.-Sept. 1980	Jan.-Sept. 1979
Boston Globe	174.8	159.8	1,231.1	1,196.8
Chicago Tribune	162.0	171.2	1,007.6	1,218.2
*Cleveland Plain Dealer	165.3	197.2	1,210.5	1,437.8
Detroit News	156.6	157.6	1,311.9	1,470.6
§Los Angeles Times Home Magazine	140.8	153.5	1,069.5	1,251.3
New York News	107.7	166.5	970.5	1,099.5
New York Times Magazine	491.9	545.2	2,999.7	2,977.6
Philadelphia Inquirer	92.8	109.8	695.3	809.9
§Washington Post Magazine	167.4	150.9	1,126.9	991.2
Washington Star, Home/-Life Magazine	86.8	84.6	546.1	594.1
Total Group	1,746.1	1,896.3	12,169.1	13,047.0

Weeklies, bi-weeklies, semi-monthlies

	Sept. 1980	Sept. 1979	Jan.-Sept. 1980	Jan.-Sept. 1979
§Army Times Military Group:				
Air Force Times	154.7	156.2	1,340.2	1,364.8
Army Times	153.6	155.2	1,335.3	1,338.5
Navy Times	169.1	169.7	1,466.3	1,468.6
The Times Magazine	38.7	36.5	185.2	175.6
The Blood Horse	333.5	321.8	3,326.9	3,038.0
Circus	13.0	21.2	131.7	236.0
Commonweal	7.3	8.3	91.5	61.9
Golf World	48.0	44.0	604.7	532.8
§Grit	27.8	44.8	283.9	353.0
National Review	21.0	45.0	149.0	211.0
New West	79.2	114.1	846.1	928.1
New York Magazine	203.9	230.7	481.6	1,474.2
New Yorker	422.3	355.2	2,670.8	2,499.3
§Newsweek	281.6	260.0	2,183.8	2,303.5
People	296.3	255.5	2,409.0	2,381.9
Rolling Stone	63.5	96.3	654.6	793.7
Sporting News	56.9	77.5	448.0	531.0
§Sports Illustrated	226.8	219.0	1,858.5	1,880.2
§Time	256.2	235.8	1,964.0	2,082.1
§TV Guide	340.9	440.2	2,668.6	2,708.7
▶Us Magazine	52.2	45.0	391.7	444.9
§U.S. News & World Report	169.8	170.6	1,377.1	1,374.1
Total Group	3,416.3	3,502.6	26,868.5	28,181.9

Foreign

	Pages			
	Sept. 1980	Sept. 1979	Jan.-Sept. 1980	Jan.-Sept. 1979
Buenhogar:				
Ecuador	17.0	14.3	85.8	85.3
Chile	3.0	3.5	24.5	8.7
Mexico	84.7	73.3	533.7	525.8
Puerto Rico	21.3	23.3	198.2	175.0
Venezuela	58.2	48.8	353.0	354.0
Colombia	76.2	84.8	466.0	507.7
Peru	26.0	21.3	169.2	131.5
Central America	12.5	18.3	74.7	128.2
U.S.	8.2	13.3	68.0	89.8
Dominican Republic	12.7	19.8	125.5	220.3
Coqueta:				
Mexico	11.0	2.0	72.5	6.0
Puerto Rico	4.0	1.0	30.5	4.0
Venezuela	10.0	4.0	59.5	12.0
Colombia	5.5	3.0	38.5	3.0
Peru	3.0	——	19.0	——
Central America	——	——	0.5	——
Fascinacion:				
Mexico	10.8	11.3	74.7	77.7
Puerto Rico	7.0	——	21.3	9.3
Venezuela	13.7	13.3	57.2	97.7
Colombia	4.7	6.5	64.8	41.3
Central America	——	——	——	0.3
Geomundo:				
Chile	6.0	5.7	46.0	29.3
Mexico	12.2	16.3	124.3	87.3
Ecuador	5.0	6.7	40.0	47.3
Puerto Rico	5.0	8.2	48.5	70.8
Venezuela	15.5	10.7	104.0	97.2
Colombia	11.0	17.7	95.5	127.0
Peru	11.0	9.7	73.0	48.3
Central America	6.0	6.7	49.0	49.7
Hombre De Mundo:				
Dominican Republic	6.0	15.0	42.2	15.0
Mexico	23.7	29.7	172.3	160.0
Chile	8.0	5.0	46.7	22.2
Puerto Rico	12.0	17.5	99.3	149.0
Ecuador	8.2	8.0	43.3	37.7
Venezuela	25.7	19.0	142.3	112.2
Colombia	21.2	25.5	115.3	139.8
Peru	10.0	5.0	47.0	16.2
Central America	10.0	10.0	57.8	49.7
Ideas Para Su Hogar:				
Dominican Republic	3.0	4.0	14.8	4.0
Mexico	16.8	8.2	112.5	68.5
Chile	2.0	——	9.0	——
Puerto Rico	2.5	4.8	22.2	26.0
Ecuador	0.5	——	1.8	3.2
Venezuela	25.8	13.8	138.8	106.5
Colombia	32.0	32.7	182.5	150.7
Peru	10.5	1.0	69.3	11.5
Central America	1.5	——	4.2	5.5
Intimidades:				
Mexico	7.3	5.0	43.3	49.7
Puerto Rico	6.0	7.0	38.0	32.0
Venezuela	13.0	13.0	95.5	92.0
Colombia	5.0	2.0	34.0	6.0
Central America	1.0	——	13.0	3.0
Mecanica Popular:				
Caribbean	42.2	29.8	343.2	269.2
Mexico	28.0	27.8	234.7	156.5
Argentine	9.3	5.7	68.5	33.0
The Ring en Espanol:				
Mexico	2.0	2.2	22.8	13.8
Puerto Rico	2.0	2.0	23.0	23.7
Venezuela	1.0	5.0	12.0	35.2
Colombia	——	——	1.5	4.2
Central America	——	——	——	0.7
U.S.	2.0	3.0	26.0	26.7
Vanidades Continental:				
Dominican Republic	30.0	27.0	204.8	279.2
Mexico	177.7	127.8	982.2	954.2
Chile	24.7	4.5	107.0	36.2
Puerto Rico	70.7	53.0	423.8	416.5
Venezuela	111.7	62.0	621.8	486.0
Colombia	152.8	124.3	681.2	699.2
Peru	58.0	27.0	250.8	185.0
Central America	42.0	28.3	242.3	227.5
Ecuador	26.2	17.2	150.3	140.0
U.S.	52.7	29.5	291.2	270.7
Cosmopolitan Foreign Editions:				
Australia	87.3	78.8	549.7	479.5
Brazil	51.0	40.0	337.0	229.0
France	85.5	61.5	672.0	562.5
Great Britain	141.0	143.0	1,089.0	1,052.0
Greece	45.0	——	205.0	——
Italy	64.8	37.3	441.3	279.5
Japan	39.3	——	101.3	——
Cosmopolitan en Espanol:				
Central America	9.8	5.5	63.5	59.7
Colombia	33.0	30.8	194.8	208.8
Ecuador	4.0	4.7	24.0	23.0
Mexico	67.2	72.0	502.0	473.2
Peru	13.0	——	56.7	——
Puerto Rico	36.3	27.8	279.3	227.8
U.S. (Spanish Language)	13.7	16.7	118.5	144.8
Venezuela	37.0	40.0	245.2	247.7
International Communications:				
African Business	35.8	31.5	273.5	201.8
The Middle East	47.4	67.2	308.4	477.7
New African	27.9	21.5	246.8	290.6
Al-Iktissad Al-Arabi	22.0	16.6	126.3	146.9
International Herald Tribune	**109.7**	**105.5**	**727.3**	**793.4**
International Management:				
Africa	**25.5**	**20.7**	**160.0**	**165.0**
Europe	**47.3**	**46.2**	**327.8**	**333.0**
Latin America	**24.5**	**19.2**	**167.0**	**182.0**
Middle East	**26.7**	**40.2**	**242.0**	**283.0**
Pacific	**23.5**	**18.7**	**146.0**	**157.0**
Johnston International:				
Alam Attijarat	106.7	132.8	666.7	892.8
Modern Africa	37.5	41.8	165.7	200.3
Modern Asia	66.3	66.8	441.7	404.0
Near East Business	31.7	47.7	199.2	273.8
§Newsweek International:				
Atlantic	120.8	129.8	693.2	805.6
Latin America	58.3	42.3	297.7	258.8
Pacific	98.4	109.9	645.3	687.6
††Progreso	24.3	32.2	150.0	153.4
§Reader's Digest:				
Arabic	13.0	18.0	90.5	131.5
*Asian	283.5	320.5	2,083.5	1,927.0
Australian	81.5	87.5	655.5	500.9
Belgian-Flemish	95.0	69.0	677.5	680.4
Belgian-French	85.5	67.0	616.0	656.8
British	75.3	117.8	603.7	711.1
*Chinese	131.0	167.0	1,090.0	1,001.5
Danish	62.5	48.8	361.6	325.4
Dutch	72.8	64.0	481.2	431.6
Finnish	57.0	56.0	414.3	470.6
French	73.5	65.8	582.0	586.9
German	45.5	47.8	605.6	641.7
Iberian	35.5	28.5	326.4	305.6
Indian	118.5	92.0	839.2	718.5
Italian	51.5	53.0	526.0	464.0
Japanese	49.7	50.8	453.8	478.5
Korean	17.5	14.5	165.5	133.5
Latin America:				
Argentine	35.0	72.5	291.0	461.5
Brazil	11.8	14.4	111.6	126.5
Central American	26.0	23.0	162.5	169.0
Chile	20.5	25.5	244.0	186.5
Colombia	68.5	64.5	369.0	430.0
Ecuador	8.5	30.5	101.5	167.0
Mexico	61.1	65.0	393.3	347.6
Peru	8.5	15.0	66.0	72.5
Puerto Rico	9.0	14.0	91.0	116.0
U.P.B.	19.0	28.5	183.0	276.0
U.S. Spanish	22.0	14.5	138.0	133.0
Venezuela	26.5	31.5	200.5	191.5
Portugal	47.8	38.0	357.2	550.3
New Zealand	68.0	66.7	600.7	418.4
Norwegian	45.3	87.3	345.8	421.7
South African	118.0	71.0	656.5	597.0
Swedish	22.0	35.0	197.0	255.2
Swiss-French	30.0	30.0	252.0	253.0
Swiss-German	14.0	16.0	319.0	334.0
Canada-English	102.5	60.4	709.0	677.9
Canada-French	94.3	60.9	609.5	609.7
Total	2,207.1	2,232.2	16,970.4	16,759.8
Time International:				
Time-Asia	**136.7**	**108.4**	**794.3**	**781.4**
Time-Atlantic	**153.8**	**144.8**	**899.7**	**959.2**
Time-Canada	**167.3**	**142.6**	**961.3**	**1,008.7**
Time-Latin America	**110.6**	**81.9**	**607.2**	**570.9**
Time-South Pacific	**191.4**	**158.3**	**1,224.5**	**1,140.9**
****Visao**	——	——	**984.7**	**918.7**
▶§Vision/Latin America	**59.4**	**69.7**	**406.7**	**333.5**
Total Group	**6,234.4**	**5,732.4**	**43,059.3**	**41,719.7**

Advertising Age

50 YEARS 1930-1980

$1 a Copy; $40 a Year • The International Newspaper of Marketing • In Two Sections. Section 1. • October 27, 1980

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Semimoist dog food in a can

Purina tries Maverick

By RICHARD KREISMAN

CHICAGO—Ralston Purina Co., in an unusual move, has introduced Maverick, a new semimoist dog food packaged in a large can, into controlled store tests in Erie and Peoria.

Positioned next to canned dog foods on retail shelves, Maverick is formulated to resemble cooked ground meat. Package copy claims Maverick is a "dog food with a difference . . . actually made with real, cooked ground meat." The company earlier air-tested a commercial for the brand (AA, June 30). The product includes meat by-products and higher-than-average water content levels for a semimoist.

Industry observers speculate that the company has not yet decided whether to position the product as a semimoist or a canned dog food. This speculation derives from a relatively low level of ad support, and from its shelf position.

Media support from MCA Advertising, New York, features two different spots said to be supported at about 100 gross rating points a week. One depicts a bassett hound coming home and declaring he has a "good family and a good meal with cooked ground meat taste." The other shows two women in a kitchen. One asks the other why she is mixing up ground beef for her dog when she can feed it Maverick.

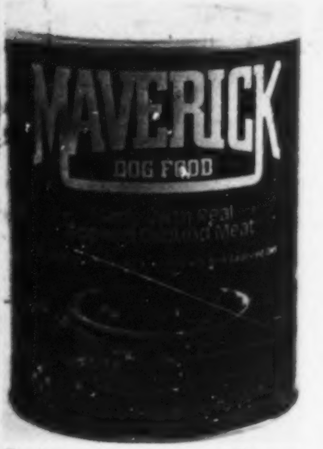
The move into the semimoist category has left the St. Louis company's competitors baffled. The segment, which reached its peak in the early 1970s, has steadily lost market share in the past five years.

- In 1979, semimoist dog food sales hit $325,000,000, representing an unadjusted 1.6% sales increase, according to John C. Maxwell Jr., a Lehman Bros. Kuhn Loeb analyst. In real terms, however, the category—led by General Foods' Gainesburgers and Top Choice—has declined. Much of the shift has

(Continued on Page 124)

Ford at MPA

Former President Gerald Ford, a featured speaker at the Magazine Publishers Assn. meeting in Palm Springs, Cal., shares some views on the upcoming election with Ed Thompson of *Reader's Digest* and David Bunn, an MPA consultant.



Package copy notes: "Convenience of bagged dog food along with many advantages of canned . . . no need to refrigerate."

MPA forecast: Partly sunny

By CHRISTY MARSHALL

PALM SPRINGS, CAL.—Under blue and balmy California skies, magazine publishers predicted mild to sunny weather ahead for the industry in the coming year.

Assembled here for the Magazine Publishers Assn./American Society of Magazine Editors annual meeting, publishers expressed cautious optimism for the fourth quarter and the coming year.

"In a year of economic downturn, the magazine industry has fared far better than most publishers thought it would," said MPA president Kent Rhodes. "The PIB [Publishers Information Bureau] figures for the first three quarters show advertising revenues of over $2 billion, up 11% over 1979—a record. Advertising pages are up 2%, and the magazines continue to come on stream at a good rate.

"As to the immediate economic outlook, it's anyone's guess, but on the whole it would seem magazines expect to sell as many units—copies and pages of advertising—in 1981 as in 1980," Mr. Rhodes added.

- With increased ad rates taking effect for many publishers, ad revenues are generally expected to be considerably greater than in 1980.

"Certainly, in 1981, the industry will take in more money—and spend more—than ever before," Mr. Rhodes continued. "The question, as always, is how much we'll be able to keep in the bottom line."

In terms of units sold—with the exception of one doubting Thomas—publishers expressed optimism ranging from cautious to unbridled. At *New York*, marketing director Steve Walden said the fourth quarter will be up 18%, and publisher Cathy Black estimated the magazine would be up 5% in the first six months of 1981—an admittedly conservative prediction. She declined to make book on the year as a whole.

More MPA news on Page 10.

Jay Burzon, ad director at *Woman's Day*, said the magazine would be even to slightly up for the fourth quarter; but for 1981, Mr. Burzon foresees a "great recovery" starting in the third quarter and going "gangbusters" into the fourth.

From Hearst Corp., magazine division president Gil Maurer said that the fourth quarter for the Hearst Group (a stable of 10 magazines including *Good Housekeeping, Cosmopolitan, Town & Country, Harper's Bazaar* and *House Beautiful*) will be equal or ahead of last year, and ad pages will be up in 1981. Noting that Sears has come back into magazine advertising—"in a more modest fashion"—Mr. Maurer added it was good to see that name on order forms again.

- *Ms.* magazine will be up 7% in the fourth quarter and, according to publisher Pat Carbine, "it would be nice if we could maintain that 7% to 10% increase in 1981."

One magazine publisher who is

(Continued on Page 124)

In-flight movie ads

Airlines trying new tactic to defray costs

By JENNIFER PENDLETON

LOS ANGELES—Eastern Airlines is set to begin the first use of paid advertising during in-flight movies, as the nation's airlines start taking a close look at airborne ads as a way to cut back on escalating costs.

Starting in January, tv commercials for Hertz Corp. will run before the in-flight movie on some Eastern flights. The Miami-based airline also has tentative agreements with American Express Co., Airbus Industrie and Lanier Office Products for similar in-flight ads starting in 1981. Ad rate is $11.75 per minute per movie flight.

Other carriers—like American Airlines and several international airlines—are already using a more subtle approach. American has started using an eight to 10-minute informational film entitled "World on Parade," which contains soft-sell commercial messages from the Chrysler Corp. and New York-based Citibank. Japan Air Lines, SAS, Philippine Airlines and British Airways also are reported using similar soft-sell films.

The pros and cons of ads on airlines will be the key question under consideration at the first meeting of the Airline Entertainment Assn. in Phoenix starting Oct. 27. Participating in the in-flight entertainment industry group meeting are Eisaman, Johns & Laws' president Joe Eisaman and reps from most major airlines. Coca-Cola Co. is among the national advertisers attending the conference.

In an industry hard hit by rising jet fuel costs and air fare price slashing, in-flight entertainment has been a "very unprofitable" part of airline operations, one source said. Industry sources say that the cost of an in-flight film varies from $50,000 to $75,000 per plane—a cost not covered by the usual $2.50 charge for head sets.

But some airlines are hesitant to start using paid ads for fear of passenger resentment, and there also is uncertainty on the extent to which paid ads would actually cut costs.

A spokesman for United Airlines said the subject has been discussed, but "no conclusions have been reached yet on whether it would be right for us."

Both Eastern and American

(Continued on Page 128)

Kopp: Burnett sticks to plan—Page 3

last minute news

WRG loses Citicorp, Schoenfeld accounts

NEW YORK—Citicorp and Wells, Rich, Greene have "mutually agreed" to part. The $10,000,000 account, which includes the New York Banking division, Citibank (N.Y. state), Citibank Trust (London) and Citicorp Homeowners, a mortgage subsidiary, probably will go to Doyle Dane Bernbach, which picked up the Citicorp travelers checks account early this year, or SSC&B, which handles other Citicorp business. *(See related story on Page 128.)* Separately, Schoenfeld Industries, Seattle, split from WRG, Los Angeles, on its $8,000,000-plus Brittania and El Paso jeans account, and is in contract talks with an unidentified Seattle agency.

Northwest Airlines conducting review

MINNEAPOLIS—Northwest Airlines will hear late November or early December pitches from C&W, Grey, K&E, all New York, and incumbent Campbell-Mithun here, for its $10,000,000 domestic business, at C-M for 25 years.

Wendy's $13 million account goes to DFS

DUBLIN, O.—Wendy's International has chosen DFS, New York, for its national advertising account estimated at $13,000,000. The chain also has held initial discussions with Bozell & Jacobs, Clinton E. Frank Inc., Chicago, and Stockton-West-Burkhart, Cincinnati, about setting up a regional agency network.

Maxwell House freeze-dried rolling out

WHITE PLAINS—General Foods is rolling out Maxwell House freeze-dried coffee. It will join stablemate Maxim freeze-dried in competing

(Continued on Page 8)

Southwest founder reassembles team

Muse is flying again

By TOM BAYER

DALLAS—The team that 10 years ago helped create Southwest Airlines and its highly competitive marketing strategy is forming a new Texas-based national short-haul commuter airline, Muse Air Corp., and has assigned the company's $1,500,000-plus ad budget to Keller Crescent Co., becoming that agency's first Southwest client.

M. Lamar Muse, chairman of Muse Air Corp. and former president of Southwest Airlines, filed his certificate authority application with the Civil Aeronautics Board Monday for low-fare, high-frequency service to 24 cities as far south as Brownsville and as far north as Pittsburgh.

Mr. Muse is chief executive officer of the new company while his son, Michael L. Muse, is president, treasurer and chief operating officer. The company is temporarily headquartered in Dallas, but will be basing itself in Houston.

Mr. Muse and his son are already working on their marketing strategy with Ray Trapp, president of Keller Crescent/Southwest, and formerly account supervisor at The Bloom Agency, where he headed the account team that handled Southwest Airlines for the airline's first eight years. (Bloom still handles that account.)

Muse Air Corp. also has selected another veteran of the early Southwest Airlines days, Mantz & Associates, which will develop a coordinated graphics program.

(Continued on Page 123)

NBC phases rollout

By COLBY COATES

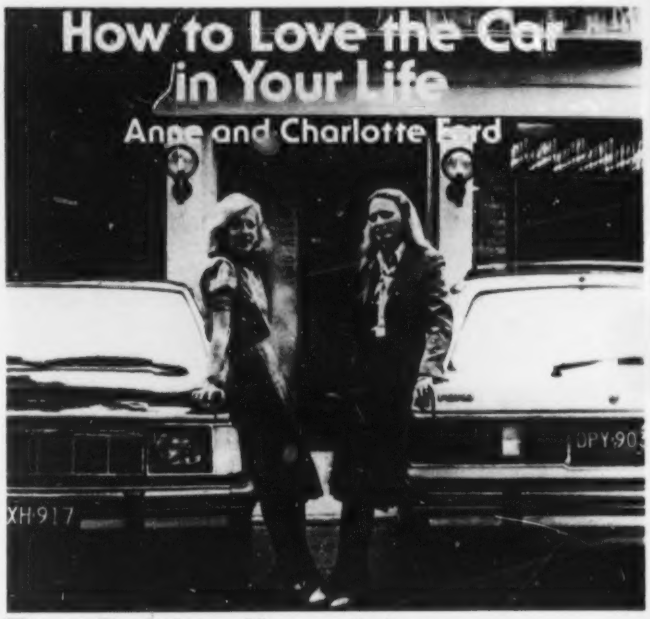
NEW YORK—NBC's multiphased rollout of its new prime time tv schedule, concern about flagrant abuses of the opening prime time or family hour and informal betting on the outcome of the November ratings sweeps were the hot topics in the agency-tv fraternity last week.

In a nutshell, NBC will bring out its half-hour programs in November, air a bevy of new variety and long-form programs from late November through December and then round out the schedule with the addition of seven freshmen and returning programs in January. "Harper Valley," "Sanford" and "Boomer," shows that held down slots in NBC's first prestrike schedule announced months ago, will remain in production and be added to the lineup later when openings become available.

The new programs coming on, above and beyond new entries such as "Hill Street Blues" and "Flamingo Road," include "Gangster Chronicles," "Walking Tall," "Fitz and Bones" (starring the Smothers brothers) and "Number 96," the Australian import spin-off.

▪ Though some agency execs wondered if NBC would encounter problems in getting some of the January programs sampled, others preferred to think that the extended rollout gives NBC added maneuverability. They also pointed out that most of these late

(Continued on Page 128)



Two Fords offer advice

A book by Ann (left) and Charlotte Ford, daughters of Henry Ford II, former chairman of Ford Motor Co., will be sold through Ford and Lincoln-Mercury dealers as part of the company's sales effort to women. The 60-page, softcover book (cover shown here) offers advice to women drivers, traveling tips and motoring etiquette. In cover photo, Ford says its first booklet aimed at women was published in 1912. "The Woman and the Ford" then said women were using cars to "escape from the artificial conditions and worries of the drawing room or kitchen." The new Ford book ($4.95) was published by Mobius Press, Chicago, under Ford sponsorship.

Morale booster

Sale of trouble-plagued 'Denver Post' comes just in time for some employes

DENVER—Applause from the staff of the *Denver Post* as they were told of the paper's agreement to acquisition by the Times Mirror Co. told the story—that the deal was made just in time to keep morale around the *Post* from slipping to a dangerous low.

"It's no secret the *Post* had been having an increasing number of problems, particularly morale, in the past two or three months. They lost some good people," said a Denver native who has been watching the battle between the afternoon *Post* and Scripps-Howard's a.m. *Rocky Mountain News* shift more and more in the latter's favor.

Earlier this year, the *Rocky Mountain News* passed the *Post* for the first time in weekday circulation, with about 271,000 compared with the *Post's* 260,000. Sources said the *News* also may have pulled a bit ahead of the *Post* in ad linage in the last few months whereas the *Post* had been far and away the leader before the Scripps-Howard paper started its move about five years ago.

One problem that staffers said added to waning enthusiasm around the *Post* was the fact the whole town knew the *Post* was for sale. President-publisher Donald R. Seawell had been openly seeking bids for the paper at a price of around $100,000,000. Denver oilman Marvin Davis reportedly offered an $80,000,000 lump sum plus a hefty outlay for new presses and the start of a morning edition in a deal, but he later backed out.

Los Angeles-based Times Mirror reached agreement to buy the *Post* for about $95,000,000—$25,000,000 cash and $70,000,000 over the next 20 years. Phillip Williams, TM vp-newspapers and tv, said it was too early to say whether the *Post* will be pitted head to head with the morning competitor. But it was noted that the *Post* already has moved in that direction, switching to a.m. publication on Saturdays two years ago. The *Post* leads the *Rocky Mountain News* by a substantial margin Sundays—351,149 circulation to 293,004.

Mr. Williams said the fact that Denver appears headed into a major growth period because of surrounding energy resources "wasn't the overriding reason" TM decided to make the acquisition. "Denver has lots of things going for it already. We see it as similar to our other markets like Dallas."

When final, the purchase will put a fifth daily into the Times Mirror's newspaper stable. It owns the *Los Angeles Times*, *Newsday*, the *Dallas Times-Herald* and the *Hartford Courant*. All are on a continual upgrading program and nobody expects TM to remain idle with the *Post*.

There was concern expressed about possible upcoming union contract problems, but the *Post's* competitive situation was seen by some sources as not so gloomy as has been painted elsewhere.

(Continued on Page 123)

highlights

Monday, October 27, 1980

Tv network critics Westinghouse Broadcasting and the Motion Picture Assn. of America see their complaints to the Federal Communications Commission swamped by a staff report's call for less regulation of network affairs. *See Page 6*.

Continental Baking aims to avoid further confrontations with governmental agencies in dropping ads for Wonder bread. *See Page 12*.

J. R. Ewing's Private Stock boomed last week as Pearl Brewing Co. got orders for 500,000 cases of the new beer in its first two days. *See Page 14*.

Texas Instruments has taken abuse long enough because of a lack of marketing savvy—that's why it decided to take a new stand via McCann-Erickson Worldwide. *See Page 24*.

Ford's first repair information advertising, ordered by the Federal Trade Commission, will run early next year. *See Page 2[illegible]*.

Rubinstein management confirms several moves that are expected to help get the company back on its feet. *See Page 36*.

TV syndicators—holding sales of hot new off-network series until next spring—think "new generation" dramas will sizzle. *See Page 54*.

Advertising for domestic cars has to take a turn for the better after 1980's "valley of despair." *See Page 56*.

United Airlines will start service from Chicago to Phoenix and Tucson in mid-December. Competitors American and Trans World Airlines expect a showdown over the profitable routes. *See Page 58*.

Earle C. Williams looks at area development advertising and how one advertiser, the Fairfax County, Va., Economic Development Authority, set up a program to measure its success at area development advertising. *See Page 69*.

Some promotions have impact, some don't. Ed Meyer looks at ways to put teeth into lackluster promos. *See Page 74*.

Dow Jones believes its beleaguered *Book Digest* will be in the black by 1983 *See Page 76*.

An "emergency assignment" played a key part in N W Ayer's winning the creative portion of Deere & Co.'s worldwide account. *See Page 78*.

The newly launched Mini Metro may be the last hope for Britain's troubled, state-owned auto maker, BL Ltd. *See Page 80*.

Multinational advertisers can save a pile of promotion dollars if their campaigns roll out concurrently in the U.S. and Canada, one adman says. *See Page 82*.

National Football League Players Assn. can serve as a central source for companies that want players for advertising, appearances and licensed merchandise. *See Page 94*.

Gillette Co. will reintroduce its Daisy disposable razor for women, with a new price, design and packaging. *See Page 119*.

The *Wall Street Journal* is considering sending its new magazine, currently in the planning stages, to its 1,525,000 subscribers. *See Page 126*.

Playboy Enterprises didn't expect any damage in the wake of a citizen-sponsored media protest against *Playboy* and its "sex exploitation" philosophy. *See Page 130*.

Section 2

Top media execs forecast the year ahead for media; AA looks inside a major agency's media department; who owns the media? These stories and more are explored in this week's Section 2/-Media Outlook, beginning opposite Page 68.

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COST OF CIGARET ADVERTISING—1979-1973 49

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'Times' in U.K. may shut down

By EUGENE BACOT

LONDON—The British advertising community began preparing for the possible demise of *The Times* and *The Sunday Times* of London following the announcement last week by Thomson British Holdings Ltd., the owners, that the long fight to keep the two newspapers afloat was over. Lord Thomson, citing years of labor problems, put the papers up for sale by March to the highest bidder. If no buyers are found, the papers will close.

Advertisers are taking the announcement of *The Times'* closures calmly. "We have already had a dummy run of this when both papers shut down in 1978," said Chris Horsley, Ted Bates' London media director. Some admen are even finding a source of ironic delight in *The Times'* long running poster campaign, which depicts great historical disasters from the assassination of Julius Caesar to the Charge of the Light Brigade. The copy line which runs

(Continued on Page 128)

Top 20 cigaret brands hiked ads 15.8% in '79

By SAM HARPER

NEW YORK—The nation's six eading cigaret marketers last year nvested $554,335,600 to advertise he 20 best-selling brands on the U.S. market. The combined 1979 xpenditure total was 15.8% above he companies' $478,332,300 outlay n 1978.

The top 20 brands accounted for 91.3% (558.84 billion units) of the 612.04 billion cigarets sold in the U.S. last year, according to sales data compiled by John C. Maxwell Jr. of Lehman Bros. Kuhn Loeb Research.

The growth of the low-tar market and the proliferation of low-tar brands continued to dominate the marketing focus of leading cigaret manufacturers. Most of the industry's top marketers either introduced new low-tar products or positioned existing brands against competitive low-tar smokes in 1979.

The low-tar segment which now accounts for more than half of the brands in the U.S. market, includes all cigarets under 15mgs tar. The ultralow-tar segment which industry analysts estimate will peak at about 6% of the total market, includes all cigarets with 5mgs tar and under.

Philip Morris' Merit and RJR's Vantage brands continued to dominate the low-tar market. Merit scored a coup in 1979 by edging Vantage out of its position as the nation's leading low-tar brand. PM's determination to make Merit the nation's best-selling low-tar smoke is illustrated by the Merit ad budget, which was 1979's second largest. The October, 1979, national rollout of Vantage Ultra Lights made the RJR brand the fifth most heavily advertised brand.

American Brands' ultralow-tar Carlton cigarets continued to soar in 1979, jumping almost 50% in to-

(Continued on Page 50)

Costs of cigaret advertising: 1979-1973

Per carton and per million cigarets sold

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The top 20 cigaret brands based on 1979 sales, related to the amount invested for each brand in general magazines, newspapers (including Sunday sections), network tv, spot tv, network radio, spot radio and outdoor. The figures are not offered as complete records of expenditures; tobacco companies spend large sums for point of purchase materials and in other nonmeasured media. Sales figures for this study were taken from the 1979 Maxwell Report. Advertising expenditures were compiled from figures supplied by Broadcast Advertisers Reports; Institute of Outdoor Advertising; Leading National Advertisers; Radio Advertising Bureau; Radio Expenditure Reports, and Television Bureau of Advertising. Newspaper expenditures for the years 1975-79 were supplied by sources in the tobacco industry; newspaper totals for the years previous to 1975 were compiled from figures supplied by the Newspaper Advertising Bureau (compiled by Media Records).

	1979	1978	1977	1976	1975	1974	1973
Marlboro (Philip Morris)[1,2,3,4]							
Sales (billions)	103.85	101.25	96.9	94.2	91.3	86.1	78.8
Ad Investment	$47,870,000	$43,681,500	$41,690,000	$31,558,100	$22,093,000	$25,622,046	$20,968,982
Ad cost per million	$461.00	$431.42	$430.23	$335.01	$241.98	$297.44	$266.03
Ad cost per carton	9.2¢	8.6¢	8.6¢	6.7¢	4.8¢	5.9¢	5.3¢
Winston (Reynolds)[1,2,3,4]							
Sales (billions)	81.9	84.7	88.1	90.1	91.5	90.1	87.9
Ad Investment	$58,229,000	$41,912,000	$44,290,900	$30,646,800	$31,733,000	$32,874,523	$22,131,689
Ad cost per million	$711.00	$494.82	$502.62	$340.14	$346.80	$364.54	$251.78
Ad cost per carton	14.2¢	9.8¢	10¢	6.8¢	6.9¢	7.3¢	5¢
Kool (Brown & Williamson)[2,3,5]							
Sales (billions)	56.5	59.0	59.3	60.7	61.8	60.8	56.1
Ad Investment	$29,030,000	$37,313,900	$28,857,200	$23,064,400	$20,064,100	$17,093,560	$15,915,007
Ad cost per million	$513.80	$632.43	$486.38	$379.94	$324.18	$281.05	$283.64
Ad cost per carton	10.3¢	12.6¢	9.7¢	7.5¢	6.4¢	5.6¢	5.7¢
Salem (Reynolds)[2,4]							
Sales (billions)	54.02	54.4	53.7	52.6	50.5	50.8	49.0
Ad Investment	$48,195,000	$43,948,900	$33,919,500	$24,749,700	$23,778,500	$21,704,195	$20,114,633
Ad cost per million	$892.59	$807.88	$631.64	$470.52	$470.86	$426.82	$410.50
Ad cost per carton	17.8¢	16.1¢	12.6¢	9.4¢	9.4¢	8.5¢	8.2¢
Pall Mall (American Tobacco)[1,4,5]							
Sales (billions)	34.35	37.3	40.2	43.2	49.9	51.6	52.5
Ad Investment	$8,287,200	$9,542,200	$10,668,600	$12,411,500	$10,379,700	$9,551,971	$6,224,501
Ad cost per million	$241.28	$255.82	$264.79	$265.20	$208.01	$185.04	$118.61
Ad cost per carton	4.8¢	5.1¢	5.2¢	5.3¢	4.1¢	3.7¢	2.4¢
Benson & Hedges (Philip Morris)[1,2,4]							
Sales (billions)	27.9	27.6	26.1	26.2	26.2	25.2	20.8
Ad Investment	$26,775,000	$29,993,800	$27,990,600	$14,110,700	$14,804,600	$18,336,538	$16,127,011
Ad cost per million	$959.67	$1,086.73	$1,069.97	$538.57	$565.06	$727.64	$776.08
Ad cost per carton	19.2¢	21.7¢	21.3¢	10.7¢	11.3¢	14.5¢	15.5¢
Camel (Reynolds)[1,5]							
Sales (billions)	26.2	26.4	24.3	26.0	27.4	28.9	29.9
Ad Investment	$40,680,000	$36,008,600	$6,601,000	$6,643,000	$9,946,500	$11,208,661	$6,667,037
Ad cost per million	$1,553.43	$1,363.96	$270.64	$255.50	$363.01	$386.77	$222.97
Ad cost per carton	31¢	27.2¢	5.4¢	5.1¢	7.2¢	7.7¢	4.5¢
Merit (Philip Morris)[1,2,3,4]							
Sales (billions)	22.7	16.9	14.2	8.5	—	—	—
Ad Investment	$48,570,000	$44,149,000	$42,698,600	$44,597,000	—	—	—
Ad cost per million	$2,139.64	$2,612.36	$2,990.09	$5,246.70	—	—	—
Ad cost per carton	42.8¢	52.2¢	59.8¢	$1.05	—	—	—
Vantage (Reynolds)[1,2,3,4]							
Sales (billions)	20.75	18.5	17.3	14.3	12.2	9.6	7.3
Ad Investment	$46,173,000	$30,786,300	$34,887,300	$20,069,700	$15,480,100	$10,121,232	$8,128,622
Ad cost per million	$2,225.06	$1,664.12	$2,010.79	$1,403.47	$1,268.86	$1,055.39	$1,113.50
Ad cost per carton	44.5¢	33.2¢	40.2¢	28¢	25.3¢	21.1¢	22.3¢
Kent (P. Lorillard)[1,3,4]							
Sales (billions)	19.15	15.9	30.1	27.8	26.9	29.0	29.9
Ad Investment	$39,260,000	$12,726,400	$29,114,800	$22,724,000	$16,678,900	$15,056,823	$15,629,561
Ad cost per million	$2,050.13	$795.40	$967.26	$817.41	$620.03	$517.59	$522.38
Ad cost per carton	41¢	15.9¢	19.3¢	16.3¢	12.4¢	10.3¢	10.4¢
Carlton (American Brands)[1,2,3,4]							
Sales (billions)	15.06	10.1	7.9	7.3	5.0	2.9	2.4
Ad Investment	$33,450,000	$23,847,100	$22,477,100	$21,433,700	$10,161,600	$3,647,000	$2,088,000
Ad cost per million	$2,221.15	$2,361.15	$2,834.43	$2,936.12	$2,032.20	$1,257.58	$1,098.94
Ad cost per carton	44.4¢	47.2¢	56.6¢	58.7¢	40.6¢	25.1¢	21.9¢
'Golden Lights (P. Lorillard)[1,2,3,4]							
Sales (billions)	13.2	14.7	—	—	—	—	—
Ad Investment	$27,636,200	$26,101,200	—	—	—	—	—
Ad cost per million	$2,093.63	$1,775.59	—	—	—	—	—
Ad cost per carton	42¢	35.5¢	—	—	—	—	—
Tareyton (American Tobacco)[1,2,3,5]							
Sales (billions)	12.5	13.4	14.9	16.5	18.2	18.9	19.3
Ad Investment	$11,508,000	$14,477,900	$14,749,700	$7,263,500	$8,902,900	$10,914,698	$5,155,306
Ad cost per million	$920.64	$1,080.44	$985.28	$440.21	$489.17	$575.97	$266.70
Ad cost per carton	18.4¢	21.6¢	19.7¢	8.8¢	9.7¢	11.5¢	5.3¢

(Continued on Page 50)

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Costs of cigaret advertising: 1979-1973

Per carton and per million cigarets sold

(Continued from Page 49)

	1979	1978	1977	1976	1975	1974	1973
Viceroy (Brown & Williamson)[1,3]							
Sales (billions)	11.75	11.9	12.8	14.2	15.9	17.5	18.5
Ad Investment	$17,885,000	$10,313,400	$9,117,700	$5,622,000	$10,012,400	$13,119,464	$9,166,193
Ad cost per million	$1,515.67	$866.67	$708.99	$395.91	$629.71	$750.11	$495.74
Ad cost per carton	30.3¢	17.3¢	14.1¢	7.9¢	12.5¢	15¢	9.9¢
True (P. Lorillard)[1,2,3,4]							
Sales (billions)	11.65	11.5	10.8	8.9	9.3	8.9	8.8
Ad Investment	$30,367,000	$16,086,000	$10,675,300	$12,140,800	$7,322,800	$8,249,496	$6,965,228
Ad cost per million	$2,606.60	$1,392.72	$980.28	$1,364.13	$787.39	$922.76	$787.11
Ad cost per carton	52.1¢	27.8¢	19.6¢	27.2¢	15.7¢	18.4¢	15.7¢
Raleigh (Brown & Williamson)[1,3,5]							
Sales (billions)	11.35	12.4	12.4	12.9	14.1	15.4	16.4
Ad Investment	$5,300,000	$11,901,000	$9,332,100	$6,065,300	$5,601,500	$10,166,600	$7,695,799
Ad cost per million	$464.91	$959.75	$748.96	$470.17	$397.26	$660.16	$470.40
Ad cost per carton	9.2¢	19.2¢	14.9¢	9.4¢	7.9¢	13.2¢	9.4¢
Virginia Slims (Philip Morris)[3,4]							
Sales (billions)	10.75	9.7	9.5	9.0	8.7	8.1	7.2
Ad Investment	$13,100,600	$10,189,200	$8,508,500	$7,264,300	$6,482,300	$7,633,103	$6,865,204
Ad cost per million	$1,212.96	$1,050.43	$893.38	$807.14	$745.09	$936.58	$950.85
Ad cost per carton	24.2¢	21.0¢	17.8¢	16.1¢	14.9¢	18.7¢	19¢
•Newport (P. Lorillard)[2,4]							
Sales (billions)	9.85	8.6	7.3	6.2	5.8	5.2	4.6
Ad Investment	$10,064,000	$10,224,300	$6,530,800	$5,452,200	$5,980,600	$5,119,900	$3,625,500
Ad cost per million	$1,016.56	$1,188.87	$894.63	$879.38	$1,031.13	$984.59	$788.15
Ad cost per carton	20.3¢	23.7¢	17.8¢	17.5¢	20.6¢	19.6¢	15.7¢
Parliament							
Sales (billions)	7.71	8.3	8.4	8.9	9.69	9.9	9.7
Ad Investment	$4,058,000	$5,495,200	$10,555,700	$4,189,000	$4,484,400	$6,496,177	$5,455,876
Ad cost per million	$526.58	$626.50	$1,250.67	$470.67	$467.64	$654.20	$563.28
Ad cost per carton	10.5¢	12.5¢	25¢	9.4¢	9.3¢	13¢	11.2¢
L&M (Liggett & Myers)[1,3,4]							
Sales (billions)	7.70	8.7	9.2	9.7	11.1	12.2	13.2
Ad Investment	$7,887,600	$13,382,600	$9,750,700	$7,544,800	$8,620,200	$7,698,953	$4,537,870
Ad cost per million	$1,025.97	$1,529.44	$1,059.85	$777.81	$776.59	$631.06	$345.09
Ad cost per carton	20.5¢	30.6¢	21.1¢	15.4¢	15.5¢	12.6¢	6.9¢

[1]Plain standard filter; [2]menthol filter; [3]plain 100mm filter; [4]menthol 100mm filter; [5]nonfilter; #revised; •does not include newspaper advertising investments; [6]marketed as Kent Golden Lights until 1978.

Cigarets

(Continued from Page 49)

tal unit sales. The 18-year-old brand jumped from 19th in 1977 to 11th in 1979 among the top 20 brands. Philip Morris' Cambridge cigaret, the recent introduction of Brown & Williamson Tobacco Co.'s Barclay brand and increased advertising expenditures by RJR for its Now brand currently are cutting into Carlton's growth rate in that segment.

Last year saw the beginning of what this year became a major marketing battle between Cambridge, Carlton and Now.

Now's market share jumped to 0.8% this year from below 0.5% last year. Cambridge has yet to make a significant impact on the market, posting a 0.3% to 0.4% market share, according to sources. Meanwhile, industry analysts are waiting to see how new Barclay fares in the competitive segment.

Though it has three entries in the ultralow-tar segment, Loews Corp.'s Lorillard division has remained out of the heated "lowest" battle. Its Kent III (3mgs tar), Triumph (3mgs) and True (5mgs) brands all have been positioned as products with taste and low tar.

At an advertising cost per carton of 52.1 cents, True was the least efficient brand among the top 20. Its $30,367,000 1979 ad budget was up 47% from a 1978 budget of $16,086,000.

In the menthol market, RJR and Lorillard last year tested Brookwood and Aspen, respectively. Both low-tar units failed and were discontinued. B&W also discontinued Arctic Lights this year.

Lorillard in 1980 has been quiet on the new product front. However, sources indicate that the company is working on an ultralow-tar product code-named EF II, which may mean extra flavor at 2mgs tar.

Despite having the largest advertising budget among the top 20 brands last year, RJR's Winston continued to decline in unit sales in 1979. Unit sales dropped from 84.7 billion units in 1978 to 81.9 billion units last year. Its 1979 ad budget of $58,229,000 was up from $41,912,000 in 1978.

PM's Marlboro brand, Winston's closest U.S. rival and the best-selling cigaret in the world, continued to grow. In 1979, Marlboro posted a 2.5% increase in unit sales, jumping from 101.25 billion units in '78 to 103.85 billion units. Marlboro's advertising budget rose 9.5% to $47,870,000 in 1979.

Reynolds' market share in 1979 continued to dwindle, but it remained the world's largest cigaret manufacturer with a 32.6% market share in 1979.

PM's Parliament returned to the top 20 after a year off the list. Parliament's ascent is due to the poor showing of L&M, B&W's Belair and American Brands' Lucky Strike, all of which slipped more significantly than Parliament.

American Brands' Pall Mall was the most efficient brand for the third consecutive year at 4.[illegible] cents advertising cost per carton. #

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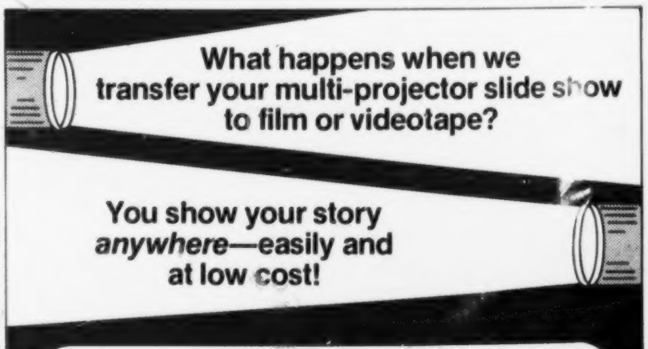
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BIG, SPRAWLING AND POWERFUL

Concentration of media ownership: To some it's a plus, to others it's a danger.

BY B. G. YOVOVICH

CHICAGO—There may be disagreement on how the concentration of ownership will affect the public and the advertising communities, but there is no argument that the concentration has risen sharply in the last decade, with the top 15 or so major media corporations garnering a rapidly growing portion.

Consider the following:

- The Gannett Co. owned 27 newspapers when it became a publicly held corporation in 1967. Today it owns more than 83 dailies as well as seven television stations and 12 radio stations (with an agreement to buy a 13th). In 1979 alone, the company jumped 63 places on the Fortune 500 revenues listing.
- The Times Mirror Corp. owned four dailies in 1970, added three more to its holdings (including *Newsday* and the *Hartford Courant*) and purchased *Golf, Ski* and *Sporting News* magazines. It is in the process of acquiring five television stations to give it a total of seven—the maximum allowed by the Federal Communications Commission.
- Knight Newspapers acquired the Ridder chain of papers (to become Knight-Ridder) and now owns 34 dailies with a total daily circulation of 3,700,000 and Sunday of 4,500,000. It added four television stations to its holdings when it purchased Poole Broadcasting in 1978.
- Capital Cities Communication, owner of virtually no newspapers in 1970, now owns six with a total daily circulation of 1,000,000 and 1,400,000 on Sundays. It also claims ownership of *Women's Wear Daily*, the Fairchild Publications group and its specialized newspapers and magazines, as well as broadcast holdings that include six television stations, seven am stations and six fm stations.
- While legal inhibitions kept ABC and CBS from purchasing newspapers, the two networks were busy with acquisitions during the 1970s. CBS, for example, put together a group of 10 consumer publications, including the recent purchase of *Family Weekly*, a Sunday supplement appearing in more than 350 suburban papers with a total circulation of more than 12,000,000. Meanwhile, ABC acquired *Los Angeles* magazine in 1977, the magazines of Hitchcock Publishing in 1978 and Chilton Co.'s publications in 1979 to broaden its print holdings.

If preliminary indications are correct, look for the major media conglomerates to expand into the emerging outlets of cable, data transmission and videodiscs. Times-Mirror, Capital Cities, Newhouse, the New York Times Co. and Time Inc. all have put together significant cable system holdings in the last year or two. Hearst, the Washington Post Co., Gannett and Knight-Ridder have either formed cable divisions or are very actively considering acquisitions of cable networks.

Even the three television networks, while prohibited from owning cable hardware, are preparing to establish separate divisions to supply "software" programing for cable and videodiscs.

According to some observers, the emergence of the media conglomerates is desirable—perhaps even necessary—for the development of new media, such as cable, that have voracious appetites for capital.

"The large corporations have the resources to support the cable operations so the new media can develop and not operate on a shoestring," says Michael Drexler, senior vp and executive director of media and programing at Doyle Dane Bernbach. "There is always a danger when conglomerates control [a large part of the media], but we're really talking about a pretty competitive environment."

Top 12 media conglomerates (by revenues)

Company	Dailies	Magazines	Tv	Am	Fm	Cable subscribers	Other	Ad-related revenues in millions
ABC Inc.	—	125	5	6	7	—	207 tv affiliates, 1,729 radio affiliates	$1,984
CBS Inc.	—	10	5	7	7	—	Formed cable division, 200 tv affiliates, 387 radio affiliates	$1,981
RCA Corp.	—	—	5	4	4	—	213 tv affiliates, 292 radio affiliates	$1,377
Newhouse Newspapers	29	17	—	2	3	320,000	—	$1,200†
Gannett Co.	81	12	7	6	7	—	22 nondaily papers	$1,049
Hearst Corp.	13	20	4*	4	3	—	Formed cable division for programing and networks	$1,000†
Times Mirror Co.	7	8	7	—	—	550,000	16 foreign publications, 7 licensed foreign publications	$980
Times Inc.	1	7	1	—	—	1,200,000	HBO-5,000,000 subscribers, 30 nondailies	$979
Tribune Co.	8	3	3	4	2	37,000	Shopper and nondaily circulation over 750,000	$964
Knight-Ridder Newspapers	34	—	5*	—	—	—	12 nondailies	$943
New York Times Co.	10	5	3	1	1	55,000	6 weeklies	$601
Washington Post	3	2	4	—	—	—	—	$593

* One station still subject to FCC approval

† Privately held corporation—AD AGE estimate

"The capital intensive nature of cable may cause a relatively high concentration of ownership," concedes Harvard researcher Benjamin Compaine, author of the comprehensive monograph, "Who Owns the Media?"

"But I'm not too concerned about it. The concentration will not be that great, and even in the small cities advertisers and the public will actually have more media options than are now available," he said.

Another school of thought, however, claims the concentration is already hurting the public and the advertising community and will become an even more serious problem in the future.

"The increased concentration in ownership means there is greater resistance to the invisible hand of competition," says University of California professor Ben Bagdikian. "Television, newspapers and cable, for example, should be competing industries. They should be working against one another, fighting for the same advertising dollar and applying different types of pressures to the government. But, with the big newspapers owning broadcasting and cable properties, that kind of combat does not occur."

Other industry observers expressed fear that the concentration of ownership will stifle diversity of editorial opinion as the newly formed conglomerates mature and exert tighter controls over its properties.

Not surprisingly, a number of governmental units—including the FCC, the Federal Trade Commission and several congressional committees—are looking into concentration of ownership issues.

"The [federal] concern is beginning to heat up because cable is getting warmer," explains Chris Sperling of the FCC. "There are five or six warm spots, but the concern hasn't been sharply focused yet."

The growth of the media corporations during the 1970s is due to several economic forces. The large newspaper and newspaper chain activities, for example, were triggered when papers began to reap the benefits of cost-cutting computerized typesetting and other technological advances introduced during the 1960s and early 1970s.

As the papers became more profitable and enjoyed improved cash flows, new ways were sought to turn this bounty into further corporate growth. The acquisitions began when it became apparent that purchasing other newspapers was a safer and more promising strategy than one calling for an increase in the circulation of papers they already held.

Also, the larger papers and chains were in a better position financially to introduce the more efficient technology into new acquisitions. As a result, the corporations made the papers more profitable than they had been under owners with limited resources.

At the same time that smaller papers became more attractive acquisition prospects, the tax structure encouraged the sale of many of the smaller, family owned newspapers and local chains.

As a result, the surge of acquisitions in the 1970s pushed the daily circulation of the top 20 publishing groups to more than 30,000,000, representing more than half the total weekday circulation and an even greater percentage of Sunday circulation of all daily newspapers in the U.S.

- Figures compiled by *Editor & Publisher* also show that the 167 group newspaper owners in 1978 accounted for 1,095 of the 1,764 dailies in the U.S. and 72.2% of the total daily circulation.

By comparison, 157 groups owned 879 dailies with 63% of the daily circulation in 1970, and 20 groups owned about 150 of the 2,000 dailies published in 1920, accounting for about 40% of the total daily circulation.

During the '70s, the most attractive candidates for acquisition were papers in the middle size markets with no newspaper competition and in fast-growing communities. As these publications were bought up, the chains went after papers in smaller towns—some even pursued shoppers.

As the supply of prime newspaper properties diminished, most of

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St. Louis advertiser

(Continued from Page S-25)

come. One reason is the belief that the competition between banks and savings & loan institutions will heat up next year as new regulations allow s&ls to offer check-type services and regulated interest rate differentials between banks and s&ls continue to be phased out.

"Looking down the road, competition will be stiffer because the two types of financial institutions will be competing with each other more directly," Mr. Webber said.

Banking has always been a heavily regulated industry, and for years the rules didn't change much. Now they're changing fast enough to give many bankers a case of future shock. "And with less stability in the prime rate, the whole industry is churning, all of which will make it even more important to be advertising," said Mr. Webber.

- Although nearly 90% of First National's business is commercial, an almost equal number of marketing dollars are spent on retail and nonretail. The feeling in commercial banking circles has been that general advertising doesn't matter much, that it's really the calling officer who makes the greatest impression, said Ms. Pritchard, the bank's ad rep.

That, however, may be changing, she added, because commercial bankers are beginning to appreciate what a good ad program can do.

> *The bank is now advertising buckles depicting scenes of Missouri heritage.*

- For example, First National's Energy Group, which specializes in financing for oil and energy companies, was promoted in several trade magazines in recent months with an ad headlined, "We talk crude."

"It was a good line and it generated so much comment that the commercial people funded an extended media schedule," said Ms. Pritchard. "I would expect to see additional money going to advertising the commercial side in the future."

Another element of the bank's marketing strategy consists of premiums, which were introduced—reluctantly—a few years ago. They'll probably continue to be used in the future, said Ms. Pritchard, unless they are prohibited, a move under consideration by a regulatory agency.

"It's an extra people look for," she said. "We almost have to offer premiums because customers can get them elsewhere."

First National has given away calculators, $5 bills, cameras, even big-ticket items such as grandfather clocks.

Not all the premiums have been overwhelmingly successful, but the current one seems to be extremely popular. The bank is now advertising handcrafted commemorative brass belt buckles with five designs depicting scenes of Missouri heritage.

Tv is being used for this promotion, said Ms. Pritchard, only because the belt buckles couldn't be as effectively showcased any other way.

The main office of First National Bank is not near residential areas, so one of its marketing challenges is to get the people who work downtown to come into the bank, said Mr. Webber, and premiums are one way to get them in the door.

Often people who bank elsewhere come in and buy a certificate of deposit just to get a premium. To Ms. Pritchard, "That's just fine with us." #

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grocery bags would go in the rear. Chevy followed that intro up with a Nationwide Chevy Celebration of special option packages for the rest of the line.

Oldsmobile continued the name Omega on its X-body which became "The Oldsmobile of small cars." Olds faced a problem. Its dealers and customers never really took to the old Omega. So the new campaign was designed to wrap the "Oldsmobile heritage" around the new car. Again, Olds needn't have worried. Buyers were snapping up every Omega they could. The only problem Olds and other GM divisions had was that the buyers were those who formerly bought the big cars. Only an estimated 10% of the buyers were import car converts.

Pontiac also had image problems. It was carrying over the Phoenix nameplate but its brand awareness was low. "We have to educate people all over again," a Pontiac ad exec said. The gas problems made the public fast learners.

Buick was careful to bring down styling cues from its larger models to the Skylark. True to its upscale position, Buick featured the four-door Skylark Limited, the top of the line, with the expectation it would be the top-seller as well. It was. Buick also talked a lot about traction with fwd.

By early summer, GM's big cars were spinning their sales wheels. Car marketers started playing mpg bingo again—numbers and comparisons started to dominate advertising.

Chevrolet, Oldsmobile and Cadillac even started naming the opposition in comparison mpg ads. Only the imports were singled out, however. Chevrolet also bolstered intermediate models like Malibu and Monte Carlo. Olds just listed the number under the headline, "Want more miles per tankful? These imports aren't the answer." Cadillac was billed as "The long-distance runner." Buick chipped in with "At Buick, the full-size car is alive and doing very well."

The full-size cars were also the only heavily revised models going into model 1980. Streamlining, weight reduction and other tricks boosted mpg a bit on the biggies. GM wasn't worried about being the target of an auto workers' strike—rightfully so, it turned out. The contract was signed without major incident.

Chevrolet touted its full-size Impala-Caprice with "We made it right for the '80s." The idea wasn't so much to lure new buyers to the Chevrolets but to reassure repeat prospects that it was okay to buy big, an adman said. Citation, the success story, became "A whole new kind of compact car" without visible change. Its spring introduction was as a 1980 model. Camaro, the sporty one, became "The Hugger," and Malibu emphasized product features.

Buick scrapped slogans, themes, ideas of "halo" cars and a reliance on tv specials. The main thrust was fuel economy. A four-page magazine spread said modestly, "Buick proudly announces some very fine cars and very good thinking."

Gone were ideas like "Life is to enjoy" and "A little science, a little magic." The Buick Hawk symbol remained. Again, the big push was on the big LeSabre and Electra. Actor Glenn Ford disappeared as spokesman as Buick concentrated on "real people in real life situations." Buick used one magazine page just to list all of its engines. The subcompact Skyhawk was "a lot of fun and a lot of function." But it vanished after the intro splash along with the Oldsmobile Starfire. GM diverted production of those two cars to the Pontiac Sunbird and Chevy Monza.

Oldsmobile keyed its message to "traditional" values with the intermediate Cutlass again the wheelhorse. "Our American family car is in great shape," the ads read.

Pontiac climbed on the mpg bandwagon first among GM divisions and it continued with that message. "More Pontiac excitement to the gallon" was the pitch and the new full-size Bonneville ad comment was a simple, "It'll go far." Strategy remained "punching through the clutter" with a heavy October splash. Sunbird hit mpg with "Over 440 miles of fun on a fill-up."

■ Cadillac aimed its appeal at "facts not elegance." Like Chevrolet, it wanted to justify Cadillac ownership. A diesel became standard for the first time in a U.S. car. It went into the fwd Seville. Cadillac was a "An American standard for the world" as it went against high-price foreign competition and Seville was "A new American standard for the world."

GMC Truck & Coach went after the hard-core truck buyer—not those who bought them for personal use. The preceding year's emphasis on image via prime time tv was shelved for more radio and print. The comedy team of Bob and Ray did commercials for diesel engines with lines about "diesel phones and diesel toothbrushes."

The first 10-day sales report of model '80 told the story. Sales of domestic cars fell more than 6%. GM stuck by the big cars and Cadillac actually set a sales record. A month later, GM had launched dealer incentives—indirect rebates—to move 1979 models so dealers could sell the new ones. It was "GM's sales to end all sales."

December brought some marketing soul-searching. Buick and Olds advanced some programs for year-end to the whole month. Chevrolet bowed out of National Basketball Assn. telecasts on CBS. Isuzu Motors of Japan which had supplied Buick with Opels started thinking about selling its cars in the U.S. itself. Buick dropped the Opel back in June. Cadillac planned a new campaign with more hard sell like "In our 78-year history there has never been a Cadillac more right for the time."

■ In the midst of all this, a book was published giving an insider's view of GM. By ex-GM official John Z. DeLorean, "On a Clear Day You Can See General Motors" said Chevrolet wasn't the agency plum it was painted. That brought a sharp denial from GM ad agency Campbell-Ewald.

By January, Chevrolet started hitting its small cars hard. Pontiac broke a new mpg campaign—"Pontiac takes on the imports." Pontiac said it really wasn't after the import buyers but simply was trying to show present Pontiac owners that they didn't have to switch to imports. Price comparisons were cranked into the ads as well. "Chevy's got it. Come and get it" spotlighted its small Chevette and Monza with Camaro thrown in. Only Chevette was showing a sales gain from the year before.

GM went to rebates in February for the first time since 1974-75. The "Treasure Hunt" offered $500 directly to consumers who bought 1979 big Chevrolets, Pontiacs, Oldsmobiles or Buicks. It was aimed at a big backlog of Chevrolets. The Buick, Oldsmobile, Pontiac divisions didn't back the corporate effort but Chevy jumped in with heavy network tv and radio.

A month later GM was pushing V-6 engines and the cars that were in the most demand. Buick and Oldsmobile jumped in with special spring promotions on option packages.

Chevrolet followed up with an expanded "Chevy's got it" campaign that talked again about the big cars and the diesel versions available. Cadillac used the Masters golf tournament for some long tv commercials talking about the success of Seville against the foreign competition.

GM's electric vehicle which had been coming along nicely for its mid-1980s introduction also got some hot competition. Gulf + Western Industries announced what it called a "major breakthrough" in battery technology that seemingly out-performed the GM vehicle. GM promptly ordered the battery system and started testing it.

Things went better for GM of Canada which had record car and truck sales for the seventh straight year. The new high was 1,396,000 units topping 1,000,000 for the first time. GM sold 470,200 cars and 173,400 trucks, both records.

Overseas sales set a record for the fourth year with 1,900,000 units—1,517,000 cars and 355,000 trucks. However, European sales dropped 3% led by an 8% decrease in Germany for Adam Opel and a 9% fall in the United Kingdom (Vauxhall Motors.) Strikes were the reason in the UK but the U.S. bugaboo—fuel prices—were the culprit in Germany. Sales in Australia and New Zealand remained strong. The total of 246,000 units was a 14% increase over 1978.

■ GM bought Chrysler Corp.'s plant in Venezuela and 77% of Chrysler's operation in Colombia.

The Power Products group reported record sales. Detroit Diesel Allison had sales of 148,000 diesel engines, up 4% and unit sales at Electro-Motive division rose 21% on a strong demand for locomotives, components and high horsepower diesels. Dollar sales at TEREX for earth-moving and road-building equipment increased slightly in a softening market.

GM sold its Frigidaire appliance business to White Consolidated Industries and said it would use the Frigidaire plant at Dayton, O., for small trucks and diesel engines.

Lawsuits were filed against GM charging its 200 series automatic transmission was of lower quality than the unit it replaced and wasn't suitable for use in full-size cars. GM denied the charge.

GM's financial and insurance operations through General Motors Acceptance Corp. earned $224,100,000, down 2% from 1978's record $229,600,000.

ADVERTISING EXPENDITURES*

	1979
Newspapers	$69,870,600
Magazines	67,551,000
Farm pubications	2,249,400
Spot tv	[illegible]
Network tv	117,590,700
Spot radio	24,858,700
Network radio	8,517,100
Outdoor	4,447,800
Total measured	323,395,900

*Estimated by AA

MARKETING PERSONNEL

R. D. Burger-vp, mktg
Gail Smith, genl director, adv & merch section
D. J. Teasdale, mgr adv
J. W. Finney, asst adv mgr, media
D. K. Murley, asst adv mgr
D. P. Bolen, asst adv mgr
Margaret Hudzik, adv traffic coordinator

ADVERTISING AGENCY

D'Arcy-MacManus & Masius, Bloomfield Hills, Mich.—Milton F. Coulson Jr., vice chairman/Bloomfield Hills, mgmt super; William A. Mara, vp, account super; Ronald Monchak, sr vp, creative director.

PUBLIC RELATIONS STAFF

J. W. McNulty, vp
G. H. Pruette, mgr, public affairs adv
C. L. Woods, asst public affairs adv

ADVERTISING AGENCY

N W Ayer ABH International, Detroit—Louis Hagopian, chairman & ceo; Robert Kingsbury, genl mgr-Detroit; Richard Prince, vp-account super; Robert Morrison, account exec; Thomas Needels, account exec; Jerry Siano, exec vp-director creative services; Earl Shorris, senior vp-group creative director; Reese Behrendt, vp-creative director; Thomas Wehner, copy super; Marguerita Breen, art super; Barbara Ruland, tv producer; Arthur Kimmel, copywriter; Raphael Badagliacca, copywriter; Elaine Eaves McCormick, copywriter; Bruce Wilmoth, art director; Susan Andreasen, art director; Randall Schroeder, vp-media director-Detroit; Bruce Small, media super; Richard Welsh, vp-director of network programing

BEAUTYREST VS. THE REST
BEAUTYREST
THE REST
Beautyrest BY SIMMONS

Simmons U.S.A., a division of Gulf + Western, advertised its Beautyrest mattresses by comparing them to other mattresses.

BUICK MOTOR DIVISION

MARKETING PERSONNEL

Donald H. McPherson, genl mgr
J. D. Duffy, genl sales mgr
C. L. Foster, asst genl sales mgr-admin
R. L. Ingersoll, asst genl sales mgr-eastern area
J. J. Faerber, asst genl sales mgr-western area
H. E. Savage Jr., director, adv
T. L. Pond, director, pr

ADVERTISING AGENCY

McCann-Erickson, Troy, Mich.—William Murphy, exec vp-genl mgr; David A. Lubeck, senior vp-deputy genl mgr; Harold E. Allen, vp-account super; W. Brien Schweikart, vp-media director; John L. Frakes, vp-creative director; Lance Aldrich, vp-associate creative director; Harold W. Randall, vp-account super, product info; Charles E. Valentine, senior account exec; Thomas E. Bernardin, account exec; John Geoghegan, account exec; Jerry Fronczak, account exec; Willie McClellan, account exec.

ADVERTISING EXPENDITURES

	1979	1978
Newspapers	$12,856,200	$8,593,300
Magazines	9,149,100	7,920,900
Spot tv	3,305,800	5,498,300
Network tv	20,538,000	19,668,500
Spot radio	944,600	768,000
Network radio	1,121,200	1,200,800
Outdoor	435,200	602,600
Total	48,350,100	44,252,400

RETAIL SALES (U.S. IN UNITS)

	1979	1978
Electra	88,195	121,705
Riviera	51,402	25,753
LeSabre	129,554	190,414
Century	311,589	323,356
Skylark	115,000	97,915
Skyhawk	18,768	22,221
Opel	13,815	19,222
Total	728,323	800,586

CADILLAC MOTOR CAR DIVISION

MARKETING PERSONNEL

Edward C. Kennard, genl mgr
L. B. Pryor, genl sales magr
W. R. Lewellen, asst genl sales mgr-service
C. Chynoweth, asst genl sales mgr-east
Robert W. Starr, asst genl sales mgr-west
William M. Donohoe, exec asst to genl sales mgr
R. G. Chumbley, director, merch
F. R. Cadicamo, asst director, merch
P. H. Montgomery, director, pr

ADVERTISING AGENCY

D'Arcy-MacManus & Masius, Bloomfield Hills, Mich.—Ernest A. Jones, chairman, exec committee; Wendell D. Moore, chairman-Bloomfield Hills; James T. Doyle, exec vp; G. A. Scott, vp-creative director; R. C. Spaulding, vp-media director; Robert C. Reed, vp-Cadillac account super; A. L. McClain, director, pr.

ADVERTISING EXPENDITURES

	1979	1978
Newspapers	$4,968,800	$3,315,900
Magazines	4,948,200	4,663,700
Spot tv	4,452,100	930,100
Network tv	1,911,600	4,753,300
Spot radio	348,000	285,500
Network radio	1,406,500	260,200
Total	18,035,200	14,208,700

RETAIL SALES (U.S. IN UNITS)

	1979	1978
Cadillac	[illegible]	248,825
Eldorado	62,553	46,267
Seville	45,317	55,721
Total	314,034	350,813

CHEVROLET MOTOR DIVISION

MARKETING PERSONNEL

R. D. Lund, genl mgr
R. E. Cook, genl sales mgr
A. T. Olson, asst genl sales mgr-staff
J. C. Perkins, sales mgr, trucks
E. P. Feeley Jr., director-mktg
C. O. Uren, director, adv
T. R. Chick, mgr, passenger car adv
H. J. Cordes, mgr-truck & wagon adv
J. J. Williams, director, pr

ADVERTISING AGENCY

Campbell-Ewald Co., Warren, Mich.—T. B. Adams, chairman & ceo; P. L. John, president; J. I. Bernardin, exec vp-director of creative services; W. J. Tausch, exec vp, Chevrolet account director; W. R. O'Neil, senior vp-associate account director; T. R. Boyd, senior vp-mgmt super, adv & merch, trucks; F. A. Malsom, senior vp-exec director, creative services, cars & trucks; C. F. McLaughlin, senior vp-mgmt super, car merch; R. W. Mitchell, senior vp-mgmt super, small car; W. S. Schindler, senior vp-director, pr; A. J. Hopp, senior vp-associate mgmt super-big car; M.F. West, senior vp-associate mgmt super-adv & merch trucks; L. F. Farrell, vp-account super-car merch; F. Fraser, vp-director automotive mktg; W. R. Kennedy, director, car product info; R. G. Smith, mgr of adv research.

ADVERTISING EXPENDITURES

	1979	1978
Newspapers	$27,179,700	$18,131,600
Magazines	27,562,500	22,725,800
Farm publications	516,500	1,316,400
Spot tv	7,418,000	5,607,500
Network tv	61,269,100	47,178,400
Spot radio	19,862,100	16,139,000
Network radio	1,646,500	512,600
Outdoor	2,909,200	4,439,800
Total	148,363,600	116,051,100

RETAIL SALES (U.S. IN UNITS)

	1979	1978
Chevrolet	449,001	621,140
Corvette	38,631	42,247
Monte Carlo	265,877	355,058
Malibu	344,233	374,124
Camaro	204,742	260,201
Citation/Nova	308,437	248,214
Sportvan	30,630	43,582
Monza	141,564	158,127
Chevette	375,724	247,088
Total	2,158,839	2,349,781
Total trucks	1,104,616	1,340,259
Total division	3,263,455	3,690,040

OLDSMOBILE DIVISION

MARKETING PERSONNEL

R.J. Cook, genl mgr
J.F. Mattox, genl sales mgr
W.W. Lane, asst genl sales mgr-western
D.L. Neisch, asst genl sales mgr in charge of mktg & dealer activities
J.W. Hill, asst genl sales mgr-eastern
R.H. Ogden, admin asst to genl sales mgr
L.C. Myers, mkt analysis mgr
F.W. Bennetts, director, pr

ADVERTISING AGENCY

Leo Burnett Co. of Michigan, Southfield, Mich.—John C. Ryan, exec vp-mgmt director; James Oates, vp-account super; Joe Henry, vp-media director; Roger Bailey, associate super; Robert Smith, account exec; Lawrence Doyle, account exec.

ADVERTISING EXPENDITURES

	1979	1978
Newspapers	$13,205,500	$8,826,800
Magazines	10,752,300	8,919,600
Spot tv	4,568,300	4,560,300
Network tv	12,027,700	10,129,300
Spot radio	1,441,800	1,175,000
Network radio	619,100	302,000
Outdoor	98,800	177,400
Total	42,713,500	34,090,400

RETAIL SALES (U.S. IN UNITS)

	1979	1978
Cutlass	518,160	520,279
Omega	50,098	42,860
Starfire	18,611	18,351
Olds 98	92,075	123,431
Toronado	46,845	28,039
Olds 88	223,699	273,384
Total division	949,488	1,006,344

PONTIAC MOTOR DIVISION

MARKETING PERSONNEL

R.C. Stempel, genl mgr
G.G. Spaulding, genl sales mgr
C.E. Chambliss, asst genl sales mgr, admin
R.E. Benson, asst genl sales mgr, service sales admin
W.H. Ross, sales mgr, central area
S.A. Hoostal, sales mgr-midwest area
J.W. Johnston, sales mgr-eastern area
J.G. Bagshaw, sales mgr-western area
J.H. Graham, director, merch
T.J. Maloney, adv mgr
G.L. Schmid, sales promotion mgr
S.T. Richards, director, pr

ADVERTISING AGENCY

D'Arcy-MacManus & Masius, Bloomfield Hills, Mich.—Ernest A. Jones, chairman, worldwide exec committee; Charles F. Adams, director, H.G. Bay Jr., president-Bloomfield Hills; Ronald M. Fallis, vp-account super; George Acree, vp-account super; Richard W. Halladay, account exec; Pat Aulgur, account exec; Pat Brown, account mgr; Ron W. Monchak, senior vp-creative director; Al McClain, director, pr; Robert Brownell, vp-director of production & traffic; Lucien DiSalvo, senior vp-director media, mktg & research; Leo A. Hillebrand, vp-GM media coordinator; Robert C. Spaulding, vp-media director; William K. Rankin, account exec, product info; Larry Wroblewski, account exec, product info, styling, engineering; Arthur Morat, vp & group creative super; Art Harrington, vp-director of sales promotion; Danny Freels, copywriter; John Greening, vp, mkt research director; Terry Livermore, account exec, David Carnegie, art director.

ADVERTISING EXPENDITURES

	1979	1978
Newspapers	$10,271,000	[illegible]
Magazines	10,102,600	[illegible]
Spot tv	8,277,900	6,735,100
Network tv	16,500,300	12,603,500
Spot radio	1,068,900	870,000
Network radio	74,200	216,700
Outdoor	70,000	199,200
Total	46,364,900	33,544,500

RETAIL SALES (U.S. IN UNITS)

	1979	1978
Pontiac	171,301	209,536
Grand Prix	175,573	224,195
LeMans	114,993	125,020
Firebird	149,211	188,212
Phoenix	[illegible]	58,280

	1979	1978
Pontiac	171,301	209,536
Grand Prix	175,573	224,195
LeMans	114,993	125,320
Firebird	149,211	188,212
Phoenix	80,857	58,280
Sunbird	89,107	91,737
Total division	781,042	896,980

GMC TRUCK & COACH DIVISION

MARKETING PERSONNEL

Robert W. Truxell, genl mgr
James E. Conlan, genl sales mgr
Edward R. Stokel, director, public transportation
Melvin A. Pullin, coach sales mgr
Richard F. Lucas, asst genl sales mgr, trucks
Carl E. Rehm, asst genl sales mgr, merch
James E. Wenzel, adv mgr, trucks
Frank E. Cronin, director, pr

ADVERTISING AGENCY

McCann-Erickson, Troy, Mich.—William A. Murphy, exec vp-genl mgr; Harry W. Grusche, senior vp-mgmt super; John L. Frakes, senior vp-creative director; W. Brien Schweikart, vp-media director; Edmund H. Sale, vp-account super; Allan J. Steinmetz, director, mktg services; George T. Skirtich, account exec; Stephen G. Eick, account exec.

ADVERTISING EXPENDITURES

	1979	1978
Newspapers	$279,500	$180,800
Magazines	1,717,800	2,004,200
Farm publications	416,100	300,000
Spot tv	46,000	84,000
Network tv	—	892,500
Spot radio	273,400	218,000
Network radio	566,900	223,100
Outdoor	7,400	9,700
Total	3,307,100	3,912,300

RETAIL SALES (U.S. IN UNITS)

	1979	1978
Trucks	1,394,979	1,[illegible]516
Coaches	1,768	1,267
Total	1,396,747	1,692,783

AC-DELCO DIVISION

MARKETING PERSONNEL

W.C. Lee, genl mgr
R.J. Smith, genl sales mgr
J.M. McKenzie, asst genl sales mgr, mktg
D.K. Colliver, director, adv & pr
F.R. Alexander, associate adv mgr

ADVERTISING AGENCY

Campbell-Ewald Co., Warren, Mich.—R.D. O'Connor, vice chairman; P.L. John, president; P.A. Dow, exec vp-director of multi-products accounts; R.E. Britton, senior vp-mgmt super; I.W. Beaton, senior vp-senior account super; R.E. Guerrier, account super; R.L. Greer, senior account exec; M.A. Hudson, senior vp-creative services; R.A. Mancini, vp-media group super; T.J. Glynn, exec vp-director, media; L.A. Monsen, account exec.

DELCO ELECTRONICS

MARKETING PERSONNEL

E.P. Czapor, genl mgr
J.C. Crawford, genl sales mgr
G.R. Flora, adv mgr
W.B. Draper, director, pr

ADVERTISING AGENCY

Campbell-Ewald Co., Warren, Mich.—Richard D. O'Conner, vice chairman of board; Paul L. John, president; Peter A. Dow, exec vp; Robert E. Britton, senior vp-mgmt super; Ross Morgan, vp-account super.

ADVERTISING EXPENDITURES

	1979	1978
Newspapers	$139,700	$90,000
Magazines	534,200	1,640,300
Spot tv	36,400	23,800
Network tv	5,034,600	4,880,800
Spot radio	894,900	731,000
Network radio	2,018,300	456,300
Outdoor	1,600	17,300
Total	8,659,700	7,839,500

ELECTRO-MOTIVE DIVISION

MARKETING PERSONNEL

Peter K. Hoglund, genl mgr
W.A. Fox, director, sales & services
G.C. Mulick, genl sales mgr, power prodts
R.E. Hill, genl sales mgr, domestic locomotives
F.J. Babel, genl sales mgr, export locomotives
Nancy A. Calvert, director, pr & adv
Stephen E. Steeves, staff asst

ADVERTISING AGENCY

Marsteller Inc., Chicago—Richard Christian, chairman; Milt Lynnes, exec vp-genl mgr; John Roberts, mgmt super; Phil Young, vp.

GENERAL MOTORS ACCEPTANCE CORPORATION

MARKETING PERSONNEL

S.K. Smith, chairman of board of directors
R.F. Murphy, pres
R.R. Nelson, exec vp
C.A. Krauss Jr., director, pr & adv

ADVERTISING AGENCY

Campbell-Ewald Co., New York—Richard D. O'Connor, vice-chairman (Warren); Paul L. John, president (Warren); Thomas L. Glynn, exec vp-media director (Warren); Kenneth A. Thoren, senior vp-creative director; James J. O'Neal, senior vp, dir mgr.

Gillette Co.

	1979	1978
Sales†	$1,984,722,000	$1,710,471,000
Earnings†	110,618,000	94,564,000
Advertising*	126,960,200	99,000,000

† Worldwide
*** U.S. estimated by A.A.**

Gillette Co., Boston, the 35th largest national advertiser, increased its advertising by 28% to an estimated $126,960,200 in 1979.

Worldwide sales in 1979 increased to a record $1.98 billion, up 16%, while earnings rose 17% to $110,618,000. Sales for the first half of this year rose 19% to $1.12 billion; net income climbed 14% to $70,335,000. For the second quarter of 1980, sales were up 18% to $570,542,000, while net income rose 10% to $33,663,000.

Colman M. Mockler Jr., Gillette chairman and chief exec attributed the higher first quarter results to improved sales of Gillette North America and sharply higher sales from Gillette International. He also noted that sales of the Braun group were well above first quarter 1978 and operating profits were substantially ahead.

■ Gillette's sales and profits from its four major lines shaped up as follows: Blades and razors, sales 32% and profits 71%; personal care, 25% and 14%; writing instruments, 10% and 8%, and Bruan products, 22% and 12%.

Worldwide advertising and promotion costs in 1979 were up 18% to $282,443,000 from $239,901,000 in 1978. The 1979 total included $189,367,000 for advertising and sampling and $93,076,000 for sales promotion.

With sales and profits advancing to record levels again this year, Gillette's safety razor division continued its dominance of the wet shave market on the strength of Trac II, the nation's largest selling shaving system, and the continued success of the Atra automatic-adjusting twin-blade razor and cartridge. The three-year-old Atra continues to be the best selling razor in the country.

■ During Gillette's annual meeting in April, treasurer Milton Glass said Atra held approximately a 9.6% share of the $425,000,000 U.S. razor market during the first three months of 1980. During the full year 1978, Atra held about an 8% share. Trac II continued performing well and held a 21.6% share of the blade market during the first quarter of 1980.

In addition, Good News! Gillette's twin blade disposable razor has approximately a 10% share of the blade market. Its closest competitor, Bic Pen Corp.'s Bic single blade disposable razor holds about a 4½% share of market. However, since its 1977 introduction the low-price Bic shaver has lost more than $22,000,000.

With the total disposable market now accounting for approximately 24% of the total blade market in unit sales, there have been a number of new entries within recent months. Schick, a subsidiary of Warner-Lambert, introduced its Ultrex twin-blade disposable razor with "one push cleaning," and in April Gillette unveiled Swivel, which incorporates a pivoting head and is patterned after Atra.

In addition, Wilkinson Sword Inc. is currently testing a twin-blade disposable. Also, American Safety Razor will introduce a new women's twin-blade disposable razor called Shower Shaver in October. It will be supported by $3,000,000 in advertising.

■ In the $425,000,000 blade market, Gillette's share continues to be in the area of 60%. Schick has the No. 2 spot with a share in the low 20s. The rest of the market is held by American Safety Razor, Wilkinson Sword, Bic and private labels.

According to Leading National Advertisers, Gillette last year spent $7,477,300 to advertise Atra, $3,857,200 on Trac II and $2,100,700 on Good News! Bic spent $6,441,000 on its disposable razor.

The company's personal care division has continued to make inroads into the $525,000 deodorant/antiperspirant market. Dry Idea roll-on antiperspirant, introduced two years ago, currently holds a 3% share of the market, while its Right Guard and Soft & Dri hold approximately a 20% share. The division's share is believed to be slightly less than that of Procter & Gamble (Sure and Secret) and just above Bristol-Myers (Ban, Ultra Ban, Ban Basic pump and Tickle roll-on).

Deodorants and antiperspirants are the division's most important products. Gillette last year spent $10,475,200 to advertise Right Guard, $10,491,100 on Dry Idea and $5,411,100 on Soft & Dri.

■ The company's domestic shampoo sales were much below those of 1978, as the market share of the company's Ultra Max and Earth Born brands weakened. International sales, however, posted a sizable increase, with good progress made by both regular and antidandruff shampoos. Also, domestic sales of personal care appliances decreased markedly, as severe competitive price cutting affected hair dryer sales. Curling wand sales rose moderately, supported by the new Body + Curl brand.

In August, the company also introduced Silkience "self-adjusting" shampoo. The shampoo is formulated to clean hair where hair needs it and condition it where it is dry. The product is backed by more than $19,000,000 in promotional spending and $11,000,000 in advertising. Last year, Gillette introduced Silkience self-adjusting hair conditioner backed by a $6,000,000 campaign.

Last summer, the appliance division introduced five new products in an attempt to broaden its product mix. The products, Heat Wrap heating pad and Steam facial, Supermax Styler 1200 and Supermax Pro 1300 and 1400 were supported with a $2,000,000 campaign.

Heat Wrap, along with Body Tender and SuperCurl Easy Roller, introduced in the second half of 1978, marked the division's first entry into the skincare, hairsetter and health care markets.

Gillette's hair dryers and curling irons remained among the leaders in their categories. The Max line continued to be the No. 1 selling hand-held dryer line.

Sales and profits of Gillette's Paper-Mate division set records in 1979. Ball-point pen sales rose substantially in the U.S. where Gillette attained the No. 1 position in dollar share of the retail market. The company attributed the performance to sales of its Eraser Mate pen with erasable ink. On the strength of Eraser Mate sales, the company has also introduced the premium-price Eraser Mate TW 200.

Also, its Write Bros. stick pens registered strong sales growth in both commercial and retail sectors. In addition, porous pens, the largest part of the company's U.S. business, maintained a leading share in the $110,000,000 category, aided by the continued progress of the Quick Silver and Ultra Fine Flair brands.

■ In July, Gillette's Paper-Mate division filed suit against Scripto Inc. charging patent infringement on its erasable ball-point pen. In addition, Gillette alleged that Scripto is guilty of interference with contractual relationships, misappropriation of trade secrets and unfair competition in a market created when Paper-Mate introduced its Eraser Mate pen. Though exact damages have not been specified, Gillette is seeking payment from Scripto of all of the profits received in the sale of its disposable and damages caused by Scripto's marketing and manufacturing action. Scripto has denied all of the allegations.

The company's luxury writing instruments, manufactured and distributed by S.T. DuPont of France, moved sharply ahead last year. The company attributed the increase to ball-point pens featuring a "distinctive" Chinese lacquer design. The line was introduced late in 1978.

■ In September, Gillette purchased the Dallas-based Liquid Paper Corp. for approximately $47,500,000 in cash. Liquid Paper is the leading manufacturer of typewriter correction fluid, which it sells under the Liquid Paper brand. The company also makes typewriter ribbons and recently entered the correctable typewriter ribbon market.

The company is operated as a Gillette subsidiary under the direction of the Paper-Mate division.

Sales of Braun products advanced to record levels for the fifth consecutive year. Electric shavers registered significant sales gains. It also maintained its leadership in the European hand-held dryer market.

In July, the company signed an agreement covering the sale of Jason/Empire optical products and the distribution of the Verte photo battery product line. At the same time Braun said it would no longer be selling photographic products manufactured by Ricoh of America. It would, however, continue to maintain support services for Ricoh. Braun had been a distributor of Ricoh products for 10 years. In addition to Jason/Empire and the Varta line of photographic batteries, Braun represents Agfa-Gevaert consumer photographic products, Gepe slide mounts, Rowi photographic accessories, Stitz support systems, Braun electronic flash and Paterson darkroom equipment.

ADVERTISING EXPENDITURES

	1979	1978
Newspapers	$ 1,104,700	$ 775,300
Magazines	12,171,800	9,795,800
Spot tv	15,916,100	14,629,500
Network tv	52,746,600	42,634,300
Outdoor	21,000	—
Total measured	81,960,200	67,834,900
Unmeasured	45,000,000	31,165,100
Total	126,960,200	99,000,000

GILLETTE CO.

Advertising Services Division

Thomas T. Ryan, vp, (including Moorgate)
Thomas A. Lux, director, media buying
Allen K. Gibbs, director, media services
Ronald Harding, director, tv production
Howard Fisher, associate mgr, media buying
Robert J. Evans, associate mgr, promo services

SAFETY RAZOR DIVISION

Marketing Personnel

Derek W.F. Coward, vp-marketing
Glenn S. Archibald, director-existing prods
Stephen A. Shapiro, group product mgr, blade/razor systems
Carmen A. Comite, group product mgr, disposable shavers
W. Scott Roberts, vp-sales

ADVERTISING AGENCIES

McCann-Erickson, New York—Atra razors and cartridges—Donald Dillon, senior vp; Thomas Dianis, account director; Pamela Smiley, account exec; Vincent Tortorelli, group media director; George D'Amato and Bob Green, associate creative directors, Barbara Lindberg, associate rsch director.

Batten, Barton, Durstine & Osborn, New York—Daisy, Good News! and Swivel—Bill Badger, mgmt super; Michael Paxton, acct super; Jim Roper, acct exec; Phil Dusenberry, senior vp-creative director; Bob Schlesinger, vp-associate creative director; Harvey Hoffenberg and Susan Proctor, creative supers. Trac II razors and shaving cartridges—Bill Badger, mgmt super; George Pryde, acct super; Rick Grant, acct exec; Phil Dusenberry, senior vp-creative director; Len McCarron exec art director; Dennis Berger, senior vp-associate creative director; Bruce Myers, vp-mktg research, Dan Friedman, creative super.

Marschalk Co., New York—Just Whistle—C. Anthony Wainwright, exec vp; Richard Villante, senior vp-mgmt super; Dennis Zolnierzak, vp-acct super; Richard LeBlond, acct exec; Andrew Langer, exec vp-creative director, Paula Drillman, exec vp

PERSONAL CARE DIVISION

Marketing Personnel

William J. Ryan, vp-mktg.
Robert N. Forman, mktg director, hair care
Peter K. Hoffman, mktg mgr, skincare
John T. Vinton, mktg mgr, deodorants/antiperspirants
Joel Davis and Norm Roberts, group product supers, haircare
John W. Dickman, vp-sales
Hans J. Lopater, vp-mkt rsch

ADVERTISING AGENCIES

Batten, Barton, Durstine & Osborn, New York—Right Guard, Soft & Dri, Dry Look, Dry Idea—Jack Thorne, mgmt super.

Marschalk Co., New York—Earth Born, Tame, Trac II and Foamy shave creams—John Dooner, mgmt super.

Advertising To Women, New York—Toni, Light Waves, Ultra Max shampoo, Silkience conditioner, Silkience shampoo—Diane Rudo, mgmt super; Morris Zand, acct super and Lillian Panettiere, acct super.

N W Ayer ABH, New York—Adorn, White Rain—Al Wolfe, exec vp, Stan Mattison, mgmt super.

APPLIANCE DIVISION

Marketing Personnel

Robert E. Ray, president
Allan L. Williams, vp-sales

ADVERTISING AGENCY

Grey-North, Chicago—Supermax 2, Supermax Curlytop, SuperStyler 1200, Supermax Pro 1300 and 1400, SuperCurl, Body + Curl, SuperCurl compact, Zoom Focus Mirror, Body Tender, Steam Facial, Heat Wrap, Heat Wrap/Cold Wrap—Ralph Linder, mgmt super.

PAPER-MATE DIVISION

Marketing Personnel

Robin H. Kirkland, vp-mktg
William J. Flynn, senior product mgr-porous pens
David T. Melley, senior product mgr-ball pens

ADVERTISING AGENCIES

McCann-Erickson, New York—Paper-Mate ball point pens, Eraser Mate—Don Dillon, senior vp.

Batten, Barton, Durstine & Osborn, New York—Write Bros., porous point pens, El Marko broad tip markers—William D. Badger, vp.

Marschalk Co., New York—Flair pens.

BRAUN NORTH AMERICA

Marketing Personnel

William Schawbel, president
Norman J. Merwise, director, mktg & sales

ADVERTISING AGENCIES

Humphrey Browning MacDougall, Boston—Gepe slide mounts and film reels, Agfachrome film, Agfa cameras and photographic papers, Braun electronic flash, Rowi accessories, Paterson dark room accessories, Stitz tripods & grips, Varta battery prods—Reed Saunders, acct exec.

Hill, Holliday, Connors, Cosmopoulos, Boston—S.T. DuPont lighters and pens, Braun appliances—William Maddison, acct exec.

JAFRA COSMETICS

Thomas C. Grant, president

Greyhound Corp.

	1979	1978
Sales	$4,708,594,000	$4,358,848,000
Earnings	123,030,000	58,353,000
Advertising*	53,800,000	45,742,500

***AA estimate**

Greyhound Corp., Phoenix, the 76th largest national advertiser, increased its advertising 17.6% to an estimated $53,800,000 in 1979.

Sales increased to $4.7 billion, 8% above 1978 sales. Earnings topped $100,000,000 for the first time, hitting $123,030,000.

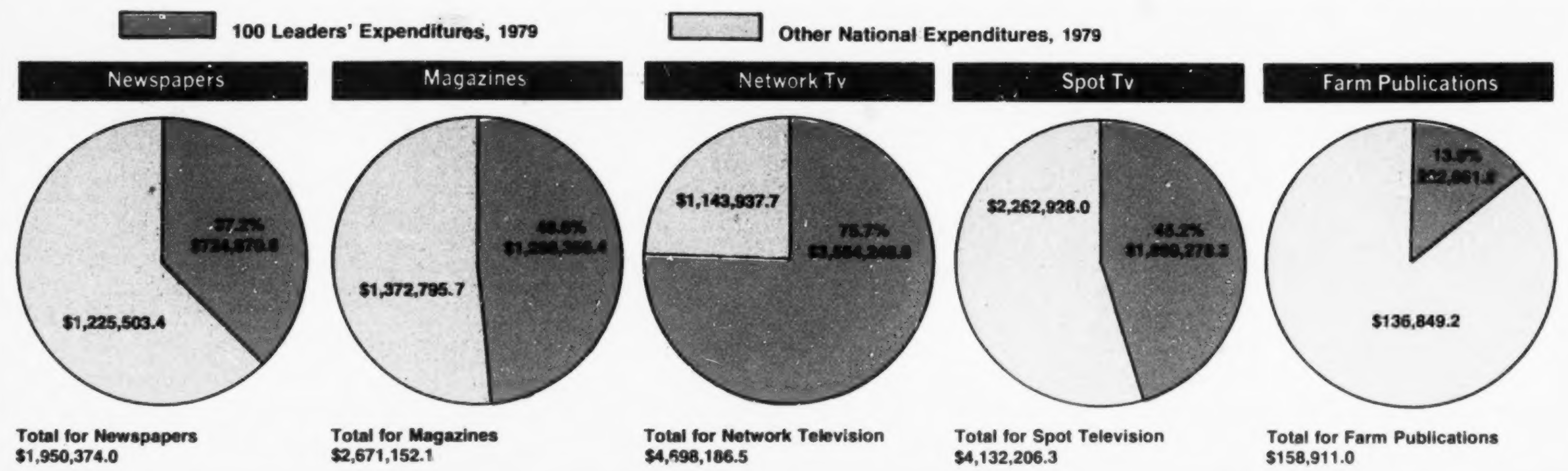
Greyhound has changed considerably since launching its first intercity bus route in 1914, with a 15¢ fare between Hibbing and Alice, Minn. Today it is a conglomerate of many companies and services, including Greyhound Lines—the bus company—and the Armour Group of companies, marketers of meats and other food and consumer products. Transportation contributed 32% and food and consumer products contributed 22% to corporate net income in 1979.

Among the corporation's other activities are food services, financial services, leasing, insurance, convention services and aircraft maintenance services. Greyhound is also the largest manufacturer of intercity buses in North America and in 1979, the corporation entered the growing transit bus market.

Greyhound Corp. spent a measured $1,086,300 in magazines in 1979 for its continuing corporate ad campaign.

Under the leadership of Gerald H. Trautman, chairman and chief executive officer, Greyhound has moved toward balanced diversification, gradually diminishing the impact of any single segment on the bottom line. Beginning with the acquisition of Armour & Co. in 1970, the move has proven to be sound.

100 leading national advertisers account for



MARKETING PROFILES

Effective Feb. 1, Robert K. Swanson was named president and chief operating officer, assuming some responsibilities that had been handled by Mr. Trautman. Mr. Swanson moved to Greyhound from General Mills, where he was most recently exec vp for worldwide accessories, apparel, creative products, specialty retailing and travel groups. Mr. Swanson began his career with General Mills in 1956, serving three years as group product manager for cereals. He then served as a senior vp of Needham, Harper & Steers, Chicago, and, from 1969 to 1971, as chairman and chief executive of Benson Advertising Agency, London, an affiliate of NH&S. He returned to General Mills in 1971.

Mr. Trautman, after taking over as chairman and chief executive of the then-ailing Greyhound Lines in 1978 and overseeing its revitalization and turnaround, relinquished the unit title late in 1979 to Frank L. Nageotte, whom he had named president a year earlier.

Greyhound Lines—which accounts for approximately 57% of all U.S. regularly scheduled intercity bus revenues—worked to renovate its buses and terminals and rebuild employe pride in late 1978 and early 1979, then found itself in excellent shape to handle bus travelers who arrived with the energy shortage that hit in April, 1979. Several months after the lines had disappeared from gas pumps, it was clear that Greyhound had been able to keep business gained during the gas shortage. Beginning in November and continuing this year, tv advertising has featured testimonials delivered by real passengers in different areas of the country. A popular theme, "Go Greyhound and leave the driving to us"—on the shelf in recent years—has been brought back.

Greyhound Lines spent $6,036,800 for passenger advertising in six media measured by Leading National Advertisers in 1979, up from $2,921,700 in 1978. Of the 1979 total, $3,415,700 went into network tv and $1,567,400 into spot tv. The company also spent $481,300 to advertise its "Fast 500" package express—small package delivery overnight in a 500-mile radius.

Mr. Trautman, after relinquishing the chairmanship of the bus company, turned more attention to Armour, assuming the position of chairman and chief executive of Armour & Co. in February, from Clifton B. Cox, who continues as a vice-chairman of parent Greyhound Corp.

Greyhound began to realize benefits in 1979 from a reorganization of Armour into a group of six operating companies. In the reorganization process, Armour has shifted its emphasis to marketing and advertising and away from its traditional production orientation.

Armour Processed Meat Co. products include Armour Star bacon, believed to be the nation's leader, and Armour Star hot dogs, believed to be the second largest selling brand. The company also markets hams, sausages and lunch meats.

After trying an umbrella theme in 1979, as the reorientation to marketing continued, the processed products went back to individual ad approaches. For example, hot dogs were advertised this year as "juiciful" and bacon—with upbeat music and visuals emphasizing quality—carried the theme, "looks so good you can almost taste it." A western setting is being used to advertise Armour Golden Star ham as the "handle with care ham."

- Several Armour products were showcased with their own commercials during a new move for the "new" Armour—sponsorship of network tv specials. Armour had the full sponsorship of Debby Boone and Bob Hope specials in the first half of 1980 and has one-half sponsorship of the Emmies telecast in September. Other specials are under consideration.

The fully sponsored specials opened and closed with "corporate" spots showing the fresh, frozen and canned meat and poultry lines and suggesting, "You get something extra from everything Armour." Multiple product coupon offers were advertised in newspaper supplements in conjunction with the specials. A "Jump on the Armour Star Bandwagon" sweepstakes was launched prior to the Debby Boone special in June.

- In March, Armour Processed Meat Co. began testing Dinner Classics, a line of eight premium-price frozen entrees designed specially for use in microwave ovens. Radio and newspaper from Young & Rubicam/West, Los Angeles, backed the test in Boston, Miami and Seattle.

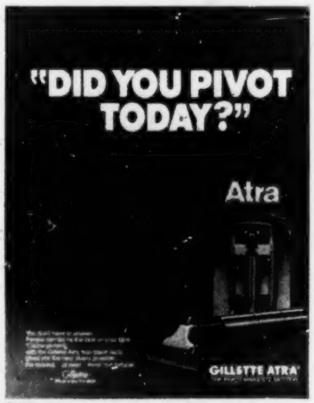
In the six media measured by LNA, Armour Star hot dogs were supported by $1,484,200, up from $754,300 the previous year. In 1979, all went to spot tv, except for $24,200 in magazines, and that was in contrast to 1978, when $499,600 went to network radio and $228,200 to magazines, $23,400 to outdoor and only $3,100 to spot tv.

Armour Star bacon was supported by $573,100, down from $753,300 the previous year. There was another big media shift, with the total spent in spot tv in 1979, compared to 1978 when $536,400 went to magazines and $210,000 to spot tv. Armour sausage kept its spending in spot tv, but only spent $2,000 in 1979, down from $194,500 in 1978. Lunch meats were backed by $24,900 in spot tv in 1979, in contrast to 1978 when $2,400 was spent in spot tv and a premium offer was backed by $34,000 in newspaper supplements.

Spending for hams was $515,300 in 1979, down from $974,800. Armour Golden Star canned ham alone was backed by $285,000 in magazines in 1979, while magazine advertising in combination with ReaLemon lemon juice was supported by $37,400, and advertising in combination with Uncle Ben's rice was supported by $65,000. Armour Star ham was supported by $8,300 in spot tv. An Armour canned ham and B&M baked beans contest was back by $119,600.

- Armour-Dial Co. markets Dial soap, the leading deodorant bar and Tone beauty bar and is believed to be an industry leader in canned meats with a line that includes Treet, Vienna Sausage, Potted Meat and other canned meats. The company's principal competitor in soaps is Procter & Gamble. Hormel is its principal competitor in canned meats. Some loss of market share and pressure from increased share of market for P&G's Coast is believed to have triggered Dial soap's move in 1979 to Needham, Harper & Steers, from Foote, Cone & Belding.

During 1980 Dial is offering a "Win-a-Schwinn Sweepstakes." The prizes are 200 10-speed bikes. Dial also has featured gymnast Cathy Rigby in magazine ads offering a sweepstakes, cents-off coupon and "an exercise program for every part of your body."



Gillette zeroed in on its pivoting razor head to sell the Atra razor.

- In June the company began testing Spirit, a scented deodorant soap similar to P&G's Coast, in western Michigan markets.

The largest single measured expenditure by the corporation in 1979 continued to be for Dial soap, with spending up substantially over the previous year and the second largest expenditure was for Tone, also up. Dial soap spending in 1979 hit $9,525,700, up from $5,466,000 in 1978. Of the 1979 total, $7,543,900 went to network tv, $1,820,200 went to network radio and $161,600 went to spot tv. In magazines, a 1979 premium offer was supported by $249,300. Tone soap was supported by $6,123,700 in 1979, up from $4,984,400 the previous year. Of the $6,123,700 spent in 1979, $5,102,600 went to network tv, $533,600 to magazines and $487,500 to spot tv. Tone was backed by an additional $217,400 in magazines for special premium offers.

Armour-Dial also markets antiperspirants. Measured spending for such products totaled $4,349,100 in 1979, up from $2,849,800 in 1978. Dial Quick-Dry roll-on antiperspirant was backed in 1979 by $4,170,100 all in network tv. Dial antiperspirant roll-on and solid were supported with $179,000 in magazines. The company said it had a 25% increase in brand share in 1979.

Other Armour-Dial products with measured ad support in 1979 according to LNA, included Appian Way pizza mix, $57,300, with $47,200 of the total in spot tv and $10,100 in magazines; Armour canned chili backed by $322,300 in spot tv; and Armour Treet, supported by $864,900, including $562,100 in magazines and $302,800 in spot tv.

- Armour Vienna Sausage, with "delicious pork and beef in every bite," stresses its versatility as a voiceover announcer comments: "How do I love thee? Let me count the ways," in a tv spot added to its 1980 efforts. Vienna sausage was backed by $433,200 in measured media in 1979, all in magazines. Armour Star dried beef was backed by $108,100 all in magazines, and an additional $53,800 in magazine advertising with Creamettes macaroni. An Armour Star canned meats premium offer was supported by $103,600 in magazines.

The company plans to introduce "single serve" sizes of Armour Star chili, hash and beef stew in 1980.

Armour-Dial's new La Sauce line of sauces for baked chicken, handled by Foote, Cone & Belding/Honig, San Francisco, moved beyond Ohio test this year and into northeastern distribution. The line includes Oriental, Italian, barbecue, Mexican and sweet and sour.

- With chicken consumption rising 250% faster than the population, turkey consumption rising 50% faster than the population and cheese consumption increasing 6% a year, Armour Poultry & Dairy Products Co. is seen by Greyhound as offering strong growth potential.

With Armour vowing to emphasize new product development in the foreseeable future, the poultry company late in 1979 successfully introduced Golden Star butter basted boneless turkey, ready to cook. Featured in advertising by Y&R/West, Los Angeles, as "the trouble-free turkey," the new product is seen by the company as an answer to the old industry problem of getting consumers to serve turkey at times other than holidays. Due to the immediate success of the product, it is expected to complete national distribution before the end of 1980. Armour plans to follow the boneless turkey with testing of three more turkey items, including a precooked boneless turkey in both smoked and unsmoked varieties.

- Expansion is also planned for Armour's Gold 'n Plump chickens which have been marketed primarily in the Midwest. Two more branded chicken products are slated for test. Armour also is working to revitalize its Miss Wisconsin and Cloverbloom consumer cheese products and expand them beyond their primary mid-Atlantic states distribution.

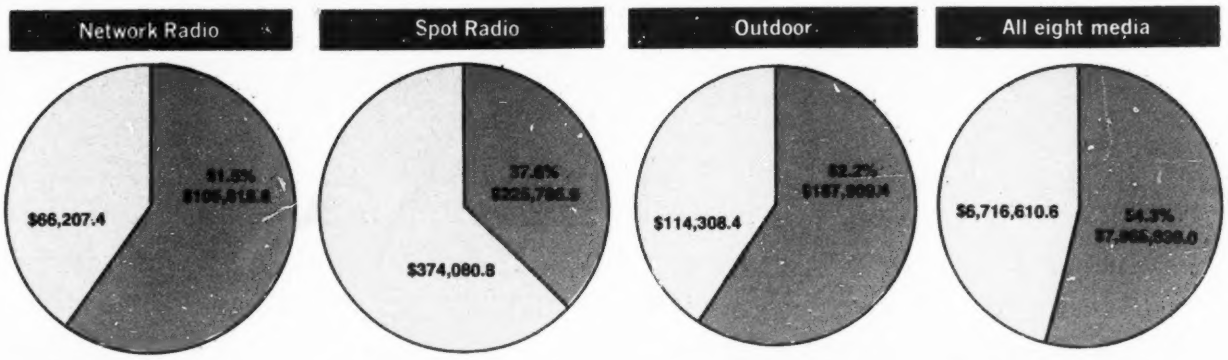
To support its stepped up activity, the poultry and dairy unit has quadrupled its ad budget to $8,000,000 for 1980.

In measured media Armour Star frozen turkey was backed by $399,300, all in spot tv in 1979 and Armour Golden Star frozen turkey was backed by $76,300, all in magazines.

- Decker, a subsidiary Armour brand, spent $11,700, all in spot tv, to back its meat products in 1979; and another subsidiary, Pfaelzer, spent $82,500 to support its frozen steaks, incuding $67,600 in magazines and $14,900 in newspaper supplements.

The other three segments of Armour business include Armour Handcrafts Inc., marketer of Malina handknitting yarn and hobbycraft kits and Bucilla handknitting and needlecraft products; Armour International Co., a sales and mar-

giant share of expenditures in most media



Total for Network Radio
$172,026.2

Total for Spot Radio
$599,866.7

Total for Outdoor
$302,217.8

Total for All Eight Media
$14,684,940.6

Of the $14.7 billion invested by national advertisers in eight media last year, more than half ($7.9 billion) came from the 100 leading national advertisers, as shown in these charts. Sources: Leading National Advertisers; Publishers Information Bureau; Broadcast Advertisers Reports; Radio Expenditure Reports; Institute of Outdoor Advertising; Outdoor Advertising Assn. of America; Radio Advertising Bureau; Agricultural Marketing Information Service (AGRICOM); Media Records.

($ amounts in thousands)

keting organization for Armour consumer products outside the U.S.; and Armour Fresh Meat Co. which was the leading contributor to the Armour Group's $27,000,000 share in 1979 corporate earnings.

Greyhound's Financial Group was the largest contributor to corporate earnings in 1979, with net income of $51,500,000, up 39% over the previous year. The group deals in assets management through equipment financing, computer leasing and marketing, insurance and reinsurance, money order services, stock portfolio management and real estate investment. Greyhound Leasing & Financial Corp. spent $100,400 in magazines in 1979; and Greyhound Computer Corp. spent $198,200 in magazines to promote computer leasing.

ADVERTISING EXPENDITURES

	1979	1978
Newspapers	$2,574,000	$3,452,500
Magazines	4,748,400	5,860,100
Spot tv	5,465,000	2,051,600
Network tv	20,232,300	12,765 800
Spot radio	845,600	1,570,100
Network radio	3,117,000	1,363,900
Outdoor	—	30,500
Total measured	36,982,300	27,094,500
Unmeasured	16,817,700	18,648,000
Estimated total	53,800,000	45,742,500

GREYHOUND CORP.

MARKETING PERSONNEL

Dorothy A. Lorant, vp, pr & adv

GREYHOUND LINES

MARKETING PERSONNEL

G. Cawman, vp, sales
Lee Whitehead, pr director

ADVERTISING AGENCY

Bozell & Jacobs Inc., Dallas.

ARMOUR PROCESSED MEAT CO.

MARKETING PERSONNEL

E.L. Sharpe, vp-mktg
N.A. Rago, vp-mktg services
H.D. Churchill, vp-sales
F.X. Tobin, vp-natl accounts
R.W. Alstrin, vp-food service
C.R. Brooks, vp-natl sales mgr, food service
W.D. Wallen, natl pricing mgr
G.H. McCann, director of sales/promo devel
F.A. Yorio, vp-new products devel
D.L. Passaglia, director, mktg rsch
K.L. Meell, pr director
A.R. Cronquist, director of sales admin
W.H. Heitz, director, prod mktg.

POULTRY & DAIRY PRODUCTS CO.

R.R. Farina, natl sales mgr
G.F. Feitig, director of prod mktg
T.A. Hartke, product mgr retail

FRESH MEAT CO.

W. Tunnell, president
B.B. Kemp, vp-pork
T. Hamlett, vp-beef, lamb & veal
T.J. Fleming, vp-sales & mktg
L. Gupton, product mktg mgr, fresh meat

ADVERTISING AGENCIES

Young & Rubicam, Los Angeles—Mitch Barnes, vp-acct super; Joan Gross, acct super.

Marsteller Inc., Chicago—Dave Johnson, acct super.

Hackenberg, Norman, Krivkovich & Partners, Chicago—Richard Hackenberg, acct super; Peter Krivkovich, acct super, Pfaelzer frozen gourmet meats.

ARMOUR-DIAL CO.

MARKETING PERSONNEL

R.E. Garabedian, vp-product mktg
G.E. Glasgow, director, product mktg/soaps, household
L.D. Langford, director, product mktg/food & toiletries
W.B. Martin, group product mgr/food
J.C. Sanchez, group product mgr/household
R.L. Pollard, group product mgr/Dial soap
P.J. Lustig, group product mgr/Tone soap
W.H. Windham, vp-sales
A.R. De Bolt, vp-sales, special mkts
N. Marsh, vp-natl field sales
H. Goldberg, director, new product devel
C.H. Ferry, vp-customer devel

ADVERTISING AGENCIES

Foote, Cone & Belding, Chicago—Armour Star canned meats—Paul Vernon, mgmt super.

Foote, Cone & Belding/Honig, San Francisco—Tone soap, new products—Robert Imel, mgmt super.

Needham, Harper & Steers, Chicago—Dial soap—Gerry Rubin, senior vp-mgmt rep.

Bernard Kahn Associates, New York—New products—Bernie Kahn, president

Ogilvy & Mather, Chicago—Dial antiperspirant, Appian Way pizza—Paul Pass, mgmt super.

Conill Advertising, New York—Spanish market advertising, Dial soap, Tone soap, Armour Star canned meats—Alicia Conill president.

Gulf + Western Industries

	1979	1978
Sales*	$6,507,000,000	$5,306,000,000**
Earnings*	227,438,000	180,516,000
Advertising*	191,500,000	131,595,000**

*** Fiscal years ended July 31, 1978 and 1979**
**** Includes Financial Services Group**

Gulf + Western Industries, New York, the 15th largest national advertiser, increased its total advertising expenditures 46% to $191,500,000 in 1979. Its big spenders were Paramount Pictures, Kayser-Roth and Simmons Co.

Total net sales and other revenues of Gulf + Western were up 23% and net earnings increased 26% for the fiscal year ended July 31, 1979.

The company's operating groups accounted for net sales and other revenues in fiscal 1979 as follows: Manufacturing, 20%; financial services, 19%; leisure time, 15%; apparel and home furnishings, 17%; paper and building products, 9%, consumer and agricultural products, 7%; natural resources, 7%, and automotive replacement parts, 6%.

▪ The leisure time group, with record revenues of $967,000,000 in fiscal 1979, includes: Paramount Pictures; Simon & Schuster; Madison Square Garden sports and entertainment complex; Famous Players Ltd., a 51%-owned subsidiary operating theaters in Canada and France: Famous Music Corp., which publishes and promotes musical compositions, and Cinema International Corp., which is partly owned by Paramount and Universal City Studios, a subsidiary of MCA Inc. The division distributes the two companies' movies overseas.

Paramount was the group's—and the corporation's—biggest advertiser with expenditures of $82,200,000 in fiscal 1979. The company set a new domestic record with motion picture rentals of $240,600,000.

Contributors to Paramount's results were: "Escape From Alcatraz," "Meatballs," "Prophecy," "Grease," "Saturday Night Fever," "Foul Play," "Heaven Can Wait," "Up in Smoke," "Death on The Nile" and "The Warriors."

Paramount also scored a new foreign motion picture rentals record with a total of $163,100,000.

During the 1979-80 period, Paramount released box office successes including "North Dallas Forty," "Starting Over," "Star Trek—The Motion Picture" (which set an industry record for box office grosses in its opening around the country), "American Gigolo," "Little Darlings" and "Friday the 13th."

▪ Paramount's summer 1980 release lineup includes "Urban Cowboy," "Rough Cut," "The Hunter," "Airplane," "Bon Voyage, Charlie Brown (And Don't Come Back)" and the reissue of "Meatballs."

Paramount Television also contributed significantly to leisure time group's results. The 1979-80 season was begun with 10 series on network tv, more than any other production company. As Paramount TV adds shows such as "Mork & Mindy," "Taxi" and "Angie" to its list of perennial favorites, including "Happy Days" and "Laverne & Shirley," it continues to build a library for future syndication. Paramount TV also continues syndication of series such as "Star Trek," "The Odd Couple," "The Brady Bunch" and "Mission Impossible."

In addition, Paramount TV is producing various films and miniseries, including "Shogun," which will be broadcast as a 12-hour miniseries during the opening week of the 1980 season on NBC.

Advertising expenditures for Famous Players Ltd. were $5,100,000 in 1979, compared with $5,600,000 in 1978.

Simon & Schuster spent about $10,900,000 in advertising, promotion and publicity in fiscal 1979, compared with about $7,100,000 in 1978. During 1979-80, Simon & Schuster broke the industry record for the greatest number of best-sellers—eight—on the top ten list on one week.

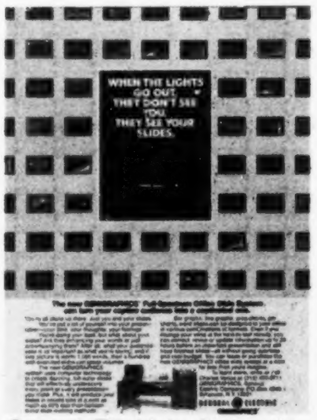
Hardcover best-sellers included: "Memories of Another Day," "The Brethren," "Donahue," "Kane & Abel," "How to Become Financially Independent by Investing In Real Estate," "Nothing Down," "Heartsounds," "Dr. Fischer of Geneva or the Bomb Party," "Sins of the Fathers" and "The Bleeding Heart." Paperback best-sellers from Pocket Books included "Flowers in the Attic," "Star Trek: The Novel," "Good as Gold," "Ghost Story," "War & Rememberance" and "Moviola,"

Simon & Schuster's new juvenile division, Wanderer Books, obtained the publishing rights to the "Nancy Drew," "Hardy Boys" and "Bobbsey Twins" books. S&S entered the booming field of contemporary romance fiction with Silhouette Books.

▪ Madison Square Garden Corp., which spent $7,500,000 in ad dollars in fiscal 1979 compared with $5,000,000 in 1978, owns and operates: Madison Square Garden, New York Knickerbockers, New York Rangers, the Washington Diplomats, James Lipton Productions, Marketing Concepts Inc., Bugs Bunny Follies, Madison Square Garden Communications Network, racetracks in New York and Chicago, and has an 80% participation in International Holiday On Ice.

The apparel and home furnishings group had net sales of $1.1 billion. The group consists of Kayser-Roth, one of the nation's largest manufacturers of apparel, and Simmons Co., a major manufacturer of home and institutional furnishings.

▪ Kayser-Roth is divided into four major product lines: Apparel, hosiery, specialty textiles and shoes.


WHEN THE LIGHTS GO OUT, THEY DON'T SEE YOU. THEY SEE YOUR SLIDES.

General Electric's Genigraphics uses computer technology to produce color slides.

The company spent a total of $45,100,000 in advertising in fiscal 1979.

Some of its well-known brand names include: Catalina, Cole of California, Excello, Colonial, Her Majesty, Oscar de la Renta men's wear, Sandler of Boston, John Newcombe tennis wear and Kayser Intimate apparel.

The hosiery division produces ladies' pantyhose and stockings under such brands as No Nonsense, Kayser, Mojud and Supphose, which are distributed through supermarkets, drugstores and mass merchandisers. Men's hosiery is marketed under the Interwoven, Supp-hose and Fruit of the Loom brands.

Simmons Co., acquired by G+W in fiscal 1979, had advertising expenditures of $12,300,000. The company consists of two operating units: Simmons U.S.A., which primarily markets bedding products in the U.S. and Simmons Universal, which markets bedding products abroad and a variety of home and institutional furnishings worldwide.

▪ Simmons U.S.A. is running a campaign for its Beautyrest mattresses that compares Beautyrest qualities with other mattresses.

In the Hide-A-Bed sofa area, the company has launched a magazine promotion, the largest such campaign in the furniture industry in the last ten years, using inserts that promote the company's "Speed Service" line.

Among Simmons U.S.A.'s most recent new products are: Elevations furniture groupings, providing seating at three different heights to give greater flexibility for smaller living areas and Flotation water beds.

Bedding products are marketed under such brands as Beautyrest, Deep Sleep, Slumberking Feelings, Beautyform, Hide-A-Bed, Hide-A-Bed sofas, Epeda, Quietude, Maxipedic, Goldenrest and Comforest.

Simmons Universal is divided into four operating divisions: International; decorative fabrics, wallcoverings and accessories; furniture, and caskets.

Simmons Universal recently created the Gulf + Western healthcare group, a combination of Simmons Contract, Thonet and Hausted hospital furnishings, which will be heavily promoted within the institutional healthcare industry.

▪ Upholstered furniture is marketed under such brands as Selig, Debu/Flair of California and KT Furniture. Other diversified furniture and wall coverings include such brand names as Greeff Fabrics, Bloomcraft, Katzenbach & Warren, Albert Van Luit, Old Stone Mill, Raymor/Moreddi, Dux of Sweden, Thonet, Meadowcraft, Little Folks Furniture and Hausted. Burial caskets are marketed under the brands, Elgin, Corinthian, York-Hoover and Wallace.

- The consumer and agricultural products group had net sales of $457,000,000 in fiscal 1979. The consumer products units of this group consist of the Consolidated Cigar Co. and the Schrafft Candy Co.

Consolidated Cigar remains the leading advertiser in the group with expenditures of more than $8,400,000 in 1979. This represented a 49% share of all the advertising expenditures in the cigar industry. Agricultural products spent $2,100,000 for advertising, bringing the total advertising expenditures for the group to $10,500,000.

Consolidated Cigar maintained its first place position in the U.S. cigar market with a 26.2% share of unit volume. The leading domestic brands include Dutch Masters, El Producto, Muriel and Ben Franklin. Its leading pipe tobaccos are Mixture No. 79, Sutliff Private Stock and Old Grand Dad.

Dutch Treats Little Cigars have shown a 23% sales increase; they come in regular, menthol and pipe aroma, the latter introduced the previous year.

- In 1979, the company began test marketing a new small cigar called Backwoods in Buffalo, Milwaukee, Memphis and Phoenix. Advertising was concentrated in tv.

The premium cigar division has added Don Diego and H. Upmann to its magazine schedule, which began with Primo Del Rey two years earlier. The schedule includes the *New York Times Magazine*, *The New Yorker* and *Wall Street Journal*. Industry dollar sales of cigars, 50¢ and over, have shown increases for the last five years.

Schraffts, in a new market move, has introduced the Schrafft Candy Shoppe, a 60-item, bagged candy product assortment.

Gulf + Western's other operating groups spent about $16,400,000 collectively for advertising and promotion in the fiscal period, broken down as follows: Manufacturing, $4,800,000; natural resources, $200,000; paper & building products, $1,300,000; automotive replacement parts, $4,000,000, and financial services, $6,100,000.

Gulf + Western's corporate advertising expenditures in fiscal 1979 were $3,600,000, primarily for its 64-page insert in *Time*.

ADVERTISING EXPENDITURES

	1979	1978
Newspapers	$2,465,600	$1,329,600
Magazines	7,972,600	5,367,400
Spot tv	20,101,800	14,983,200
Network tv	19,802,100	15,965,100
Spot radio	1,046,200	731,400
Network radio	460,300	95,500
Outdoor	1,169,000	556,700
Total measured	53,017,600	39,028,900
Unmeasured	138,482,400	92,566,100
Total	191,500,000	131,595,000

MARKETING PERSONNEL

Corporate

William A. Blodgett, vp, corporate communications
Jerry Sherman, asst vp, pr director
Paul F. Pickard, mgr, field communications

PARAMOUNT PICTURES CORP.

Frank Mancuso, exec vp-distribution & mktg
Eddie Kalish, senior vp, mktg
Tom Campanella, vp, natl adv
Larry Mark, vp-production/mktg, L.A.
Jon J. Gould, director, mktg admin exec asst to Frank Mancuso
Bob Goodfried, L.A. mktg consultant
Buffy Shutt, exec director, natl publicity
Howard Levine, exec director, production/-mktg
Lois Shatir, exec director, natl sales promo
Shelly Hochron, exec director, print adv
Angel Lopez, director, co-op adv
Sid Eisenberg, director, natl adv

ADVERTISING AGENCY

Diener/Hauser/Bates, New York

SIMON & SCHUSTER

Trade Book Division (Hardcover)

Strome Lamon, vp, corp adv director
Joseph T. Consolino, senior vp-gen mgr
Sam Meyerson, vp-mail order sales
Charles B. Davis, sales promo director

Pocket Books Division (Paperback)

Alvin B. Reuben, senior vp-sales director
Peter Minichiello, promo & adv director
Nancy Haslam, promo & adv mgr

ADVERTISING AGENCIES

Schwab/Beatty, New York
DKG Advertising, New York
Franklin Spier Inc., New York

MADISON SQUARE GARDEN CORP.

John Gfeller, vp-mktg
Robert J. Cole, director, adv—MSG Center

ADVERTISING AGENCIES

MSG Advertising (in-house)
Sports Advertising (in-house)
Abramson/Himelfarb
Harrison & Higgins
Ash/LeDonne

KAYSER-ROTH CORP.

Maurice Forman, director, mktg/devel

CATALINA

Pat Shaef, div adv mgr

ADVERTISING AGENCY

Keye/Donna/Pearlstein, Beverly Hills

COLE

Harriet Cellini, div adv mgr

ADVERTISING AGENCY

Michelson Advertising, Los Angeles

CROWN TEXTILE

Richard Sheerr, president

ADVERTISING AGENCY

Mintzer, Trossler & Rothschild, New York

EXCELLO SHIRT

Joseph Losgar, president

ADVERTISING AGENCY

Park Place Group, New York

Oscar de la Renta Marketing

Edwin J. Berkowitz, president

ADVERTISING AGENCY

Daniel & Charles, New York

HER MAJESTY INDUSTRIES

June Cheek, president

ADVERTISING AGENCY

Ruth B. Fetske Associates, New York

POLLACK SPORTSWEAR

Jerry Pollack, president

ADVERTISING AGENCY

Park Place Group, New York

INTERWOVEN

Peter Glidewell, division adv mgr

ADVERTISING AGENCY

Ally & Gargano, New York

LADIES' BRANDED

Linda Romeo, div mgr

ADVERTISING AGENCY

Greene & Claire, New York

NO NONSENSE

Dick Carter, div adv mgr

ADVERTISING AGENCIES

Grey Advertising, New York
Cunningham & Walsh, New York

K-R INTIMATE APPAREL

Bernadette Koziel, div adv mgr

ADVERTISING AGENCY

Mintzer, Trossler & Rothschild, New York

MAVEST/CHAMPION/TASSEL

Michael Kaye, div adv mgr

ADVERTISING AGENCY

Park Place Group, New York

A. SANDLER

Lorna Starbird, div adv mgr

ADVERTISING AGENCY

Don Wise & Co., Boston

K-R GLOVE & ACCESSORIES

Nina McLemore, president

ADVERTISING AGENCY

Park Place Group, New York

SIMMONS U.S.A.

Merrill Norvell, vp-mktg
Allan Bain, vp-sales
Leonard Gaby, vp-merch-bedding
M.L. (Skip) Johnson, merch mgr-upholstrery
Larry B. Alm, adv director
James F. Walker, promo mgr

ADVERTISING AGENCY

McDonald & Little, Atlanta

SIMMONS UNIVERSAL

SIMMONS CASKET CORP.

ADVERTISING AGENCY

Goodchild & Eidson, Providence, R.I.

G&W HEALTHCARE GROUP

ADVERTISING AGENCY

Marjorie Katz Design, New York

THONET INDUSTRIES

ADVERTISING AGENCY

Marjorie Katz Design, New York

JUVENILE PRODUCTS DIVISION

ADVERTISING AGENCY

Butz & Campbell, Chicago

HAUSTED DIVISION

ADVERTISING AGENCY

Marjorie Katz Design, New York

BIRMINGHAM ORNAMENTAL IRON CO.

ADVERTISING AGENCY

Liller Neal Weltin, Atlanta

ALBERT VAN LUIT & CO.

ADVERTISING AGENCY

Whiteman Advertising, Los Angeles

ARTISAN HOUSE

ADVERTISING AGENCY

Robinson, Clarke, Berkely, Cal.

DEBU/FLAIR

ADVERTISING AGENCY

Snyder Advertising, Los Angeles

SELIG MANUFACTURING CO.

ADVERTISING AGENCY

Sweet & Co., New York

INTERNATIONAL DIVISION

John Walsh, director mktg
Richard Denker, director mktg

CONSOLIDATED CIGAR CORP.

John J. Roarty, senior vp-mktg
Philip E. Penberty, vp-mktg
Jeffrey Bittens, vp-sales/sales devel
Joseph G. DeVico, pr director
Andrew Edmond, mkt rsch director
Don Young, group product mgr
Richard De Coursey, brand mgr
Suzanne Brennan, assoc brand mgr

ADVERTISING AGENCY

David, Oksner & Mitchneck

GULF + WESTERN MFG. CO.

Southfield, Mich.

Thomas H. Smith, director, adv/pr
William E. Green, director, mktg

DISTRIBUTION GROUP

Drury I. Connor, director, adv/pr

ENERGY PRODUCTS GROUP

Gloria Robinette, supervisor, comm

ADVERTISING AGENCIES

Josephson, Cuffari & Co., Montclair, N.J.
Jaqua Advertising, Grand Rapids, Mich.
Creamer Inc., New York
Riegner & Associates, Southfield, Mich.
Keller-Crescent, Evansville, Ind.
Gray & Kilgore, Detroit
Wilding Advertising, Southfield, Mich.
Miller Advertising, New York
Ferguson Advertising, Jenkintown, Pa.
Creswell, Munsell, Fultz & Zirbell, Cedar Rapids, Ia.
Advertising Department, Austin, Tex.
McCarron, Kane, Burbank, Cal.
Huntington Graphics, Abington, Pa.
Harton, Church & Goff, Providence, R.I.
Goodchild & Eidson, Providence, R.I.
Caroe Marketing, Rye, N.Y.

A.P.S. INC.

Houston

Everett L. Kelly, vp
Robert T. Pando, vp

ADVERTISING AGENCY

McCann-Erickson, Houston

BROWN CO.

Robert J. Sherry, vp, admin

NATURAL RESOURCES GROUP

Gordon R. Smith, vp, corporate communications
Ryland L. Hoskins, director, corporate communications
Christina C. Hemmer, creative services

ADVERTISING AGENCY

L. Hoider, Kennedy & Co.,
Nashville & New York

ASSOCIATES CORP. OF NORTH AMERICA

Andrew M. Stern, vp pr

ASSOCIATES FINANCIAL SERVICES CO.

B.P. Daley, exec vp, operations & mktg

ADVERTISING AGENCY

Bozell & Jacobs, Southwest

ASSOCIATES COMMERCIAL CORP.

ADVERTISING AGENCY

Wilk & Brichta, Chicago

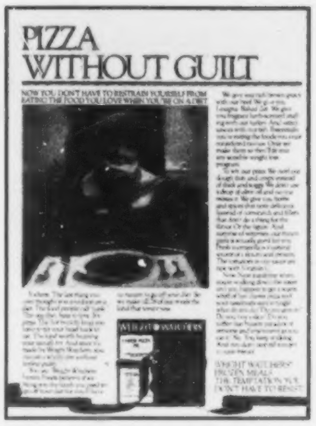
H. J. Heinz Co.

	1979	1978
Sales	$2,924,774,000	$2,470,883,000††
Earnings	142,887,000†	110,430,000††
Advertising*	71,469,335	74,111,000

***Estimated by AA**
†Sales and earnings for fiscal year 1980, ended April 30, 1980.
††Restated, figures are for fiscal year 1979.

H. J. Heinz Co., the 63rd largest national advertiser, decreased its domestic advertising an estimated 3.6% to $71,469,335 in 1979. Company-reported expenditures were $104,830,000 for its fiscal year 1980.

Fiscal 1980, which ended April 30, 1980, again saw Heinz increase its sales and earnings for the 17th consecutive year. Consolidated sales rose 18.4% to reach $2,924,774,000, with domestic sales totaling $1.7 billion, up 12.2% over last year's $1.5 billion. This currently represents 59% of consolidated sales, the same as last year. Earnings rose 29.4% over last year's $110,430,000 figure to total $142,887,000.


PIZZA WITHOUT GUILT
NOW YOU DON'T HAVE TO RESTRAIN YOURSELF FROM EATING THE FOOD YOU LOVE WHEN YOU'RE ON A DIET
WEIGHT WATCHERS
WEIGHT WATCHERS' FROZEN MEALS. THE TEMPTATION YOU DON'T HAVE TO RESIST.

Heinz' Weight Watchers, claiming 72% of the weight-loss market, spent an estimated $5,768,700 on advertising in 1979.

Heinz, marketer of over 1,250 products worldwide, markets domestically through Heinz USA, Star-Kist Foods, Ore-Ida Foods and the Hubinger Co., a producer of the Hi-Sweet brand of high fructose corn syrup for industrial use. Most recently, high fructose syrup has been approved for use by the Coca-Cola and Pepsi-Cola companies. Heinz also markets the Weight Watchers label through its acquisition of Weight Watchers International, Foodways National and Camargo Foods.

Although Heinz controls more than 40% of the retail ketchup market and has increased its share of the food service market to 60%, the company has cut its measured advertising expenditures (excluding newspapers) to an estimated $2,184,000 from $7,438,400 in 1978. Two major general promotions were utilized, however, which depended heavily on newspaper and coupon ads. One was the Great Ketchup Giveaway early in the year, and the other was the Heinz Free Burger Giveaway, implemented for the second year. Two new sizes, a 24-oz. and a 44-oz. size, were also added to the ketchup line.

Heinz 57 steak sauce continued to reposition itself as a recipe ingredient as well as a condiment, and measured ad dollars for the sauce, in addition to the Heinz steak sauce sweepstakes, totaled $1,180,100, excluding newspaper ads.

Heinz edged into second place in the baby food market, claiming a share exceeding 15%. The company introduced a line of seven natural fruit yogurt flavors for babies that require no refrigeration before serving. A line of "Saver Size" strained juices were introduced into test markets, and juices in jars have received favorable reactions since their introduction last year, according to the company. Heinz also reentered the New York market after a three-year absence. Total media spending was estimated at $332,300.

In the private label soup market, three varieties of chunky soups in 19-oz. and single-serve sizes were introduced. The Great American Soup label was reintroduced as a 15 variety condensed soup line for retailers who lack their own private label brands.

Star-Kist tuna, still wrestling for first place with Ralston Purina's Chicken of the Sea in the retail tuna market, which reportedly tops $1.5 billion in sales, was backed by $4,153,800 in measured media spending, including a tuna sweepstakes and a premium offer. Star-Kist's major marketing move was the national introduction of Chunk Light Tuna packed in natural spring water. The product is backed by print and tv advertising.

- Star-Kist's 9-Lives dry cat food introduced an eight-lb. size for heavy volume use into selected markets. 9-Lives dry was the leader in advertising expenditures with $8,853,100 in measured spending, $7,297,500 of which went into network tv, making it the most heavily promoted product from Heinz.

9-Lives, the leader in canned cat food, increased its market share to an estimated 32% from 18% in 1978. The company attributes much of this to the introduction of three new varieties: Western Menu, Liver & Bacon and Fish and Liver Feast.

Star-Kist also acquired Jerky Treats Inc., El Paso, Tex., in June, 1979. The dog treats marketer claims control of 20% of the market.

The Ore-Ida subsidiary, with over 48% of the frozen potato market in pounds and a 53% share of dollar sales, introduced its "All Righta" ad campaign in 1979. Advertising expenditures totaled $7,980,000.

La Pizzeria, Ore-Ida's premium frozen pizza, introduced a 9-in. size cheese pizza in January, 1979. Total advertising expenditures were $2,448,100.

- Mrs. Goodcookie, the frozen ready-to-bake cookie, came out with a new peanut butter variety that presently ranks No. 3, while the chocolate chip variety retains its No. 1 position. The brand was introduced into the Northeast in August, 1979, and is now distributed nationwide.

Weight Watchers and its subsidiaries, Foodways National and Camrago Foods, all have moved to Doyle Dane Bernbach. Weight Watchers, which claims a 72% share of the weight loss market, spent an estimated $5,768,700 on advertising.

Foodways National backed with $3,000,000 a frozen entree and dinner campaign stressing the realistic approach of Weight Watcher dieting.

Camargo Foods has a cooking spray in limited test markets and is in the process of expanding its bread and frozen desserts lines.

A settlement was reached in May, 1979, in the Heinz vs. Campbell Soup Co. case, in which Heinz charged Campbell with monopolization of the canned soup market. A federal court in Pennsylvania dismissed the charge without prejudice.

ADVERTISING EXPENDITURES

	1979	1978
Newspapers	$ 2,826,400	$ 2,557,700
Magazines	3,232,900	1,779,100
Spot tv	9,640,200	8,469,200
Network tv	25,516,500	29,487,300
Spot radio	3,300	239,600
Outdoor	33,000	82,600
Total measured	41,252,300	42,615,500
Unmeasured	30,217,035	31,495,500
Estimated total	71,469,335	74,111,000

HEINZ USA

MARKETING PERSONNEL

Tomato Products and Pickles

D. W. Sculley, vp
T. J. Healey, genl mgr, grocery mktg
J. Crawshaw, group product mgr, ketchup and sauces
W. H. Van Duzer, genl mgr, grocery pickle/-vinegar mktg
J. A. Gordon, senior mgr, adv

Processed Foods Division

C. D. Hartmann, vp
R. E. White, genl mgr
R. H. Sanks, genl mgr

Nutrition Products Group

A. O. Wilteman, genl mgr
R. N. Bell, natl sales mgr
K. A. Connor, group business mgr
S. C. Pease, product mgr

Sales Division

W. V. Costello, vp
T. R. Jonell, genl mgr, food service sales
Jon Peterson, genl mgr, grocery sales

ADVERTISING AGENCIES

The Food Service Group, New York—food service products—Don Axelrod, president-acct super.

Doyle Dane Bernbach, New York—Weight Watchers—Jerry Brady, acct mgr; Mia Laughlin, acct super.

MARKETING PROFILES

Leo Burnett Co., Chicago—ketchup, pickles, relishes, baby food—Joe McGowan, mgmt super.

Ketchum, MacLeod & Grove, Pittsburgh—57 sauce, barbecue sauce—Henry Lewczyk, av/acct super; vinegar—David Brown, acct super; Blennd fruit drink, Minute meals—Bill Stein, acct mgr, corporate and U.S. pr

Grey Advertising, New York—gravies, new prods—John Grace, acct super.

Tracy-Locke, Dallas—new products.

Warwick, Welsh & Miller, New York—vegetarian beans, pork 'n beans.

STAR-KIST FOODS

MARKETING PERSONNEL

R. L. Scharer, vp-mktg
W. H. Gassett, genl mgr-mktg
J. D. Kerr, mgr, adv/sales promo
A. A. Ayotee, natl sales mgr

ADVERTISING AGENCIES

Leo Burnett Co., Chicago—Alan Yurman, mgmt director.

The Norton Co., Los Angeles—Tim Norton, president/acct exec.

ORE-IDA FOODS

Dietmar Kluth, vp-sales/mktg
Wayne Durfey, genl mgr, food service
William S. Bradbury, genl mgr, retail mktg-formulated products
Geoffrey V. Supko, genl mgr, retail mktg, current prods
M. Vince Shaar, genl mgr, retail sales

ADVERTISING AGENCIES

Doyle Dane Bernbach, New York—David Skinner, acct super.

Foote, Cone & Belding/Honig, San Francisco—Tom Dynjan, acct super.

The Norton Co., Los Angeles—Tim Norton, acct exec.

WEIGHT WATCHERS INTERNATIONAL

MARKETING PERSONNEL

Kent Q. Kreh, vp-mktg business devel
Charles H. Meyer, director-classroom mktg

ADVERTISING AGENCIES

Doyle Dane Bernbach, New York—Irwin Satin, mgmt super.

Graber & Cohen, New York—Julian Cohen, mgmt super.

Heublein Inc.

	1979	1978
Sales	$1,769,074,000	$1,620,112,000
Earnings	68,130,000	56,290,000
Advertising	155,000,000	118,000,400

Heublein Inc., Farmington, Conn., the 26th largest national advertiser, increased its ad spending about 31% in 1979 to an estimated $155,000,000. Measured media spending was $87,585,700, up from $79,235,400 in 1978. Income increased 21% to $68,130,000 for the fiscal year ended June 30, 1979, as sales climbed 9% to $1,769,074,000.

Heublein's beverage operations passed some major milestones last year, including sales in excess of $1 billion for the first time, a record 42,200,000 cases of spirits and wines shipped and Smirnoff's move into the lead as best-selling spirit brand (according to an independent industry report).

However, the company was beset with some legal difficulties that may diminish future performance. Shortly after the close of fiscal 1978, a Federal Trade Commission administrative law judge ruled that Heublein must divest itself of United Vintners, its major California wine company. Heublein is still appealing the decision to the full FTC, arguing that the wine business remains competitive with UV's present ownership.

Smirnoff, which leads the vodka market with an estimated 23% share, raised its media spending from $9,000,000 to $15,000,000 and changed its creative strategy to appeal to a broader segment of the population. Through Tinker, Campbell-Ewald, New York, Smirnoff's new print campaign broke in mid-July. The ads show people engaged in such lighthearted activities as enjoying a summer cruise on a flotilla of rubber rafts, eating dinner by candlelight in a rowboat and frolicking in the spray of a garden sprinkler.

"At this point in the brand's history, Smirnoff can no longer thrive on the image of exclusivity that characterized it in the past," said Joseph E. Corr Jr., vp-marketing, Heublein Spirits Group.

Despite the fact that vodka is the largest-selling liquor category, Heublein's Smirnoff remains the only brand recognizable nationwide, having built the market since the early '50s. It is precisely this success that competing distiller Joseph E. Seagram & Sons feels makes Smirnoff vulnerable to a challenge.

Von Konig silbervasser, the brand with which Seagram hopes to snatch Smirnoff's crown, is not really a vodka at all but a form of neutral grain spirit that Seagram has registered as a new category of liquor. The difference between the two spirits—a difference stressed in the challenger's ads—is in Von Konig's texture, described as a heavy cream to vodka's half and half.

A new category of challengers is entering the vodka market—the super premiums—including Finlandia from Finland, Stolichnaya from Russia, Absolut from Sweden, Tsingtao from China and Izmira from Turkey, and Heublein's recent entry, Smirnoff de Czar Special Reserve vodka.

Smirnoff faced a challenge of a different sort from the Treasury Department's Bureau of Alcohol, Tobacco & Firearms, which recently ordered all alcoholic beverage marketers to include on their labels either an ingredient list or an address where consumers can write for ingredient information. The order is scheduled to take effect in 1983.

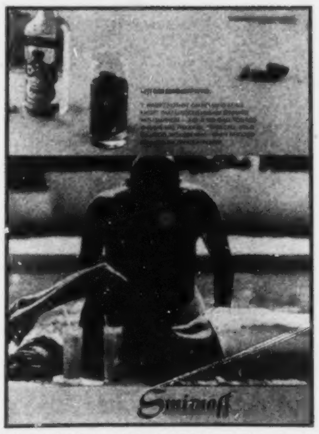
In another matter, an ex-alcoholic filed suit against Smirnoff to require warning labels be placed on its products. Kenneth Garrison, whose original, one-page complaint against the brand stood a good chance of getting dismissed because of its lack of legal language and structure, refiled the suit—now a 17-page document—last June in Chicago federal district court. The amended suit claims that Heublein has been negligent for failing to place a label on Smirnoff warning of the product's "addictive nature" and its "propensity to cause physical damage to the consumer" including "impairment to physical and motor skills" and "mental capacity and facilities for a period of time after consumption."

- United Vinters this summer began an aggressive campaign pitting its line of three low-alcohol wines against two of the leaders in the brisk table-wine market. Commercials with the theme "softness you can actually taste" feature consumers who rate the generic soft chablis over Paul Masson and Almaden offerings.

The three Lejon brand wines—a chablis with 10% alcohol, a burgundy with 8% alcohol and a rosé with 9.5% alcohol—were tested in Albany, N.Y., Milwaukee and Seattle. The tv spot from McCann-Erickson promoted only the chablis and broke in early June.

Other Heublein spirits receiving heavy ad backing last year were Black Velvet blended Canadian whisky, whose measured media total of $3,572,000 was invested mainly in outdoor, via F. William Free & Co., New York; Harveys Bristol Cream sherry, with $4,619,000 in measured media split between network and spot tv, via D'Arcy-MacManus & Masius, New York, and Heublein Cocktails with a $3,000,000-plus investment, mainly in magazines, via McCann-Erickson, New York.

Among the wines getting heavy media backing were Lancers, most of whose $2,400,000 went to network tv (also via McCann-Erickson), Inglenook wines, with more than $3,000,000 invested in network tv (McCann-Erickson-San Francisco) and Colony wines, with more than $4,000,000 in tv backing (also McCann-S.F.).



Heublein's Smirnoff vodka ad used a fairy tale-style copy to introduce a mixed drink recipe.

Total revenues from Heublein's Food Operations, which includes Grocery Products and Food Service and Franchising groups, were down 2% for the year, to $413,923,000. The decline for the Grocery Products group was due mainly to the decision by many supermarket chains and wholesalers to reduce their inventories in response to the high cost of short-term borrowing.

- The Ortega brand of Mexican foods continued to do well in this fast-growing and highly competitive category. The line, including canned chile, Mexican sauce, taco shells and refried beans, received a total of about $4,000,000 in measured media backing. Agency is Marschalk & Co., New York. Plans for fiscal 1980 include a tv ad campaign featuring pro golfer Nancy Lopez as spokesperson for the brand.

Kentucky Fried Chicken continued to use the advertising theme "It's so nice to feel so good about a meal," which was introduced by Young & Rubicam in 1978. According to Heublein's 1979 annual report, "Most local KFC advertising is using the same theme, creating the 'campaign effect' missing in previous years." Measured media spending for KFC in 1979 was $31,946,300, mainly invested in network and spot tv.

- In a year when many fast-food chains resorted to promotions and giveaways to halt the declining traffic flow that has troubled the industry, Louisville-based KFC limited itself to moderate use of couponing. KFC's sales were up 14% for the year and the only thing out of the ordinary about its ad program was the use of former baseball star Hank Aaron in a 30-second tv commercial. Mr. Aaron, who made a cameo appearance as a Little League baseball coach, is the first celebrity (other than Col. Sanders) to be used by KFC.

A.1. steak sauce, leader in its category, suffered a drop in volume mainly due to rising beef prices and the resultant decline in beef sales. A.1. agency Marschalk launched a tv campaign in May, 1979, promoting the sauce as a tasty ingredient to add to hamburgers. The tv spots were supplemented in January and February of this year by recipe ads in women's magazines.

ADVERTISING EXPENDITURES

	1979	1978
Newspapers	$3,092,200	$5,003,900
Magazines	14,861,600	17,233,900
Spot tv	20,782,800	18,806,800
Network tv	35,025,900	27,124,200
Spot radio	4,371,000	3,450,000
Network radio	566,600	661,200
Outdoor	8,885,600	6,955,400
Total measured	87,585,700	79,235,400
Unmeasured	67,414,300	38,765,000
Estimated total	155,000,000	118,000,400

MARKETING PERSONNEL

Stuart D. Watson, chairman
Hicks B. Waldron, president
Christopher W. Carriuolo, exec vp
John A. Powers, senior vp-alcoholic beverages
Paul R. Dohl, vp-group exec, spirits group
Robert A. Martin, vp-group exec, wines group
Michael A. Miles, vp-group exec, food service & franchising group
Barry M. Rowles, vp-group exec, intl group
Robert R. Weiss, vp-group exec, grocery products group
Joseph M. McGarry, vp communications & public affairs

Spirits Group

John A. Powers, senior vp-alcoholic beverages
Paul R. Dohl, group exec
Joseph E. Corr, Jr., vp-mktg
P.A. Papadopoulos, vp, product mgmt
W.C. Bennett, vp, admin & planning
G. William Seawright, vp-product devel

Wines Group

John A. Powers, senior vp-alcoholic beverages
Robert A. Martin, group exec
Robert M. Furek, vp-genl mgr, premium wines
Harold G. Spielberg, vp-genl mgr, standard wines

International Vintage Wine Co.

George T. Eisenberg, president
Barry T. Blake, vp-mktg & sales

Grocery Products Group

Robert R. Weiss, group exec
R.B. Schlossberg, vp-mktg
P.W. Lammonia, mktg director, foodservice

International Group

Barry Rowles, group exec
Gerald McNamara, senior vp-beverages
Thomas Frank, senior vp-food

Food Service & Franchising Group

Michael A. Miles, group exec
William A. Ready, president, Kentucky Fried Chicken
Richard P. Mayer, president, Food Services Management Co.
Donald E. Doyle, vp-mktg

Zantigo Restaurants

Harry Lavo, president

ADVERTISING AGENCIES

Marschalk Co., New York—consumer products adv: A.1. steak sauce, Grey Poupon Dijon mustard, Regina wine vinegars and cooking wines, Snap-E-Tom tomato cocktail, Ortega Mexican foods (tacos, chiles, beans and sauces). J. Johnson, senior vp, mgmt service director Michael Krugman, vp, acct super, sauces and condiments; Peter Balint, vp, acct super, Ortega Mexican Foods; Frank Mangan, acct super, new products.

McCann-Erickson, New York—Heublein cocktails, The Club cocktails; Don Q. Puerto Rican rum; Lancers Rose, Vinho Branco and Rubeo imported table wines; Kiku Sake. Michael Sennot, Stephan Norcia mgmt supers.

Tinker, Campbell-Ewald, New York—Smirnoff vodka; Smirnoff Silver vodka, Smirnoff de Czar Special Reserve vodka; Yukon Jack Canadian liqueur; Boggs Cranberry liqueur; Relska vodka; Popov vodka; Vaklova imported liqueur; Arrow cordials; Beaulieu Vineyard wines. John Dauer, acct super.

F. William Free & Co., New York—Jose Cuervo tequila; Black Velvet Canadian; Black & White scotch; Matador tequila; McMasters Scotch and McMaster's Canadian; Malcolm Hereford's Cows; Irish Mist imported liqueur; Jeremiah Weed bourbon liqueur. F. William Free, chairman.

D'Arcy-MacManus & Masius, New York—Harveys Bristol Cream, Harveys other ports and sherries. A.J. Roby acct super.

UniWorld, Inc., New York—Smirnoff vodka ethnic advertising; Harveys Bristol Cream ethnic advertising. Byron E. Lewis, president.

Castor Spanish International, New York—Smirnoff vodka; Don Q. Puerto Rican rum; Jose Cuervo tequila; Black Velvet Canadian. Castor Fernandez, president.

Noble y Asociados, Newport Beach, Cal.—Spanish-language consumer products advertising. Richard Dillon, president.

Charnas Advertising, East Hartford, Conn.—retail grocery trade advertising. Robert Charnas, president.

Ketchum, MacLeod & Grove, Houston, Texas—grocery products food service advertising. Lance Goodwin, senior vp, mgmt super.

Tinker, Campbell-Ewald, New York—KFC company-owned outlets. Brian Stapen, acct super.

McCann-Erickson, San Francisco—Inglenook, Annie Green Springs, Colony, T.J. Swann and Jacare wines. Ralph Usina, mgmt super.

Young & Rubicam, New York—KFC national co-op adv. John P McGarry, senior vp, mgmt super.

Mingo Jones Guilmenot, New York—KFC company-owned black media (New York City). Bennie F. Giles III, acct super.

SIX ANCIENT MACHINES.
AND ONE NEW ONE.
IBM

IBM's greatest measured media expenditure went to back its computer services. Spending in this category was up 40% from 1978.

International Business Machines Corp.

	1979	1978
Sales	$22,862,600,000	21,076,089,000
Earnings	3,011,259,000	3,110,568,000
Advertising	31,073,800	24,259,600

International Business Machines Corp., Armonk, N.Y., the 99th largest advertiser, boosted ad expenditures 28% in 1979 from $24,259,600 to $31,073,800.

The company reported $22.9 billion in worldwide sales in 1979, up 8% from $21.1 billion in 1978. Earnings, however, dropped slightly to $3,011,259,000. Foreign operations brought in $12.2 billion in 1979, up from $11.0 billion the year before.

- IBM primarily leases and sells information handling systems, equipment and services. Major products include data processing machines and systems, information processors, office systems, electric and electronic typewriters, copiers, dictation equipment, educational and testing material and related supplies and services.

IBM achieved approximately 80% of its gross income in 1979 from its data processing segment—66% from equipment sales rentals and services and 14% from maintenance contracts, program products and supplies. The office products segment contributed 17% of gross income, and all other operations brought in approximately 3%.

1979 for IBM was a year in which the giant marketer experienced the sweet pain of success. Following the long-awaited January introduction of the 4300 series of medium-scale computers, the company saw a rash of orders that some industry experts estimated would take longer than the computer's lifespan to fill.

- The 4300 was said by industry analysts to offer up to eight times the computing performance for close to the same cost of the 370 line of computers they were designed to replace.

Not only did its introduction spur smaller companies to lease rather than buy less current equipment while awaiting delivery, but it encouraged larger companies to lease rather than buy in the anticipation that IBM would come out with something as appealing for their needs in the near future.

This trend toward leasing and away from purchasing accounts partially for IBM's 3% earnings drop—its first year-to-year decline reported in 20 years. Gross income for rentals and services rose 8.7%.

In other major new product introductions, the office products division brought out its 6670 information distributor, promptly labeled the "intelligent printer" by the industry. The machine performs ordinary office functions such as copying and printing and has the ability to communicate with computers and terminals at a distance.

- The General Systems division introduced the 5520 administrative system which combines advanced text processing with electronic document distribution.

Other product innovations included a color display station and printer, processing capacity in Chinese and Japanese and various other computer terminal products.

1979 was extremely active for IBM on the agency front. In separate moves, the company shifted its estimated $2,000,000 corporate print account from Geer, DuBois

MARKETING PROFILES

to Lord, Geller, Federico, Einstein, and late in the year its approximately $11,000,000 corporate television account from Conahay & Lyon to Doyle Dane Bernbach.

In late '79, the general systems division also split with Geer, DuBois, assigning its estimated $4,000,000 account to Leber Katz Partners in March, 1980. In October, 1979, the World Trade Americas/Far East division moved its business from Compton to Marschalk. In February, 1979, Doyle Dane Bernbach was awarded the $5,000,000 office products division account, resigned by Ally & Gargano late in December, 1978.

IBM's greatest measured media expenditure went to back its computer services, for which it spent $8,906,700, up 40% from $6,323,400 in 1978. Close to 90% of that figure was spent on network tv in both '78 and '79.

Measured media expenditures on corporate general promotion declined from $6,135,400 to $2,993,800. In 1979, IBM sponsored tv specials "Einstein's Universe," "The Miracle Worker" and the "Movies to Remember" series. In 1980, corporate sponsored a special on Baryshnikov and partially sponsored a special on Picasso. Both agencies ran tune-in print ads promoting IBM's specials sponsorship in major newspapers.

A new corporate print campaign in magazines and major newspapers was also launched.

▪ The data processing division, the one unit remaining at Geer, DuBois, saw a new campaign launched in business publications in the spring of 1979, with the theme, "The way we put it all together is what sets us apart." Measured media spending for the division's general promotion rose from $236,300 to $1,380,300.

The office products division, via new agency Doyle Dane Bernbach, signed George Burns as spokesman and in September launched a network tv campaign touting the ease of use and quality of its Series III copier. A national print push, also featuring Mr. Burns, followed in April, 1980. Also advertising the Series III copier was a "copycat" magazine effort launched in November, 1979.

1979 also saw a heavy direct mail campaign from the office products division featuring detailed product information and encouraging customers to contact IBM for more information or demonstrations.

Measured media support of electronic typewriters declined 37% from $1,372,800 to $866,700, while backing on Selectric typewriters, including the introduction of the 75, climbed 32% to $1,909,700 from $1,449,300.

Science Research Associates' budget remained relatively stable from 1978 to 1979 at approximately $420,000. However, slightly more muscle was put behind card file collection and less behind learning aids in 1979.

▪ Also in 1979, the company began to advertise its data recording products and dictating equipment with about $167,000 worth of magazine ads each.

The company upped its over-all spending on printers to $1,092,400, and office systems were backed with $2,151,100 in measured media.

In September, 1979, IBM and MCA entered into a joint venture to develop, manufacture and market videodiscs and videodisc players, known as DiscoVision Associates.

1979 marked the tenth anniversary of the Department of Justice's antitrust complaint charging IBM with monopolizing commerce in general purpose digital computers in the U.S.

Another suit, filed in 1969 by the Greyhound Computer Corp., is in the pretrial discovery stage for a second trial. An earlier judgment favored IBM, but a 1977 U.S. Court of Appeals decision granted Grey's petition for retrial.

Six other lawsuits alleging antitrust violations remain in progress.

In March, 1979, Robert Fondiller, head of Fondiller Radio Corp. and Management Consultants, New York, filed a patent infringement suit in a New York district court accusing IBM of infringing on his 1966 patent for a "typewriter erasure mechanism" used in Selectric typewriters. The suit was settled out of court.

Also in 1979, Thomas J. Watson Jr. resigned from the board to become U.S. Ambassador to the Soviet Union. Mr. Watson was a board member for more than 32 years and chief exec for 15.

Developments in 1980 included the introduction of a new group of 4331 processor models offering twice the internal performance and up to four times the storage capacity of the original 4331 models.

▪ In June, 1980, various divisions introduced a Displaywriter low-cost desktop text processing system, a distributed office system which enables word and data processing applications to operate concurrently on the data processing division's new 8100 Information System, and additions to the 5520 administrative system which includes files processing with arithmetic functions.

Also in 1980, the instrument systems unit was made a formal subsidiary, IBM Instruments Inc., and IBM bought interests in the Bruker and Spectrodpin companies which produce and market analytical instruments. The new division named Muir Cornelius Moore, which handles sales promotion projects for several other units, its agency of record. The first ads for the division broke in vertical publications in June of this year.

ADVERTISING EXPENDITURES

	1979	1978
Newspapers	$ 1,718,300	$ ——
Magazines	4,930,200	7,280,600
Spot tv	902,600	205,100
Network tv	17,726,900	12,519,400
Network radio	774,900	239,000
Outdoor	20,900	15,500
Total measured	26,073,800	20,259,600
Unmeasured	5,000,000	4,000,000
Estimated total	31,073,800	24,259,600

IBM CORPORATE

MARKETING PERSONNEL

F.G. Rodgers, vp-marketing
G. G. Francis, director, adv

ADVERTISING AGENCIES

Lord, Geller, Federico, Einstein, New York—print, radio—Richard H. Pell, acct super.

Doyle Dane Bernbach, New York—tv—Patricia Hennebry.

IBM DATA PROCESSING DIVISION

ADVERTISING AGENCY

Geer, DuBois, New York—John Allen, acct super.

IBM DATA PROCESSING PRODUCT GROUP

ADVERTISING AGENCY

Muir Cornelius Moore—project basis only, sales promo—Hil Leibe, acct super.

IBM OFFICE PRODUCTS DIVISION

ADVERTISING AGENCY

Doyle Dane Bernbach, New York—Nancy Wiese, acct super.

IBM FEDERAL SYSTEMS DIVISION

ADVERTISING AGENCY

Marsteller Inc., New York—James Waechter, mgmt super.

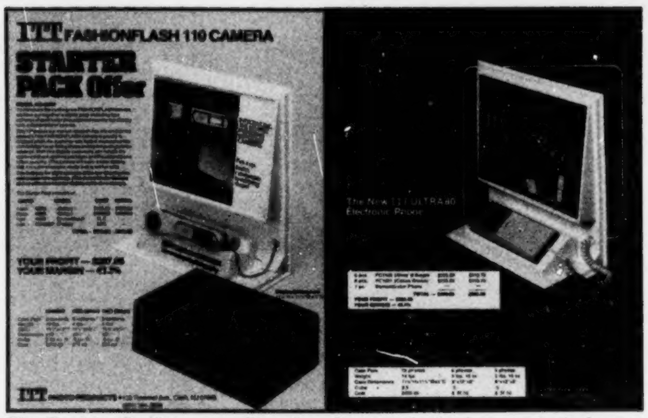
IBM INFORMATION RECORDS DIVISION

ADVERTISING AGENCIES

Richardson, Thomas & Bushman, Fort Washington, Pa.—collateral—Arthur Boyle, acct super.

Conahay & Lyon, New York—Vicki Johnson, acct super.

Tatham-Laird & Kudner, New York—direct marketing—Jill Eenigenburg, acct super.


ITT FASHIONFLASH 110 CAMERA
STARTER PACK Offer
YOUR PROFIT
YOUR MARGIN
ITT
The New ITT ULTRA 80 Electronic Phone

The Fashionflash camera "hands on" p.o.p. display has generated many impulse buys so far, according to ITT, taking the product national this fall. ITT also is using p.o.p. for the Ultra 80 phone.

IBM SCIENCE RESEARCH ASSOCIATES

ADVERTISING AGENCY

Tatham-Laird & Kudner, New York—Robert Gordon, acct super.

IBM GENERAL SYSTEMS DIVISION

ADVERTISING AGENCIES

Leber Katz Partners, New York—Sam Eisnitz, mgmt super.

Muir Cornelius Moore, New York—sales promo—Hil Liebe, acct super.

IBM INSTRUMENTS

ADVERTISING AGENCY

Muir Cornelius Moore, New York—John Friedberg, acct super.

IBM WORLD TRADE AMERICAS/FAR EAST

ADVERTISING AGENCY

The Marschalk Co., New York—Paul Marrocco, acct super.

International Telephone & Telegraph Corp.

	1979	1978
Sales*	$17,197,423,000	$15,261,178,000
Earnings*	380,685,000	661,807,000
Advertising*	132,400,000	122,700,000

*U.S. only

International Telephone & Telegraph Corp., the 32nd largest national advertiser, boosted its U.S. ad spending by almost 8% in 1979 to an estimated $132,400,000.

Global ad expenditures topped the $200,000,000 mark last year, according to ITT, which allocated about $185,000,000 worldwide in 1978.

Worldwide, sales were up $2.6 billion to $22 billion. Gains were posted by the five ITT business groups—telecommunications/-electronics, which hit $6.3 billion last year; engineered products, $5.8 billion; consumer products and services, $3.7 billion; natural resources, $1.3 billion, and insurance/finance, nearly $4.8 billion.

After the 1980 first-quarter results were in, ITT singled out O.M. Scott & Sons and Sheraton Hotels as leading the consumer group to the company's largest income gain in that quarter. Income also was lifted by the sale of its French cosmetics business, ITT noted.

Adversely affected mainly by foreign exchange translations, ITT's second-quarter earnings fell 59.3% to $64,500,000, as revenues grew to $5.9 billion from $5.35 billion. For the 1980 first half, ITT's net income gained 11.4% to $411,000,000, and sales rose 10.7% to $11.4 billion.

▪ ITT Continental Baking Co. brands, as usual, accounted for the bulk of ITT's ad/promotion spending. Products bearing the Hostess name were backed with $9,662,000 in measured spending alone. Although ITT Continental Baking enjoyed a record sales year in 1979, income fell below 1978 levels "due to higher ingredient, labor and energy costs and new product development."

Continental was followed by O.M. Scott & Sons products, with more than $7,100,000 in ad expenditures; the Sheraton hotel operations, $5,715,000; Home Pride bread, $5,573,000; Wonder bread and other baked goods, $5,101,000; ITT corporate, $5,000,000-plus and Hostess cakes, $4,000,000 plus.

The baking subsidiary's Wonder bread, along with General Foods and others, will be staging a multimedia "Fun 'n Fitness" promotion this fall, enabling schools to obtain athletic equipment via proof of purchase points.

▪ The Hartford, ITT's insurance unit, put $2,770,000 or so into measured media in '79, while C&C cola got $2,194,000 in support; Morton products, $2,000,000-plus, and Fresh Horizons bread, $1,380,000.

Besides the food products mentioned above, which all received $1,000,000 or more in measured advertising, the company supported ITT Gwaltney meat products with $625,000 in measured media, Fresh & Natural bread with $523,000, Continental Kitchens' Flavor Seal entrees in retort pouches with $431,000, Town Talk bakery products with $394,000, Braun's bread with $317,000 and Roman Meal bread with $117,000.

The Morton division completed its national expansion of Great Little Desserts last year with $3,000,000 in media and consumer promotion efforts. Morton, which claims to be No. 1 in the frozen dessert pie category, also introduced main course King Size dinners to all major markets and expanded its new family-size and single-service entrees, both supported with local couponing in newspapers.

Donut Holes began national introduction after more than a year in test. Earlier this year, Morton began testing Big Crunch frozen fried chicken, with pieces "bigger than the leading fried chicken."

Cantrell & Cochrane's C&C cola received more than $2,000,000 in measured media support in 1979, when the brand expanded its East Coast market list to include Florida and Boston. In California, C&C attained a "highly successful" introduction, claiming a 7% market share. C&C advertising continues to stress that it "tastes great and costs less."

▪ O.M. Scott & Sons put its heaviest allocation behind Scott's Turf Builder lawn fertilizer ($3,400,000). W. Atlee Burpee Co., largest direct marketer of flower and vegetable seeds to the consumer, was acquired from General Foods last year and is "an excellent complement to Scott's basic lawn products business," according to ITT.

Scott said the key to its marketing program remained its "Lawn Care" magazine, mailed to 2,000,000 homes annually, and its telephone hotline, which handles 80,000 toll-free consumer calls yearly.

Scott successfully tested a computerized Custom Lawn Care Program in several markets and went national with its Grow Flower fertilizer. The Grow tv spot showed flowers "exploding" into bloom to firecracker accompaniment.

In spring, 1980, Scott ran an $8,000,000 multiproduct advertising and promotion effort to retain its leadership in the estimated $200,000,000 lawn care market.

Sheraton Hotels, meanwhile, added 20 properties (including 10 in North America) to its network of 400 owned, managed or franchised hotels and inns.

Last November, C&C was added to the Doyle Dane Bernbach account roster when DDB acquired C&C's agency, Catalano & Gornick, New York. DDB, which has handled ITT's Scott operations since 1971, estimated C&C's total billings in the $4,000,000 range.

ITT has had disappointing results with the U.S. introductions of European cosmetics products. The company, which pulled the Rimmel cosmetics line in 1978 after two years on the U.S. market, sold the Pavlova and Payot toiletries products to the 4711 Co., but not before sinking more than $367,000 in the two lines in their last year with ITT.

In the consumer electronics field, ITT reported that its European operation suffered "deepening losses" last year due to intensified competition and price cutting. In the U.S., ITT introduced Ultra 80 as a one-piece electronic phone and Fashionflash, a 110 pocket camera with a hand-fitting shape and fashion colors.

▪ Fashionflash was introduced to consumers in four markets via women's, teen and fashion publication ads, with ITT planning national rollout in the autumn advertising that will include a "hands on" p.o.p. display with a working camera. Ultra 80 will be promoted in the third and final quarters with a spot tv campaign. Both efforts are being handled by Hicks & Greist, New York, which is the agency for ITT Consumer Specialty Products (encompassing both the personal communications and photo products units).

Within ITT's telecommunications/electronics segment, the company poured more than $560,000 into measured media to back ITT World Communications and its System 12 digital switching equipment. ITT, which entered the U.S. retail phone market in 1978, with custom-designed, decorator and futuristic phones, spent $400,000-plus to promote the Own-A-Phone line last year.

ITT Electronic Travel Services, formed last year, handles computerized multi-access reservation services (or MARS) for participating travel agencies, hotels, airlines, car rental agencies and the like.

▪ The company also said it will continue efforts this year "to become a substantially more important supplier of telecommunications equipment to General Telephone & Electronics," under a pact signed in late 1978.

Under a February '80 agreement, it will also supply AT&T with up to $2 billion of telecommunications products or services over the next 10 years, including System 12 phone switching equipment. The latter pact actually represents a settlement of a Bell-ITT antitrust action.

As for ITT's insurance operations, which number 11,000,000 customers among individuals and companies worldwide, the Hartford was the chief advertiser by far. Business insurance accounted for the bulk of its measured media budget, with $1,760,000.

On network tv, the Hartford continued using the live stag symbol in commercials that ran within

ABC's "Roots: The Next Generations," CBS' "Emmy Awards," NBC's "The Kid from Left Field" and "A Bridge Too Far."

▪ The engineered products and natural resources groups accounted for relatively little ad spending. Chief among these was ITT Rayonier (under the natural resources heading), which spent more than $540,000 in spot tv, trade magazines and out-of-home media. Halston was featured as spokesman for the Rayonier campaign, seeking to reestablish rayon's advantages and importance as a fashionable textile fiber produced from renewable resources.

ITT publishing operations spent over $600,000 in media advertising last year, with most of that going to Bobbs-Merrill and Audel Books. The Bobbs-Merrill company reported a substantial increase in the number of licensees as well as brisk retail sales of previously licensed merchandise following the telecast of three prime time hours of Raggedy Ann & Andy programing in the fourth quarter.

On the executive front, ITT's Harold Geneen stepped down as chairman at the end of last year and was succeeded by Rand Araskog, who had advanced from senior exec vp to president-chief operating officer a year ago when Lyman Hamilton was suddenly dismissed due to "policy disagreements" with the ITT board.

The main activity on the agency front this year has been ITT Continental Baking's agency review for Wonder bread. The marketer in March had asked Bates, Grey and Doyle Dane Bernbach for input on a Wonder bread project, but decided in August to keep the Wonder billings at Bates.

ADVERTISING EXPENDITURES

	1979	1978
Newspapers	$ 2,592,000	$ 1,276,800
Magazines	7,131,300	7,568,900
Spot tv	31,359,600	28,734,500
Network tv	15,851,400	16,945,400
Spot radio	1,004,800	842,500
Network radio	194,800	141,100
Outdoor	547,600	479,900
Total measured	58,681,500	55,989,100
Unmeasured	73,718,500	66,710,900
Estimated total	132,400,000	122,700,000

CORPORATE MARKETING PERSONNEL

E.J. Gerrity Jr., senior vp-director, corporate relations/adv
J.L. Lowden, vp-deputy director, corporate relations/adv
J.P. Jannuzzo, director, adv/sales promo
T.J. Connolly, director, special events/activities
R.A. Cronenwett, mgr, consumer adv/sales promo services
H.J. Taggart, mgr, special projects, adv/sales promo
M.B. Clifford, mgr, sales promo services

ADVERTISING AGENCIES

Needham, Harper & Steers, New York—corporate—B. Biederman, vp-mgmt super; J. Mason, D. Bigelow, vp-acct supers; D. Maripolsky, acct exec.

D'Arcy-MacManus & Masius, New York/-Chicago—data equipment and systems, pumps, wire and cable, intl communications—F. Harvey, vp-mgmt super; D. Bray, acct exec.

Fritchman Associates, Ridgefield, Conn.—telephone directories—B. Fritchman, mgmt super.

Deutsch, Shea & Evans, New York—corporate recruitment adv—J. Crawford, acct super.

ITT CONTINENTAL BAKING CO.

Rye, N.Y.

MARKETING PERSONNEL

Robert M. Morrow, vp-director of mktg and development
John L. Bates, vp-director of mktg
David S. Kravis, mktg associate
Jesse S. Weiss, director of mktg rsch
Jerry J. Armer, mgr of mktg rsch

BAKERY DIVISION

MARKETING PERSONNEL

Rudy R. Norris, vp-director of mktg
Sue Herrick, director of bread mktg
Jeff Krulwich, senior product mgr
Derek Cohn, product mgr
Jerry Morano, product mgr
Paula Luftglass, associate product mgr
Doug Jackson, director of cake mktg
Mark Dirkes, senior product mgr
Wyn Achenbaum, product mgr
Dave Cooper, product mgr
Jean Taplett, product mgr
Anna Zgorska, director of media and budgets
Jeanne Sinnott, media coordinator
Frank Sessa, mgr, graphics and design

ADVERTISING AGENCIES

Ted Bates & Co., New York—Wonder and Home Pride breads, Hostess snacks, Fresh Horizons bread—R. Bruns, exec vp-client services; P.T. Colonel, mgmt rep; H.C. Crowley, acct director; J. Ellington, A.L. Krinsky, acct supers; T. Pulton, S. Glaser, J. Wood, acct execs; J. McMahon, merch super.

Grey Advertising, New York—Braun Baking, Beefsteak Rye, Fresh & Natural bread—R. Schoenfein, exec vp; L. Geiger, mgmt super; F. J. Lee Jr., account super; B. Freitas, acct exec.

MORTON DIVISION

MARKETING PERSONNEL

W.A. Fowle, senior vp-director of branded prods.
J.M. Lowrie, vp-director, retail mktg
W.T. Gildea, director, new products
E.M. Boyle, group product mgr, main course
W.A. Masselli, group product mgr, special projects
R.A. Wilock, group product mgr, sweet goods
T.L. Cassman, senior product mgr, main course
R. Friedman, senior product mgr, desserts
F.W. Hurt, senior product mgr, new products
A.M. Minicozzi, product mgr, main course
W.J. Schroer, product mgr, new products

ADVERTISING AGENCY

Grey Advertising, New York—R. Schoenfein, exec vp; L. Geiger, vp-mgmt super; D. Hutnick, acct super; B. Martin, acct exec.

GWALTNEY DIVISION

MARKETING PERSONNEL

James Murray, vp-sales and mktg
Paul Nelson, director of mktg

ADVERTISING AGENCY

D'Arcy-MacManus & Masius, New York—M. Cooper, vp-mgmt super; J. Byrne, acct super.

CANTRELL & COCHRANE

MARKETING PERSONNEL

Thomas Bonafair, exec vp
Hal Sieling, vp-mktg

ADVERTISING AGENCY

Doyle Dane Bernbach, New York—J. W. Stein, senior vp; K.M. Smith, vp.

CONTINENTAL KITCHENS

MARKETING PERSONNEL

R. Knel, director of mktg

ADVERTISING AGENCY

Ted Bates & Co., New York—G. Boyle, senior vp-mgmt super.

ITT CONSUMER SPECIALTY PRODUCTS

MARKETING PERSONNEL

Lou Gervolino, vp-mktg
J. May, director of adv & sales promo

ADVERTISING AGENCY

Hicks & Greist, New York—photo products, retail telephones—R. Selden, senior vp-acct director; H. Meyer, acct exec.

THE HARTFORD

MARKETING PERSONNEL

R. Dove, senior vp-corporate relations
W. Sanderson, secretary-director of sales promo
R. Taube, secretary-director of adv
R. Burnham, director of adv services

ADVERTISING AGENCY

McCaffrey & McCall, New York—corporate adv—B. Sherman, senior vp-acct super.

SHERATON CORP.

MARKETING PERSONNEL

S. Front, senior vp-director mktg
R. Quinn, director of adv

ADVERTISING AGENCIES

Creamer Inc., New York—domestic adv—S. Levitz, exec vp-mgmt super; S. Godsick, vp-acct super; S. Secor, acct exec.

Compton Advertising, New York—intl adv—R. Lands, senior vp; P. Hauck, acct super.

O.M. SCOTT & SONS

MARKETING PERSONNEL

R. Donnelly, vp-mktg & sales
J. Sebastian, director-retail mktg
R. Bergman, director-new business
B. Ford, director-export & mktg services
D. Doyle, director-Burpee retail mktg
M. Kostrzewa, mktg mgr-east & central mkts
R. Rinehart, mktg mgr-western & southern mkts
R. Haller, mktg mgr-seed & mechanicals
W. Englehart, natl sales mgr

ADVERTISING AGENCIES

Doyle Dane Bernbach, New York—lawn care products—A. Kopelman, senior group vp; H. Scutt, vp-mgmt super; W. Cuff, acct super; J. Davidson, R. Nadilo, acct execs.

Kight-Cowman-Abram, Columbus, O.—ProTurf—S. Christie, vp-acct services.

ITT RAYONIER

MARKETING PERSONNEL

J. Gregoire, vp-director, corporate relations
C. Singley, adv director

ADVERTISING AGENCY

Ross Roy NY/Compton Inc., New York—papermaking pulps, wood chemicals, rayon—H. Warden, mgmt super.

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Johnson & Johnson

	1979	1978
Sales*	**$2,372,128,000**	**$1,991,307,000**
Earnings*	**172,346,000**	**144,330,000**
Advertising†	**157,700,000**	**134,000,000**

***U.S. only**
† AA estimated

Johnson & Johnson, New Brunswick, N.J., the 25th largest national advertiser, is estimated to have increased U.S. advertising 17.7% to $157,700,000 in 1979, a year when J&J's Tylenol analgesic topped Crest toothpaste, for the first time, as the largest-selling health and beauty aid in drugstores, food stores and mass-merchandise outlets.

- Worldwide advertising for J&J climbed 16.6% to $196,795,000 in 1979, up from $168,736,000 in 1978. Sales of consumer products (43.4% of J&J worldwide sales) increased 17.7% to $1.8 billion in 1979, compared with $1.5 billion in '78.

U.S. sales rose 19.1% to $2.37 billion, with earnings up 19.4% to $172,346,000. U.S. sales for the first three months of 1980 were up 5.6% over the same period in 1979, while earnings were up 7.2%.

- Worldwide sales and earnings for 1979 set new records as sales increased 20.4% to $4.2 billion and earnings rose 17.7% to $352,060,000. For the first three months of 1980, worldwide sales were up 11.6%, and earnings were up 16.4% over the comparable period in 1979.

While J&J operates as a group of decentralized companies which manufacture and sell a broad range of products in health care and other areas, the company is primarily known to the consumer through its baby, drug and personal hygiene products.

Major brands include Johnson's disposable diapers, baby powder, oil and shampoo; Tylenol analgesic; Stayfree, Carefree and 'o.b.' feminine hygiene products; Band-Aid adhesive bandages; Reach toothbrushes, and Conceptrol, Delfen and Ortho contraceptive products.

- J&J channels most of its media dollars into network television, which received 78% in 1979, trailed by magazines (14.8%), spot tv (4.4%) and newspapers (2.5%).

Measured ad support for McNeil's Tylenol brand (including Co-Tylenol) was $30,257,900, up a whopping 53% over '78. Spending of the analgesic was, for the first time, greater than for all baby products combined and accounted for 28.6% of J&J's total media dollar.

In addition to regular Tylenol tablets, which got $12,361,700 in measured support (all in tv), McNeil also markets Tylenol extra-strength tablets, capsules and liquid ($3,981,200); children's Tylenol tablets and drops ($2,630,100); Tylenol adult liquid pain reliever ($3,086,200); Tylenol sinus capsules ($6,000), and Co-Tylenol tablets and liquid in both adult and child strength ($6,724,900).

Tylenol, the leading analgesic, continues to add points to its market share, now up to 26%. It is followed by American Home Products' Anacin at 13%; Sterling Drug's Bayer line at 10%; Bristol-Myers' Bufferin at 9%, and Bristol-Myers' Excedrin at 7%.

- Tylenol's meteoric rise in recent years has led to turmoil in the analgesic field, with charges of false advertising hurled back and forth among the leaders, both in the media and the courts.

A recent battle pitted McNeil against Whitehall Labs (American Home Products) in a J&J effort to halt Anacin advertising which claimed the brand offered anti-inflammatory action that nonaspirin pain relievers lacked. (Tylenol's antipain ingredient is acetaminophen.) In July, 1979, McNeil won a court victory when AHP was prohibited from making this claim unless it could come up with new medical documentation.

Four good reasons why Johnson's Baby Lotion is the best "grown-up" body lotion you can buy.
Johnson-Johnson

Johnson & Johnson's baby lotion advertised itself as a "grownup" body lotion.

- When AHP introduced Maximum Strength Anacin that summer, J&J again went to court, this time charging false and misleading advertising which claimed the new Anacin entry "contains more of the pain reliever doctors recommend most," and that it is the "maximum strength allowed without prescription."

McNeil charged that the ads were deliberately ambiguous and based on the hope that consumers would not know that the "pain reliever doctors recommend most" is aspirin and would thus buy Maximum Strength Anacin because it supposedly contained "more pain reliever" than Extra Strength Tylenol.

Extra Strength Tylenol (the leader in the extra-strength category) contains the maximum amount of acetaminophen allowed. Despite this fact, research done for McNeil confirmed that many Extra Strength Tylenol users understood the ad to claim that Maximum Strength Anacin contained more pain reliever than Extra Strength Tylenol.

- While Tylenol continues to prosper in the marketplace, acetaminophen has come under attack with a recent medical claim that the combination of alcohol and acetaminophen taken in excess can cause liver damage.

McNeil's entry in the sinus remedy market, Sine-Aid (with acetaminophen), garnered $2,656,100 in measured support (all in tv), and recently introduced sister product, Intensin extra-strength capsules, got $260,500 (all in magazines). Last fall McNeil tested a Tylenol extra-strength sinus capsule in several markets. Compton is the Tylenol agency.

Feminine hygiene products, including Stayfree mini and maxi pads, Carefree panty shields, Assure natural fit tampons and o.b. tampons (o.b. is distributed by the Health Care Division of J&J Products Inc.), received $24,300,000 in measured media support. Stayfree was the leader at $12,700,000 ($9,700,000 in tv, $3,000,000 in magazines), making it J&J's No. 2 brand spender after Tylenol.

J&J owns an estimated 55% of the U.S. sanitary napkin market with its top-selling Stayfree, plus Carefree ($3,933,800 in '79), and Modess (no recorded spending) brands. Of the total J&J share, Stayfree accounts for 45% and Modess, 8%. Stayfree super maxi pads were launched nationally last year as the first beltless sanitary napkins in the super size.

Another new "maxi" napkin, Sure & Natural maxishields, was recently introduced via CDS as being super thin, but providing "full-size protection." The same product had been introduced, just prior to the U.S. intro in Europe and South Africa under the Vespre and Serena brand names. Measured spending in the U.S. was $14,400 in 1979.

- When Sure & Natural was launched, P&G filed suit claiming that the name was an infringement on its Sure deodorant trademark and that it has marketed Sure tampons since 1964. But in January of this year, a U.S. district court judge in New York ruled in favor of J&J, claiming P&G's trademark lacked "originality and uniqueness." The judge also upheld J&J's right to retain Assure as a brand name for its new tampon despite P&G claims that it, too, infringed upon the Sure brand name and that P&G has its own Assure mouthwash and shampoo.

P&G's suit may have been an attempt to delay the introduction of Assure tampons in order to guarantee successful national rollout of its own Rely tampons. P&G has appealed the decision.

Assure deodorant tampon, still in test markets, is described as "the high-absorbancy tampon with a difference. It fits." Unlike J&J's o.b. tampon, which is digitally inserted, Assure has a tube applicator and a deodorant, making it directly competitive with market leaders Tampax and Playtex.

Some observers feel J&J missed the mark with o.b., whose market share potential is felt to be at most 10% and that new Assure, a more mainline entry, might stand a better chance. Ad support via SSC&B was measured at $429,700 for 1979, while established o.b. (via CDS) got $7,264,000.

Also in the Personal Products Co. is Shower to Shower deodorant body powder which received $1,073,300 in measured media support.

About 17% of J&J's ad dollar went to support baby products in 1979, way down from the 29% it got in 1978.

Of the approximately $18,000,000 spent, Johnson's disposable diapers got about $8,000,000 in measured support, down from the $9,300,000 spent in '78. In the past year, J&J's market share in this highly competitive market declined from 18% to 10%. Erosion of share is attributed to the growing success of elastic-leg disposables like Kimberly-Clark's Huggies (which went from 2.3% to 6% market share last year) and P&G's Luvs (which went from 3.5% to 6.5%).

The leader in this $1 billion-plus category, which was up 13.6% as of March, continues to be P&G's Pampers with 59%—though it, too, slipped from 61% a year earlier.

Despite the share drop and an operating loss, J&J is still committed to holding onto at least 10% of the huge business. The company does market an elastic-leg diaper in Mexico and, reportedly, Australia, but is not expected to introduce its product in the U.S. until it can offer an improved version.

- Johnson's baby shampoo was the leading ad spender in the baby products group, garnering $8,524,400 in measured support (way up from the $5,545,200 spent in '78). Ads continued to aim at an expanded market, pitching to both male and female adult markets.

Johnson's baby powder got $5,774,400 in 1979, up a million from '78. Johnson's is the undisputed leader in the $70,000,000 baby powder market with an estimated 80%. Recently, however, talcum-based entries like its own have been subject to negative publicity in the form of "talcosis," an irritation of the lungs that results from the inhalation of talcum by infants.

J&J has recently entered the market with Johnson's Baby Corn Starch, a talc-free powder, with a campaign (via SSC&B) that stresses the naturalness of cornstarch and J&J's reputation for quality and purity.

Major competition is Sterling's Diaperene baby powder made with cornstarch, which is upping advertising as much as $2,000,000 this fall, in order to make known the results of a survey claiming that pediatricians prefer cornstarch, which has received no negative publicity, to talc. Some pediatricians, however, recommend against all powders.

- Spending for Johnson's baby oil was up to $5,000,000 ($3,042,000 in '78), while baby lotion was up slightly to $1,049,000. This spring J&J tested a dry-skin formula lotion in a variety of markets with tv spots by KM&G.

Johnson's Baby Bath, a new mild skin cleanser for babies and adults, was offered nationally throughout the U.S., with measured support of $1,452,000 in tv and magazines.

Two other baby products in various stages of testing and introduction are Johnson's Baby Wash Cloths ($93,500 in '79) and J&J Playpath Playthings, infant development toys ($31,700 in '79).

In the health care division, big spenders (in addition to o.b. tampons), include Band-Aid bandages, which got $5,214,100 in '79 (up from $4,759,300). Band-Aid has been faced with an upscaled ad campaign by Colgate-Palmolive's Curad brand, which has increased its share by several points to 25%. Band-Aid still holds more than 50% of the market.

Reach toothbrushes (introduced in 1977), got $4,923,400 in measured support (75% in tv). Within 12 months of the product's introduction it became the No. 3 brand and was No. 1 in sales (ahead of Oral B) by the end of 1979. Reach introduced two new versions in 1979, a soft-bristle product and a brush for children.

J&J's Sundown sunscreen, which received $1,733,000 ($1,125,100 in tv, $198,300 in magazines and $9,600 in outdoor—the only J&J product to use outdoor), is up to a 21% market share, from 17% in early 1979. In the $150,000,000 suncare market, Sundown has overtaken Westwood Pharmaceutical's PreSun, which dominated suncreens in 1978 with a share of 33%, but now stands at 19%. Sundown this summer added a formula with a sun protection factor of 8, planning a highly visible national print campaign to appear in seven publications, in addition to traditional network tv buys. Y&R handles.

Advertising for Ortho's contraceptive products (Conceptrol cream and prophylactic shields, Delfen vaginal foam and Ortho lubricant) was up to $1,622,300 in magazines (up from $1,228,600 in '78), in a year when J&J extended vaginal contraceptive distribution into nondrug outlets.

ADVERTISING EXPENDITURES

	1979	1978
Newspapers	**$2,688,700**	**$2,016,800**
Magazines	**15,901,500**	**11,665,900**
Farm publications	**236,100**	**——**
Spot tv	**4,673,100**	**6,564,500**
Network tv	**83,736,100**	**64,979,100**
Spot radio	**151,500**	**808,300**
Outdoor	**9,600**	**——**
Total measured	**107,396,600**	**86,034,600***
Unmeasured	**50,303,400**	**47,965,400***
Estimated total	**157,700,000**	**134,000,000**

***Restated**

JOHNSON & JOHNSON PRODUCTS INC.

Health Care Division

MARKETING PERSONNEL

P.S. Fleming, vp, genl mgr
R.A. Wright, director, sales
C. L. Hodock, director, mktg rsch, new products
A. C. Rudy, J. Lyle, R. L. Townsend, product group directors

ADVERTISING AGENCIES

Young & Rubicam, New York—Bill Thompson, mgmt super—dental floss, new products, adhesive bandages.

CDS Advertising, New York—Neve Savage, mgmt super—tampons, toothbrushes, new products.

Kallir, Philips, Ross, New York—Lee Palmer, mgmt super—professional marketing programs.

PATIENT CARE DIVISION MARKETING PERSONNEL

P.J. Ventrella, vp & genl mgr.
C.F. Gordon, director, sales.
Open, director, product mgmt.
R. W. Bauer, mktg services mgr.
P. J. McIvor, mgr, communications.
P. D. Tukey, mgr, adv.
A. G. Miller, mgr, promo.
C. L. Mazzola, group product director, surgical care products.
J. T. Pavlic, group product director, professional use products.
E. W. Benecke, natl field sales mgr/surgical care products.
W. M. Mahar, natl field sales mgr/professional use products.

ADVERTISING AGENCY

Medical Education Dynamics, Woodbridge, N.J.

SPECIAL MARKETS DIVISION MARKETING PERSONNEL

W. E. Dorsett, vp, genl mgr.
R. E. Scott, director, govt mktg.
D. P. Owens, mgr, military sales.
J. A. Streed, director, athletic products.

ADVERTISING AGENCY

Cummins, MacFail & Nutry, Somerset, N.J.—G. MacFail, president.

JOHNSON & JOHNSON BABY PRODUCTS CO.

Piscataway, N.J.

MARKETING PERSONNEL

P. M. Lonergan, vp, genl mgr. toiletries
E. West, vp, genl mgr, disposables
J. T. Dettre, director of mktg services
E. M. Selquist, A. P. Sullivan, natl sales mgrs
W. R. Lipsky, W. H. Bortree, C. E. LaRosa, D. L. Radeke, J. M. Tassie, product group directors
T. F. Gorman, consumer rsch director
M. S. Fink, B. L. Goldblatt, asst consumer rsch directors
S. P. Seiden, product director, baby shampoo
C. J. Johnson, product director, disposable diapers
R. M. McNealy, product director, baby powder
N. A. Lavritano, product director, baby lotion, cream
L. Lenahan, product director, swabs
P. Soderberg, product director, baby soap, baby bath
A. Verde, C. Frazier, product directors, new products
W. T. Begina, product director, baby oil
R. M. Irvine, product director, diaper liners, nursing pads
P. P. Nilles, product director, medical mktg & sales
D. J. Scholes, product director, professional products
S. Sawchuk, medical services director

ADVERTISING AGENCIES

SSC&B, New York—shampoo, disposables—Barry Ofstedal, mgmt; Dick Lanley, Glen C. Phillips, acct supers.

Young & Rubicam, New York—powder, lotion, oil—Jim Cobb, mgmt super; C. Ordonez, acct super.

Ketchum, MacLeod & Grove, New York—new products—J. Scowcroft, mgmt super.

McNEIL CONSUMER PRODUCTS CO.

MARKETING PERSONNEL

R. S. Larsen, vp, mktg
W. G. Lynch Jr., natl sales mgr
W. C. Egan, group product director
C. D. Simonds, group product director
H. S. Frieze, director, professional marketing
J. R. McGann, sales promo director
E. A. Behmer, director, communications
J. L. Strickler, mktg rsch director

ADVERTISING AGENCIES

Compton Advertising, New York—D. Dimmock, managing director; T. Lom, mgmt super; R. Hogan, acct super; W. Lydecker, J. Trombly, J. Sloan, acct execs

Kallir, Philips, Ross, New York—J. Racik, senior vp; G. Gotta, E. McCarren, acct execs.

McNEIL LABORATORIES

Fort Washington, Pa.

MARKETING PERSONNEL

Pharmaceutical Division

J. E. O'Brien, group vp
J. E. Smith, vp, mktg

ADVERTISING AGENCIES

Kallir, Philips, Ross, New York—Joe Castelli, acct super.

Sudler & Hennessey, New York—Bob Brancaccio, acct exec.

PERSONAL PRODUCTS CO.

Milltown, N.J.

MARKETING PERSONNEL

M. R. Hayes, president
J. R. Chiesa, vp, mktg
G. T. Root, director, product mgmt
D. P. Fraser, director, mktg rsch
A. C. Krupinski, director, consumer affairs
E. G. Chase, M. H. McGuire, C. S. Naiman, group product directors

ADVERTISING AGENCIES

Young & Rubicam, New York—Stayfree maxi-pads & mini-pads, Shower To Shower body powder—B. Thompson, mgmt super.

SSC&B, New York—Carefree panty shields, new products—P. LaStayo, mgmt super.

Cadwell, Davis & Savage, New York—Sure & Natural maxishields

JOHNSON & JOHNSON DENTAL PRODUCTS CO.

East Windsor, N.J.

MARKETING PERSONNEL

R. G. Gelbman, vp, mktg
B. L. Burnside, director, sales
M. E. Stein, director, worldwide business devel
R. F. Weldon, vp, intl business devel
S. R. Losa, director, new product devel
J. N. Doyle, group product director
G. Norante, W. B. Malone, J. H. Walter, product mgrs
M. B. Littlefield, mkt rsch mgr
C. Holmes, M. P. Reilly, product directors

Ceramco Inc.

O. A. Richardson, natl sales mgr.
J. R. Erb, product mgr.

ADVERTISING AGENCY

Kallir, Philips, Ross, New York.

ORTHO PHARMACEUTICAL CORP.

Raritan, N.J.

PHARMACEUTICAL MARKETING PERSONNEL

P. T. Tattle, vp, mktg
D. N. Longstreet, director, product mgmt

ADVERTISING AGENCY

Kallir, Philips, Ross, New York—John LaMare, contraceptives acct super; Ray Wilhelm, therapeutics acct super.

CONSUMER PRODUCTS DIVISION MARKETING PERSONNEL

R. B. Miller, genl mgr.
J. L. Abramson, director, mktg rsch.
D. B. Bellaire, director, new products.
J. T. Shaw, product director, vaginal contraceptives.

ADVERTISING AGENCIES

Kallir, Philips, Ross, New York—L. Palmer, G. Gotta, acct supers.

McCann-Erickson, New York—R. Costello, acct super.

DERMATOLOGICAL DIVISION MARKETING PERSONNEL

A. W. Roulston, vp
R. D. Bright, director of mktg
P. M. French, director, professional affairs
J. A. Jacobs, mgr, new product devel
T. H. Andrykovitz, D. R. Taylor, product directors
F. H. Kellogg, asst product mgr

ADVERTISING AGENCY

William Douglas McAdams, New York—W. Wolf, exec vp, H. Mandelbaum, vp.

ORTHO DIAGNOSTICS

Raritan, N. J.

MARKETING PERSONNEL

R. G. Nadeau, president
R. E. Karlson, vp, director of mktg
J. S. MacLean, director, clinical immunology products
N. C. Owen, director, hematology products
J. S. Wigand, director, clinical chemistry products
C. L. Wimbley, director, immunohematology products
C. H. Cox, sales director
J. P. Rowell, sales devel

ADVERTISING AGENCY

Summit Communications Inc., Chatham, N.J.

ORTHO INSTRUMENTS

Westwood, Mass.

MARKETING PERSONNEL

Rodney Raynovich, mktg mgr, clinical instruments
Fred A. Elliott, mktg mgr, rsch instruments

ADVERTISING AGENCY

Marketing Dimensions, Wellesley, Mass.

CELLULOSE PRODUCTS CORP.

Milltown, N.J.

MARKETING PERSONNEL

L. W. Bateman, vp, genl mgr.

CHICOPEE

New Brunswick, N.J.

MARKETING PERSONNEL

R. L. Bramson, vp, industrial textile div
C. A. Spalding, vp, converted products div
G. Chapman Jr., vp, affiliate div
R. I. Munoz, vp, Lumite, disposable diapers div

ADVERTISING AGENCIES

Pearson & Carchia, Edison, N.J.
Bozell & Jacobs, Union, N.J.

CODMAN & SHURTLEFF

Randolph, Mass.

MARKETING PERSONNEL

R. W. Black, vp, mktg
W. R. Krupp, dir, product mgmt

ADVERTISING AGENCY

Grover/Erickson/Durfee, Boston—C. Stuart Grover, acct exec.

DEVRO INC.

Somerville, N.J.

MARKETING PERSONNEL

J. P. Hall Jr., president
T. D. Jones, vp, mktg
R. J. O'Brien, vp, sales

ADVERTISING AGENCY

Keyes, Martin & Co., Springfield, N.J.

ETHICON INC.

Bridgewater, N.J.

MARKETING PERSONNEL

J. A. Lent, vp, mktg
L. J. Armour, vp, sales
R. M. McCaffrey, vp, product mgmt
F. R. Addis, mgr, adv & creative services

ADVERTISING AGENCY

Mel Richman Inc., Philadelphia—W. F. Robertson, acct super.

CRITIKON INC.

Tampa, Fla.

MARKETING PERSONNEL

Thomas E. Taylor, president
Marvin L. Woodall, exec vp, mktg
Daniel J. Gentor, vp, sales

ADVERTISING AGENCY

Lewis & Gilman, Philadelphia.

PERMACEL

North Brunswick, N.J.

MARKETING PERSONNEL

R. G. Casarella, communications & adv mgr
W. L. DeNichols, business rsch mgr

PITMAN-MOORE

Washington Crossing, N.J.

MARKETING PERSONNEL

E. L. McConnell, vp-mktg
C. M. Roan, natl sales director
D. R. Arnold, mgr, surgical & specialty products
F. H. Gvillo, mgr, small animal products
J. L. Ditmore, mgr, large animal products

ADVERTISING AGENCY

The Brady Co., Milwaukee.

SURGIKOS

Arlington, Tex.

MARKETING PERSONNEL

T. M. Lane, president
F. G. Fitzpatrick, exec vp, mktg
J. D. Terry, vp, sales
F. P. Gage, vp, product devel
M. Smoler, director, mktg services
R. K. Gremp, director, new ventures & strategic planning

ADVERTISING AGENCIES

Hogan, Gazzara Assoc., N.J.
J. R. Druid Associates, N.Y.

S. C. Johnson & Son

	1979	1978
Sales*	**$650,000,000**	**$550,000,000**
Earnings	**$40,204,000**	**$43,903,400**

***Figures are U.S. only, estimated by AA**

S. C. Johnson & Son, Racine, Wis., was the 90th largest national advertiser in 1979. It is estimated to have reduced its ad spending about 8% in 1979, to $40,204,000.

According to figures supplied by S.C. Johnson & Son, the company increased its advertising expenditures 5.6% from $42,000,000 to $45,000,000.

Johnson is privately owned and does not reveal sales and earnings. Domestic sales for 1979 are estimated at approximately $650,000,000 by ADVERTISING AGE, up 18% from 1978. Total worldwide sales were close to $1 billion.

Founded in 1886 as a marketer of wood flooring, S. C. Johnson built its reputation on floor and furniture care products and subsequently branched into insecticides, automotive products, air fresheners, laundry products and other household cleaners.

In 1977, after detecting a decline in the growth rate of the household

1979 AD $ SUMMARY

See page 113

LNA

products categories—they grew 5% in the '70s compared with 15% in the two preceding decades—the company demonstrated its commitment to personal care products by establishing a formal division in that category.

▪ With the exception of a $2,285,000 push behind the national introduction of Befresh! toilet bowl freshener and small increases in support of Future floor polish, Pledge furniture polish and Off!, insect repellent, measured media spending was down on every major brand in 1979.

Befresh!, which reached the No. 1 position during a year-long test in the Quad Cities, went national in early October. Slated for a $4,000,000 launch, Befresh! initially was available in early Spring, Sunny Lemon and Rose Garden scents.

▪ Also introduced in 1979 were two line extensions to Raid. Raid Solid Insect Strip was rolled out in time for the 1979 bug season and received $428,300 in support. Raid Indoor Fogger, a roach killer which releases a vapor with a fogging action, was moved out in the South in 1979 and nationally in 1980.

Early in 1979, the company moved approximately $9,000,000 worth of product billings to J. Walter Thompson Co., Chicago, from Benton & Bowles and Ogilvy & Mather, New York.

The switch, agreed upon mutually, was attributed to low billings and account conflicts in new product areas. Pledge, Edge shaving gel and Step Saver self-polishing floor wax all went to Thompson. Favor furniture polish and Klean 'n Shine furniture cleaner were not reassigned, and ad support was practically eliminated.

Johnson continued strong support for Agree creme rinse/conditioner, with measured media expenditures up from $3,247,000 to $3,555,400. However, after rising to the top of the hair conditioner category within six months of its 1977 introduction, the product fell back to No. 2 behind Revlon's Flex. Dollar share, once as high as 18% fell to about 14% in 1979. The product remained No. 1 in unit sales.

In mid-1980, Johnson introduced instant Enhance conditioner "for overworked hair," in what many interpreted as an attempt to regain some of Agree's share. Retailers were told $18,000,000 worth of promotional and ad support—$6,200,000 to media, $6,000,000 in sampling and couponing, and $5,800,000 for trade—would back the launch.

▪ Agree shampoo, introduced nationally in mid-1978, held a 5% dollar share in the $1 billion category after its first full year of distribution. This figure, down from its 6% share in 1978, is also considerably lower than the 8.6% share gained in test. The brand also fell from the No. 3 ranked shampoo to No. 4 as Johnson & Johnson's baby shampoo gained strength.

In 1979, measured media spending on Agree shampoo declined from $3,874,000 to $3,364,200. The company, which originally budgeted $8,500,000 on media for a one-year product launch, moved some of that support to promotions, adding to the $11,600,000 in sampling and $9,100,000 in trade earmarked for the introduction.

Johnson appeared satisfied with the Agree "helps stop the greasies" theme and continued to use it heavily on network tv and in magazines.

A relatively new household product which has not lived up to test market performance is Scrunge, a scouring pad/sponge. Tested during 1978, and rolled out nationally in October of that year, sales in its first year didn't meet expectations. Originally slated for $6,000,000 in ad support, the product received only $1,619,600 in 1979, down from $2,273,000 in 1978. Its 5% share presents little threat to Miles Laboratories' S.O.S. and Purex Industries' Brillo.

New Enhance Instant Hair Conditioner moisturizes overworked hair.

S.C. Johnson & Sons' Enhance is the company's newest entrant in the instant hair conditioner market.

Edge shaving gel, which moved into the No. 2 spot behind Gillette Foamy in 1978, solidified this position in 1979. Ad spending on Edge was down from $1,485,000 to $1,321,100, and support behind the medicated formula was discontinued.

In the floor care and furniture categories, Johnson maintained its leadership. Future floor finishing continued to improve its share, competing head on with Lehn & Fink's Mop & Glo. Spending on Future rose 12% from $2,795,400 to $3,132,600 due to what the company sees as increased competition and potential growth in the category. Step Saver's ad support was down 23% from $1,609,900 to $1,234,100.

▪ Pledge held steady with its 40% share of the furniture polish category. Spending, which had declined 20% in the previous year, to $4,668,800, was back up to $5,570,400.

As the leading marketer of insecticides and insect repellents, with its Off! line, Johnson saw its 80% share decrease several points, mainly due to competition from Cutter Laboratories' with its Cutter line. Ad spending declined from $845,700 to $607,900, with Off! towelettes receiving no backing after $664,900 in support in 1978.

Johnson's Raid line maintained its 50% share of the insecticides market, but measured media spending declined 23% from $5,990,200 to $4,982,800. Raid Roach tape's budget was sliced by more than half from $2,226,800 to $1,046,000.

Early in 1980, Johnson introduced Raid Crack and Crevice spray, designed to reach out of the way locations.

It appeared that Johnson was so certain of Glade's leading position in air fresheners that it reduced ad expenditures from $201,700 to a mere $600.

▪ Support for J. Wax car products also continued to plummet, with spending on the total line dropping from $1,610,500 to $665,400. The bulk of this cutback was felt by Car-Plate wax, whose ad budget was sliced from $1,125,000 to $325,000.

In other products, Johnson phased out advertising of its Glory Rug Cleaner and Rain Barrel fabric softener. It also reduced spending on its Shout spray stain remover from $2,000,000 to $1,743,500. However, in the spring of 1980, it introduced a liquid version which it said it would support with network tv and print.

Also early in 1980, the company rolled national with Complete, a pump-spray all purpose polishing cleaner. A $6,000,000 tv and magazine push reportedly was planned, positioning the product as an economy and convenience cleaner.

In another development, a $10,000,000 lawsuit brought against Johnson by Fedco Foam International, St. Louis, charging Scrunge infringed on a patent, was settled out of court.

Chief exec Samuel C. Johnson was named chairman and began an 18-month leave of absence. President William K. Eastman was elected president-chief exec, the first non-family member to hold the top spot.

ADVERTISING EXPENDITURES

	1979	1978
Newspapers	$ 1,676,000	$ 1,120,100
Magazines	7,502,[illegible]00	9,254,300
Spot tv	4,155,[illegible]00	2,109,300
Network tv	18,490,900	20,548,600
Spot Radio	301,400	301,300
Network Radio	328,000	421,700
Outdoor	246,000	148,100
Total measured	32,704,000	33,903,400
Total unmeasured	7,500,000	10,000,000
Total	40,204,000	43,903,400

U.S. CONSUMER PRODUCTS

MARKETING PERSONNEL

L.R. Peterson, exec vp-U.S. consumer products
J.F. Keane, vp-U.S. consumer products mktg
G.W. Delp, vp-U.S. consumer products sales
A.B. Priemer, director, adv services
R.F. Chay, director mktg rsch
W.J. Walley, group products mgr-personal care prods
G.L. Konarske, group product mgr-laundry, rug care and air fresheners
T.L. Dahl, group product mgr-furniture and floor care
A.J.A. Brown, group product mgr-seasonal prod
L.J. Jackson, mgr-new products, personal care
C.M. Hardin, mgr-floor care
J.J. Castello, mgr-automotive products
D.D. Henry, Natl field sales mgr
Products mgrs: H.B. Beighley, J.F. Bleharski, C.L. Colman, J.D. Cuela, S.A. Danuser, D. Garrine, E.W. Gaskell, B.R. Groat, M.C. Habeck, J.C. Miao, C.K. Nitta, B.M. Pritchard, M.N. Redlin, J.O. Sherer, R.L. Sligh, C.W. Stevenson, C.R. Townsend, R.C. Vandriest
W.C. George, director, sales promo and devel

WORLDWIDE INNOCHEM OPERATIONS

MARKETING PERSONNEL

W.J. Shively, exec vp, Johnson Wax Associates and Worldwide Innochem Operations
S.A. Preston, vp & managing officer, Worldwide Innochem Operations
S.W. Cairns, vp & global director, specialty chemicals group
J.C. Moll, vp & managing director, commercial prods group-USA
F.C. Chud, director of mktg-commercial prod group-USA
R.F. Crowley, mgr-special markets devel
J. Thomson Jr., director-maintenance prod sales
D.E. Davis, nat sales mgr-maintenance prod
A.J. McMichael, director-U.S. specialty chemicals
J.C. Toone, natl sales mgr-U.S. specialty chemicals
J.A. Rizzo, mgr-mktg and admin services
R.J. McGray, E.M. Coyle, G.V. Laudato, B. Vora, W.E. Roehrick, mkt devel mgrs

OVERSEAS CONSUMER PRODUCTS

MARKETING PERSONNEL

R.F.Farley, exec vp-overseas consumer prods
R.J. Emens, overseas sales devel director
D.J. Avery, T.L. Beard, overseas sales devel mgr
T.R. Anderson, overseas mktg rsch dir
G.T. Talbot, overseas mktg rsch mgr

ADVERTISING AGENCIES

Foote, Cone & Belding, Chicago—Raid, Off!, Future, Scrunge, Glo-Coat, automotive, Rain Barrel—L. Balough, D. Fox, managing supers.

Needham, Harper & Steers, Chicago—Agree creme rinse/conditioner, Agree shampoo, Enhance, Glade—J. Black, acct super.

J. Walter Thompson Co., Chicago—Edge, Pledge, Step Saver—M. Kurz, J. Allman, acct supers.

Campbell-Mithun, Chicago—maintenance products, chemical specialty products, Porelon—J. Webster, acct super.

Andrews/Mautner, New York—military—N. Mautner, mgmt super.

K mart Corp.

	1979	1978
Sales	$12,731,145,000	$11,695,539,000
Earnings	357,999,000	343,706,000
Advertising	287,095,100	250,000,000

K mart Corp., Troy, Mich., the nation's second largest general merchandise retailer, continued to chip away at No. 1, ailing Sears, Roebuck & Co., as the company increased domestic ad spending 15% to $287,095,100, making it the country's sixth largest national advertiser.

Sales for the discount retailer moderated substantially in comparison to a series of robust years in which it had averaged 20% compounded annual growth. Sales in 1979 increased 8.9% to $12.7 billion, still a company record. Earnings, severely affected by inflationary costs which couldn't be passed along in the highly competitive retailing sector, edged up only 4.2% to $357,999,000. These modest increases contrast with a sales gain in 1978 of 17.6% and a profit increase of 15.4%.

The company's capital expansion activities, as in past years, were responsible for a good portion of K mart's sales growth. The retailer added 193 new stores while closing 18, bringing the total to 1,688 K marts, 296 Kresges and 85 Jupiters in the U.S., Canada and Puerto Rico.

The company has opened 523 stores in the past three years and at the close of 1979 it did business in 261 of the 275 Standard Metropolitan Statistical Areas, four markets more than in 1978.

▪ K mart also owns 20% of G.J. Coles & Coy Ltd., the largest Australian retailer which in turn owns 44 K mart stores, as well as 343 supermarkets and 176 variety stores. The equity interest added $12,500,000 to K mart's bottom line, more than double the $5,900,000 earned in 1978 on its 51% interest in K mart (Australia) Ltd. (That 51% interest was exchanged for 20% interest in Coles in December, 1978).

In the first quarter of 1980, sales rebounded near to the former growth curve, shooting up 14% to $2.98 billion, but earnings fell about 13%, reflecting skyrocketing inflation and interest costs.

Despite the short-term effects of a recession, the company's management predicts it will still hit the formerly projected goal of $20 billion in sales by the end of fiscal 1984, a figure that may come very close to Sears which, in 1979, suffered a sales decline, but nonetheless recorded $17.5 billion in net sales.

The company still holds to an ambitious expansion plan, with 1,300 more units on the drawing board for the new decade. Openings recently have focused on New England and the North Atlantic states, but the company is turning its attention now to other major urban areas.

In advertising, the company last year continued a policy set in 1977 to emphasize fashion and quality—not just low prices.

The bulk of K mart's advertising—about $250,000,000 of it—was unmeasured, consisting of newspaper preprint inserts (about 26 per year), Sunday magazine and run-of-press copy. Most advertising is prepared centrally and distributed to regional ad departments or individual stores which place it locally. In this way, the company maintains a firm hand over ad costs while ensuring continuity within the advertising.

play tough for school
Under $10.00

K mart advertised its Dyna Kids shoes as durable and economical.

▪ Measured media spending increased 10% to $37,095,100. The biggest media expenditure was for spot tv, which increased 8% to $16,281,600. The second largest line item was network tv which decreased 9% to $8,087,700.

Meanwhile, spot radio received the biggest increase—35%—to $5,731,600, while K mart's magazine expenditure jumped 30% to $5,164,300. Network radio was chopped by 25% to $1,799,700. Outdoor was boosted to $30,200 from $500.

▪ By category, housewares received the most measured media support, climbing to $9,031,000 from 1978's expenditure of $6,941,000. Automotive received $2,533,000; women's apparel, $3,328,900; men's apparel, $2,431,000; family apparel, $2,468,700, and children's apparel, $615,000.

In March, 1980, K mart began a program to reach out to the Hispanic market with a $200,000 tv drive with a Spanish voiceover on the Spanish International Network. The eight test markets for the campaign were Los Angeles, Fresno, El Centro, San Antonio, El Paso, Albuquerque, Phoenix and San Diego.

In other business developments, K mart earlier this year completed the purchase of Furr's Cafeterias Inc., a chain of 76 cafeterias in the Southwest.

And in an attempt to test the waters of the grocery business, K mart, in October of 1979, opened a limited assortment "box," store in Pontiac, Mich. However, the experiment ended after less than one month when poor sales and the threat of union organizing induced the company to close the store. Company executives maintain they have deep-sixed the idea.

And the company brought up some new top management this year, when chairman-ceo Robert E. Dewar handed his title over to Bernard M. Fauber, who had been vice-chairman and has extensive merchandising experience. However, Mr. Dewar, who has primarily a financial background, remains active as chairman of the executive and finance committees.

ADVERTISING EXPENDITURES

	1979	1978
Magazines	$ 5,164,300	$ 3,972,200
Spot tv	16,281,600	15,045,100
Network tv	8,087,700	8,915,000
Network radio	1,799,700	2,404,000
Spot radio	5,731,600	3,494,500
Outdoor	30,200	500
Total measured	37,095,100	33,831,300
Unmeasured*	250,000,000	216,168,700
Estimated total	287,095,100	250,000,000

* Includes newspaper advertising

ADVERTISING EXPENDITURES†

	1979
Magazines	$ 4,532,000
Spot tv	13,785,000
Network tv	9,047,000
Network radio	2,845,000
Spot radio	6,089,000
Outdoor	30,000
Total measured	36,328,000
Unmeasured	250,000,000
Estimated total	286,328,000

†Figures provided by K mart.

MARKETING PERSONNEL

E. J. Kreitz, director-adv and mktg
R.R. Dejaeghere, director-adv and sales promo
R.M. Mazade, director-creative adv

ADVERTISING AGENCY

Ross Roy Inc., Detroit

Kellogg Co.

	1979	1978
Sales	$1,850,000,000	$1,690,000,000
Earnings	162,000,000	145,100,000,000
Advertising*	91,645,700	79,600,000

* Estimated by AA

Kellogg Co., Battle Creek, Mich., the 50th largest national advertiser, boosted its advertising spending to an estimated $91,645;700, a 15% increase over its 1978 spending level of $79,600,000. The largest spending jump came in network tv expenditures, which rose 25% to $55,543,100 in 1979, an increase that reflected both higher television costs and a more aggressive push on new products to sell adult cereals.

Sales for the company rose 9.5% to $1,850,000,000, the 35th consecutive sales increase, while earnings were up 11.6% to $162,000,000.

▪ Cereal remained Kellogg's main business, despite generally flat market conditions. One prime success of late has been Honey & Nut Corn Flakes, introduced in July, 1979, in limited markets and rolled national in April, 1980.

Kellogg's Graham Crackos, a presweetened graham cracker-like cereal, got the largest single chunk of the ad budget with $6,200,000. The second highest amount of ad dollars went to Most, a high-fiber wheat cereal that rolled national in 1978 and performed well during 1979. Its budget was about $5,700,000 in 1979.

The company introduced a new "It's Gonna Be a Great Day" umbrella ad theme, which is being used in all cereal advertising in all media.

▪ Kellogg continued its strong defense against Federal Trade Commission efforts to force changes in advertising to children. The FTC has continued to be a thorn in Kellogg's side. In addition to complaints about advertising and presweetened cereal, FTC continues its push to break up what it considers a shared monopoly in the cereal industry, of which Kellogg is a part.

Early in 1980, Kellogg introduced its Raisins, Rice & Rye cereal in three test markets and expanded it quickly. The cereal should be national by August. Smart Start, a high-iron cereal aimed primarily at women, has not had such auspicious beginnings. It was introduced in test markets last August, but was withdrawn; Kellogg is now reevaluating the product in a Boston test project.

▪ Although smaller than the U.S. food products division (cereal), Mrs. Smith's Pie Co. and Fearn International registered some of the most dramatic sales and earnings increases during 1979.

Mrs. Smith's successfully test marketed a full line of dessert and entree frozen crepes, recently adding three more entrees. The line has not gone national yet, but Kellogg plans to have them in full distribution by late 1980. Mrs. Smith's introduced four new frozen pies east of the Rockies.

The frozen pie market was relatively flat in 1979, but Mrs. Smith's managed to increase its sales and market share, aided by more than $1,300,000 of network tv and magazine advertising.

▪ Company management was stable in 1979, with the only shift coming as William E. LeMothe took over as chief executive officer and chairman of the board as two long-time Kellogg executives retired.

The company acquired a new unit—Pure Packed Foods, which markets frozen nondairy products.

ADVERTISING EXPENDITURES

	1979	1978
Newspapers	$4,830,000	$4,824,100
Magazines	3,216,000	2,000,900
Spot tv	21,681,000	22,244,800
Network tv	55,543,100	43,221,600
Spot radio	1,678,400	2,948,000
Network radio	——	171,900
Outdoor	10,000	11,300
Total Measured	86,958,500	75,414,600
Unmeasured	4,687,200	4,185,400
Estimated Total	91,645,700	79,600,000

MARKETING PERSONNEL

U.S. Food Products Division

A. G. Langbo, president
M. H. Darling, exec vp-sales and mktg
J. R. Aubuchon, senior vp-mktg
A. E. Howells, senior vp-sales admin
M. L. Wolfe, vp, mkt devel
R. L. Myers, vp, group product mgr
W. H. Swain, director, mktg services

ADVERTISING AGENCIES

Leo Burnett Co., Chicago—cereals—W. T. Lynch, vp-mgmt director; D. K. Collins, S. E. Cronwall, J. W. Drobnyk, J. M. Jenness, vps-acct supers; R. A. Anschuetz, C. H. Curry, R. Gydinskas, M. R. Kohr, J. M. Lowenthal, C. A. Marien, R. Meuser, B. Schumacher, C. C. Stowe, M. J. Tobin, acct execs.

J. Walter Thompson Co., Chicago—Salada—J. F. Tukey, senior vp-acct mgmt; H. L. Scholnick, vp-mgmt super; M. O. Jurz, acct super.

Vince Cullers Advertising, Chicago—Vincent Cullers, president.

U.S. Subsidiaries

R. L. Nichols, group exec vp, Kellogg Co.
Fearn International, Franklin Park, Ill.
D. E. Thompson, president; E. K. Jorgenson, senior vp-sales & mktg.
Mrs. Smith's Pie Co. Pottstown, Pa. R. L. Nichols, president; F. W. Krum, senior vp, mktg.
Pure Packed Foods, Arlington, Tenn. A. J. Simpson, president; R. D. Bateman, vp, mktg.

ADVERTISING AGENCIES

J. M. Korn & Son, Philadelphia—Mrs. Smith's fresh baked prods.

Leo Burnett Co., Chicago—Mrs. Smith's and Eggo frozen prods, Pure Packed Foods, frozen nondairy prods.

Howard H. Monk & Associates, Rockford, Ill.—LeGout prods.

Kraft Inc.

	1979	1978
Sales†	$6,432,93[illegible],000	$5,669,900,000
Earnings†	188,088,000	184,000,000
Advertising*	119,653,600	114,166,700

†Worldwide
***Estimated by AA for U.S. and Canada**

Kraft Inc., Glenview, Ill., the 39th largest U.S. advertiser, increased advertising expenditures by 4.8% in 1979 to $119,653,600.

Sales rose for the 18th consecutive year to $6.43 billion, a 13% hike over the year before. Earnings rose 2.2% to $188,088,000.

Kraft reported spending $154,900,000 (including agency commissions) on advertising worldwide last year, an increase of 9.7% over the $141,300,000 for 1978. This represents 2.4% of world sales as compared with 2.5% in 1978.

▪ Advertising expenditures overseas accounted for 24.9% of total advertising expenditures. U.S. and Canadian sales totaled $5.24 billion, an 11.9% increase over 1978.

According to Kraft, over $200,000,000 of its retail sales in the U.S. came from products that were not sold in 1974.

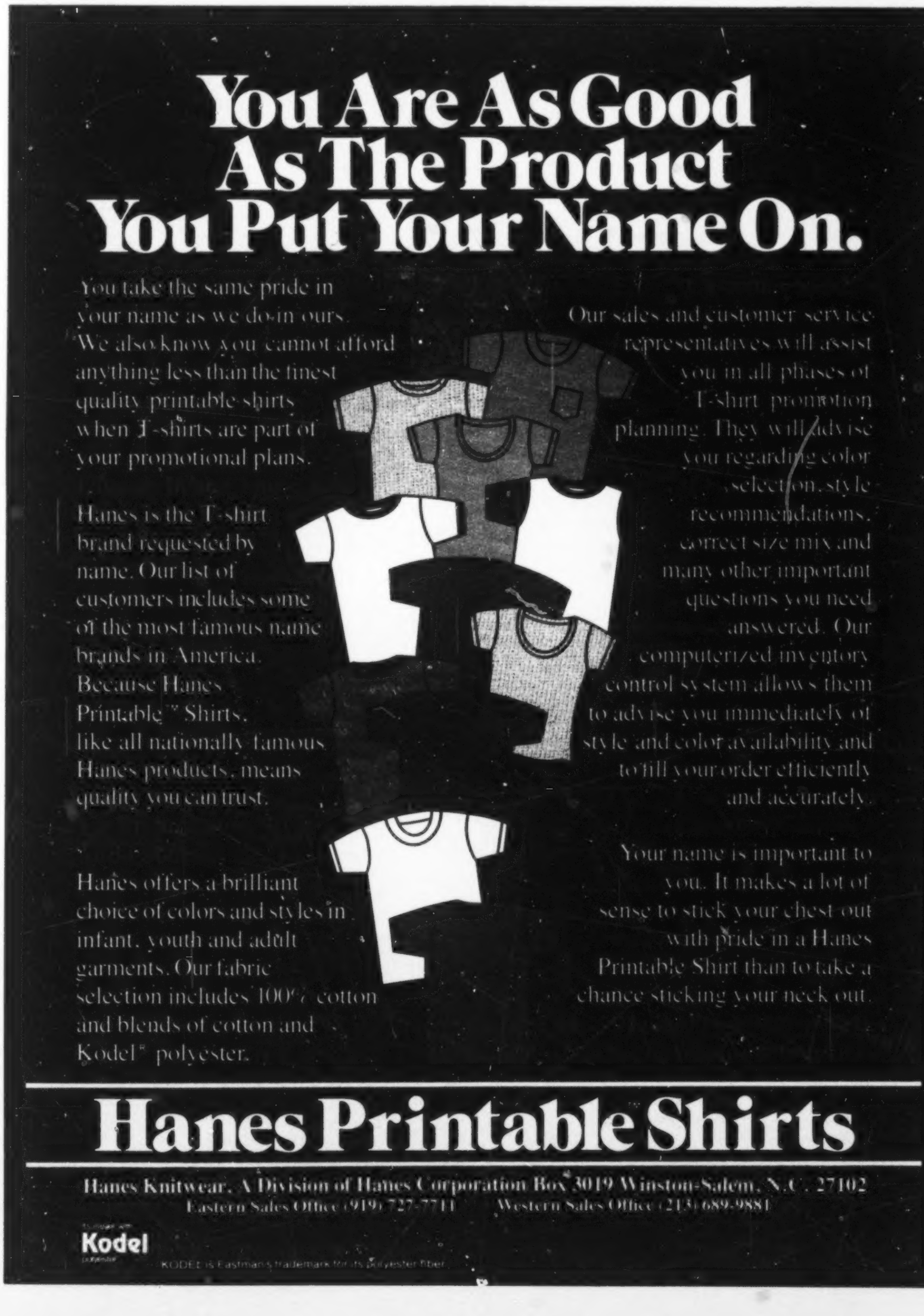
Current new product activity includes the test of Miracle instant pasta products, 2nd the rollout of Kraft thin deli-style natural Swiss slices and garlic French and golden blend Italian dressings, scheduled for full national distribution in 1980.

▪ Earlier this year, the company began test marketing of a la Carte entrees in retort pouches. With heavy emphasis on direct mail product sampling, 2nd couponing, in addition to spot radio and tv, Kraft is testing a la-Carte in Phoe-

KNOW THY COMPETITION

See page 113

LNA



You Are As Good As The Product You Put Your Name On.

You take the same pride in your name as we do in ours. We also know you cannot afford anything less than the finest quality printable shirts when T-shirts are part of your promotional plans.

Hanes is the T-shirt brand requested by name. Our list of customers includes some of the most famous name brands in America. Because Hanes Printable™ Shirts, like all nationally famous Hanes products, means quality you can trust.

Hanes offers a brilliant choice of colors and styles in infant, youth and adult garments. Our fabric selection includes 100% cotton and blends of cotton and Kodel® polyester.

Our sales and customer service representatives will assist you in all phases of T-shirt promotion planning. They will advise you regarding color selection, style recommendations, correct size mix and many other important questions you need answered. Our computerized inventory control system allows them to advise you immediately of style and color availability and to fill your order efficiently and accurately.

Your name is important to you. It makes a lot of sense to stick your chest out with pride in a Hanes Printable Shirt than to take a chance sticking your neck out.

Hanes Printable Shirts

Hanes Knitwear, A Division of Hanes Corporation Box 3019 Winston-Salem, N.C. 27102
Eastern Sales Office (919) 727-7711 Western Sales Office (213) 689-9881

Kodel

KODEL is Eastman's trademark for its polyester fiber.

nix and Tucson, Ariz., Schenectady, Troy and Albany, N.Y., and Cincinnati, Dayton and Columbus, O. Only in Columbus is a la Carte in direct competition with Continental Kitchen retort pouch entrees, which are products of ITT-Continental Baking.

For the ninth summer in a row, Kraft supported its No. 1 position in pourable dressings with its Salad Days promotion, which is a joint venture with marketers of fresh salad ingredients. The company used magazines and displays in supermarket produce departments as primary vehicles of promotion.

■ All told, Kraft salad dressings received $6,295,800 worth of support in measured media. In addition, $501,200 was spent on measured media for Kraft low-calorie salad dressings; $600,000 for Light N' Lively mayonnaise; $4,653,000 for Kraft mayonnaise; and $7,081,700 for Miracle Whip salad dressing. To emphasize Miracle Whip's use in sandwiches as well as salads, Kraft continues its annual Sandwich Days promotion.

Domestic consumer advertising continues through "family entertainment" prime time tv specials. Kraft's commercials include new recipes and the shows and featured products are supported by advertising in *TV Guide* and displays in stores. In 1979, the company sponsored "The Lion, The Witch and The Wardrobe," taking from the first volume of Chronicles of Narnia by C. s. Lewis and produced by Children's Television Workshop. Kraft continues underwriting for "The Adventures of Slim Goodbody in Nutri-City," a twice-weekly feature of the "Captain Kangaroo Show."

■ Kraft campaigns include its "Good food and families belong together" theme, "Good Ideas keep popping up with Velveeta," "Success after success" for Philadelphia Brand cream cheese and "Every single time" for Kraft singles.

Some of Kraft's major advertising expenditures were for Kraft cheese ($8,627,200), Parkay margarines ($5,602,900), Velveeta ($4,166,900) and its dry packaged dinners ($4,059,700).

In Canada, Kraft sponsors regular 30 and 60-minute weekly series on several tv networks. Advertising slant is similar to that of commercials seen on U.S. tv: Emphasis on the quality of Kraft products as well as suggestions for recipes and meal planning.

This year, Kraft Inc. signed a definitive merger agreement with Dart Industries, Los Angeles, forming Dart & Kraft Inc., a holding company. The two corporations become separate subsidiaries.

■ Kraft openly seeking diversification for several years, reportedly was attracted by the growth potential of Dart, whose products include Tupperware housewares, West Bend appliances and cookware and Duracell batteries. Dart's sales reportedly have expanded at an annual rate of 16% in the last four years. The new company will be headquartered in the Chicago area.

In line with Kraft's plans to sell certain nonfood operations and due to decreased 1979 earnings, Metropac Containers Corp., Lyndhurst, N.J., was sold to Ball Corp., Muncie, Ind. Total Metropac sales in 1979, including sales to other Kraft subsidiaries, was $118,000,000.

A Good Breakfast Starts A Great Day
"That's why Kellogg's is saving you $1.00 towards a good breakfast.
Send for your $1.00 Good Breakfast Coupon
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Kellogg's ad offers a $1 refund for proofs of purchase of any four of its cereals.

■ Also, Kraft sold its chemical operations in Memphis, Tenn., to Witco Chemical Corp., New York, and a part of its Aluminum Specialty Co. to Foley Mfg. Co., Minneapolis.

In March, Kraft created two executive vp posts in anticipation of the retirement of several senior executives in the next five years or so. Chairman John M. Richman said this move will assure "an orderly transition of management over these next several years." Heribert Kohlhaas is the new senior exec vp for U.S. operations and James F. Scull is senior exec vp for operations outside the U.S. The two report to Arthur W. Woelfle, president and chief operating officer, who is scheduled to retire in less than five years.

ADVERTISING EXPENDITURES

	1979	1978
Newspapers	$ 5,450,700	$ 5,009,800
Magazines	21,428,100	21,878,900
Spot tv	28,087,900	33,350,600
Network tv	36,214,200	25,979,600
Spot radio	1,957,100	1,876,000
Network radio	912,100	1,901,500
Outdoor	1,103,500	1,813,800
Total measured	95,153,600	91,810,200
Unmeasured	24,500,000	22,356,500
Total	119,653,600	114,166,700

CORPORATE MARKETING PERSONNEL

H.L. Handley, senior vp-rsch & mktg devel
C.C. Grinnell, director, corp mktg devel
J.R. Babka, mktg mgr-product devel
D.A. Andler, mktg mgr-product devel
M.J. Barry, mgr, mktg rsch

RETAIL FOOD GROUP
MARKETING PERSONNEL

J.S. Brakefield, vp-director, refrigerated prod
W.C. Bourn, vp-mktg, refrigerated prods
R.J. Clark, vp-director, mktg information
S.R. Gardner, vp-mktg, refrigerated prods
J.P. Durrett, vp-director, grocery prods
N.E. Toft, vp-director, mktg services
W.B. Whitaker, vp-director, sales and sales operations
R.N. Courtice, vp-director, adv and creative services
D.W. Holland, corp vp-director consumer affairs
R.J. Miller, vp-mktg, refrigerated prods
J. Wilson, vp-mktg, refrigerated prods
W.A. Rowe, vp-director, retail sales operations
J.R. Blocki, genl adv mgr
R.K. Powell, product adv services mgr

ADVERTISING AGENCIES

N W Ayer, ABH, Chicago—J.N. Titus.

McCann-Erickson, Chicago—flagg Taylor.

Foote, Cone & Belding, Chicago—D.L. Belzer.

Needham, Harper & Steers, Chicago—J.W. Copher.

Proctor & Gardner, Chicago—Rolfe Colconey.

DAIRY GROUP
MARKETING PERSONNEL

R.F. Zogby, vp-director, sales & mktg
A. Geoffrey, mktg mgr, frozen prods
R. Creighton, vp-mktg
R. McClintock, vp, sales & sales operations
V. Sidebotham, mktg mgr, dairy prods
J. Malcolm, mgr, mktg services
D. Herr, mktg promo and product devel mgr

ADVERTISING AGENCIES

N W Ayer ABH, New York—Sealtest, Breyers, Light n' Lively—Joe Harte, mgmt super; H. Hartwell, W. Stabile, P. Hogue, acct supers.

Badillo Compton, Puerto Rico—Sealtest, Light n' Lively for Puerto Rico—Angel Collado Schwartz, acct super.

Manoff Geers Gross, New York—Breakstone products—Michael Kennedy, mgmt super; Dennis Fogerty, acct super; Cecil Lyon, acct exec.

KRAFT INTERNATIONAL
MARKETING PERSONNEL

W. Schopp, vp-director, intl mktg
J.R. Blanks, mktg mgr
P. Barnickel, mktg mgr

FOOD SERVICE & INDUSTRIAL GROUP
MARKETING PERSONNEL
Foodservice Division

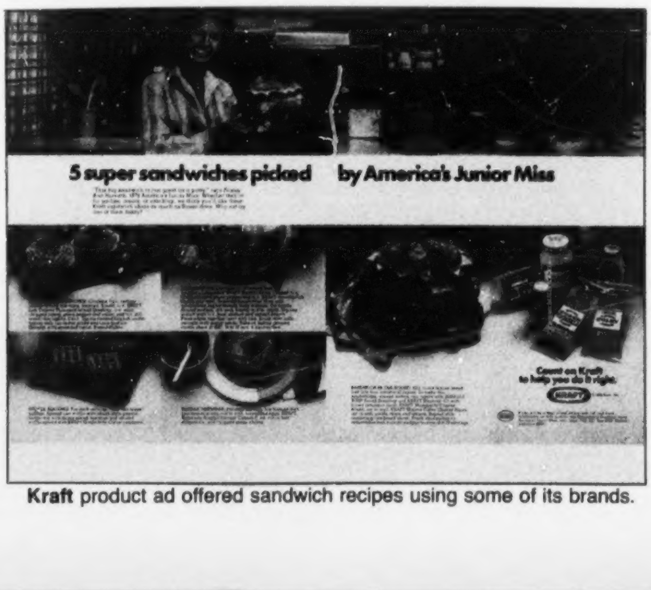
S.A. Metz, vp-director, mktg
J.L. Woods, vp-director, mktg

Industrial Foods Division

F.R. Betzel, vp, mktg & sales, industrial
F.D. Donovan, vp, mktg & sales, private label

ADVERTISING AGENCY

Merrill Kremer Inc., Memphis—food products—Ernest Lee, acct super.


5 super sandwiches picked by America's Junior Miss
Count on Kraft to help you do it right.
KRAFT

Kraft product ad offered sandwich recipes using some of its brands.

Liggett Group

	1979	1978
Sales	$1,055,487,000	$925,701,000
Earnings	53,094,000	56,820,000
Advertising	59,000,000	68,120,000

Liggett Group, Montvale, N.J., the 71st largest national advertiser, decreased its advertising by 13.4% in 1979 to $59,000,000.

Although sales topped $1,000,000,000 for the first time in the company's history, an increase of 14% over 1978, earnings slipped 6.5% from $56,820,000 to $53,094,000.

In May, 1980, the Liggett Group was acquired by Grand Metropolitan, London, for $570,000,000 via a $69-a-share tender offer. Liggett earlier had bitterly resisted the takeover bid by its long-time partner in the liquor business, fighting it off for nearly a month.

■ The British hotel, restaurant, gambling and beverage giant initiated the action in April, 1980, with a $50-a-share tender offer. Grand Met, which distills J&B scotch (Liggett distributes it in the U.S.), tried for two years to buy a piece of Liggett's liquor business with the idea of gaining a toehold in the American marketplace. Liggett always refused, thus prompting the British company to go after Liggett itself.

During the struggle, Liggett even sold off its Austin, Nichols & Co., a liquor distributing unit Grand Met coveted. For a while it appeared Standard Brands, a so-called "friendly suitor" would win Liggett's hand with a "white knight" offer of $65 a share. But Grand Met increased its offer, and Standard Brands backed off, with Liggett finally giving in.

Liggett, which has interests in liquor, cigarets, chewing tobacco, pet foods, soft drink bottling and sporting goods, continued moves in 1979 to restructure its business away from its cigaret business, which has been declining for years. In March, 1979, the company acquired Atlantic Soft Drink Co., a Pepsi-Cola bottling company, and in March, 1980, it purchased Leach Industries, a racquetball and racquet manufacturer and distributor.

■ In addition to its sale of Austin, Nichols & Co., to Pernod Ricard of Paris, Liggett also divested itself of Perk Foods in July, 1979, and National Oats and Brite Industries in January, 1980.

Although Liggett & Myers Tobacco Co. continued to lose market share, dropping from 3.4% in 1978 to 2.8% in 1979, its operating income was up sharply because of reduced promotional expenditures and higher selling prices. Cigaret sales of $291,327,000 were $20,800,000 lower than last year, despite price increases totaling $17,200,000.

■ Cigaret sales, which ten years ago accounted for 60% of corporate sales, today account for about a quarter. The company spent a total of $7,079,700 in measured media to support its cigaret brands, less than half of last year's $16,840,000 budget.

Liggett spent $4,697,600 to advertise its L&M Long Lights and an additional $1,863,600 on its Lark Lights, Lark Lights filter kings and Lark Lights kings and 100s cigarets.

Spending for Decade, Liggett's once bright hope for entering the low-tar market, was severely curtailed, amounting to little more than $500,000, cut from over $10,000,000 the previous year. The brand failed, in part, because of massive ad support behind low tars of competitors.

No measured spending was reported for Chesterfields or Eve.

Liggett & Myers' marketing strategy reflected a policy of retrenchment. Following the dismissal of 25% of its factory work force in Durham, N.C., and the consolidation of its marketing and sales forces, the company is focusing its advertising on regional areas where its brands are strongest. Liggett's advertising is handled by Comart, New York, and Promotion Development Corp., Westport, Conn. The company also dropped J. Walter Thompson Co., Norman, Craig & Kummel and Della Femina, Travisano & Partners, its former cigaret agencies.

■ Pinkerton Tobacco Co., Liggett Group's chewing and smoking tobacco unit, produced net sales of $68,325,000 in 1979.

The figure was higher than in 1978 because of price increases, but operating income declined to $15,518,000 largely because of increased promotional expenditures.

The company is test marketing two new chewing tobacco brands, Big Duke and Union Station, and is expanding distribution in 1980 of Black Clipper, a new brand of pipe tobacco.

In 1979, Pinkerton spent almost $2,000,000 on tv and radio advertising to promote its principal brand, Red Man, the No. 1 chewing tobacco in America. Terry Bradshaw, quarterback for the Pittsburgh Steelers, plugged Red Man as "the pick of the pros."

Spirits and wine sales totaling $206,955,000 in 1979 were 7% higher than in 1978, even though there were substantial increases in promotional expenditures. Operating income decreased from $43,307,000 in 1978 to $39,331,000 in 1979.

Liggett's four principal brands, J&B Scotch, Wild Turkey bourbon (subsequently sold to Pernod in the Austin, Nichols deal), Grand Marnier and Bombay English gin, accounted for $15,482,900 in measured media spending.

Apparently dissatisfied with a 1.9% slip in J&B's case sales to 2,600,000 in 1979, Liggett Group axed E. T. Howard Co. and awarded the $7,000,000 account to Backer & Spielvogel, New York. In addition to $6,116,600 in advertising for J&B, Paddington Corp. (which distributes J&B) sponsored a variety of sporting events, including the men's doubles championships of the U.S. Open tennis championship, with J&B the official scotch of the tournament. The company also sponsored a year-long putting competition on the U.S. Ladies Professional Golf Assn. tour.

Sales of Paddington Corp.'s Izmira Turkish vodka exceeded anticipated levels in 1979. Austin, Nichols became exclusive U.S. importer of Bailey's Original Irish Cream liqueur, which was introduced during the fourth quarter. According to the company, trade and consumer response exceeded expectations at both wholesale and retail levels. Bailey's, a Grand Met-owned label, has been shifted to the Paddington Corp. Backer & Spielvogel handles the account.

■ Liggett's Carillon Importers Ltd. stepped up its support for Grand Marnier liqueur to the tune of $2,131,100. Sales of Grand Marnier continued to exceed the growth rate for the liqueur cordial category. Advertising featured photographs of remote, unpopulated locations bearing the legend, "There are still some places on earth where Grand Marnier is not served after dinner."

Carillon introduced Absolut Swedish vodka during mid-year, thus giving Liggett a second entry in the fast-growing vodka category.

Sales at Allen Products, Liggett's pet foods division, climbed 12% to a record level of $204,647,000 in 1979 and operating income was also substantially higher because of sales and lower promotional expenditures.

Allen spent $11,921,500 in measured media to strengthen the position of its No. 1-selling Alpo line of premium canned and dry dog foods. Heavy schedules of tv advertising promoted the Alpo product line; spots continued to feature actor Lorne Greene as spokesman. Alpo Dry, introduced last year, already has succeeded in capturing 4% of that market segment.

■ Allen spent nearly $1,000,000 promoting its Liva Snaps brand, the largest selling line of pet food treats. Other Allen Products pet food brands include Bi-Ta Biscuit dog bones and Alamo brand dry dog food, a West Coast brand.

Atlantic Soft Drink Co., which Liggett acquired in March, 1979, more than tripled Liggett's sales volume in the fast-growing soft drink bottling industry. Sales in 1979 totaled $133,897,000, up from $29,329,000 in 1978.

Diversified Products Corp. had another good year in 1979 with record highs in sales and operating income. DP continues to be the largest manufacturer of physical fitness and basketball equipment. Leach Group, the racquetball and racquet manufacturer, will operate as a division of Diversified Products.

Earl Grissmer Co., a rug cleaning equipment company, featured

Tony Randall as tv spokesman for its Rinse N Vac carpet cleaning systems.

ADVERTISING EXPENDITURES

	1979	1978
Newspapers	$ 8,909,700	$18,994,800
Magazines	21,527,700	23,081,600
Spot tv	3,712,500	3,368,700
Network tv	10,230,500	8,917,400
Spot radio	1,976,200	575,800
Network radio	841,100	677,300
Outdoor	4,157,500	9,120,900
Total measured	51,355,200	64,736,500
Unmeasured	7,644,800	4,206,500
Estimated total	59,000,000	68,943,000

CORPORATE MARKETING PERSONNEL

Raymond J. Mulligan, president & ceo
Jonathan W. Old, exec vp, consumer prods
Robert H. Fasick, vp, admin & asst to the president
Robert B. Scidensticker, vp, tobacco companies
Dan Provost, vp, public affairs
Jim Adams, vp, corporate devel
Werner von Pein, corp mktg director, consumer prods
Al Kalish, director, corporate adv services
Joe McKenna, director, pr

LIGGETT & MYERS TOBACCO CO.

MARKETING PERSONNEL

K.v.R. Dey Jr., president-ceo
Hal Grant, vp, sales
Chuck Knudtson, natl director, sales promo
Fred Iadanza, group promo/serv mgr
Fred DiMenna, group promo mgr
Don Fish, group promo mgr
Bob Seher, director, sales admin & serv
L. P. Hughes, natl field sales mgr
Jim McPartland eastern region sales mgr
Ennis Laws, southern region sales mgr
Jim Dowd, natl accts mgr
Holman Brown, mgr, conventions & meetings
Bobby Higsbee, director, purchasing

ADVERTISING AGENCY

Promotion Development Corp., Westport, Conn.—special assignments—Sam Stryker, vp, acct super.

PADDINGTON CORP.

MARKETING PERSONNEL

Al Ferro, president, ceo
Dick Mastracci, vp-sales
John Daly, vp-sales, New York
Steve Ryan, vp-mktg
Al Giordano, director, mktg rsch
Anne Berenger, mgr, sales rsch

ADVERTISING AGENCY

Backer & Spielvogel, New York—J&B Rare scotch, Catto's Gold Label scotch, Royal Ages scotch, Izmira Turkish vodka, Bailey's Original Irish Cream liqueur, Crofts sherries & ports—John Kelly, acct super; Larry Rosenthal, acct director; Steve Leff, exec vp and director-media services; Jay Schoenfeld, senior vp & media director; Ann Meschery, vp-associate media director; Fred Betts, planner.

CARILLON IMPORTERS

MARKETING PERSONNEL

Albert H. Singer, president, ceo
Michael Roux, vp-eastern region sales
John Singer, vp-western region sales
Paula Braun, mgr, adv & promo

ADVERTISING AGENCIES

Martin Landey, Arlow, Geers, Gross, New York—Grand Marnier, Cherry Marnier Marnier Lapostolle cognac, Absolut vodka, Chateau De Sancerre—Martin Landey, chairman; Bill Manley, acct exec.

Chester Gore Co., New York—Bombay Gin, Bertani wines, Fazi Battaglia Verdicchio wine, Punt e Mes, Achaia Clauss Greek wines andouzo, Dopff Alsation wines, Lang's Scotch whisky, Vin Fou, Chateau Lescours—Chester Gore, president; Mike Buser, media.

PINKERTON TOBACCO CO.

MARKETING PERSONNEL

Ken Wanamaker, president, ceo
Ralph Ring, vp-sales

ADVERTISING AGENCY

Berger, Stone & Ratner, New York—Red Man, Big Duke, Black Clipper—Joe Stone, president, creative director; Sam Ratner, exec vp-mgmt super; Alan Schwartz, vp-acct super.

ALLEN PRODUCTS CO.

MARKETING PERSONNEL

James W. Murray, president, ceo
John R. Roley, exec vp
Robert Hyde, vp-mktg
Jerrold Chadwick, vp, sales
Tom Durkin, vp-communication/technical services
Jim Schmoyer, vp-purchasing & distribution
Ken Kirshner, mktg mgr
Tyrone Allen, mktg mgr

ADVERTISING AGENCY

Weightman Inc., Philadelphia—Alpo canned and dry dog food, Bi-ta dog biscuits, Liva-a Snaps pet treats, Alamo dry dog food—Ron Fraser, managing super; Hap Gwynn, Gordon Nichols, Ralph Day, senior acct supers; Doug Schorres, Linda Robinson, David Wolfe, Don Brown, acct execs; Neil Harrison, media director; Ray Dundas, associate media director.

EARL GRISSMER CO.

MARKETING PERSONNEL

Fred Whelan, president, ceo
Charles V. Durkee, exec vp-director of sales
George Feidman, vp
Donn L. Spencer, adv mgr
Esther Eisman, mgr, mktg & product services
Max Neimann, sales promo coordinator

DIVERSIFIED PRODUCTS CORP.

MARKETING PERSONNEL

Cal James, president-ceo
Buddy Pilgrim, exec vp
Ira Silberman, senior vp
Ira Pollack, vp-corporate mktg & purchasing
James Thompson, vp-sales
Lanier Johnson, mktg director

LEACH INDUSTRIES

Charles Drake, vp & genl mgr

PEPSI-COLA BOTTLING CO. OF FRESNO

MARKETING PERSONNEL

Ron Dorrell, president, ceo

ATLANTIC SOFT DRINK CO.

MARKETING PERSONNEL

Larry Smith, president, ceo
Bob Buys, vp-mktg

ADVERTISING AGENCY

Ra-Bar Advertising, a house agency.

Loews Corp.

	1979	1978
Sales	$4,065,475,000	$3,455,644,000
Earnings	208,560,000	168,165,000
Advertising	144,468,300	78,885,800

Loews Corp., New York, the 30th largest advertiser in the country, boosted its advertising expenditures by more than 83% in 1979 to about $144,468,300.

The bulk of the surge was taken up by national campaigns for two new ultralow-tar cigarets introduced by the company's Lorillard division.

Sales, up 17.6% to more than $4,000,000,000, reached record levels for the third consecutive year. Net income jumped 24% to $208,560,000, and income from continuing operations rose 23.2% from $147,700,000 to $182,000,000, both records.

Loews invested $166,000,000 to increase its ownership share of CNA Financial Corp. from 58% to 79% in 1979, and the conversion of preferred stock holdings to common stock in early 1980 yielded 82.4% ownership of outstanding voting shares.

Loews' CNA holdings continued to provide about 50% of the parent's net income. Property and casualty revenues were up 21.4% to $1,400,000,000, but income was down 3.1%. Life insurance revenues were up almost 5%, but income slid 1.2%. Loews' consumer finance subsidiary, General Finance, was able to couple an 11.2% revenue increase with an income gain of 10.7%, again in the face of high interest rates.

CNA's advertising program was again devoted exclusively to magazines and rose 97% from $704,500 in 1978 to $1,386,400 in 1979. The company completed a three-stage program of new insurance policy introductions with its new portfolio of term life policies.

Lorillard, the Loews tobacco subsidiary, was one of only two major domestic tobacco marketers to increase its market share; Philip Morris Inc. was the other. While still fifth largest over-all, Lorillard's market share increased from 9.1% to 9.7%. A 1% market share represents about $100 million in sales.

Cigaret sales rose 8.1% to 59.28 billion units. Lorillard trails R.J. Reynolds Tobacco Co., Philip Morris, Brown & Williamson and American Tobacco Co., respectively.

Low-tar cigarets (defined as 15 mg or lower) continue to capture an increasing share of the market, and Lorillard believes it is well positioned to take advantage of the trend. Low-tars have jumped from a 17.1% market share in 1976 to a 42.6% share in 1979; about 80% of Lorillard's sales are low tars, and the company is third in low-tar sales with 17.7% of the market.

Lorillard allocated "record sums" toward the introduction of two new 3mg ultra low tar brands, Kent III and Triumph. About $20,800,000 was spent on newspapers in the top 10 markets, magazines, newspaper supplements and outdoor for Kent III; $17,200,000 was spent on the same media for Triumph.

MARKETING PROFILES

The January and July rollouts of the brands prompted one Lorillard executive to claim that no major cigaret company in recent memory had attempted two major introductions in the space of less than 12 months.

- Kent III sales rocketed to 5.5 billion units, while Triumph mustered just under 1.5 billion. Kent III continued to outdistance Triumph in the first quarter of 1980, but by a somewhat smaller ratio. While the two brands fared well in the marketplace, they failed to dent sales of their two rivals, American Tobacco's Carlton and R.J. Reynolds' Now. Carlton sales jumped about 50% and Now rose by a more modest 3.4%.

Lorillard's Golden Lights, one of 1978's fastest growing brands, dropped 8.7% to 13.19 billion units. Golden Lights 85s accounted for most of the slide, falling 1.5 billion units.

- Golden Lights was backed by almost $16,000,000 in magazines, newspaper supplements and outdoor, plus just over $6,000,000 in newspapers in the top 10 markets.

Second among Lorillard spenders was Kent III; Triumph was third.

True, last year's second biggest spender, dropped to fourth with $11,200,000 in magazines, newspaper supplements and outdoor. True spent just over $3,000,000 in the top 10 newspaper markets, while unit sales stayed virtually even with last year's, despite a much-advertised 13mg to 8mg tar reduction in the brand.

Lorillard's highest volume cigaret, Kent, dropped 13.5% to 13.64 billion units. By year's end, the volume differential between it and the now-sagging Golden Lights had shrunk from 1.28 billion units to 450,000,000 units.

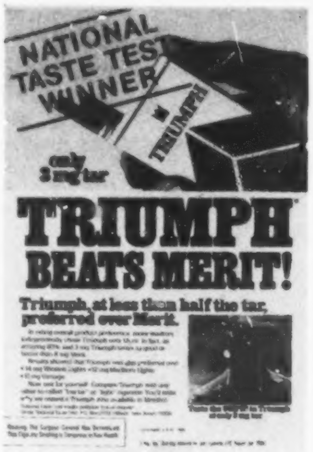
The Kent volume drop was accompanied by a significant withdrawal of ad support for the brand. The budget for magazines, newspaper supplements and outdoor plummeted 75% from almost $8,000,000 in 1978 to just under $2,000,000 in 1979.

- Newport experienced another sales gain, rising 15% to 9.87 billion units. Including newspapers in the top 10 markets, Newport spent almost $10,000,000 in major media, with magazines drawing slightly more than outdoor. Those two media made up almost 90% of the spending total.

Max 120s, a cigaret aimed at active women, spent most of its ad support in magazines. Created largely to cut into Philip Morris' Virginia Slims market, Max' promotional approach is strongly tied to fashion, striving to earn an image of smartness and sophistication. To this end, Max uses sweepstakes, mailings, beauty market tie-ins and pinpoint samplings to select groups. But while Virginia Slims surged 10.4% to 10.76 billion units, Max declined slightly to 990,000,000 units.

Old Gold sales continued to slide, despite a new ad campaign for the regionally marketed brand. Sales were down 380,000,000 units to 2.86 billion. The brand received $1,800,000 in support, mostly in outdoor and magazines.

Lorillard doubled its ad budget for Beech-Nut chewing tobacco to $1,500,000 the lion's share going to spot tv and a tenth of that to outdoor.


NATIONAL TASTE TEST WINNER
TRIUMPH
only 3 mg tar
TRIUMPH BEATS MERIT!
Triumph, at less than half the tar, preferred over Merit.

Lorillard uses the comparative approach to back Triumph.

- Aspen, a 9mg low-tar menthol, was test marketed in four cities beginning in July, 1979, but was withdrawn in March. Almost $500,000 was spent in 1979, equally divided between magazines and outdoor. Loews fueled speculation about yet another new brand when it invited Dancer Fitzgerald Sample and Case & McGrath in March, 1980, to make presentations for a new cigaret assignment.

Loews' hotel division boosted revenues by $34,200,000 or 24.3%, a reflection of increased average room rates, higher occupancies and the opening of the 900-room Loews Anatole Hotel in Dallas in January. The Anatole is Loews' first entry into the expanding Southwest market.

The company also completed a $12,000,000 renovation of the Drake Hotel in Manhattan. Other New York properties include the Regency, Warwick and Summit, as well as the Ramada Inn and Howard Johnson motor inn. Loews spent about $190,000 to promote these facilities, mostly in magazines and newspaper supplements.

The opening in the fall of 1980 of the Loews Biarritz Hotel, a spa resort on the south Atlantic Coast of France, will bring the number of Loews-managed hotel properties to 16.

- The theater division posted a revenue decrease of $1,600,000, or about 3.4%.

The company claimed the release of fewer "quality" films in 1979 was responsible for the decline. The division operates 128 screens and says it plans to add more.

In another area, Loews acquired approximately 93% of the stock of Bulova Watch Co. in 1979 for about $38,000,000, primarily through a tender offer at $10 per share. Bulova's recent fiscal history—it lost $48,100,000 in the three years before 1979—made it an unpromising acquisition in the eyes of many observers, but Loews was said to be attracted by the well known Bulova name and its network of 20,000 retail jewelry distributors. When Loews took over the now-successful CNA Financial Corp., it, too, was troubled. As of mid-1980, Bulova's turnaround had begun, according to one industry source.

Ad support in magazines, network and spot tv totaled $6,500,000, almost all of it going to tv. Bulova switched its low-priced Caravelle watch line from Doyle Dane Bernbach to Scali, McCabe, Sloves late last year as part of a move toward brand management. Ad support for the brand was about $2,000,000 in the last quarter.

When Loews announced in June, 1979, that it planned to acquire a large stake in the F.W. Woolworth Co., speculation centered on another takeover attempt. Late in the year, the company was said to have sold off most of its shares.

- In what would have been the largest financial collapse in advertising history, Media Corp. of America avoided bankruptcy when Lorillard agreed to pay MCA creditors $6,000,000. Lorillard's financing furnished partial payment to 1,600 to 1,700 creditors of the beleaguered media buying service.

Lorillard claimed that its obligation toward the $13,400,000 debt total was only $3,000,000 but put up the extra money out of "a sense of fairness and a desire to maintain our working relationship with media." The settlement was said by one observer to be one of the largest out-of-court settlements ever achieved.

ADVERTISING EXPENDITURES

	1979	1978
Newspapers	**$ 53,664,800**	**$26,666,500**
Magazines	**35,745,100**	**24,147,600**
Spot tv	**2,705,400**	**477,000**
Network tv	**5,568,000**	**182,200**
Spot radio	**436,700**	**591,000**
Outdoor	**24,848,300**	**14,321,500**
Total measured	**122,968,300**	**66,385,800**
Unmeasured	**18,500,000**	**12,500,000**
Estimated total	**141,468,300**	**78,885,800**

LORILLARD DIVISION

MARKETING PERSONNEL

C. H. Judge, president
J. R. Ave, exec vp-mktg
R. H. Orcutt, senior vp-sales
T. H. Mau, vp, adv & brand mgmt
R. E. Smith, vp-mktg devel
J. P. Mastandrea, sales director
S. R. Ridgway, pr director
R. W. Goyette, group brand director
C. I. Humphrey, group brand director
C. W. Toti, group director, product devel
W. Sands, media director
P. A. Lawless, sales promo director
J. G. Flinn, rsch director
M. K. Capra, H. L. Carroll, J. E. Daghlian, R. D. Hammer, M. A. Kayiatos, J. T. Rowe, G. R. Telford, brand mgrs
R. B. Evans, associate brand mgr
P. R. Lawrence, E. G. Morgenthal, asst brand mgrs

ADVERTISING AGENCIES

Foote, Cone & Belding, New York—Kent, Kent III, Golden Lights, Max, new prods, corp trade—Jack Angus, Jack Oxee, Bob Patton, mgmt supers.

D'Arcy-MacManus & Masius/de Garmo, New York—True, Beech-Nut chewing tobaccos, new prods—Bob Berman, Michael Cox, mgmt supers.

Dancer Fitzgerald Sample, New York—Triumph—Tom Bohan, mgmt director.

MCA Advertising, New York—Newport, Old Gold, new products—George Hoefer, mng director.

SAMS, New York—all domestic prods in Hispanic markets—Luis Albertini, president.

Case & McGrath, New York—new prods—Don Gilbert, mgmt super.

LOEWS HOTELS

MARKETING PERSONNEL

Robert Hausman, president
William Maibach, exec vp
Arthur Chernov, vp-sales/advertising
Stefan Gospodinoff, adv director
Ann Bontempo, pr director

ADVERTISING AGENCIES

Landis & Landan, New York—Vernon Mosheim, acct exec.

Cavalieri, Kleier & Pearlman, New York—Ian Kleier, acct exec.

K S W & G, New York—Philip Miles, acct exec.

Krohn Advertising, Montreal—Peter M. Krohn, Anwar Chaudhary, Maureen O'Mahoney, acct execs.

Rominger Agency, Dallas—Bart Rominger, acct exec.

LOEWS THEATERS

MARKETING PERSONNEL

Bernard Meyerson, president
Bernard D. Diamond, exec vp
Don E. Baker, vp-adv
Ted J. Arnow, asst vp-adv & promo
Henry I. Goldenberg, adv director

ADVERTISING AGENCY

Charles Schlaifer & Co., New York—Herb Joseph, vp-acct exec.

CNA FINANCIAL CORP.

MARKETING PERSONNEL

Edward J. Noha, chairman & ceo
P. Conway, vp-property & casualty mktg
B. Callahan, vp-life/health/pensions mktg
P. Engle, vp-mktg
B. Loevy, director-corp communications

ADVERTISING AGENCY

Frank C. Nahser Inc., Chicago—business, trade publications—Ron Nahser, vp.

GENERAL FINANCE CORP.

MARKETING PERSONNEL

R. J. Trenkmann, chairman
E. G. Stautzenbach, vp-director of mktg

ADVERTISING AGENCY

Cunningham & Walsh/Chicago—Jack Arnold, acct exec.

BULOVA WATCH CO.

MARKETING PERSONNEL

P. R. Tisch, chairman, exec committee
H. B. Henshel, chairman
A. H. Tisch, president
Jerry Josephson, vp-sales
George Forman, vp-director, mktg services

ADVERTISING AGENCIES

Doyle Dane Bernbach, New York—Bulova, Accutron—Arie Kopelman, mgmt super.

Scali, McCabe, Sloves, New York—Caravelle—Stuart Epstein, mgmt super.

MCA Inc.

	1979	1978
Sales	**$1,266,140,000**	**$1,120,644,800**
Earnings	**138,988,000**	**128,379,000**
Advertising	**66,000,000**	**61,000,000**

MCA Inc., Universal City, Cal., the 66th largest advertiser, increased its spending about 8% to $66,000,000 and posted record over-all gross sales and earnings figures that were paced by filmed entertainment.

A lower effective tax rate and a good showing by retail/mail order operations also contributed to best ever earnings. MCA income amounted to $1.70 per share as a result of winning a tax credit suit.

However, MCA's music activities showed a loss in 1979 and its ad spending dropped sharply. In early 1980, MCA instituted general cost-cutting measures—particularly in tv areas—according to some sources to reduce borrowing at high interest rates.

Universal Studio Tours, which is part of filmed entertainment, recorded the largest percentage ad increase with spending jumping 276%. MCA publishing and retail/-mail order divisions also had markedly higher ad outlays. MCA's largest advertising unit, Universal Pictures, had relatively unchanged ad spending as a result of having fewer total and fewer hit pictures.

MCA's unmeasured spending of more than $36,000,000 includes co-op advertising from several divisions, largely motion picture and to a lesser extent, music and book publishing.

- Universal Pictures revenues were second highest in history, although behind 1978 totals that were paced by blockbusters "Jaws 2" and the original release of "Animal House."

Universal Pictures' measured ad expenditures dipped slightly to $20,286,000 in 1979, compared with $20,450,800 the year before. Among its schedule of 16 releases (compared with 23 in 1978), "The Jerk" starring comedian Steve Martin—a late 1979 release—was the only breakaway hit. "Jerk" returned $40,000,000 in domestic (U. S. and Canada) film rentals by midsummer 1980. Gross box office is usually double studio rentals.

The rerelease of "Animal House," backed by $1,906,500 in network and spot tv commercials, "Concorde—Airport 79," "The Seduction of Joe Tynan" and "Dracula" were Universal's other leading films.

Meanwhile, about $28,000,000 in domestic film rentals from "The Deer Hunter" could be judged as only fair for the 1978 Best Picture Oscar winner. However, the film is being well received overseas, although CBS-TV did not consumate a prebuy option because of graphic violence in the film.

Among 1979 disappointments was occult murder-themed "The Legacy," backed by $1,331,000 in spot tv and other measured media totaling $686,300. Other relatively low grossers were "More American Graffiti," "Yanks" and "Prisoner of Zenda."

- In the middle was big budget action-farce "1941," launched in late 1979 with a $1,860,360 network tv blitz. Despite poor box office in theaters, Universal said it will break even on the picture, which was a co-production with Columbia Pictures, as was the successful "The Electric Horseman."

Universal's top two ad execs left in late 1979 and this development was followed by an agency switch in early 1980. Charles Powell and Buddy Young exited in December, and were replaced by 20th Century-Fox ad head David Weitzner and Gordon Armstrong, an ad exec with a leading independent producer. In January, 1980, Universal announced that it was splitting with its agency of 12 years, D'Arcy-MacManus & Masius, for Doyle Dane Bernbach, which exited Mr. Weitzner's former studio, Fox.

MCA is based on the lot of its huge, Hollywood-adjacent Universal Studios facility, home of its 16-story, dark glass headquarters building dubbed the Black Tower. The Universal lot, which serves as a lucrative tourist attraction, is billed as "the busiest" tv studio in the U.S. and possibly the world. Universal Television continues to be a leading supplier to NBC-TV.

- In mid-1980, Universal Television started a policy of producing network tv series within network compensation, rather than financing such products at a small deficit as in the past. Affected initially were five NBC series and three CBS series. Traditionally, losses had been recouped in subsequent off-network syndication. However, tv operations are credited with pacing filmed entertainment to its best year ever in 1979.

MCA-TV Program Enterprises, created in 1978 to develop first-run product for tv syndication, produced in 1980 "The Toni Tennille Show," which cleared the NBC owned stations, "You Bet Your Life," starring comedian Buddy Hackett, and Operation Prime Time's "Condominium."

MCA's various tv activities, which are part of filmed entertainment, do little direct advertising, except for tv trade publications.

Inflationary pressures and lower traffic in shopping malls reduced profitability of its Spencer Gifts operations, MCA's second-leading advertising unit. Measured ad spending jumped 55% to $10,769,900 in 1979, in part because 38 new stores were opened. Spencer Gifts, based in Atlantic City, N.J., places all measured ads in print. Its products are sold via mail order and through about 380 retail stores.

MCA's music operations, third ranked in ad spending, cut measured expenditures 46% to $926,200 in 1979, a year in which the entire record industry's sales declined. MCA's record and music publishing activities showed a $9,620,000 loss, compared with a profit the year before, on higher total revenues of $163,954,000.

Infinity Records, a New York-based MCA label, was closed in December, 1979, in an effort to cut losses. In an unrelated move, ABC Records was acquired in April, 1979, and gave MCA Records a large roster of country artists.

Other leading MCA artists include Elton John, Poco, Olivia Newton-John, The Crusaders and B. B. King, although British rock group, The Who, departed for Warner Bros. in early 1980.

Book publishing and magazine operations increased advertising 146% to $350,800 in 1979 as MCA acquired Jove Publications in early 1979. The division reported lower profitability as a whole, however.

Hardcover and quality paperback book publishers are G. P. Putman's Sons and its subsidiaries Coward, McCann & Geoghegan and Richard Marek Publishers. Mass market paperback books are handled by Berkley Publishing and Jove books.

Also posting lower profits was MCA's financial operations. The largest of these, Columbia Savings & Loan Assn. with 24 branches in Colorado, increased its measured ad spending 5% to $476,400 in 1979. The higher cost of money and reduced mortgage activity were cited as the cause of lower profits.

MCA also operates Mid Continent Computer Services, which is involved in financial transactions.

MCA's Universal Studio's Tour,

the tourist attraction, spends about $2,000,000 in Southern California using all media via Abert, Newhoff & Burr, Los Angeles. Attendance rose 5% in 1979 to 3,500,000 persons for the film entertainment unit.

Yosemite Park and Curry Co. increased its measured ad spending 8.1% to $33,800 in 1979. The California tourist attraction had higher revenues.

▪ In September, 1979, MCA took IBM as an equal partner in its videodisc operation that is now called DiscoVision Associates, Costa Mesa, Cal. The division manufactures the discs for Magnavision, the consumer optical videodisc player made by Magnavox.

DiscoVision Associates named Leber Katz Partners, New York, its first agency in June, 1980, to assist in marketing and also handle trade ads. DiscoVision Associates is also a partner with Pioneer of Japan in making an industrial videodisc player that uses DiscoVision discs.

Distribution of consumer videodiscs is handled by MCA DiscoVision, an MCA unit. MCA DiscoVision named Doyle Dane Bernbach as its agency in April, 1980, although ad activity is limited because consumer videodisc players are not in wide distribution yet.

To spur sales, MCA in 1980 released videodiscs of "The Jerk" and "1941" several months after they premiered in theaters.

ADVERTISING EXPENDITURES

	1979	1978
Newspapers	$7,157,400	$6,400,000
Magazines	1,539,400	2,989,700
Spot tv	13,390,900	12,442,100
Network tv	6,852,600	7,491,000
Spot radio	38,200	288,200
Network radio	286,500	193,200
Outdoor	394,300	132,400
Total measured	29,659,300	29,936,600
Unmeasured	36,340,700	31,063,400
Estimated total	66,000,000	61,000,000

MCA INC.

MARKETING PERSONNEL

Lew. R. Wasserman, chairman/ceo
Sidney J. Sheinberg, president/chief operating officer

UNIVERSAL PICTURES

MARKETING PERSONNEL

Ned Tanen, president
Robert Wilkinson, exec vp-genl sales mgr
David Weitzner, exec vp-adv, publicity, promo
Gordon Armstrong, vp-adv, publicity, promo

ADVERTISING AGENCY

Doyle Dane Bernbach/West—Simon Kornblit, senior vp-mgmt super; Bill Burns, senior acct exec.

SPENCER GIFTS

MARKETING PERSONNEL

J Eugene Brog, president
John L. Doyle, exec vp-director operations
George R. Zilling, vp-mktg, planning, rsch, devl

MAIL ORDER OPERATIONS

S. Gary Stern, vp-mktg
Allan Bilofsky, director, adv services
Eugene BeHage, director, space adv
Dotti J. Watts, intl mktg administrator

ADVERTISING AGENCY

Fairfax Inc., New York—James Fishel, acct exec; Jonathon Horn, media director.

MCA RECORDS

MARKETING PERSONNEL

Bob Siner, president
Sam Passamano Jr., director-mktg

ADVERTISING AGENCY

Lankershim Advertising (in-house)—Jorge Martinez, director-adv. merch.

MCA DISTRIBUTING

Al Bergamo, president

Mars Inc.

	1979	1978
Sales*	$887,600,000	$837,400,000
Earnings*	69,523,000	60,183,100

* AA estimate

Mars Inc., McLean, Va., the candy, pet food and rice marketer, sent its ad spending up 15% last year to an estimated $69,523,000, making it the nation's 64th largest advertiser in 1979. Sales are estimated to have climbed 6% to $887,600,000.

Mars maintains its corporate headquarters in suburban McLean, Va., outside Washington, D.C., with its major U.S. operating divisions elsewhere: M&M/Mars in Hackettstown, N.J.; Kal Kan Foods in Vernon, Cal.; Uncle Ben's Inc. in Houston, Tex., and Snackmaster in Albany, Ga.

Mars is one of the largest privately held companies in the U.S. and has extensive marketing operations abroad. Without legal requirements for public financial reports, Mars declines to discuss advertising and sales data.

It's known that available estimates of Mars' advertising underestimate actual spending by perhaps a third, or more. AA's estimate of total Mars advertising has been adjusted upward to more accurately reflect actual ad activity by the company.

▪ Measured spending on individual brands, and in particular media estimates obtained from outside the company, have not been adjusted upward, however. The differences between AA's estimated total and the estimated total for particular media is reflected in the

Bright spot in the nation's Sunbelt

Raleigh-Durham

The growth market with a steady economy.

UNEMPLOYMENT	POPULATION '80 VS. '70	RANKINGS
RALEIGH/DURHAM 5.2%	RALEIGH/DURHAM 21.6% GAIN	76TH METRO
NORTH CAROLINA 7.4%	NORTH CAROLINA 11.8% GAIN	50TH NEWSPAPER MARKET
UNITED STATES 7.8%	UNITED STATES 8.7% GAIN	39TH ADI
June '80 Employment Security Commission	Estimated 1/1/80 Consumer Market Data, Standard Rate & Data Service	Source Circulation 79/80 All rankings are based on population

The News and Observer • THE RALEIGH TIMES
Durham Morning Herald • The DURHAM SUN

With one rate/one bill via Branham/NEWSPAPER SALES

"unmeasured" category.

Faced with stiffening competition in the candy business, particularly from arch rival Hershey foods, Mars for the second consecutive year poured most of its new ad dollars into the M&M/Mars candy division. Spending on the division's major brands—M&M's candies, Snickers, Milky Way, Starburst, Twix cookie bars, Three Musketeers, Summit cookie bars, and Forever Yours—climbed 46.4% to an estimated $36,063,300. The division's ad spending had climbed 51% the year before.

■ Hershey's had four of its brands among the top 10 in one industry ranking of candy bars last year. While Mars brands occupied five of the top 10 spots, with Snickers in first, two of the Mars entries appeared to have slipped: Three Musketeers to sixth from fifth and Milky Way from sixth to ninth.

The DEBS Confectionary Marketing Report, from Distributor Concepts, credited Mars with 36% of the chocolate bar market based on sales through candy and tobacco distributors. Hershey, at 29%, appeared to be closing the gap.

Last year, the M&M/Mars division continued to put its biggest ad budget behind the M&M's candies brand, an estimated $8,400,000, up 14% from 1978. But ad support for Snickers nearly doubled over 1978 levels, up an estimated $3,200,000 to about $7,100,000.

■ Slipping in the candy bar rankings, Milky Way and Three Musketeers got more modest 1978 ad boosts: Three Musketeers up 34% to an estimated $4,074,000 and Milky Way up 9.4% to about $5,700,000. Much of the division's added spending was thrown behind newer brands that went national last year: Twix cookie bars, with an estimated $4,545,000 in ad support, and Summit cookie bars, backed by an estimated $4,000,000 in spending. Mars last year promised a $7,500,000 advertising effort behind Twix with an equal amount pledged for promotion.

Forever Yours bars received virtually no measured media support last year, according to estimates. And Mars Almond bar is believed dropping from the company's product lines to be replaced by a reformulated brand known simply as the Mars bar. Sunday supplement ads offered a free bar in introductory campaigns this year. The Mars bar is expected to be national by this fall.

M&M's and Snickers stepped up their network tv spending last year, to an estimated $5,450,000 for M&M's and about $4,900,000 for Snickers, compared with about $4,480,000 in 1978 for M&M's and about $2,200,000 for Snickers. Spot tv was about $2,500,000 for M&M's and $2,200,000 for Snickers in 1979.

■ Milky Way's estimated tv buy was split about equally between network and spot, about $2,800,000 in each category. The spot tv buy had declined from 1978. For Starburst, net tv spending was about $2,700,000 with spot tv at about $2,400,000, roughly a $1,000,000 increase in each category over 1978.

Twix was supported by an estimated $3,300,000 in spot tv and $1,275,000 in network tv in 1979. Network tv spending for Three Musketeers last year slid to about $1,860,000 in 1979 from $2,200,000 the previous year, but spot buys climbed from a few thousand in 1978 to about $1,170,000 in 1979.

Tv support for Summit was primarily in spot, about $3,130,000 last year, with network tv getting about $880,000.

■ Ted Bates & Co., New York, handles M&M's, Forever Yours, Snickers, Starburst, Three Musketeers and Mars candy bars. D'Arcy-MacManus & Masius/de Garmo, New York, had Milky Way, Twix, Summit and new product for the M&M/Mars division.

Ad spending by Mars Inc.'s other candy division, Snack-master, slid to $500,000 or less, according to estimates for last year, from about $2,250,000 in 1978. Spending on the division's most heavily advertised bar, Marathon, fell to an estimated $270,000 from about $1,500,000 the year before. Its other brands are Skittles fruit chews, Munch peanut bar, and Bounty coconut bar. Snack-master brands, plus new products, are handled by D'Arcy-MacManus & Masius/de Garmo, New York.

Long a powerhouse pet food marketer in Europe, Mars restructured its agency lineup for the Kal Kan Foods division, taking away its remaining brands at Honig, Cooper & Harrington, Los Angeles—Kal Kan's new Mealtime dry dog food and Crave dry cat food—and shifting them elsewhere.

Mealtime, which went national in 1978, was assigned to Ted Bates & Co., New York, which already handles Kal Kan canned dog and cat food. Crave went to D'Arcy-MacManus & Masius, St. Louis, a shop long associated with Ralston Purina brands. D'Arcy, St. Louis, had been assigned MPS Chunks dog food by Mars in 1978 from Honig Cooper & Harrington. It also handles Thorofed canned dog food, transferred by Mars from Ted Bates & Co., New York, two years ago.

The Kal Kan Foods division spent an estimated $10,500,000 in measured media last year, off about 20% from 1978's estimated $13,300,000. The 1978 figure was ballooned by the national rollout effort for Mealtime, estimated to have been about $7,750,000 in ad support. Mealtime ad support slid to about $3,600,000 last year.

Market share estimates by analyst John Maxwell put Mealtime in eighth place among dry dog foods last year, with about $47,000,000 in retail sales. The category leader is Ralston Purina Dog Chow, with retail sales estimated at $330,000.

In the slow-growing canned dog food category, Kal Kan canned dog food ad support fell to about $2,200,000 last year from about $3,250,000 the year before. It ranked No. 2, at an estimated $111,000,000 in retail sales, behind category leader Alpo, a Ligget Group brand, with estimated sales of $161,000,000.

Kal Kan canned cat food, the third ranked brand in its category according to estimates, pulled away from its nearest competition last year, Ralston Purina's Purina brand, to reach estimated sales of $70,000,000. Ad support was an estimated $2,000,000, up from about $1,500,000 in 1978. The category leader is Heinz 9-Lives, with retail sales estimated at $155,000,000.

Kal Kan boosted spending behind Crave dry cat food to about $2,000,000 last year, from an estimated $650,000 in regional markets in 1978. Spending on Kal Kan MPS Chunks dog food, negligible in 1978, reached an estimated $580,000 in 1979.

In measured media, Kal Kan Products spent most heavily in tv: An estimated $2,000,000 last year for Kal Kan canned cat food on the networks; about $1,800,000 in network spending for Kal Kan canned dog food. Mealtime was supported by about $2,600,000 in network tv and $780,000 in spot tv. Crave cat food had about $1,850,000 in spot tv backing. There was also magazine support for Kal Kan canned dog food (about $386,000), Crave cat food (about $140,000) and Mealtime dog food (about $200,000).

"THE ALL IN ONE VITAMIN WITH EXTRA VITAMIN C."

Miles Laboratories' Flintstones vitamins introduced a version with extra Vitamin C.

Ad spending at the Uncle Ben's Rice division climbed 25% last year to an estimated $3,350,000. Much of the increase reflected introduction of SunCrisps, a frozen french fry made from rice, into Cleveland, Denver, St. Louis and Minneapolis last year; SunCrisp spending was estimated at about $560,000 for the year.

The division's Uncle Ben's brand lays claim to the No. 1 spot in the regular rice category. Spending for the brand was estimated at about $2,700,000, about level with 1978. But media dollars shifted out of magazines, which slipped from about $1,850,000 in 1978 to an estimated $660,000 last year, and into spot tv, which climbed to around $2,000,000 last year from about $800,000 in 1978.

The division also has introduced Uncle Ben's International Style flavored rices: British Style for beef, Greek Style Rice Pilaf, French Style rice for chicken and Indian Style curried rice. Its roster of national brands includes Converted Rice, Quick Rice, Long Grain & Wild Rice, Fast Cooking Long Grain and Wild Rice, Brown Rice and Stuff n' Such stuffing mix.

ADVERTISING EXPENDITURES

	1979	1978
Newspapers	$2,401,100	$939,400
Magazines	1,927,800	3,236,500
Spot tv	24,666,700	18,102,900
Network tv	26,557,600	23,454,700
Spot radio	——	467,800
Outdoor	65,300	93,800
Total measured	55,618,500	46,295,100
Unmeasured	13.904,500	13,888,000
Total	69,523,000	60,183,100

M&M/MARS

Marketing Headquarters, Hackettstown, N.J.

Howard L. Walter, president
Alun Jones, senior vp-mktg.

SNACK-MASTER

Albany, Ga.

Sam Dewar, genl mgr
Trevor Hogson, vp mktg

UNCLE BEN'S INC.

Houston

Thomas Armstrong, genl mgr
Rod Sands, mktg director

KAL KAN FOODS

Vernon, Cal.

Ed Conn, vp-mktg

ADVERTISING AGENCIES

Ted Bates & Co., New York—M&M's, Forever Yours, Snickers, Starburst, Three Musketeers and Mars candy bars—John Howard, exec vp-client services; John Fitzgerald, mgmt rep, Kal Kan canned dog and cat food, Mealtime dry dog food—Tom DeVito, mgmt rep, Gail Cerminaro, acct super, Kal Kan cat food; Les Koll, acct super, Kal Kan dog food; Howard Sonner, acct super, Mealtime dog food.

D'Arcy-MacManus & Masius/de Garmo, New York—Milky Way candy bars, new products, Twix and Summit bars, and Snack-master division brands—Charles McConnell, mgmt rep.

D'Arcy-MacManus & Masius, St. Louis—MPS Chunks canned dog food, Thorofed canned dog food, Crave cat food—Jack Bruemmer, mgmt rep; Bob Faust, acct super.

J. Walter Thompson Co., Chicago—Uncle Ben's rice products, SunCrisp frozen french fries—Brian Squiras, mgmt super.

Mingo-Jones Advertising, New York—Uncle Ben's Converted Rice—Sam Chisholm, acct super.

CSI Advertising, New York—Uncle Ben's Converted Rice—Orlanda Davills, acct super.

Mattel Inc.

	1979	1978
Sales	$805,064,000*	$493,563,000**
Earnings	30,553,000	23,961,000†
Advertising	66,000,000	43,000,000†

†Revised
*Fiscal year ended Feb. 2, 1980
**Fiscal year ended Feb. 3, 1980

Mattel Inc., Hawthorne Cal., increased its advertising expenditures by 53% in 1979 to an estimated total of $66,000,000 placing it 67th among the 100 largest advertisers.

The Mattel spending total is primarily broadcast and print media spending but also includes production, sales promotion, direct mail, catalogs, trade exhibits and trade show participation, advance advertising and promotion for circus and ice shows, and co-op advertising.

■ Mattel told shareholders in its annual report for the year that advertising accounted for about 35% of selling and administrative expenses totaling $200,378,000 for the year:

Net sales for the increasingly diversified toy, game, publishing and entertainment company increased by 63% to $805,064,000, due in large part to the acquisition of Western Publishing Co., with $200,000,000 in sales, with electronic games sales climbing a hefty 173% to account for $93,000,000 of the sales total.

Total toy product share of sales accounted for 62% of Mattel sales in 1979 compared with 81% the previous year, and toy products' share of operating profits declined from 91% to 75% over the period. This is in line with a management strategy aimed at reducing the company's dependence on what Mattel now calls the "highly seasonal traditional toy product categories" by expanding into new areas.

■ One of these new areas is publishing. Mattel acquired Western Publishing Co., Racine, Wis., publisher of Golden children's books, for $121,000,000 in June of 1979 and added the Ice Shows traveling ice skating shows to its entertainment segment, which includes Ringling Bros. and Barnum & Bailey circus and Circus World. Entertainment revenues increased 50% to a total of $74,450,000 for the year.

Mattel attempted to diversify further into publishing with a bid to acquire Macmillan Inc., but the proposed deal fell through when other bidders, including American Broadcasting Cos., entered the picture.

Making news at Mattel during the year was the emergence of Mattel Electronics as a major unit within the company that held its own agency review (deciding to stay with Ogilvy & Mather, the agency for all Mattel toy advertising) and that began introduction of a combination tv game device and home computer called Intellivision (derived from "intelligent television").

The company had planned to start a full-scale national introduction of Intellivision before Christmas of 1979 but was forced to delay the complete rollout because of a shortage of silicon chips in the electronics industry. The drive got started earlier this year with extensive tv and print backing for the master component, themed, "It can change your family life" and designed to position Intellivision for its software benefits rather than as hardware.

■ The Intellivision master component, priced around $300, creates the electronic games when hooked up to a tv set. The $500-to-$550 keyboard component, due in test market at Christmas, will perform personal computer functions such as tax preparation, stock analysis and foreign language courses programed on cassettes. Intellivision will be getting heavy support in the pre-Christmas period this year.

Mattel also hopes to establish a cable tv "connection" that will give consumers another reason to buy Intellivision. Four cable tv systems are participating in a test that offers subscribers about 15 Intellivision software game programs delivered by cable rather than by Intellivision game program cartridges sold over-the-counter around $30 each. PlayCable Co., a joint venture of Mattel and Jerrold Electronics, is conducting the cable tv experiment with Teleprompter in Rochester, Minn.; with Cox in Moline, Ill.; with United Cable in Boise, Ida., and with Time Inc.'s ATC in Jackson, Miss.

Mattel, creator of the Barbie doll now in her 22nd year of production, continues to call itself the largest "single" manufacturer of toys and electronic games despite the contention of General Mills' Creative Products group that it is the world's largest toy maker. Mattel claims 10% of the $3.8 billion U.S toy market and, concerns about the "seasonal" weaknesses of the toy business aside, the company is continuing to put major emphasis on the toy category. This year alone, Mattel added more than 240 new toys and product modifications to its toy line.

■ The new items the company sees as especially promising include a new "soft body" doll that looks and feels like a newborn infant, a "See 'n Say" talking learning system for preschoolers, and Functronics Red Light/Green Light and Jacks electronics games for young children.

Former R. J. Reynolds Tobacco exec vp-marketing Robert E. Anderson took over as president of Mattel Oct. 1, 1979. Arthur S. Spear continues as Mattel chairman. Glenn A. Hastings, formerly president-ceo, American Optical subsidiary of Warner-Lambert, was named president of Mattel Toys U.S.A. and John W. Amerman, formerly president of American Chicle division of Warner-Lambert, became president of Mattel Toys International as part of a marketing restructuring of the company.

ADVERTISING EXPENDITURES

	1979	1978
Newspapers	$ 450,800	$ ——
Magazines	1,678,800	1,222,600
Spot tv	19,727,900	18,353,300
Network tv	12,631,600	11,336,300
Spot radio	——	800
Outdoor	163,700	216,600
Total measured	34,652,800	31,129,600
Unmeasured	31,347,200	11,871,000†
Estimated total	66,000,000	43,000,000†

†Revised.

MARKETING PERSONNEL

Mattel Toys

Raymond P. Wagner, president
Glenn A. Hastings, president, Mattel Toys U.S.A.
John W. Amerman, president, Mattel Toys Intl
Thomas Kalinske, senior vp-mktg
Shelly Morick, senior vp-sales and distribution

Mattel Electronics

Edward Krakauer, senior vp-Mattel Toys and genl mgr, Mattel Electronics

ADVERTISING AGENCIES

Ogilvy & Mather, Los Angeles—Mattel Toys, Mattel Electronics—Bourne Morris, senior vp-managing director; Robert Stewart, senior vp, Mattel Toys; Tom Heinz, mgmt super; Steve Blinn, Thad Brown, Ed Judy, acct supers, Mattel Electronics; Buzz Brown, vp-mgmt super; Robert Sandelman, acct super

Mazda Motors of America

	1979	1978
Sales	$900,000,000*	$400,000,000
Earnings	28,365,600	22,217,600

*** AA estimate**

Mazda Motors of America (Central), Compton, Cal., a joint venture of Toyo Kogyo Co. Ltd. and Sumitomo Corp., and Mazda Motors of America (East), Jacksonville, Fla., a subsidiary of the C. Itoh & Co., is the 100th largest national advertiser having had an estimated 28% increase in 1979 ad spending to an estimated $28,365,600. This is the first time Mazda has made the 100 Leading Advertisers list since 1974, when its ad spending reached $18,500,000.

A marketer of automobiles and trucks and the fourth largest Japanese auto marketer in the U.S., Mazda put $14,982,800 into network tv advertising to build low levels of awareness of the GLC, RX-7, the new 626 models and B2000 pickup truck in the U.S. During 1979 the company more than doubled its U.S. sales to $900,000,000.

On a remarkable recovery drive since 1976 (in the past Mazda had been referred to as "The Chrysler of the Orient") Mazda introduced the fuel-efficient 626 two-door hardtop and four-door sedan in March, 1979. In 1979 Mazda sold a total of 165,000 units in the U.S. and for some models there continues to be a sizable waiting list.

Mazda began a comparative ad drive in fall, 1979, to back the 1980 line introduction, using the Linda Ronstadt song, "Just One Look," as its musical ad theme (although Ms. Ronstadt doesn't sing the song in the commercials). Foote, Cone & Belding/Honig, Los Angeles, has been Mazda's agency for the past eight years.

- Taking a comparative approach to establish Mazda's position within the import and small car market segment, Mazda 626 is compared to Honda Accord, Toyota Celica and Volkswagen Scirocco, while the GLC is favorably compared to the Honda Civic, Volkswagen Rabbit and Chevrolet Chevette. The RX-7 is described as an "exceptional value" in print ads which compare the sports coupe to Datsun 280 Z and Porsche 924.

Mazda started to rebuild its U.S. momentum after U.S. sales bottomed out to a mere 41,000 units in 1976. The company suffered severe image problems in the mid-1970s when Mazda cars achieved less-than-expected fuel economy and had some alleged rotary engine failures. An out of court cash settlement has ended litigation connected with the alleged engine failures.

The 1977 introduction of the GLC (which had a 1980 EPA rating of 29mpg in the city) was a better-than-predicted success. Mazda sold a total of 55,000 cars in that first recovery year.

In 1978 Mazda introduced the sporty rotary engine RX-7. In that year Mazda sold 80,000 units. The March, 1979 introduction of the 626 further solidified Mazda's competitive position in the U.S.

There are unconfirmed reports that an entirely new front-wheel-drive version of the GLC will be introduced in the U.S. in late fall 1980. The car is already being marketed in Japan as the Mazda Familia.

Planned for fall 1980 are revised versions of the RX-7 and 626 in late fall 1980.

Despite some price increases in 1979 due to inflationary pressures and the weakness of the dollar against the yen, Mazda's prices remain competitive. Mazda's GLC ranges in price from $3,945 to $5,095; RX-7 ranges from $7,945 to $8,695; the 626 ranges from $6,145 to $6,445 and the B2000 ranges from $4,995 to $5,795.

Mazda Motors of America markets its cars through two separate companies, Mazda (Central) and Mazda (East). Mazda (Central) markets Mazda products to 31 West Coast and Central U.S. states. Mazda (East) markets its products to 18 Eastern seaboard states. There are currently 759 Mazda dealers in the U.S.

Mazda parent Toyo Kogyo, Hiroshima, Japan, is the world's only auto manufacturer producing three different kinds of engines—gasoline, diesel and Wankel rotary.

ADVERTISING EXPENDITURES

	1979	1978
Magazines	$ 4,958,800	$ 4,406,800
Spot tv	5,794,200	3,066,100
Network tv	14,982,800	12,379,400
Spot radio	57,200	363,000
Outdoor	72,600	2,300
Total measured	25,865,600	20,217,600
Unmeasured	2,500,000	2,000,000
Estimated total	28,365,600	22,217,600

MARKETING PERSONNEL

S. Ikeba, natl adv coordinator

Mazda Motors of America (Central)

R.E. Hayden, vp-genl operations
H. Caudle, sales promo
D. Bowen, mktg mgr
B. Wolf, public affairs mgr

Mazda Motors of America (East)

E. Sundstrom, vp-genl operations
J. Trado, sales and mktg

ADVERTISING AGENCY

Foote, Cone & Belding/Honig, Los Angeles—W. Mansfield, group acct director; D. Remsing, acct director, natl adv; T. Cavanagh, acct exec; J. Arnold, acct director, distributor adv and sales promo; E. Ratcliffe, acct mgr.

McDonald's Corp.

	1979	1978
Sales	$5,385,000,000	$4,575,000,000
Earnings	188,608,000	162,669,000
Advertising*	202,807,500	154,000,000

*** AA estimate**
Restated total

McDonald's Corp., Oak Brook, Ill., the nation's 14th largest advertiser, continued its steady increase in ad expenditures with a 40% hike in 1979.

Systemwide sales for McDonald's totaled $5,385,000,000, up 18% over the 1978 total of $4,575,000,000. Net income hit $188,608,000, a 15% increase from the 1978 figure of $162,669,000. Sales in McDonald's restaurants outside the United States reached $936,846,000, up 29% from 1978.

Sales volume for McDonald's restaurants opened 13 months or more averaged $1,000,000 in 1979. The 1978 average for these restaurants was $942,000.

The company opened 562 new units last year, bringing the worldwide total to 5,747. Of those, 4,857 are located within the U.S. The remaining 890 stores are in 26 other countries and territories, includ-

1979 AD $ SUMMARY

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LNA

ing for the first time Brazil and Singapore. First units in Madrid, Barcelona and Copenhagen are slated for 1980.

At year's end, an additional 138 restaurants, 31 in international markets, were under construction. Of new U.S. restaurants in 1979, McDonald's built 30% in small towns with a population of less than 15,000, 10% in urban centers and about 60% in suburban and shopping mall locations.

- McDonald's placed continued emphasis on the drive-thru, building 993 in 1979. By the end of the year, the chain had 2,884 drive-thrus in operation. In addition, it began experimenting with a drive-thru only concept—no counter and no seating—in Los Angeles.

In October, 1979, McDonald's reorganized its marketing department, shifting from children and adult advertising divisions to product manager/special promotion groupings. The department was then subdivided into advertising and promotion units with adult and children's subcategories under each unit.

The marketing department includes 40 advertising managers and assistants located in regional offices throughout the country. Another 102 advertising agencies in the U.S. and around the world implement marketing programs at the local level.

All restaurants contribute a percentage of sales to OPNAD, the Operators National Advertising Fund, which is used to purchase national advertising. An additional percentage of sales goes to franchisees' advertising cooperatives that purchase local media and create promotions.

During the year, McDonald's marketing efforts placed a greater emphasis on promotions, particularly premiums aimed at children. The chain offered a Star Trek Meal, a special meal/game package for kids. McDonald's focused other promotional efforts on games with food and money prizes including its Diamond Hunt and Menu Mania contests as well as the more recent $6,000,000 Winning Combination.

- Local co-ops participated in product tie-in giveaways such as the "Breakfast with a Flair" and "Dinner with a Flair"—a free Flair pen with purchase.

Aside from the traditional promotions, McDonald's cut prices of its hamburgers and cheeseburgers by a nickel when beef prices dropped in August, 1979. But as inflation, high food and labor costs continued to hit the chain, McDonald's aggressively increased prices by 10% to 11%.

In May, 1979, the company introduced its "Nobody can do it like McDonald's can" campaign, which continues to run. A group of recording stars including Paul Anka, Gloria Gaynor, Seals and Crofts and Tammy Wynette participated in radio commercials kicking off the campaign. Heavy use of outdoor ads that emphasized food quality also characterized the campaign. Breakfast spots with Richie Haven voiceover tied into the campaign's theme.

More recently, McDonald's resurrected its "You deserve a break today" slogan of several years back in new advertising and added, "Nobody makes your day like McDonald's can." In summer 1980 tv spots, McDonald's used lead-in titles to heighten consumer awareness and featured the sound of food cooking in radio spots.

- After the campaign's introduction, McDonald's was forced to alter its "Nobody can do it like Ronald can" children's version. Rival Burger King objected that the campaign violated the children's section of the National Assn. of Broadcasters' code that disallows competitive comparison superiority claims or techniques. After appealing the board's decision, McDonald's subsequently changed the campaign while still featuring the venerable Ronald McDonald.

McDonald's stepped up new product activity and media support in 1979 and early 1980 with the continued rollout of the chopped beefsteak and McChicken sandwichs. The beefsteak sandwich was sold primarily as a dinner item in about 1,700 stores by mid-1980. The McChicken was served in more than 1,400 stores by mid-1980.

In addition, the chain tested Chicken Nuggets in 11 restaurants and ham and sausage and biscuits in about 248 stores in the Southeast by mid-1980. Various tests of salad bars, Onion Nuggets and the McFeast, a large hamburger topped with lettuce, tomatoes and onions, continued.

Significant pr programs for the year included: Network appearances by McDonald's All American High School Band; the band's standing-room only concert at Carnegie Hall with Lionel Hampton; a total of $2,300,000 raised in 1979 for the Muscular Dystrophy Assn.; the second annual McDonald's All American Game; and the operation at yearend of 12 Ronald McDonald Houses, homes-away-from-home for families of seriously ill children being treated at nearby hospitals.

ADVERTISING EXPENDITURES

	1979	1978
Magazines	$1,748,700	$468,200
Spot tv	75,334,200	66,319,600
Network tv	62,456,300	48,547,300
Spot radio	646,600	732,500
Outdoor	2,383,100	1,949,100
Total measured	142,568,900	118,016,700
Unmeasured	60,238,600	35,983,300†
Estimated total	202,807,500	154,000,000†

† **Restated**

MARKETING PERSONNEL

Paul D. Schrage, exec vp-chief mktg officer
Raymond S. Caruso, vp-mktg
Roy T. Pergold Jr., asst vp-director, adv and promo
Richard G. Starmann, asst vp-director, field mktg
Stanley Nicpon, director, natl mktg
David B. Green, director, natl mktg dept
Charles Rubner, director, natl sales promo
Robert Lins, creative director
Dick Johnson, director, business analysis
Don Lorr, director, mktg intelligence
Jim Rand, director, mktg devel
Kathy Henry, staff director, local stores sales devel
Jeff Franklin, staff director, community mktg

ADVERTISING AGENCIES

Needham, Harper & Steers, Chicago—Norval Stephens, mgmt rep; Jim Cerasani, acct director; E. James Charlesworth, field acct director; Harold McVeigh, asst field acct director; Phillip M. Morrow, field media acct super; Brian Goodall, acct super, adult; Anne Osberg, acct super, youth; Chris Shead, acct super, intl; Bill Welter, acct super, community mktg.

Burrell Advertising, Chicago—black consumer mktg

Conil Advertising, New York—Spanish consumer mktg

Golin/Harris Communications, Chicago—pr

Abelson-Frankel, Chicago—sales promo

Simon Marketing, Los Angeles—sales promo consultant

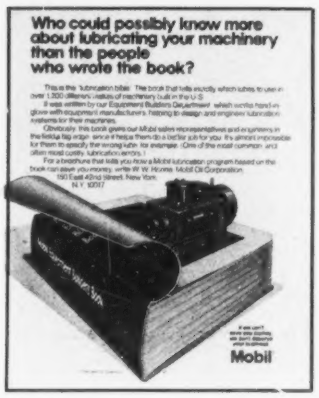
Miles Laboratories

	1979	1978
Sales	$595,281,000	$536,983,000
Earnings	2,410,000	18,060,000
Advertising	77,822,800	62,258,000

Miles Laboratories, Elkhart, Ind., the 59th largest national advertiser, increased its U.S. ad spending 25% in 1979 to $77,822,800.

Sales rose 11% in 1979 over the previous year to $595,281,000. Earnings, however, declined 87% from the previous year, reflecting, the company said, additional depreciation and amortization charges resulting from the assignment of new accounting values related to the company's acquisition in 1979 by Bayer AG. Earnings were $2,410,000 in 1979, compared with $18,060,000 in '78.

Outside the U.S., Miles had consolidated sales of $205,602,000 in 1979, a 19% increase and a figure that equaled 35% of corporate sales. The company's research expenses rose 30% last year to $35,881,000.


Who could possibly know more about lubricating your machinery than the people who wrote the book?
Mobil

Mobil ad offered a brochure on how a Mobil lubrication program can save money.

- Miles markets home medicines and vitamins nationally under the brand names of Alka-Seltzer, Alka-Seltzer Plus, Alka-2; One-A-Day, Flintstones and Bugs Bunny vitamins; Bactine, and Miles Nervine. The company's Bactine and Chocks brand vitamins are considered nonadvertised, nonsupported brands.

Other consumer products the company markets are S.O.S. cleaning products, Morningstar Farms and Worthington textured vegetable protein food products.

Outside the consumer arena, Miles markets prescription pharmaceuticals, diagnostics, dermatologicals, medical instruments, laboratory supplies, industrial chemicals, enzymes and food ingredients.

- Miles sells its products through four operating groups: Consumer products, industrial products, professional products and prescription pharmaceuticals.

- The consumer products unit encompasses a consumer products division consisting of home medications and multivitamins and a grocery products division made up of household and food products. Sales in that group rose 7% in 1979 to $262,900,000. Despite the growth, however, consumer product sales accounted for only 44% of total sales, down from 69% a decade ago. This follows Miles' plan to diversify.

The industrial products group accounted for 21% of corporate sales, with the 1979 total reaching $126,200,000, a 13% increase over the previous year. Principal products are citric acid, enzymes and ingredients used in the processing of dairy products. The group comprises the Citro-tech, Enzyme Products and Marschall Dairy Ingredients divisions.

The professional products group, which accounted for 35% of corporate sales, had sales of $206,200,000 last year, a 15% jump over the '78 figure. The group includes the Ames, Lab-Tek and research products divisions and the Life Science Instruments department.

The Dome division, a separate unit and the company's arm for ethical pharmaceutical products, was renamed Miles Pharmaceuticals recently. Its 1979 sales are included with those of the professional products group.

Generally speaking, in 1979, marketing activities of Miles Pharmaceuticals were concentrated in three fields—dermatology, oncology and allergy—while preparations were made to enter additional markets. The first Bayer AG pharmaceuticals were made available to Miles during the year in the form of Mycelex and Mycelex-G. The former is designed to treat several topical forms of fungus, including athlete's foot, while the latter is for vulvo-vaginal candidiasis.

- In the consumer products group, the company said its Flintstones and Bugs Bunny multivitamins for children continued their growth patterns—due primarily to nutritious-minded consumers and appealing advertising campaigns. Ad spending in 1979 was up about $1,500,000 over 1978 to a total of $5,008,200, all of it in tv.

Miles launched two new chewable vitamin products—Flintstones with Extra C and Bugs Bunny with Extra C. Both are expected to be of interest to families with children now using a single vitamin C supplement with a multiple vitamin.

Adult multiple vitamins under the One-A-Day label continued their role as brand leader in the category. That product line was also extended recently with the introduction of One-A-Day Core C 500, designed for similar functions as the children's Extra C. Ad spending totaled $9,056,400, all of it going to tv. The figure was down from 1978 by $387,000.

- Alka-Seltzer sales were up modestly in 1979. "Plop, Plop/Fizz, Fizz" continued as the advertising theme, while the company brought back its Speedy Alka-Seltzer symbol for use in advertising and promotion as the 1980 Winter Olympic Games approached. Measured media spending totaled $18,000,000, with more than 70% going to tv. The figure was $2,000,000 more than that of 1978.

- In the face of a major new product entry and strong competitive advertising, sales of Alka-Seltzer Plus Cold Medicine remained steady. Chicago's heavy snowfall of 1979 provided background for a tv spot supplementing the testimonials first set in Buffalo, Boston and Minneapolis.

S.O.S steel wool soap pads continued as the leading scouring tool in the U. S. Sales gains during 1979 were aided by increased advertising support. National network tv was used as the major advertising medium. Ad spending, up nearly $1,000,000 from 1978, totaled $3,154,700, with all of it in tv.

Among the company's food products, the Morningstar Farms line reflected sales softness while Worthington Foods showed growth. Research activities continue to develop taste and texture improvements for all products.

ADVERTISING EXPENDITURES

	1979	1978
Newspapers	$ 32,700	$ 120,200
Magazines	2,966,600	4,000,900
Farm publications	1,507,600	1,607,100
Spot tv	5,588,000	8,508,300
Network tv	33,685,400	27,979,600
Spot radio	328,100	399,200
Network radio	1,486,900	532,400
Outdoor	1,443,600	1,311,900
Total measured	47,038,900	44,459,600
Unmeasured	30,783,900	17,798,400
Total	77,822,800	62,258,000

You pass the Morton. We'll pass the cash!
For $1 refund send us proofs of purchase from three different brands.

MortonNorwich Products' Morton salt ad offered $1 refund with proofs of purchase from three of its products.

CONSUMER PRODUCTS GROUP

G. E. Davy, corporate exec vp

CONSUMER PRODUCTS DIVISION MARKETING PERSONNEL

J. F. Peil, vp-mktg, U. S. nutritional and medicinal products
S. M. Reim, director, proprietary medicine mktg.
M. B. Streicker, vp-mktg services
R. L. Novak, natl sales mgr
M. F. Neidorff, vp-intl mktg

ADVERTISING AGENCIES

Wells, Rich, Greene, New York—Alka-Seltzer, Alka-Seltzer Plus, Alka-2—Walter Holden, mgmt super; Kevin Shine, acct super.

J. Walter Thompson Co., New York—One-A-Day vitamin products—Robert Bird, vp, mgmt super; Glenn Meyers, acct super.

Tatham-Laird & Kudner, Chicago—Bactine, Nervine, Chocks, Chocks-Bugs Bunny and Flintstones vitamins—Timothy Collins, mgmt super; Dennis Roy, acct super.

Clifford A Botway, Inc., New York—network tv and radio buying—Clifford A. Botway, chairman; Edward Kobza, president.

Boger, Martin, Fairchild & Co., Elkhart, Ind.—overseas military and trade advertising.

GROCERY PRODUCTS DIVISION MARKETING PERSONNEL

J. W. Grant, president
H. G. Fitts, vp-household prods operations
F. E. Gustafson, vp-mktg, food prods.
R. R. Rowe, natl sales mgr

WORTHINGTON FOODS MARKETING PERSONNEL

A. R. Buller, exec vp
W. K. Case, general sales mgr
F. D. Poston, mgr, mkt devel

ADVERTISING AGENCIES

Doyle Dane Bernbach, New York—S.O.S soap pads—A. Kopelman, group vp; D. Maddox, mgmt super; F. Everett, acct. super.

Tatham-Laird & Kudner, Chicago—Morningstar Farm products—N. O'Meara, mgmt super.

Sieber & McIntyre, Chicago—medical adv.

Hameroff & Associates, Columbus, O—Worthington Foods.

INDUSTRIAL PRODUCTS GROUP

MARKETING PERSONNEL

R. B. Kocher, corp senior vp
D. J. Spence, vp-planning, new ventures
D. O. Maylath, mgr, mktg services
M. E. Freed, supv. adv/pr

CITRO-TECH DIVISION

MARKETING PERSONNEL

R. J. McGrath, president
W. W. Bissell, director, mktg—food ingredients
H. C. Stalter, director, mktg—industrial products
F. V. Coglianese, mgr, sales and commercial development, indt. mktg dept.
J. F. Johnston, vp-intl
J. C. Bakos, director citrate mktg-intl

ENZYME PRODUCTS DIVISION

MARKETING PERSONNEL

N. W. Meyer, president
A. A. Blaze, director, mktg.
W. G. Allen, genl sales mgr.
N. D. Hupp, director intl mktg—enzymes
R. M. Halcrow, director, Siebel operations (brewing ingredients)

MARSCHALL DAIRY INGREDIENTS DIVISION

MARKETING PERSONNEL

N. S. Shepard, president
V. G. Rowley, director, mktg—dairy ingredients
F. N. Robison, director, intl mktg, dairy ingredients

ADVERTISING AGENCY

Stephan & Brady, Madison, Wis.—Roman Biebing, president; Greg Brady, vp-acct super; Pamela Hickey, acct super; George Whitely, acct super.

PROFESSIONAL PRODUCTS GROUP

R. P. Schlegel, corp senior vp
J. A. Murphy, vp, group staff

AMES DIVISION

MARKETING PERSONNEL

R. H. Simon, president
J. A. Best, vp-mktg, home testing
J. T. Mulgrew, director, intl mktg
L. W. Cappel, director, sales-intl
J. J. Lavery, dir. sales—U. S.
H. L. Drye, director, mktg, U. S.
P. E. Doherty, director, mktg services
J. O. Cook, mgr. adv services
C. Perez, area mktg director—Latin America
S. Kanda, area mktg. director, Japan
A. Sabato, area mktg director, Far East

ADVERTISING AGENCY

Lavey/Wolff/Swift, New York—Matt Malkowitz, acct exec.

LAB-TEK DIVISION

MARKETING PERSONNEL

C. F. Neilson, president
R. F. Myers, vp-mktg
J. W. Williams, natl sales mgr
S. Johnson, super, mktg services

ADVERTISING AGENCY

Arnold, Hoff & Associates, Chicago—Fred Parker, vp, acct super.

RESEARCH PRODUCTS DIVISION

MARKETING PERSONNEL

D. A. Stauffer, president
J. V. Thomas, director, mktg
L. R. Hubbard, director mktg—Western Hemisphere

P. D. Bromfield, director mktg—Eastern Hemisphere
H. M. Free, director mktg ser

ADVERTISING AGENCY

Lavey/Wolff/Swift, New York—Mark Dimor, acct exec.

LIFE SCIENCE INSTRUMENTS MARKETING PERSONNEL

A. H. Clemens, vp
J. M. Shade, systems mktg mgr—North America
P. Wasser, systems mktg director—Europe

ADVERTISING AGENCY

Lavey/Wolff/Swift, New York—Ron Furedi, senior vp; Mark Dimor, acct exec.

MILES PHARMACEUTICALS

MARKETING PERSONNEL

R. Buell, president
J. A. Paolo, exec vp
W. Recknagel, vp-mktg
W. N. Sallee, vp-special projects, intl.
J. A. Bunce, vp, European devel (Stoke Court)
N. C. Nicholas, director, business planning
R. Yvars, director—mktg services
P. N. Goddard, mktg director, Europe and Asia/Africa (Stoke Court)
D. Reynolds, mktg mgr, Canada (Toronto)
H. H. Gomez, mktg director—Latin America

ADVERTISING AGENCY

Lavey/Wolff/Swift, New York—J. Noel, vp acct super.

Mobil Corp.

	1979	1978
Sales........	$48,241,000,000	$37,331,000,000
Earnings	2,007,000,000	1,131,000,000
Advertising*	165,840,600	163,043,200

*AA estimate

Mobil Corp., New York, the 20th largest national advertiser, increased its ad spending to $165,840,600 in 1979, up 1.6% from the 1978 total of $163,043,200.

The spending came in a year that saw company sales rise more than 29% to $48.24 billion at the same time earnings rose a whopping 77% to more than $2 billion. The sharp earnings increase, which has continued into 1980, became a major source of controversy during the year as the nation's oil companies encountered heavy criticism for their profit figures.

Worldwide energy operations continued to account for a vast share of Mobil's total sales and earnings. During the year, sales reached $42.59 billion, while earnings totaled $2.02 billion, 90.7% more than in 1978 (reported total corporate earnings were actually lower because they took into account corporate expenses and other adjustments).

▪ Mobil chemical operations contributed $1.72 billion in sales and $113,000,000 in earnings, up 31.4%.

Two other Mobil interests, Montgomery Ward & Co. and Container Corp. of America, recorded more modest financial activities. Ward's saw sales of $5.25 billion, up slightly from 1978, while earnings plunged nearly 49% to $54,000,000. The company attributed the drop to a decline in sales of durable goods nationally. To exacerbate matters, Ward's reportedly suffered $46,000,000 and $36,000,000 losses during the first and second quarters of 1980, respectively.

▪ Container Corp., on the other hand, saw its earning rebound in 1979 to $35,000,000, compared with $5,000,000 in 1978. Mobil said, however, profit margins remained depressed—despite sales levels that exceeded the $1 billion mark for the first time—because of "the inability to recover in the marketplace the sharply rising costs of production."

One bright development for Mobil was its discovery of evidence of hydrocarbons in the Grand Banks, near Newfoundland. More drilling will be necessary to determine how major the deposit might be, but as the price of oil rises, the discovery bodes well for the company.

Other discoveries were reported in the Sable Island area near Nova Scotia and off the shore of Cameroun in West Africa. Mobil also announced gas discoveries in Mobile Bay of Alabama and off the coast of Norway.

Current crude oil and natural gas liquid production, meanwhile, recovered slightly in 1979, rising to 2,200,000 bbls. a day—2,137,000 in 1978. Mobil attributed the gain to production in the British North Sea and in Indonesia.

Closer to the consumer, Mobil continued to maintain ad support behind its Mobil 1, a leader in the field of fuel efficient motor oils. The gas shortages of 1979 created an opportunity to highlight the fuel efficient message. Measured media support totaled $3,858,200, all of it in spot tv.

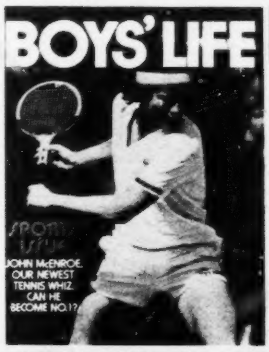
Ad spending for gasoline was limited by comparison, totaling $74,900 in measured media, most of it in spot tv. The company had planned a heavy campaign for its Super Unleaded, but the gas shortage preempted it.

▪ In the chemical division, Mobil trimmed ad spending for Hefty plastic trash can liners to $6,281,900 in measured media support, compared with $7,155,000 in 1978. Later in the year, however, the company launched a new $8,000,000 campaign for the brand—"Tough enough to overstuff" became the theme—without spokesman Jonathan Winters.

▪ At Montgomery Ward, which is operated by Mobil's Marcor subsidiary, the company is attempting to pump some new life into the retailer's stores. Twenty-six units are to be refurbished extensively, and 24 others are to receive lesser touchups, as Ward pursues a two-pronged strategy emphasizing a discount operation in new markets and improved store presentation in existing ones.

One emphasis of this marketing strategy will be to upgrade fashion displays while keeping the merchandise at the same price.

Measured media support for Ward was increased to $29,648,300 in 1979, of which $29,214,300 went in spot tv.



When the male youth market is your target audience, you can't miss with

BOYS' LIFE

THE MAGAZINE FOR ALL BOYS
Published by the
Boy Scouts of America
(212) 532-0985 New York
(312) 782-6950 Chicago
(404) 939-8391 Atlanta
(213) 802-2571 Los Angeles

Ask your local Boys' Life salesman about our unique Christmas merchandising program. Call now—deadline for 4-color ads is October 1st.

Elsewhere, Mobil continued to maintain its status as one of the business community's strongest exponents of advocacy advertising. Such a profile, of course, brings much controversy with it, and 1980 has been no exception.

- Most of the discussion centered on oil company profits related to the steep climb in gasoline prices witnessed in 1979. When the CBS Evening News aired a report alleging that some of the price rise may have been induced by American oil companies themselves, Mobil spent $310,000 to take out two-page spreads in a number of newspapers to make a blistering attack on the network's newsgathering practices and reporting.

"CBS had prefabricated most of its report—and all of its thesis—about our earnings well before we announced them," the ad said. The company also criticized the three networks' refusal to air a paid Mobil response (hence the newspaper ads).

- Mobil's well known sponsorship of more sophisticated tv programing also got involved in the fray. Three Post-Newsweek tv stations pulled out of deals to air "Edward & Mrs. Simpson" because the syndication package included Mobil ads in the form of "fables" about energy.

The stations—which were later replaced by others—claimed they feared the strong ads would require the airing of opposing views, as required by the Federal Communications Commission's fairness doctrine. Public officials also criticized Mobil for the content of the ads, contending that they featured only one side of the energy question.

- Herbert Schmertz, vp-public affairs at Mobil, replied by saying: "There's no question in my mind that our opponents get far more exposure than we do. The imbalance is clearly against us."

With the debate in the foreground, Mobil managed to keep its usual advocacy advertising spotlighted by adding three more newspapers to the nine now carrying the familiar quarter-page essays. An estimated $6,000,000 has been budgeted to pay for those ads in 1980.

Two of Mobil's top corporate officials also appeared prominently in the news over the last year.

One report listed chairman Rawleigh Warner Jr. as one of the highest paid executives in the U.S.

And Mr. Schmertz, vp-public affairs, joined the presidential campaign of Sen. Edward Kennedy for a brief spell as an adviser. That move raised some eyebrows as some observers had difficulty matching Sen. Kennedy's more liberal views and the conservatism of much of American business.

ADVERTISING EXPENDITURES*

	1979	1978
Newspapers	$5,775,100	$4,657,800
Magazines	3,994,400	3,439,600
Farm publications	1,995,500	1,811,000
Spot tv	36,931,600	33,294,300
Network tv	5,711,200	10,946,000
Spot radio	2,183,500	3,408,000
Network radio	—	253,000
Outdoor	148,200	54,500
Total measured	56,739,500	57,864,200
Unmeasured	109,101,100	105,179,000
Total	165,840,600	163,043,200

*From AA's usual sources

ADVERTISING EXPENDITURES

	1979
Newspapers	$7,750,400
Magazines	4,993,200
Farm publications	2,403,000
Spot tv	35,805,000
Network tv	7,161,200
Spot radio	5,508,700
Outdoor	467,000
Total measured	64,088,500
Unmeasured	109,101,100
Estimated total	173,189,600

**Figures provided by the company.

MOBIL OIL CORP.

CORPORATE PUBLIC AFFAIRS PERSONNEL

H. Schmertz, vp
R.P. Maxon, genl mgr
D.S. Stroetzel, mgr, communications programs
S. Ruch, mgr, cultural programs & promo

MARKETING & REFINING DIVISION

MARKETING PERSONNEL

R.L. Abbott, vp-genl mgr, mktg
D.L. Richardson, genl mgr, resale mktg
H. Hokamp, genl mgr, commercial mktg
K.C. Esty, genl mgr, mktg services
J.P. Landy, adv mgr

ADVERTISING AGENCIES

Doyle Dane Bernbach, New York—Mobil consumer & public affairs adv—Alan O. Pando, group senior vp; William H. Yankus, vp-mgmt super; Brian Craig, acct super; Anne Oliver, acct super; Barbara Best, acct exec; John White, acct exec.

Creamer Inc., New York—Mobil commercial adv—F.J. Dixon, acct super, Chicago—Mobil farm adv—Ron Horstman, acct super.

Keenan & McLaughlin, New York—specialized retail adv-Hugh Schick, acct super.

MOBIL CHEMICAL

Plastics Division

Consumer products Department

MARKETING PERSONNEL

Dominic Piazza, genl mgr, mktg & sales
K.R. Makowka, mgr, mktg services

ADVERTISING AGENCY

Ted Bates & Co., New York—consumer prods, Hefty bags, Hefty disposable prods—Don Ashley, senior vp.

Design Products Department

MARKETING PERSONNEL

Eileen Simpson, product mgr

ADVERTISING AGENCY

The Wittleder Co., Chicago—Ken Wittleder, president.

Commercial Films Department

MARKETING PERSONNEL

John Burke, product mgr

ADVERTISING AGENCY

Hutchins/Young & Rubicam, Rochester, N.Y.—Larry Smith, acct exec.

Packaging Department

MARKETING PERSONNEL

Robert Sax, mgr, graphics communications

ADVERTISING AGENCIES

Winterkorn, Hammond & Lillis, Rochester, N.Y.—industrial, Dan McCarthy, acct exec.

The Food Group, New York—institutional, Harry Delaney, acct exec.

Phosphorus Division

MARKETING PERSONNEL

R.C. Long, mgr, mktg communications
Dale Brown, mgr, communications services

ADVERTISING AGENCY

The Martin Agency, Richmond, Va.—Brad Lantz, acct exec.

CONTAINER CORP. OF AMERICA

MARKETING PERSONNEL

John Massey, director, communications
R.S. Best, group mgr, mktg communications
M. Dutton Morehouse, mgr, corp communications

ADVERTISING AGENCY

CPM Inc., Chicago—Norman Goldring, president, acct super.

MONTGOMERY WARD & CO.

MARKETING PERSONNEL

W.J. McCarthy, vp, retail merch mgr
John D. Flakne, asst retail merch mgr
A.H. Lemke, natl retail sales promo mgr & adv mgr
Carol P. Brewster, retail promo business mgr

ADVERTISING AGENCIES

Lee King & Partners, Chicago—John Tarini, mgmt super.

Media Bureau International, Chicago—Richard Pickett, president; Norma Wren, vp.

CPM Inc., Chicago—Norman Goldring, president; Roger Casty, vp, media director.

Philip Morris Inc.

	1979	1978
Sales	$8,302,892,000	$6,632,463,000
Earnings	507,881,000	408,581,000
Advertising*	291,201,500	236,851,900

*Estimated by AA

Philip Morris Inc., New York, the fifth largest national advertiser, increased its advertising 13.5% to an estimated $291,201,500 in 1979, a year in which its cigaret and brewing operations continued to pace the company's record sales and earnings growth.

Consolidated sales rose 25.2% to $8.3 billion in 1979. Earnings were $507,881,000, a 24.3% gain over last year 1978. For the first quarter of 1980, sales were $2.2 billion, up 18.3% over the 1979 quarter, while earnings increased 21.3% to $138,032,000.

Consolidated operating revenues from tobacco products accounted for 63.8% of operating revenue and 82% of consolidated operating profit in 1979.

- The contribution of Miller Brewing Co., Milwaukee, to consolidated revenues and operating income were 26.5% and 15.2%, respectively. For the sixth straight year Miller continued to pace the industry. Its 14.5% increase in barrel sales increased its market share from 18.9% in 1978 to 21% in 1979, second in the industry to Anheuser-Busch, St. Louis.

The company's U.S. and international cigaret sales increased to 402 billion units, or 9% of the world market total of 4.3 trillion units in 1979. Philip Morris U.S.A., the company's largest operating unit, increased its domestic cigaret output to 177 billion units, or 28.9% of the U.S. market, whose volume totaled 612 billion units in 1979, according to the Maxwell Report.

Seven-Up Co., St. Louis, acquired by PM in 1978 for $515,000,000, spent most of 1979 in "transition" according to a PM senior officer. Operating income dropped from $40,306,000 in 1978 to $6,985,000 in 1979. Operating revenues jumped from $274,767,000 to $295,480,000 over the same period.

Seven-Up's year of transition included $48,000,000 in investments made in new packaging and advertising for its Diet 7UP and 7UP brands. Sports celebrities Larry Bird, John McEnroe, Earl Campbell and Sugar Ray Leonard were among the athletes involved in PM's "America's turning 7UP" campaign, created by its agency of one year, N W Ayer ABH, New York. Leo Burnett, Chicago, handles new products, of which PM promises there will be many over the next year as Seven-Up is converted into a full-line soft drink company.

- In March, 1980, Seven-Up announced that it would purchase the Taylor Group for $11,500,000, or four times its book value, in order to gain control of Taylor-owned I.B.C. brand root beer.

Philip Morris U.S.A. remained the fastest growing cigaret marketer in terms of absolute unit sales.

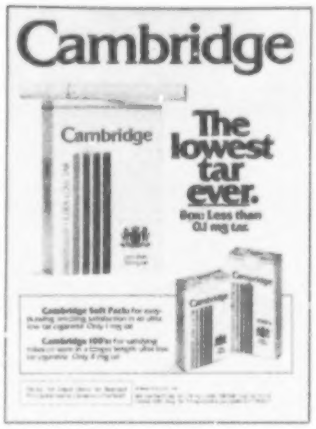
The U.S. market (including export totals), according to the Maxwell Report, was divided up as follows in 1979: R.J. Reynolds, 32.6%; Philip Morris, 28.9%; Brown & Williamson Tobacco, 14.4%; American Tobacco, 11.6%; Lorillard, 9.7%, and Liggett Group, 2.8%.

Lorillard and PM were the only companies among the six to show any share growth. A share point in the cigaret industry last year translated to $100,000,000 at the manufacturers level.

- The continued growth of PM's Marlboro and Merit brands has bolstered the company's market position in domestic and international markets, with Marlboro the best-selling cigaret in the U.S. and the world, and Merit the leading cigaret in the low-tar segment. R.J. Reynolds' Vantage and Lorillard's Golden Lights are other chief competitors in a market that is close to claiming 50% of all cigaret sales.

PM jumped into the ultralow-tar marketing fray this year by introducing Cambridge, a 100mm, 85mm and 80mm brand available in 4mgs, 0.1mg and 1mg tar levels, respectively. PM joins RJR's Now and American Brand's Carlton in the segment battle for the lowest tar cigaret on the market.

While PM continues heavy advertising spending for its Merit brand, this year it is expected to spend $60,000,000 on Cambridge, in an effort to take market share away from Carlton and Now, whose unit sales skyrocketed almost 50% in 1979. RJR, American Tobacco and PM all claim that they have the "lowest" tar brand with their respective ultralow-tar (under 5mg tar) entries.



Philip Morris' Cambridge cigarets is a new entrant in the low-tar market.

Domestic unit sales of PM brands in 1979 were as follows: Marlboro, 103.84 billion (up 2.8%); Benson & Hedges, 27.87 billion (up 1.1%); Merit, 22.7 billion (up 28%); Virginia Slims, 10.76 billion (up 10.4%); Parliament 7.7 billion (down 4%), and Saratoga 120mm cigarets, 2.16 billion (up 0.5%).

PM U.S.A. invested the following amounts in measured media for its brands in 1978: Marlboro, $31,781,500; Benson & Hedges, $24,106,300; Merit, $21,676,600; Parliament, $2,117,700; Virginia Slims, $13,100,600, and Saratoga, $1,553,600.

As all six major cigaret companies continued to battle for supremacy in the low-tar (under 15-mg tar) segment, four invested heavy ad budgets in their ultra-low-tar entries. While Lorillard continues to emphasize taste in advertising for its highly successful yearlings Triumph and Kent III (both at 3mg), Carlton, Now and Cambridge's "lowest" tar emphasis is an attempt to appeal to health-conscious Americans. All three brands come in less than or 0.01mg tar units, though these sell fewer units than the higher tar 100s.

According to Philip Morris annual report, world cigaret (excluding the U.S.) sales increased 1.6% to 3.7 trillion units in 1979.

Philip Morris International, which sells more than 160 brands of cigarets in more than 170 countries and territories, increased its share to 6% in 1979, compared with 5.5% in 1978. Marlboro accounts for about one-third of PMI's volume although Merit last year posted a 34% gain in international unit sales.

- PM U.S.A. this year announced the formation of a tobacco technology group designed to weigh the needs of international and domestic markets. With sales leveling off in the U.S. market, PM, like many of its competitors, is looking to take advantage of growing international markets.

Miller Brewing Co. continued to forge ahead in beer sales. Now in a hot race with archrival Anheuser-Busch, Miller increased operating revenues 21.9% to $2.2 billion in 1979. Miller's 14.5% increase in barrel shipments to 35,794,225 gave it a 21% share of the 167,428,000 bbl. domestic market.

Miller high life maintained its position as the nation's second best-selling beer (behind A-B's Budweiser), while Lite led the low-calorie segment. Lowenbrau, Miller's superpremium, gave what industry sources say is a strong performance in this segment, despite competition from A-B and Jos. Schlitz Brewing Co.

Miller Brewing and Anheuser-Busch continued to battle early this year as Lite spokesmen jumped ship to support A-B's Natural Light. Nick Buoniconti, Joe Frazier and Mickey Mantle were among the former Lite drinkers who state, "Taste is why you'll switch."

The ad campaign follows a year during which Miller accused A-B of misleading consumers into believing that its beers are natural products through the use of the word "natural" in its Natural Light and Chelsea advertisements.

Miller High Life ad support, principally in network and spot tv was $29,631,000 compared with $24,390,000 in 1978. Lite's support totaled $27,699,000, virtually all in tv.

ADVERTISING EXPENDITURES

	1979	1978
Newspapers	$59,702,500	$52,013,700
Magazines	64,650,800	53,306,800
Spot tv	16,813,600	16,384,900
Network tv	86,590,900	67,054,600
Spot radio	4,629,200	5,118,900
Network radio	—	200
Outdoor	26,814,500	24,472,800
Total measured	259,201,500	218,351,900
Unmeasured	32,000,000	18,500,000
Estimated total	291,201,500	236,851,900

TOBACCO PRODUCTS DIVISION

MARKETING PERSONNEL

James Morgan, exec vp-mktg
James L. Thompson, vp-media
Robert A. Fitzmaurice, vp-director, brand mgmt
Jon N. Zoler, director, mktg rsch
Thomas R. Keim, asst director, brand mgmt
Robert F. Tracey, director, promo programs
Ellen Merlo, director, merch materials
Vincent Buccellato, brand mgr, Marlboro and Saratoga
Richard Stirlen, brand mgr, Virginia Slims and Cambridge
Herbert Foster, asst brand mgr, Virginia Slims and Cambridge
William K. Cutler, brand mgr, Merit
Alysia Cohen, brand asst, Merit
Robert P. Roper, brand mgr, Benson & Hedges
Lawrence E. Wilson, brand mgr, Parliament Lights
Claude Beck, mgr, media
Vincent Weiner, mgr, special promo & production

SALES PERSONNEL

Robert H. Cremin, vp-sales
J.P. Jeb Lee, vp-mktg services
J.J. Gillis, vp-natl accts & manpower development
Hawes Coleman, director, field sales
E.D. Blandford, mgr, natl field sales
Nathan Gold, director, region sales, New York
George J. Powell, director, region sales, Philadelphia
C. Thomas Littleton, director, region sales, Atlanta
D.E. Brandenburg, director, region sales, Chicago
Larry N. Glennie, director, region sales, Dallas
Ray H. Phillips, director, region sales, Denver
Marty R. Maitino, director, region sales, California

ADVERTISING AGENCIES

Leo Burnett Co., Chicago—Hal Adams, group vp; Bill Englebrecht, senior vp & mgmt director; Pete Volz, vp-acct super; Marlboro, Parliament Lights, Saratoga; John Benson, vp-acct super; Peter Metz, acct super, Merit, Cambridge; Paul Driggs, vp-acct super, Virginia Slims, trade and new products; Skip Long, acct exec, Marlboro; Neil Naroff, acct exec, Parliament, Saratoga and International; Bob Hall, acct exec, Merit; Scott Brewer, acct exec, Virginia Slims.

Wells, Rich, Greene—Alan Breward, senior vp-group head; Tom Derderian, mgmt super; Ray Marione, acct super; John Marchese, acct exec, Benson & Hedges.

MILLER BREWING CO.

MARKETING PERSONNEL

William A. Saupe, vp-brand mgmt
Lauren S. Williams, exec vp-mktg
David Smith, group product director
William S. Catlin, group product director
John Garner, brand mgr, Miller High Life
William Barrett, brand mgr, Miller Lite
Douglas Rogers, brand mgr, Lowenbrau
Leonard Goldstein, vp-sales

ADVERTISING AGENCIES

Backer & Spielvogel, New York—Miller High Life, Lowenbrau, Lite—Miller High Life: Randy Lindel, mgmt super; Dean Scaros, acct super; Michael Levine, acct exec. Lowenbrau: Jeffrey Palmer, mgmt super; Ed Keating, acct super; Mark Grossich, acct exec. Lite: Jeffrey Palmer, mgmt super; John Griswald, acct super; Vincent Falcone, acct exec.

SEVEN-UP CO.

MARKETING PERSONNEL

Albert Bissmeyer, senior vp-corp mktg
David Haffner, director, mkt devel-package goods
Charles Schmid, vp-director, sales
Gary Greenshield, director, mktg info & rsch
Jim Perabo, director, mktg services
Michael Gretz, director, new product devel
Tony Rebello, director, food service prods
Robert Britton, franchise director

ADVERTISING AGENCIES

N W Ayer ABH International, New York—Dom Rossi, super; Steve Bretschneider, acct super.

Leo Burnett Co., Chicago—Hal Adams Jr., senior vp-plans board chairman; John Peterson, senior vp-mgmt director; Robert Heller, acct exec.

PHILIP MORRIS INTERNATIONAL

MARKETING PERSONNEL

John Guthrie, director, mktg services
Edward Gray, director, mktg rsch

ADVERTISING AGENCY

Leo Burnett Co., Chicago—John Benson, acct super.

PHILIP MORRIS INDUSTRIAL

MARKETING PERSONNEL

William D. McCoy, president/ceo
Robert J. Moore, director of communications

ADVERTISING AGENCY

Graphics One Associates, Stamford, Conn.—Jack Bousian, acct exec.

MortonNorwich

	1979	1978
Sales*.......	$731,984,000	$656,733,000
Earnings....	46,088,000	36,938,000
Advertising	49,209,800	36,182,000

* Domestic only

MortonNorwich, Chicago, the 80th largest national advertiser, increased its advertising budget approximately 36% in 1979, due primarily to a wealth of new product introductions. According to ADVERTISING AGE sources, U.S. advertising spending was $49,209,800 for calendar 1979.

Advertising outside the U.S. in 1979 rose to $2,538,000 from $2,376,000, the company said, a 7% increase over 1978.

▪ Sales of $731,984,000 in fiscal 1979 ended June 30, represented an 11% increase over sales of $656,733,000 in 1978. A 25% hike in income to $46,088,000 represents a $9,150,000 increase over fiscal 1977.

For the first nine months of fiscal 1980, ended March 31, sales increased 15% over the same period a year earlier. Income rose 14% to $44,674,000.

Last year was a very active one for MortonNorwich, especially in the household products and pharmaceutical divisions.

Texize, the household product division headquartered in Greenville, S.C., saw sales increase 22% and profits rise 23%.

The division, which prior to 1979 had several strong products in specialty cleaning areas, began moving into bigger categories with new products, taking on major competition from well established marketers. Texize entered the $1.7 billion heavy duty laundry detergent category, the $200,000,000 home insecticide market and the furniture polish area with new products.

At the beginning of 1979, Texize began the national rollout of Yes liquid laundry detergent with fabric softener. The company spent $5,148,500 in advertising for the brand in 1979. Of this total, $2,542,400 went to network tv, $2,767,200 to spot tv and $638,900 to magazines.

Also in the liquid laundry detergent area is the Spray 'n Wash brand entry, which entered test market in June, 1979. Tv spots call attention to "no sorting for stains" and "automatic stain removal." Spray 'n Wash heavy duty detergent, in its Charleston-Huntington, W.Va., test market, received $41,600 in magazine spending.

▪ Another new product in the laundry category is Vivid all-fabric bleach which entered test market in Buffalo and other markets in August, 1979. Vivid was supported by $400,400 in spot tv and magazines.

The Texize division took on a formidable rival in both the furniture polish and insecticide categories in 1979—S.C. Johnson & Son—when it introduced new products in areas long dominated by Johnson.

In September, 1979, Texize went into test in Kansas City and other markets with WoodPlus all-purpose polishing cleaner for furniture, spending $201,200 in spot tv and magazines.

And in the insecticide category, Texize entered through the acquisition of No-Pest strips from Shell Oil Co. The acquisition was final in March, 1979, and the company spent $1,898,500 in the balance of the year to promote the brand. Network tv got $1,500,800 in spending; $373,800 went to spot tv and $23,900 to magazines. Texize plans to develop other insecticide formulations under the No-Pest brand name.

▪ Mainstays of the Texize household products business include Spray 'n Wash soil and stain remover, which the company said has become its biggest trademark brand. Sales of Spray 'n Wash were up 10%. Advertising spending was $7,832,000, excluding newspapers. Of this total, $6,511,800 was for network tv, $955,800 for spot tv, $310,200 for magazines and $45,200 for outdoor.

Another prominent Texize brand is Fantastik, which claims to be the leader in the liquid spray cleaner category with sales for fiscal 1979 climbing 14%. Ad spending broke down to $3,489,100 for network tv, $1,984,600 for network radio and $2,500 for spot tv, for a total of $5,476,200.

Also rising in the Texize brand stable was Glass Plus, which showed a sales increase of 22%. Spending: Network tv, $4,867,700, network radio, $555,600 and spot tv, $48,200.

Pine Power, which was first marketed as a regional product, now is in national distribution. At the end of the 1979 fiscal year, it was distributed nationwide except for the Northeast. By early 1980, distribution in the Northeast was accomplished. The company said sales of Pine Power were up 35% for the year.

Texize was running tv spots comparing the brand with rival Pine-Sol, claiming that Pine Power gave the consumer "twice the power to clean." The National Advertising Division of the Council of Better Business Bureaus questioned the claim, but Texize said it was discontinuing the advertising for marketing reasons. Ad spending for Pine Power was $1,898,500. Network tv received $1,500,800, spot tv, $373,800 and magazines, $23,900.

Grease Relief, for use in the kitchen, got $1,806,400 in ad spending in network tv and magazines.

▪ In the corporation's Norwich-Eaton Pharmaceuticals division, sales were up 12%, but profits dropped 9%. The company attributed the profit decline to a less favorable sales mix, rising costs, increases in spending for clinical re-

KNOW THY COMPETITION

See page 113

LNA

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MARKETING PROFILES

search and increased advertising expenditures.

Pepto-Bismol, the division's leading brand, showed a sales increase of 9%. The company said the stomach preparation boosted its share of market in the over-all stomach remedy category for the fourth consecutive year, bringing it to an 11.7% share.

A total of $7,364,600 was spent to promote the brand, the bulk of the expenditure going to network tv for Pepto-Bismol liquid.

▪ Chloraseptic oral antiseptic-anesthetic showed sales growth of 10% in fiscal 1979, earning it a 36% share of the throat care market. Total spending for Chloraseptic was $1,943,800.

Norwich aspirin gained 41% in sales, the company said, with spending in magazines totaling $55,300.

New product activity in this division was in the contraceptive category. The Encare Oval vaginal contraceptive is said by industry sources to be the best-selling over-the-counter contraceptive aside from prophylactics. Sales were up 29% as the company moved the product into food store distribution and launched a national advertising program.

Magazine-only ad spending totaled $1,278,000.

▪ Also in the pharmaceutical division, Norforms feminine deodorant suppositories got ad spending of $1,629,700, breaking down to $1,078,600 on network tv, $481,300 in magazines and $69,800 in spot tv.

In the company's Morton Salt division, sales of salt were up 9% and profits were up 15%. These figures are for the U.S. only. Advertising for Morton salt totaled $665,900, including premium and sweepstakes offers. Morton salt substitute got $138,700 in measured media spending.

▪ MortonNorwich made some major management changes in fiscal 1979. John M. Kolbas moved from president of Morton Salt to president of Norwich Eaton Pharmaceuticals. Robert C. Hyndman became president of Morton Salt, moving from president of Morton Chemical, while Robert B. Covalt took over as president of Morton Chemical division from the post of group vp.

ADVERTISING EXPENDITURES*

	1979	1978
Newspapers	$ 1,791,400	$ 1,265,800
Magazines	4,412,700	2,734,000
Spot tv	7,339,200	5,253,300
Network tv	29,022,100	23,447,800
Spot radio	117,700	264,100
Network radio	3,224,200	1,869,000
Outdoor	45,200	1,400
Total measured	45,952,500	34,836,800
Unmeasured	3,257,300	1,346,000
Estimated total	49,209,800	36,182,800

*From AA's usual sources.

ADVERTISING EXPENDITURES**

	1979
Television	$30,138,000
Radio	2,457,000
Publications	5,069,000
Other	4,627,000
Total	42,291,000

**Domestic figures, provided by MortonNorwich.

MORTONNORWICH

NORWICH-EATON PHARMACEUTICALS

MARKETING PERSONNEL

J. M. Kolbas, president
I.T.W. Tosh, exec vp
P.N. DeTomi, director, mktg rsch

CONSUMER PRODUCTS GROUP—U.S.

MARKETING PERSONNEL

D. L. Wagoner, vp
J.D. Hartsfield, sales director
J.G. Clegg, field sales mgr
D.M. Howard, mktg mgr
J.F. Zweig, senior product mgr
S.A. Werner, product mgr
T.R. Franck, mgr, business devel
R.O. Watson, new product mgr

ADVERTISING AGENCIES

Benton & Bowles, New York—Pepto Bismol, Encare, Unguentine, NP-27—J. Boyd, mgmt super; P. Doody, acct super; O. Williams, acct exec.

Here's a Get-Together that's brand new!
Snack Shapes!
TWO NABISCO SNACK CRACKERS TASTE EVEN BETTER THAN ONE!

Nabisco's ad suggesting the combination of two of its cracker brands for a new taste treat.

James Neal Harvey Advertising, New York—Norforms, Chloraseptic—R. Tucker mgmt super; J. Ancles, acct super; E. Dosacher, acct exec.

Medicus Communications, New York—ethical, otc pharmaceutical prods—Melissa Gryczka, acct super; E. Johnson, acct exec.

PROFESSIONAL PRODUCTS GROUP

MARKETING PERSONNEL

D.R. Lee, vp
J.P. Shea, sales director
J. Terrell, mgr, business devel
R.A. Hillman, director, mktg
L.R. Pitzer, senior product mgr
F.S. Wilson, senior product mgr
D.R. Callahan, prod. mgr
R.J. Lauenstein, director of professional services
L.A. Greenwood, mktg services mgr

ADVERTISING AGENCIES

Kallir, Philips, Ross, New York—ethical pharmaceutical prods—Virginia Gotta, acct super.

Shaller-Rubin Associates, New York—ethical pharmaceutical prods—Mel Rubin, chairman; Jennifer DeLellis, acct exec.

NORWICH-EATON INTERNATIONAL

MARKETING PERSONNEL

W.D. Davies Jr, exec vp
J.F. Carlucci, mktg director
R. L. Jackson, new products mgr
M.D. Koopman, adv mgr

ADVERTISING AGENCIES

Lavey/Wolff/Swift, New York—ethical drugs—H. Townsend, acct super.

Van Brunt & Co., New York—consumer products—R.B. Barker, acct super.

BAYLOR LABORATORIES

MARKETING PERSONNEL

John Q. Adams—vp-genl mgr
Roger D. Brandt—vp-corp devel

TEXIZE

MARKETING PERSONNEL

J.F. Mayer, president
W.D. West, senior vp-mktg
G.E. Mercer, vp-mktg
D.D. Smith, director of new business devel
W.B. Miller, director of mktg rsch

ADVERTISING AGENCIES

Henderson Advertising, Greenville, S.C.—Fantastik, Janitor-In-A-Drum, K2r, Pine Power, Spray 'n Wash, Glass Plus, No-Pest, Texize Cleaner, new prods—R.W. Callahan Jr., vp-mgmt super.

Liller Neal Weltin, Atlanta—Grease Relief, Yes, All Ways Soft, Wood Plus, new prods—R. Hemsley, senior vp.

McCaffrey & McCall, New York—new prods—M.R. Bowen, senior vp.

MORTON SALT

MARKETING PERSONNEL

R.C. Hyndman, president
C.F. Abel, vp-sales & mktg
R.L. Pierobon, vp-industrial/chemical sales & mktg
D.J. Baloun, mktg director
J.M. O'Connor, sales director
M.A. Eikleberry, consumer and industrial mktg director
D.B. Nilson, ice control mktg director
R.W. McDonald, communications director
L.T. Kozon-Mattes, mktg rsch director
G.C. Anderson, L.A. Koller, P. Kothe, J.R. Pfeil, R.E. Bravieri, product mgrs

ADVERTISING AGENCIES

Needham, Harper & Steers, Chicago—R.P. Laven, vp-senior acct director; A.W. Mitchell, G.T. Mrkvicka, acct execs.

Medicus Communications, New York, R. Hanbury, acct director.

MORTON CHEMICAL

MARKETING PERSONNEL

Robert B. Covalt, president
W.E. Micheel, exec group vp-packaging products, chemical specialties, industrial adhesives, brine chemicals, commodity chemicals, organic specialties
R.B. Kron, senior vp-div services, administration, strategic planning, new products devel, petro and industrial dyes
A. Seiling, vp-thermoset molding compounds
D.R. Woelffer, sales mgr-thermoset molding compounds
T.E. Nowakowski, mgr-dyestuffs
W.M. Hall, product sales mgr-dyestuffs
R. Berry, product sales mgr-industrial dyes
J.J. Fuerholzer, mgr-adhesives and coatings dept
R.T. Zamis, mgr-industrial and automotive adhesives
T.R. Moorer, mgr-commodity & brine chemicals
B.M. Garner, mgr-chemical specialties
P.L. Weyna, director-new product devel
K.S. Treviranus, mgr, organic specialties

ADVERTISING AGENCY

Sander-Allen Advertising, Chicago—C.A. Tornabene Jr, product devel mgr; W.E. Jenkins, associate product devel mgr.

Nabisco Inc.

	1979	1978
Sales	$2,362,000,000	$2,197,300,000
Earnings	99,800,000	101,553,000
Advertising*	91,295,000	90,900,000

*AA estimate

Although its sales were the highest ever recorded and by its own estimate worldwide advertising spending topped last year's, Nabisco Inc., East Hanover, N.J., the 51st largest U.S. advertiser, increased U.S. ad expenditures for 1979 only slightly, to $91,295,000.

Nabisco's measured ad dollars saw decreases in network television from last year's high of $56,506,100 to $49,963,000—a decrease of $6,542,200. Coupled with a slump in newspaper advertising from last year's $2,951,400, to $1,541,900, the decrease brought the total measured figure from $77,387,500 in 1978 to $72,861,300 in 1980.

Nabisco claimed a slight increase in worldwide media ad spending to $96,100,000.

Nabisco had record sales in 1979 of $2.3 billion, up 7.5% from last year's $2.19 billion. Net earnings were down 1.8% to $99,800,000. Last year's $101,553,000 had been the first year Nabisco broke the $100,000,000 mark in earnings.

▪ Nabisco unloaded its last German operation, B. Sprengel, in the fall of 1979. The branch had suffered losses up to $8,000,000 in 1978 and a downward spiraling ad budget that fell to roughly $1,000,000 in 1979.

Even with the diminished spending, network television still consumed the lion's share of the 1979 media budget. Nabisco spent 69% on network television, down from 73% in 1978.

Nearly 90% of its sales worldwide derive from Nabisco's food division, dominated by the biscuit division, but also including special products, food services, confectionery, and Freezer Queen Foods. U.S. food sales in 1979 reached $1,548,200,000, up from $1,412,100,000 of a year ago.

High sales in the food division were bolstered by several new product introductions in 1979. Wheatsworth stone ground wheat crackers reached national distribution in 1980, and new snacks in flexible foil packaging expected to go national this year include Wheat Chips, Cheese 'n Crunch and Buenos round tortilla chips. Two new snack introductions, Cheddar Triangles and Snack Shapes go national in 1980.

▪ Continuing its "America's Cookie Jar" theme, the cookie division put its 1980 ad pitch completely behind Oreo, now the world's largest selling cookie. Party Grahams, until this year only distributed regionally, will go national in 1980.

The biscuit division, including cookies, crackers and snacks, accounted for about $18,327,800 in measured advertising, down slightly from 1978. Individual brand leaders were Nabisco crackers, $7,849,600; Nabisco cookies, $1,317,000; Nabisco snacks, $3,752,900; Triscuits, $2,736,400; Premium Saltines, $2,071,200, and Ritz crackers, $2,835,700.

High media expenditures show up in the special products division with $3,290,200 for Nabisco Shredded Wheat; $1,513,300 for Tuna Twist sandwich and salad mix, and $4,753,100 for Milk-Bone dog biscuits, the leader in the market.

It was another down-year for Nabisco's J. B. Williams toiletry and pharamaceutical division, even though ad spending was higher than ever. Sales were down to $149,300,000 from $162,900,000 in 1978. Substantial declines showed in Rose Milk skin care products and PVM high-protein meal replacement powder.

The company cited intense U.S. competition to explain the dwindling sales and plans to invigorate the division with new products, promising not to dump hand and body lotion products despite the falling-off of Rose Milk products. Two new products have already gone national—Deep Down skin rub and First Sign nasal decongestant—and Health Works, a new line of shampoos and hair conditioners, is in test market.

Of the 22 products absorbing more than $1,000,000 in media advertising, one-half were in the pharmaceuticals and toiletries division. Geritol products showed the largest measured advertising outlay, with some $18,632,100 expended on liquid, tablets and vitamins.

Other high ad expenditures in the division went to Acu-Test in-home pregnancy tests, $2,429,100; Aqua-Velva aftershave lotion, $2,074,600; Femiron tablets, $1,181,600; PVM diet plan, $1,981,000; and the reformulated Sominex sleep aids, $3,980,000.

ADVERTISING EXPENDITURES

	1979	1978
Newspapers	$ 1,541,900	$ 2,951,400
Magazines	6,744,900	5,462,600
Spot tv	13,868,500	11,947,200
Network tv	49,963,900	56,506,100
Spot radio	592,400	450,100
Network radio	149,700	67,200
Outdoor	———	2,900
Total measured	72,861,300	77,387,500
Unmeasured	18,433,700	13,512,500
Total	91,295,000	90,900,000

NABISCO INC.

MARKETING PERSONNEL

W. L. Abbott, vp-communications
Lou Rubinacci, mgr, media services

BISCUIT DIVISION

MARKETING PERSONNEL

J. Maxwell Enock, director, mktg, biscuit div
John DiBlasio, group brand mgr, cookies
William Stuart, group brand mgr, crackers
Don Bonardi, adv mgr
Mel Perlmutter, director-mktg, snack foods

ADVERTISING AGENCIES

William Esty Co., New York—crackers, cookies and snacks—Jeff Greene, mgmt super; John Hughes, acct super; Stever Aubrey, mgmt super, snack foods.

Parkson Advertising, New York—crackers—Dean Heitler, director, client services.

SPECIAL PRODUCTS DIVISION

MARKETING PERSONNEL

Sam Haines, vp-mktg
Ruth Brodsky, group brand, mgr, hot cereals, Dromedary prods
Steve Wilkerson, group brand mgr, ready-to-eat cereals
George Erfurt, group brand mgr, pet foods
Bob Bartz, director, mktg, protein foods

ADVERTISING AGENCIES

McCann-Erickson, New York—ready-to-eat and hot cereals, Dromedary prods—Alan Bender, mgmt rep; Lucy Loux, senior acct exec; Gary Schwinder, acct super.

William Esty Co., New York—pet foods, protein foods—Stever Aubrey, senior vp; John Scott, acct super.

CONFECTIONERY DIVISION

MARKETING PERSONNEL

Ned Bjornson, exec vp

ADVERTISING AGENCY

Arnold & Co., Boston—Larry Green, senior vp, acct super.

FOOD SERVICES DIVISION

MARKETING PERSONNEL

Jack Mitchell, vp-mktg
Don Winters, group mktg mgr, food service prods
Andy Brain, group mkt mgr, vending & resale prods

ADVERTISING AGENCY

The Food Group, New York—Don Axelrod, president.

FREEZER QUEEN FOODS

MARKETING PERSONNEL

Jack M. Kenney, vp-mktg

ADVERTISING AGENCY

DiIorio/Wergeles, New York—Don Wergeles, acct super.

J. B. WILLIAMS CO.

MARKETING PERSONNEL

Morton Novick, exec vp-mktg & sales
Michael Santacroce, vp-director of sales
Gregory Kahn, vp-toiletries mktg
Theodore Styne, vp-pharmaceutical mktg

ADVERTISING AGENCY

Parkson Advertising, New York—Geritol, Sominex, Serutan, Zarumin, Aqua-Velva, AV Silicone, Rose Milk, 'Lectric Shave, Williams shave creams, Conti shampoos, Kreml hair preparations, Nikoban, Redwood, FemIron, Vivarin, Ace combs, 5-Day deodorants, Mon Triomphe and Williams advertising in Canada, Mega vitamins, Acu-Test, PVM—Edward Kletter, chairman; Philip Agisim, president.

ASSOCIATED PRODUCTS

MARKETING PERSONNEL

Sidney Merians, president, Everlon Fabrics Corp.
Noel Levine, president, Hygiene Industries

Nestle Enterprises

	1979	1978
Sales	$1,433,000,000	$1,306,000,000
Advertising*	85,978,600	77,919,300

*Estimated by AA

Nestle Enterprises, White Plains, N.Y., owned by Nestle, S.A., Vevey, Switzerland, is the 55th largest national advertiser in the U.S. Nestle spent an estimated $85,978,600 on advertising in 1979, an increase of 10.3% over its 1978 expenditures.

These ad totals include spending by The Nestle Co., White Plains, N.Y., Libby, McNeill & Libby, Chicago, and The Stouffer Corp., Solon, O. Nestle, Libby and Stouffer are wholly owned subsidiaries of Nestle Enterprises. Also included is ad spending by Beech-Nut Corp., Fort Washington, Pa., the privately held baby food maker acquired by Nestle in November, 1979. Nestle Co. accounts for the major portion of the ad budget.

U.S. sales for all products made and marketed by Nestle Co. rose from about $1.3 billion in 1978 to an estimated $1.43 billion last year. The parent company's worldwide sales rose about 9% to approximately $12 billion in 1979. Net income, registered at about $420,000,000 in 1978, increased to approximately $500,000,000 last year.

▪ Beech-Nut's sales have remained at about the $70,000,000 level for some time, giving it an estimated 16% of the baby food market behind Gerber at 65%. Heinz holds about 12%. Overseas, Nestle markets baby foods and infant formulas under different names.

In another acquisition, Libby, McNeill & Libby brought into the company fold NSB Foods, Los Angeles, marketer of foil-packet toppings and mixes sold at grocery produce section displays. The line includes such items as Salad Crunchies, a slaw mix and an apple glaze.

The Nestle food specialties division, formerly associated with FIDCO, became a business unit within the tea/culinary division. Among the brand names included in the division's specialty food area are Crosse & Blackwell soups and sauces, Cailler imported marmalades and confectionery products, Maggi bouillons and seasonings and Kavli Norwegian crisp bread. Last fall, Crosse & Blackwell Wine World began testing Beauval white and red French imported wines in Rochester and Syracuse.

▪ FIDCO will continue to operate as a division, with a line of cheese flavors and chicken-type flavors marketed industrially under the Spectra label. Additionally, FIDCO makes hydrolized plant proteins, Rogers Cheese, Maggi products, FID-BITS, Flavo-Bits and Nestle Vee-Kreme.

Nestle's measured media expenditures on its cheese brands dipped slightly to $718,300 from $721,000 the previous year. Of the 1979 outlay, the company spent

$306,300 to push Price's sandwich and snack spreads, $279,600 for Jarlsberg cheese and $132,400 to promote Wispride cheese and cheese spreads.

As coffee prices stabilized in 1979, the soluble market experienced moderate growth. Coffee consumption rebounded after declining through early 1978, when prices peaked.

Ad spending in 1979 for Nestle's Taster's Choice freeze-dried and decaffeinated coffees amounted to $12,157,700, a gain of $4,642,300 or 63% over 1978. Most of the budget went to network television.

Sunrise instant coffee, mellowed with chicory, was backed by nearly $10,000,000 in measured media spending, the second highest for any Nestle product last year and about the same amount spent in 1978. The allotment included $6,886,100 for network tv, $1,801,300 for spot tv and $1,604,700 for magazines.

Taster's Choice continued to be the dominant factor in the freeze-dried coffee category, outselling its nearest competitor by more than two-to-one. Nescafe instant coffee continued to promote its "world's largest selling brand" theme with high value coupons, consumer premiums and network and spot television. Measured media spending for Nescafe instant and decaffeinated coffees came to $7,362,600, some $3,500,000 or over 90% more than in 1978. Most of the increase went to spot tv which received $4,621,000.

- The chocolate division continued to promote its "real chocolate" theme for its semi-sweet morsels, cookie mix and chocolate bars despite escalating cocoa bean prices and generally flat sales of packaged candy products, according to wholesalers.

Nestle cookie mix maintained distribution of its four flavors: Chocolate chip—developed from Nestle's original Toll House recipe—sugar, peanut butter and oatmeal raisin.

During the year, the company spent over $2,100,000 in measured media dollars to promote its cookie mixes.

In 1979, Nestle spent $6,785,400 on the chocolate morsels, $4,877,000 on Nestle's Quik, $4,443,000 to promote the Nestle's Crunchbar, $3,773,500 for the $100,000 candy bar, $1,861,900 on Nestle's Cocoa Mix and $1,195,000 on the Nestle's Choco Lite candy bar.

Nestea maintained a dominant share in the pure tea market and continued its growth in the tea mix category. The mix line now includes Nestea iced tea mix, Nestea low-calorie iced tea mix and Nestea Light iced tea mix.

- Nestea brands were supported in 1979 with $4,974,600 in measured media spending, the lion's share going for network tv advertising of Nestea Instant tea.

In 1979, the company went national with Down Home lemonade flavored drink mix, using light ad support. Apple Sass apple flavored drink mix was introduced in Midwest markets. Additionally, Deer Park, New York's largest selling bottled water, was updated with a distinctive glass bottle.

Nestle spent $1,960,700 in measured media in 1979 to promote its instant Souptime soup mix line of nine flavor varieties and Souptime Bowl o.Noodles, an egg noodle product introduced last year. Total Souptime spending was $2,830,300, or 59% below 1978.

Nestle LunchTime, a three-minute casserole for one was supported by $821,800 in media spending, mostly in spot tv. There are five flavors in the line. The product is packaged in a serving bowl and is made by adding boiling water.

Measured media spending for Libby, McNeil & Libby declined to $4,067,100 from over $6,000,000 in 1978. More than half the budget went for Libby's canned fruits. Some $2,600,000 was invested in magazines and more than $840,000 in spot tv. Network tv spending decreased from over $3,000,000 in 1978 to under $600,000 last year.

In 1979 Libby moved into Minneapolis and Pittsburgh with a new three-item line of milder-flavored sauerkraut carrying the International Recipe banner, using newspaper ad support.

Stouffer Foods spent $9,480,500 in measured media advertising last year. Stouffer frozen entrees received $4,143,300 and Stouffer frozen pizza garnered $3,256,900. More than $5,000,000 went to spot tv, $2,929,000 to network tv and $1,443,500 to magazines.

ADVERTISING EXPENDITURES

	1979	1978
Newspapers	$ 4,867,200	$ 5,297,800
Magazines	8,663,000	4,400,500
Spot tv	29,037,200	30,116,800
Network tv	41,443,400	36,866,100
Spot radio	458,700	584,200
Network radio	847,200	—
Outdoor	123,800	133,800
Total measured	85,400,500	77,399,200
Unmeasured	538,100	520,100
Estimated total	85,978,600	77,919,300

NESTLE CO.

MARKETING PERSONNEL

P.D. Forsch, vp-mktg services
W.D. Yeager, director, ad/sales promo dept
S.H. Merry, adv mgr
I.S. Torbert, adv mgr
J.C. Smith, merch mgr
J.H. Burlick, sales promo mgr
R.J. Lauria, adv production mgr
H.J. Jendras, mkt rsch mgr
A.N. Dries, director, home economics/consumer services

CHOCOLATE DIVISION

W.I. Savel, vp-genl mgr
W.D. Bell, mgr, div planning
F.J. Arthofer, div mktg mgr, bar goods, grocery
V. Williams, group product mgr, Morsels, Choco-Bake
J. Ferri, group product mgr, Quik, Hot Cocoa mix
R. Wennerholt, product mgr, Morsels, Choco-Bake
R. Bartlett, group product manager, total bars
N. Fitton, product mgr, Quik
D.W. Frost, product mgr. Hot Cocoa mix
T.W. Fuchs, product mgr, Choco'Lite and $100,000 bars
F. Lapenta, product mgr, regular bars
R. Dudley, product mgr, baking mixes
M.R. Kessler, product mgr, test mkt products
S. Kaitz, product mgr, Morsel flavors

ADVERTISING AGENCIES

Leo Burnett Co., Chicago—Morsels, Quik, bar goods—W.S. Smith, mgmt director; Gary Kroll, chocolate grocery products; Mike O'Neal, acct super, confectionery.

N W Ayer ABH International, New York—Hot Cocoa mix, Nestle cookie mixes, $100,000 bar, new products—S. Mattison, mgmt super.

COFFEE DIVISION

S.W. Phillips, vp-genl mgr
J.T. Dono, mgr, div planning & devel
T. McInerney, mkt mgr, Taster's Choice, Nescafe, Decaf
M.W. Alcorn, mkt mgr, Sunrise
C.E. Krueger, product mgr, Nescafe group,

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J. Williams, product mgr, Sunrise, Decaf
J.R. Hall, product mgr, Taster's Choice
R.A. Carbonne, product mgr, Nescafe

ADVERTISING AGENCIES

Leo Burnett Co., Chicago—Nescafe regular & decaffeinated, Taster's Choice regular & decaffeinated—W.S. Smith, mgmt director; E. MacDonald, acct super, coffee.

Case & McGrath, New York—Decaf—P. McGrath, president.

N W Ayer ABH International, New York—Sunrise—S. Mattison, mgmt super.

TEA/CULINARY & FOOD SPECIALTIES DIVISION

W.R. Jones, group vp
W.I. McGirr, vp-genl mgr
T.J. Tanski, mkt mgr, tea products
V.M. Federico, group product mgr, Nestea 100%, Spec Tea Products
G.F. Gannon, product mgr, Nestea 100%
M.A. Mulholland, product mgr, Apple Sass and Down Home lemonade
K.B. Murphy, mkt mgr, culinary products
S. Sennas, product mgr, Souptime
C.L. Davis, mkt mgr, instant meals
R.A. Hiera, product mgr, Special Projects
R.F. Mutter, group product mgr, Crosse & Blackwell, Maggi
B.D. Millan, product mgr, Crosse & Blackwell, Maggi
N.D. Santaniello, product mgr, imported specialties

ADVERTISING AGENCIES

Leo Burnett Co., Chicago—Nestea instant tea products, Nestea canned iced tea, Crosse & Blackwell products—W.S. Smith, mgmt director; Mike O'Neal, acct super, specialty foods; M. Allen, tea & corporate new products.

Case & McGrath, New York—Down Home lemonade—P. McGrath, president.

N W Ayer ABH International, New York—Souptime, new products—S. Mattison, mgmt super.

WATER DIVISION

J.E. Cunningham, genl mgr
R. Speary, mkt/sales mgr, Deer Park bottled water

ADVERTISING AGENCY

Case & McGrath, New York—Deer Park water—P. McGrath, president.

CHEESE DIVISION

W.I. Savel, vp-genl mgr
M.C. Cronin, genl mgr
B.F. Weston, mkt mgr
C.R. Reynolds, group product mgr, new products
L.A. Marino, product mgr, imported cheese products
J.V. McConnell, product mgr, Wispride cheese
A.H. Lin, product mgr, Price's foods
P.A. Lanktree, product mgr, new prods

ADVERTISING AGENCY

Leo Burnett Co., Chicago—Nestle cheeses—W.S. Smith, mgmt director; Mike O'Neal, acct super, cheeses.

FIDCO DIVISION

W.R. Jones, group vp
V.K. Wipf, genl mgr
M.M. Bozzi, mgr, mkt devel
R.J. Huss, mkt mgr, Hydrolysates
B.J. Maloney, group mgr, government/contract sales
E.O. Elliott, mgr, government/contract sales
D.J. Donnelly, mgr, fund raising
L.J. Smith, mkt mgr, fund raising

FOOD SERVICE PRODUCTS DIVISION

W.R. Jones, group vp
L.D. Ledin, vp-genl mgr
C.M. Smith, mkt mgr
B.L. Gustaitis, product mgr, Taster's Choice, Everyday
J.J. Gagliardi, product mgr, Nestea Iced Tea mix, Hot Cocoa mix, Keen

BEECH-NUT FOODS CORP.

Fort Washington, Pa.

F.C. Nicholas, board chairman, president, treasurer
John M. Misita, vp-mktg
P. Faber, mktg mgr
J. O'Connell, mktg mgr
C. Lanktree, mktg mgr

ADVERTISING AGENCIES

Weightman Inc., Philadelphia—consumer advertising—J. Goodchild, mgmt super.

Arthur E. Wilk Advertising, Chicago—professional advertising—A. Wilk, mgmt super.

LIBBY, McNEIL & LIBBY INC.

Chicago

I.W. Murray, president & chief exec officer
J.W. Stevenson, vp-mktg
W. Cuff, vp-new product & mktg services
E.R. Wedral, vp-rsch & product devel
G.D. James, director mktg-meat products
B.G. Sandburg, director adv & package design
B.G. Mueller, director-mktg rsch

ADVERTISING AGENCIES

Tatham-Laird & Kudner, Chicago—canned meats, canned juices and drinks, vegetables, tomato products, new products—R.R. Cappelli, mgmt super.

STOUFFER CORP.

Solon, O.

James M. Biggar, president & chief exec officer
John Quaqliata, director mktg, Stouffer restaurants div
Robert Campbell, vp-mktg, Stouffer hotels div
Robert McGuigan, senior vp-mktg, Stouffer foods div

Nestle's Nescafe ad created a mood to market its instant coffee brand.

Gerald V. DeCroce, vp-mktg-all brands
Dave Alexander, mktg mgr-entree products
Ulf Anderfelt, mktg mgr-side dishes
Paul De Vries, mktg mgr-pizza
Milton C. Miles, new products mgr
Donald S. Ostrander, vp & genl mgr, Stouffer management food service div

ADVERTISING AGENCIES

Creamer Inc., Pittsburgh—Stouffer foods—Herbert E. Burger, president.

Wyse Advertising, Cleveland—Stouffer restaurants, hotels, management food service—Lois Wyse, president; Chuck Boggs, vp-group manager.

Nissan Motor Corp. in U.S.A.

	1979	1978
Sales†	$13,079,598,000	$11,015,687,000
Earnings†	417,659,980	312,631,320
Advertising‡	66,082,900	61,492,200

† Worldwide; fiscal years ended March 31, 1980 and 1979; figures for fiscal 1978 restated, with figures for both years reflecting value of U.S. dollars and Japanese yen as of March 31, 1980.
‡ U.S. only, estimated by AA

Nissan Motor Corp. in U.S.A., Carson, Cal. (a subsidiary of Nissan Motor Co. Ltd., Tokyo), was the 65th largest national advertiser in 1979, with an expenditure estimated at up about 7.5% from 1978.

In the fiscal year ended March 31, the parent company, Nissan Motor Co. Ltd., reported sharply higher earnings as production, domestic sales and export shipments all reached new all-time highs.

Net income climbed 33.6% to $417,659,980 on sales of more than $13 billion for the fiscal year, compared with earnings of $312,631,320 on a volume of $11 billion a year earlier.

▪ The Japanese manufacturer of Datsun cars and trucks produced a total of 2,590,697 units for the year (including 178,898 knock-down sets for overseas assembly), up 9.2% from year earlier figures. Domestic sales rose 3.1% to 1,228,941 vehicles, while overseas volume jumped 22.9% to reach 1,426,741 units.

Nissan Motor Corp. in U.S.A., the distributor of Datsun cars and pickup trucks in this country, also set a new sales record in calendar 1979, with higher fuel prices and a revamped lineup of fuel-efficient models contributing to the sharp gains. Total U.S. sales increased from 432,700 cars and trucks in 1978 to 574,166 units last year.

The best selling model in the Datsun line was again the 210 series, which sold 216,812 units compared with 133,771 in 1978. Despite the spurt in 210 sales, this series still placed second behind Toyota's best seller, the Corolla, which had sales of 274,934 in 1979.

Nissan's market share in 1979 amounted to 18.7% of import registrations in the U.S. The company ranks fourth in worldwide production behind General Motors, Ford and Toyota.

Datsun's 1980 model year saw a continuation of the creative umbrella "We are driven" developed by agency William Esty Co. The over-all effectiveness of this quality statement was boosted when the campaign put greater emphasis on a specific consumer benefit. One phase, for example, focused on "We are driven . . . to build America's most valuable cars."

Another new dimension was added to Datsun advertising in April, 1980, with the introduction of the copy line, "It's a long way to empty in a Datsun." The line took Datsun's gas mileage advantages and translated them to long-range driving. With this additional theme, the umbrella became "We are driven . . . a long way." Visually, the entire campaign was unified with a "gasoline gauge" graphic that communicated the same story in print, television and outdoor.

A number of new product introductions marked the start of the 1980 model year. One was the addition of a front-wheel drive GX sedan to the Datsun 310 line, along with increased available options that included a skyroof. The 510 line was introduced with a totally new NAPS-Z (Nissan antipollution system) engine which offered better performance with less gas, plus a new four-door hatchback which replaced the four-door sedan.

The totally new 200-SX, introduced in hatchback and hardtop versions, was voted "The most significant new imported car of 1980" by readers of *Car & Driver* magazine. Features of the redesigned car included a fuel-injected NAPS-Z engine, which offered performance and gas-saving economy. A T-bar roof was also made available as an option on the 280-ZX sports car.

Datsun's entire truck line also was completely restyled. Space inside the King Cab was significantly increased, enough to provide room for two jump seats behind the front buckets.

At mid-year, the whole 210 series received a facelift with new front and rear styling and a revised interior. Then Datsun entered the small four-wheel drive market with the Li'l Hustler 4x4 and King Cab 4x4. And to commemorate the 10th anniversary of the popular "Z" car, Datsun offered a special limited edition of the 280-ZX. Each 10th anniversary 280-ZX carried its own number on an engraved plaque.

▪ Going into 1980, Datsun's media plan called for continuation of ABC-TV's Monday Night Football as the primary launch vehicle for the new line. Introduction of the all-new 200-SX was spearheaded by sponsorship of the premiere television showing of the motion picture "Jaws." The length of these two properties permitted the use of 60-second spots which promoted the 200-SX as the car that's "Gonna drive you like never before." Supporting these were 30-second 200-SX spots plus additional 30-second spots for individual car lines.

Spot tv and radio selectivity continued to be refined with emphasis on major sports events. Network tv, however, accounted for the biggest increase in the 1979 ad budget.

Datsun continued to place special emphasis on the college market with two programs. This consisted of the distribution of over 1,000,000 Student Travel Guides and the Datsun Student Advertising Contest to 195 colleges. This program was expanded to include a competition involving retail-oriented dealer advertising and the Datsun Focus Film Competition Awards. The awards are made to college level students involved in the art of film making.

ADVERTISING EXPENDITURES

	1979	1978
Newspapers	$8,392,700	$4,365,900
Magazines	8,965,700	6,350,200
Spot tv	12,243,300	13,840,600
Network tv	20,090,900	19,310,900
Spot radio	5,697,900	7,834,000
Network radio	——	111,200
Outdoor	592,400	479,400
Total measured	55,682,900	52,292,200
Total unmeasured	10,400,000	9,200,000
Estimated total	66,082,900	61,492,200

MARKETING PERSONNEL

R.B. Kent, vp-mktg services
J.M. Opre, adv director
D. Kidman, natl sales promo/merch mgr
J.C. McDonnell, natl pr mgr
C. Briggs, media planning mgr
D. Finley, dealer adv mgr
H. Rieder, adv programs mgr

ADVERTISING AGENCY

William Esty Co., New York/Los Angeles—all Datsun vehicles—George Berch, mgmt super.

North American Philips Corp.

	1979	1978
Sales	$2,409,003,000	$2,184,011,000
Earnings	81,731,000	68,034,000
Advertising	44,179,375	42,200,000*

***Restated**

North American Philips Corp., New York, the nation's 84th largest advertiser, increased its advertising some 4.9% to an estimated $44,179,375 in 1979.

Sales increased by $224,992,000, or 10%, and earnings by $13,697,000, or 20% from 1978.

Consumer electronics products, sold primarily under the Magnavox name, gained by $26,169,000 to $405,360,000; electrical consumer products, including Norelco personal care products, home appliances and lighting products, were up by $21,425,000 to $381,343,000; sales of additional consumer products and services, including brush products, furniture and musical instruments, rose by $4,481,000 to $280,937,000.

Also on the rise were electrical and electronic components, professional equipment and chemical and pharmaceutical products.

Magnavox products measured spending in 1979 totaled $8,896,600, up $140,780 from the year before. Ad support for color television sets alone amounted to $5,814,200, while multiproduct advertising accounted for $1,117,000.

▪ Despite a gain in revenue for its consumer electronics products, the division lost $3,700,000 last year as unit sales of color tv sets to dealers fell, and the company's Magnavision videodisc player soaked up heavy startup investments.

Though color tv shipments declined 0.2%, the company outperformed the industry, which dropped 3.8% in unit sales from 1978. An Orderly Marketing Agreement signed with Japan in 1977 continued to limit imports from that country, but stepped-up imports from Taiwan and Korea exerted powerful price pressure in the category.

The Japanese have also maintained market share by establishing production facilities in the U.S., convinced the current administration will let import restraints on Japan lapse this year. Magnavox calculates that it gained market share last year in both the portable color tv and console/-combination color tv categories.

Last year, Magnavox also shifted its advertising agency, leaving William Esty Co. after a long relationship for Campbell-Ewald.

The color tv-radio-phonograph combo unit was allocated $189,300 only for spot tv time—25% of what was spent in this category in 1978. Magnavox invested twice as much, $1,162,600, than in 1978 in measured spending for its videotape systems, primarily in spot tv, with $242,000 going into magazines.

The Magnavision Optical Videodisc Player (VLP), manufactured and marketed by Magnavox, was introduced in 1979 in Seattle and Dallas, following its initial introduction in December, 1978, in Atlanta.

Earlier this year, the system reportedly had run into production and delivery snags in its test markets and had sold fewer than 10,000 units. In addition, Magnavox and MCA, which is acquiring programing and manufacturing discs, have been set back by deals that saw CBS Video Enterprises and numerous movie studios going with a noncompatible RCA stylus-on-disc-groove system.

▪ Meanwhile, U.S. Pioneer Electronics Corp. in June began test marketing a disc unit in four cities, with planned national distribution in 1981. MCA said it would support Pioneer's compatible laser-optical player with its programing catalog.

Sales of the programable Odyssey 2 computer videogame system, first introduced by Magnavox in 1978, continued strong. Eleven new video game cartridges were marketed, bringing to 30 the number of its videogame displays available. The company spent $631,900 to advertise Odyssey, with $537,000 in spot tv and the remainder in magazines.

Responding to growing consumer demand, industry sales of videocassette recorders increased by 18% over the previous year. Magnavox continued to diversify its vcr product line with the addition of new battery-operated units and the introduction of a new, low-cost, lightweight camera. Scheduled for introduction this year was a six-hour vcr, featuring variable speed and freeze framing.

Audio industry sales declined from the previous year, especially in the console stereo and radio segments of the market. Although affected by decreased sales, Magnavox introduced 10 new audio console models featuring new record changers and tape cassettes. The company supported its stereo systems with $201,100, mainly on spot tv.

Magnavox increased its market share in modular audio while introducing nine new models; it responded to a market trend for component-look music systems by introducing a new Studio Series audio system of rack-mounted units.

▪ Sales increases were reported for radios as Magnavox continued to expand its small radio product line with the addition of 10 new multiband radios and an LED clock radio. The company supported its digital clock radios with $101,700 in magazine advertising.

In North American Philips' electrical consumer products, accounted for mainly by its Norelco brand, healthy earnings for personal care products and home appliances were offset by reduced earnings for lighting products. The electrical consumer products division earned $48,900,000 on sales of $381,300,000 in 1979.

Norelco cord and rechargeable men's rotary razors, featuring the Silver Rotary Razor line, again achieved record sales and market share and further strenthened their No. 1 industry position. Norelco spent $9,131,100 in measured spending alone to advertise its electric and cordless shavers, including $8,532,400 in network tv. An additional $260,000 was spent in magazines.

The Norelco beauty care line remained profitable despite industrywide sales declines and severe price competition from private label manufacturers. Norelco spent $178,600 in tv advertising for its Curly Q Mist Styling Wand. New product introductions included the Curly Plus curling brush with mist and curl-release feature. Norelco slashed its budget to $66,000 in spot tv advertising to promote its hand-held hair dryers.

Retail promotions of Dial-A-

Brew coffee makers helped strengthen the company's No. 2 postion in the price-competitive drip filter coffee maker market. The Norelco 12-cup Ready Brew coffee maker with clock/timer was introduced as a top-of-the-line model. Norelco put $1,077,200 behind its coffee makers using spot and network tv except for $15,800 in magazine advertising for its Express coffee maker.

A rebate program for Norelco's Toaster Range again stimulated sales last year.

Spending for Norelco tape recorders and cassettes amounted to $345,900 in network and spot tv.

▪ Three new Norelco microwave oven models were introduced to what the company claimed was an excellent trade response and helped expand the distribution network. Norelco spent $283,800 in tv advertising.

Norelco's Home Patrol security system was not heavily advertised. Only $34,600 went into magazine and spot tv advertising compared to $63,000 in 1978 in magazine advertising when it was introduced.

Broader distribution of Alliance Genie garage door opener systems to the do-it-yourself market helped offset the adverse effects of a softening in new home construction and resulted in continued sales growth, according to the company. Advertising amounted to $3,593,400.

Norelco consumer light bulb sales increased with the help of the "Lightube" program featuring clear plastic packaging and gravity-fed displays.

Sales of professional equipment gained more than 13% to $465,540,000.

Measured spending for Norelco dictating equipment totaled $97,200.

North American Philips' other consumer products businesses also showed good growth in most areas, with the exception of LaSalle-Deitch Co., a supplier of furnishings for recreational vehicles and manufactured housing.

The company's Baker, Knapp & Tubbs subsidiary reported sharply higher sales and earnings, and completed the acquisition of Mastercraft Furniture Co. to supplement its manufacturing capability last year. Selmer Co., a manufacturer of musical instruments, also reported a rise in shipments and a pickup in market share, despite a decline in musical instrument unit sales by dealers.

ADVERTISING EXPENDITURES

	1979	1978
Newspapers	$1,621,100	$1,740,200
Magazines	2,969,800	2,638,300
Farm publications	307,200	135,700*
Spot tv	8,549,600	10,390,200
Network tv	14,792,200	11,297,700
Spot radio	0	327,400
Outdoor	1,000	1,000
Total measured	28,240,900	27,030,500**
Unmeasured	15,938,475	15,179,500
Estimated total	44,179,375	42,200,000**

*Listed under Thompson-Hayward Chemical Co.

**Restated

CONSUMER PRODUCTS DIVISION

MARKETING PERSONNEL

Richard Q. Kress, president
John Grey, vp
J. Richard Gonzalez, vp, advertising
Robert Parson, vp, sales
Robert Moes, mgr-personal care group
Rober Liguori, mgr-microwave oven group
Patrick Campbell, mgr-appliance group

ADVERTISING AGENCY

McCaffrey & McCall, New York—institutional, electric razors, home appliances, personal care products—William Abrams, mgmt super; Jack Bloom, acct super; Harrell Lott, acct super.

MAGNAVOX CONSUMER ELECTRONICS DIVISION

MARKETING PERSONNEL

Kenneth C. Meinken Jr., president
Kenneth Ingram, senior vp-mktg & sales
Rita Hutner, vp-adv & pr
Donald Hall, director-pr

ADVERTISING AGENCY

Campbell-Ewald, Detroit—R.H. Schirmer, senior vp acct mgmt; Craig A. Denton, vp, natl acct super; S.T. Hayes, acct exec.

Norton Simon Inc.

	1979	1978
Sales†	$2,755,934,000	$2,428,797,000
Earnings†	124,250,000	115,814,000
Advertising*	163,187,830	144,591,000

*U.S. AA estimate

†Fiscal year ended June 30, 1979

Norton Simon Inc., New York, the 21st largest national advertiser, increased ad expenditures an estimated 13% to $163,187,830 in fiscal 1979. Worldwide sales paralleled the increase with a 13% jump to $2.76 billion, resulting in a 7% rise in earnings to $124,250,000. The figure represents a 50% sales increase in the last three years, due chiefly to NSI's Avis car rental division.

Worldwide revenues of Avis increased 23%, boosting profits 38% to an all-time high. Avis Leasing contributed an additional $122,000,000 to 1979 revenues. Discount air fare programs, growth in the leisure and business travel market and greater activity in the European market aided the increase, the company noted.

A 35% increase in marketing expenditures brought the total Avis ad spending to an estimated $8,102,800, with $7,356,300 supporting its rent-a-car business, placed mostly in network and spot tv. Worldwide advertising exceeded $20,000,000.

To retain its share of the $2.5 billion market, Avis introduced "Super Saver" rates for weekend and holiday rentals.

▪ In addition to acquiring a greater number of small cylinder cars to replace gas guzzlers, Avis expanded its "young used cars" program and sold 65% of its year-old fleet to retail customers. The division also expanded into U.S. used car sales operations by opening more sales outlets.

To speed up lines at the rental counter, Avis plans to introduce

Wizard II, a more advanced online computer to supplement current Wizard I counter terminals.

In the fourth quarter of the fiscal year, Avis moved its domestic rent a car and used car assignments from Doyle Dane Bernbach, New York, to BBDO. Avis attributed the change to its "new emphasis on marketing and market research principles."

NSI's Hunt-Wesson foods also produced record sales and profits with increased advertising, greater marketing distribution and product line extensions. Growth was due primarily to gains in the convenience foods business and excellent profit margins on cooking and salad oil sales.

Leading National Advertisers figures listed expenditures for Wesson oil at $2,810,300, channeled mostly into network tv. NSI, however, noted that newspaper spending and heavy couponing actually boosted Wesson oil's ad total to $4,414,000 in 1979.

NSI also spent $6,601,400 to support its newest edible oil entry, Sunlite. The 100% sunflower oil, free of cholesterol, moved into national distribution this year to tap the health-conscious consumer market segment.

Southern Cotton Oil, a supplier of cottonseed oil to Hunt-Wesson and other users, registered substantial declines due to a significantly smaller cotton crop.

Through the largest promotional program in its history, Hunt-Wesson's "Free-for-All"—including $3,198,300 mostly in network and spot tv—offered consumers one free Hunt's tomato sauce, tomato paste, ketchup or Prima Salsa spaghetti sauce for every three of those products purchased. With Tony Randall as spokesman for the new "red strategy," Sunday supplement advertising brought the total bill to $5,131,000, according to NSI figures, and reached 80% of all U.S. households. The program helped Hunt's ketchup capture second place in the market behind Heinz.

■ Several of NSI's most advertised products in the convenience foods category include Orville Redenbacher's Gourmet Popping Corn and Hunt's Manwich sandwich sauce. With $4,844,600 in "innovative promotions," Orville Redenbacher outpaced competitors to become "No. 1 in its category hands down," an official said. Part of $20,000,000 in capital expenditures went to secure facilities for market expansion of both Orville Redenbacher and Sunlite oil.

Manwich sandwich sauce, with $4,231,800 in tv advertising, presented "thicker Manwich and Mexican-style Manwich line extensions, which helped stimulate growth. The sauce retains its position as the top sloppy joe product in the U.S.

NSI's beverage divisions saw greater activity in fiscal 1979 with acquisition of new wines and distilled spirits, market expansion, and new product test marketing.

Canada Dry spent $4,630,900 in advertising its beverages, with an additional $340,300 specified for its Canada Dry club soda. The No. 1 sparkling water in the U.S. market followed a "connoisseur's choice" ad theme, with Louis Jourdan as spokesman after food critic Craig Claiborne rated Canada Dry club soda ahead of most sparkling water products, including Perrier, in a *New York Times* taste test. That campaign was traded this year for one claiming, "America sparkles with Canada Dry." To help alleviate confusion in the market, the company has added the words "sparkling water" to the bottle's label. In addition, Canada Dry continued a separate campaign promoting ginger ale as an alternative to sweeter soft drinks, using the jingle, "Goodbye sweeties, hello Canada Dry."

Barrelhead root beer expanded into 11 new markets and 43% U.S. distribution with $1,372,000 in ad support using the theme, "Get your thirst over a Barrelhead, America," to reach a more contemporary, active target audience. Over-all, the world's largest mixer producer and fourth largest international soft drink marketer concentrated on its major products in '79, with less support spent behind flavor lines.

Nonfat Sippity, a 100% natural yogurt drink is new to test markets in the New York and New England areas. Aimed at the health-conscious consumer, it is said to have 100 fewer calories than the leading yogurt, as it is made with skim milk. Spur cola, a 99% caffeine-free soda, was discontinued from further test markets this year.

Distilled spirits operations ended fiscal 1979 with record sales and profits achieved largely through new marketing programs, price increases and improved margins on Johnnie Walker scotches.

In addition to $3,960,100 in ad support for Johnnie Walker Red Label scotch, Somerset Importers produced an industry first in a marketing promotion backed by $355,700 in outdoor and magazine support.

■ Johnnie Walker Black Label spent an added $235,400 over its $2,732,700 measured ad bill on the brand's fourth annual $40,000 Father's Day scholarship consumer contest. Black Label scotch support involved mainly magazine ads. Johnnie Walker Black had a 9.1% increase in annual case sales of 600,000 for 1979, up from 550,000. Johnnie Walker Red case sales were again 1,675,000, no increase over last year.

During 1979, Somerset Wine Co. acquired U.S. distribution rights for "Magic Flute," a white Austrian table wine of Alois Morandell & Sohn, as well as marketing rights to Veedercrest Winery of California's wines. The product line also was broadened with Midi wines from the Languedoc-Roussillon region of southern France, a moderately priced wine produced by the Vignerons Catalans and aimed at the value-conscious consumer. They will be sold under the Alexis-Lichine label, which has been expanded to include the modestly priced Petits Chateaux wines.

Tanqueray gin, supported by $1,752,400 in advertising, mainly magazines, increased its market share and passed the 775,000-case mark in 1979, according to *Business Week*. Somerset also saw Weller 107-proof and Weller Special Reserve bourbons double their contribution to profits as a result of price realignment begun in 1977. The change was made in anticipation of growing consumer preference for premium-price spirits. During the fourth quarter, Somerset importers also became exclusive U.S. importers of Wodka Wyborowa, assigning the brand to Dancer Fitzgerald Sample, New York.

Max Factor, led by a new management team, has initiated corrective measures and a turnaround strategy to reverse the fiscal 1979 loss resulting in a $12,500,000 deficit in NSI's cosmetics and fashion business. The loss was attributed to high manufacturing costs, an unfavorable product mix, excess inventories and high sales returns in domestic operations.

With its eyes on the future and expectations of profitability in 1981, a company official said Max Factor implemented a "back to basics" philosophy in advertising this year, with the bulk of media expenditures backing the Maxi cosmetics lines and Max Factor brand products, including Whipped Creme and Waterproof lines and the recently introduced Colorfast cosmetics.

Show your true colors with
Colorfast
long-lasting cosmetics.
They stay true—hour after glorious hour.
Flaunt it. Now there's a line of long-lasting cosmetics that lets you. Colors that keep on showing you off. Colors that keep on going strong—one glorious hour after another.
Don't you love them!
DON'T YOU LOVE BEING A WOMAN!
MAX FACTOR.

Norton Simon's Max Factor ad for its Colorfast line of cosmetics.

Max Factor by LNA estimates, invested $113,200 in advertising Erace; $140,600 for eye makeup; $225,200 for lipstick; $142,600 for face makeup; $792,100 for mascara, and $623,900 for the Whipped Creme lines. A majority of the advertising total went toward magazines. Max Factor spent $1,871,500 on its Maxi mascara in 1979 and $1,323,300 on lip makeup advertising. These totals were divided among spot and network tv and magazines. An exec said the company expects marketing expenditures to be up 20% in 1981.

Promoted via the umbrella theme, "Don't you love being a woman," the new Colorfast line is said to be registering successful sales in 1980. A line extension, nail polish—"with an exclusive GlossWear formula and built-in top coat"—was introduced in May, 1980. Ads carry the tag line, "Because 10 resplendent fingers is a good rule of thumb."

The theme inviting women to take their faces to Maxi cosmetics also touts line extensions, including Maxi-Soft eye color pencils and Maxi-Color frosted sponge-on lip gloss. An official said these promotions have been effective and will continue into the new fiscal year. Both themes were created by Wells, Rich, Greene, New York.

In the spring of '80, Halston cosmetics introduced a "fresh look at pink" which, like Halston fragrance, sold mainly on its name value. Also introduced this year was a new line of Halston sportswear that reportedly has been well received. Halston Enterprises continues its licensee businesses, including men's apparel and luggage, women's shoes, handbags, loungewear and underfashions, and men's and women's fragrances and cosmetics.

Cheryl Ladd and Jaclyn Smith, as spokeswomen, helped boost McCall Patterns' sales and profits. "Patterns for Success" and "90-Minute Patterns" were two McCall firsts which "enjoyed outstanding success," according to NSI. They featured fashions geared to the career woman. With $936,300 in advertising covering magazines, network and spot tv and newspaper supplements, McCall continued its "One's free sewing spree—buy two patterns, take home three!" promotion. In hopes of producing similar successful results, McCall will run another coupon effort in *McCall's* magazine this fall with the theme, "Two for the money, one for three, buy two patterns, get one free." Also in the works for fall is a "sew up your Christmas list" holiday pattern ornament introduction to be advertised in *Family Circle's* "Christmas Helps" issue due out in October.

This year, in an effort to gain share in the soft sewing market, McCall introduced "McCall's Patterns, Sewing Fashion Magazine," a quarterly publication. "McCall's Pattern Fashion Pages" is another innovation to be produced for retail stores this fall, being described as a p.o.p. self-service merchandising concept. The company holds second place (23% share) in the market behind Simplicity.

ADVERTISING EXPENDITURES

	1979	1978
Newspapers	$7,145,500	$4,707,600
Magazines	14,737,600	16,339,100
Spot tv	18,123,700	14,400,300
Network tv	21,530,500	18,241,700
Spot radio	711,500	524,500
Network radio	—	12,200
Outdoor	2,436,200	2,285,000
Total measured	64,685,000	56,510,400
Unmeasured	98,502,830	88,080,600
Estimated total	163,187,830	144,591,000

NORTON SIMON INC.

Marketing Personnel

Joseph W. Daly, director, media
John McMennamin, director, mkt rsch & new prods
Arthur Ostrove, mktg director, beverages

AVIS INC.

Marketing Personnel

Albert W. Dold, vp-mktg
Charles A. Humm, vp-mktg
John C. Johansen, vp-mktg
Robert R. Mahmarian, vp-mktg, sales, rent-a-car
Edwin B. Lamont, director, mktg, rent-a-car
George E. Mead, vp-adv, rent-a-car
Robert F. McNamara, vp-sales, rent-a-car
Lawrence D. Mazur, director-mktg, car leasing
Charles M. Parker, vp-mktg, trucks
William R. Proud, director-mktg, trucks
Tom M. Swartele, vp-mktg, Europe

Advertising Agencies

BBDO, New York—U.S. rent-a-car, services, used car sales—Clark Hine, senior vp-mgmt super; William Kelly, vp-acct super.

BBDO International, New York—New York, London, Avis Europe, Africa, Middle East.

Baker-Lovick, New York—Avis Transport of Canada, Toronto—Allan Yeates, president.

David, Oksner & Mitchneck, New York—U.S. car leasing,—Mitchell Seigel, acct super.

Ketchum, New York—U.S. truck leasing—Chris Ebner, mgmt super; Robert Figa, acct super.

HUNT-WESSON FOODS

Marketing Personnel

Albert J. Crosson, exec vp
William J. Kissell, vp-consumer mktg
James F. Frawley, vp-mktg devel
Clifford A. Brennan, mktg director, tomato products
James M. Myers, mktg director, oil products
C.F. Elliott, mktg director, convenience food products
Richard A. Pike, director, media services
Joseph E. Potocki, director, merch sales
Robert H. Knies, mgr, graphic services
William Barnes, director, mktg rsch
G. Sterling Brady, mgr, sales forecast planning
William E. Luna, vp-genl sales mgr
David Hopwood, vp-food-service sales & mktg
Dale D. Hardner, director, mktg devel

Advertising Agencies

Botsford Ketchum, San Francisco—Hunt-Wesson, Snack Pack, Manwich, Orville Redenbacher's Gourmet Popping Corn, Big John's Beans 'n Fixins, Hunt's ketchup, Hunt's tomato sauce, Hunt's tomato paste, Prima Salsa spaghetti sauce, other tomato products.—Robert Kroyer, mgmt super; C.W. Branigan, acct super; J.L. Arthur, J.S. Matousek, T.D. Dickson and H.A. Roth, acct execs.

BBDO, New York—Wesson oil, Sunlite, Snowdrift shortening, Pfeiffer Foods—Robert Spofford, mgmt super; James Riley, acct super; Richard Hoyt, Mary Gael Senko, acct execs; Brooks Mohrman, asst acct exec.

Foote, Cone & Belding/Honig, Los Angeles—Reddi-Whip, Wesson Buttery Flavored Oil—Harry Landsiedel, acct director; Bruce Barta, acct exec.

CANADA DRY CORP.

Marketing Personnel

Richard Armstrong, president
Charles Thomas, vp-sales
Francis I. Mullin, vp-mktg
Edwin J. Ochmanek, vp-nat'l sales
John G. Clarke, mktg mgr, soft drinks

CANADA DRY—CANADA

Marketing Personnel

Norman Bosworth, president
R.M. Brown, adv mgr
R.L. Segal, mktg director
D. Neylan, product mgr, mixers

CANADA DRY INTERNATIONAL

Marketing Personnel

Nevill Williams, president

ADVERTISING AGENCIES

Grey Advertising, New York—Canada Dry—Stewart Hegleman, mgmt rep.

Foster Advertising, Toronto—Canada Dry Canada—Blair Campbell, acct exec.

Grey Advertising, Montreal—Canada Dry Canada—Lise Fortin, acct exec.

John Straiton & Partners, Toronto—C-Plus, Wink, Sport cola—Ed Martin, acct group.

SOMERSET IMPORTERS LTD.

Marketing Personnel

John E. Heilmann, president & ceo
Stuart L. Sax, senior vp-mktg
Vincent S. Machi, vp-mktg services
Ernest Feldman, vp-group mktg director
Roger Slone, vp-group mktg director
Richard F. Vreeland, vp-group mktg director
Richard J. Wonsik, vp-group mktg director
Marilyn C. Jerome, brand mgr
James F. Mullahy, brand mgr
Frank A. Muller, Anthony Palmisano, Robert P. Saunders, Albert J. Wagner, brand mgrs
Allen M. Friedman, director, creative services
Margaret E. Barrington, mgr, trade & pr
Pat Cortolano, mgr, mktg admin

SOMERSET WINE CO.

Marketing Personnel

H.F. Kurz, president
Alexander T. Sgoutas, vp-mktg
Richard J. Claflin, nat'l sales mgr
Linda J. Sichel, product mgr, imports
Steve Cousins, product director, domestic
Perry Kozlow, asst natl sales mgr

ADVERTISING AGENCIES

Smith/Greenland, New York—Johnnie Walker Red Label scotch, Johnnie Walker Black Label 12-year-old scotch, John Begg Blue Capp and John Begg Gold Cap 12-year-old-scotch, Tanqueray gin, Mandarine Napoleon liqueur, Hine cognacs,—Murray Platte, exec vp, mgmt super; Henry Wenthen, Keith Jackson, acct supers.

McDonald & Little, Atlanta—Old Fitzgerald, Cabin Still, W.L. Weller, Weller 107°, Rebel Yell bourbons, Canada Dry bourbon, Canada Dry vodka, Canada Dry gin, Aalborg akavit, Johnnie Walker Swing scotch, Crawford's scotch—Oliver Kiss, mgmt super; R. Maddock, acct super.

Avrett, Free & Fischer, New York,—San Martin premium California wines, Alexis Lichine French wines, Magic Flute wine, Pommery Champagnes, Settesoli wine—Keith Fischer, mgmt super; Peter N. Murray, acct super.

Dancer Fitzgerald Sample, New York—Wodka Wyborowa—Joseph Scutero, acct super; Joanne Matejcv, acct exec.

MAX FACTOR & CO.

Marketing Personnel

Maurice Weiss, exec vp-mktg/U.S. div
Jane Lewis, senior vp-creative services
Carol Corbett, vp-creative director
Stewart Brown, vp-adv director
Al Bistany, exec vp-U.S. sales

ADVERTISING AGENCIES

Wells, Rich, Greene, New York—Max Factor & Co.—Ken Markman, acct group head; Thomas Heck, David Renning, art directors; Jack Lund, acct super; Linda Bryant, Jeff Rogers, acct execs; Mara Connelly, Marcia Crace, copywriters.

HALSTON ENTERPRISES

Marketing Personnel

Michael Lichtenstein, mng director
Michael Pellegrino, mktg director

McCALL PATTERN CO.

Marketing Personnel

Robert Hermann, senior vp
Judy Raymond, vp-adv & promo services
Robert Gossett, vp-genl sales mgr
Richard Rogers, vp-gen merch mgr

ADVERTISING AGENCY

In-house

Judy Raymond, vp; Michael VanWinkel, adv mgr; Harry Savage, vp, NSI communications; Beverly Ellis, art director.

Noxell Corp.

	1979	1978
Sales	$179,700,000	$156,408,000
Earnings	13,300,000	10,491,000
Advertising	40,216,285	34,942,764**

***AA Estimate**
****Revised**

Noxell Corp., Baltimore, the 89th largest national advertiser, has increased its advertising expenditures an estimated 15% to $40,216,285 in 1979 from $34,942,764 in 1978.

Noxell, marketer of facial makeup and skin creams, and some household products distributed under the Cover Girl, Noxzema, RainTree and Lestoil brands, reported net sales rose 15%

to $179,700,000 in 1979. Earnings also climbed 27% to $13,300,000 in 1979.

The company boasted an 18% increase in cosmetics sales and said that every Cover Girl product set a new sales record, the 18th year of uninterrupted sales gains for Cover Girl.

Cover Girl increased its advertising expenditures, spending an estimated $22,618,900 on network and spot tv and in major teen and women's magazines. The company continued its heavy promotion of its medicated liquid makeup with advertising spending totaling about $7,186,000, mostly in network tv.

Cover Girl's Moisture Wear makeup got $1,671,600, all in magazines, a substantial gain from last year's $509,700.

Noxell reported a 5% sales increase in toiletries and, unlike last year, increased advertising while holding prices stable. The company referred to 1979 as a "period of stabilization after several years of competitive growth."

Increased advertising was backed by talk of the "highly competitive nature of the skin care category." In particular, daytime and cable tv were added to the media schedule.

Noxzema Skin Cream, with most of its allocated $6,093,500 going to network tv, continues as the leading skin cream. This past fall, Noxell targeted the cream to two age groups by having Mariel Hemingway addressing teens while company spokeswoman Meredith Baxter-Birney spoke to older women. Ms. Hemingway stressed Noxzema as a cleanser, while Ms. Birney emphasized the moisturizing properties of Noxzema Skin Cream. Noxell had previously attempted to reach this older market by featuring Kathryn Crosby.

RainTree, a moisturizer in cream and lotion formulas, again cut its media spending in 1979 17% to $3,256,500.

Advertising expenditures for the eye makeup category dropped 37% to $643,100 in 1979. Spending for the mascara line increased 21% to $5,519,200, with most of that concentrated in network tv.

Noxzema shaving creams and gels, currently No. 3 behind leader Gillette Foamy and S. C. Johnson & Son's Edge, increased spending 12% to $1,567,500.

Noxell's Lestoil, still the No. 1 household cleaner, introduced its Deodorizing Rug Shampoo into the eastern market in 1978, and expanded it nationally in June, 1979, after it soared to the leading market share in the East. Ad spending for the product was boosted 265% to $1,571,500 in spot and network tv, used to support the expansion.

ADVERTISING EXPENDITURES

	1979	1978
Newspapers	$ 89,200	$ ——
Magazines	9,649,900	6,113,400
Spot tv	4,105,800	3,591,406
Network tv	24,705,100	23,437,600
Spot radio	570,900	902,400
Total measured	39,120,900	34,044,800
Unmeasured	1,095,385	897,964*
Estimated total	40,216,285	34,942,764*

***Revised.**

MARKETING PERSONNEL

George L. Bunting Jr., president
Marvin L. Hathaway, exec vp-domestic
R. G. Duke, vp-toiletry/household products mktg
F. J. Harrison, vp, cosmetics product mktg
R. H. Yeager, P. M. Troup, group product mgrs
E. H. Levering, vp-sales
D. J. Gallow, director of mkt rsch

ADVERTISING AGENCIES

SSC&B, New York—Noxzema skin cream, Cover Girl products, RainTree moisturizer, new products—T. Kirk Parrish, Harold Rover, exec vps; Paul LaStayo, F. Stone Roberts, senior vps; Frank LaRonca, Joan Savin, vps; Sallie Watling, acct super; Dorothy Scourby, Jane Leonard, Jody Goldblatt, acct execs.

William Esty Co., New York—Noxzema shave cream (regular, Menthol, lime and Wild Forest), new products—Richard van den Bosch, mgmt super; Steve Moynahan, acct super, Elizabeth Halaki, acct exec.

Foote, Cone & Belding, New York—Lestoil, new products—James Guthrie, group mgmt super; David Kreps, mgmt super; Susan Byrne, acct super; Eileen Lynch, acct exec; Maria Malone, acct coordinator.

Case & McGrath, New York—new products—Pat McGrath, president, acct mgmt, Gene Case, partner, creative director.

Scali, McCabe, Sloves, New York—new products, chili—Richard Roth, senior vp, mgmt super; Stuart A. Epstein, vp, acct super.

J.C. Penney Co.

	1979	1978
Sales	$11,274,000,000	$10,845,000,000
Earnings	244,006,000	276,000,000
Advertising*	122,000,000	125,000,000

*** Estimated by AA**

J.C. Penney Co., New York, the 38th largest U.S. advertiser, spent approximately $122,000,000 on national advertising in 1979. Penney's over-all advertising spending worldwide in 1979 came to $278,000,000, down about 2.5% from $285,000,000 in 1978. AA figures do not include catalog preparation and distribution costs or Penney's retail advertising for individual stores in local newspapers.

Sales in 1979 rose 4%. The volume of $11.3 billion broke last year's record of $10.8 billion, but increased operating expenses pushed earnings down 11.6% to $244,000,000.

J.C. Penney Stores demonstrated small sales increases in 1979. Sales of full-line stores were $6.8 billion in 1979, compared with $6.6 billion in 1978. Soft-line stores generated $2.54 billion in sales, compared with the previous year's $2.52 billion. Because of inflation, both full and soft-line sales suffered losses in real profits in 1979.

Catalog sales rose 20.1% to $1.46 billion in 1979, surpassing last year's record of $1.2 billion. Of this, $1.1 billion came from sales through catalog centers in stores, while mail order and outlet store sales of $264,000,000 made up the remainder.

The Treasury stores registered losses for the sixth consecutive year, despite a 2.1% gain in sales to $418,000,000 in 1979. Three of the 37 Treasury stores were closed in 1979.

Drugstores, operating as Thrift Drug or The Treasury Drug Center, climbed 17.5%, from $348,000,000 in 1978 to $409,000,000 in 1979. During 1979, Penney opened 20 new drugstores and closed four others. By year's end, 351 drugstores were being operated. Profit increases were attributed to improved control of operating expenses.

In an effort to stimulate consumer traffic, Penney in 1979 signed an agreement with Visa U.S.A., allowing Visa cards to be accepted at more than 2,000 outlets. Penney continued to promote its own credit card which in previous years accounted for more than 40% of the company's sales.

Catalog sales showed a far better growth rate than retail sales in 1979. This was due partly to the program's expansion, with some credit given to the fuel crisis. For Christmas, Penney distributed its gift idea book for the third consecutive year. Penney sent its gift book to consumers relatively late, in the second week of November, at a time when customers were expected to be closer to making gift buying decisions.

Penney's main merchandise categories are women's apparel and accessories, men's wear, children's wear, leisure and automotive equipment, home furnishings and home improvement items. Approximately 36% of Penney's measured ad budget in 1979 went to support clothing. The J.C. Penney Fox shirt, introduced to compete with the Lacoste shirt and its famous alligator logo, is now the No. 1 selling men's knit shirt after two years on the market.

Penney stores ran fewer reduced-price events in 1979 and stressed long-term campaigns in its advertising. It used magazines substantially more and tv and radio slightly less than the year before.

The most heavily advertised product areas in all media included $7,149,600 for J.C. Penney Auto Centers, auto accessories, car batteries and tires; $6,975,300 for family and children's sportwear and shoes; $5,618,600 for men's shirts and sportswear, and $4,283,800 for women's apparel, apparel accessories, sportswear, dresses and other clothing items.

Of Penney's $46,874,000 in measured media spending, $21,365,500, or about 47%, went to network tv in 1979. This represented a 28% decrease from 1978's network spending of $29,674,300. The allocations: $6,090,800 for auto accessories, batteries and tires; $3,178,000 for Penney's Home Entertainment Center; $2,599,400 for men's sportswear, and $2,487,700 for family shoes. An additional $2,246,000 was spent on miscellaneous items.

ADVERTISING EXPENDITURES

	1979	1978
Magazines	$7,458,900	$3,932,300
Spot tv	16,908,900	19,223,500
Network tv	21,365,500	29,674,300
Spot radio	———	740,700
Network radio	866,700	1,671,600
Outdoor	133,900	142,500
Total measured	46,733,900	55,384,900
Unmeasured	75,266,100	69,615,100
Estimated total	122,000,000	125,000,000

J.C. PENNEY CO.

MARKETING PERSONNEL

Howard Evans, vp-director, corporate mktg
Lou Bremer, mgr, mktg communications
John Lucas, mgr, adv
Jim Boynton, mgr, media services
Bob Allen, mgr, sales plans
Karen Rosenman, mgr, merchandising publicity
Bob Jung, mktg publications coordinator
Tom Jewell, mgr, visual merchandising
Warren Parker, mgr, presentation
Dean Clopton, mgr, packaging and labeling
Bill Speer, mgr, store interior design devel
Sid Stein, mgr, mkt rsch & planning services

ADVERTISING AGENCIES

McCaffrey & McCall, New York—natl adv—William Vieser, senior vp, group acct super; Peter Seymour, acct exec; Joseph Foristel, vp-acct super.

Wells, Rich, Greene, New York—J.C. Penney Financial Services—Ken Olshan, mgmt super; Mike Temaris, acct super.

PepsiCo Inc.

	1979	1978
Sales	$5,090,567,000	$4,300,006,000
Earnings	264,855,000	225,769,000
Advertising*	212,000,000	156,000,000

*** Estimated by AA**

PepsiCo Inc., Purchase, N.Y., the 11th largest national advertiser, increased U.S. advertising about 36% in 1979 to an estimated $212,000,000.

PepsiCo's earnings rose 17% to $264,855,000 from $225,769,000 in 1978. Sales were $5.1 billion, surpassing the $5 billion mark for the first time and increasing over 1978 by 18%.

The company's beverage division increased its advertising expenditures by 39% in 1979 to $60,500,000, while increasing its share of the soft drink market by 7.5% to 24.2%. Additionally, the division's advertising budget for 1980 has been further increased to $80,000,000.

Pepsi-Cola alone had a 17.9% share of the soft drink market in 1979, compared with 23.9% for arch rival Coca-Cola. Pepsi, however, increased its share slightly while Coco-Cola's dropped by 2.4%. Pepsi-Cola claims the distinction of being the leading soft drink in the take-home market, as well as the largest selling product of any kind on grocery store shelves. It is the flagship of the company's operations, which also include snack foods, food services, sporting goods and transportation.

With a new franchise in Bulgaria and a bottling operation added in Belgium, Pespi-Cola now is available in 144 nations and territories outside the U.S.

- PepsiCo boosted ad spending for Pepsi-Cola by 6% in 1979 to $35,000,000. Supporting this increase was the largest promotional effort in PepsiCo's history, "The Magic of Walt Disney World," held in the fourth quarter of the year. Backed by $12,000,000 in ad spending at an annual national rate, it was the result of tie-ins with Walt Disney Productions, Eastman Kodak and Eastern Airlines. Gift items were offered for proof of purchase on Pepsi and Mountain Dew.

Pepsi "challenge" advertising, which had softened its clear-cut stand against Coca-Cola in response to slight pressure from the National Advertising Division of the Better Business Bureaus, continued to run in approximately one-third of the country in 1979. The campaign has moved from the introductory phase of "Let Your Taste Decide" into "Taste That Winning Taste."

This year also saw the three-year-old "Have a Pepsi Day" theme replaced by "Catch That Pepsi Spirit. Drink It In!" a continuation of 18 years of Pepsi Generation positioning and a major part of the record $80,000,000 ad budget for 1980. Six new tv commercials were introduced early in the year.

Aspen, "the new soft drink with just a snap of apple," made its eastern debut in Philadelphia early in the summer of 1979. The introduction was backed by a record $2,000,000 marketing campaign. J. Walter Thompson Co. continued to handle Aspen and two other test brands, Teem and On Tap root beer, for its second year on the PepsiCo roster.

Mountain Dew is the company's third most heavily advertised soft drink with $8,300,000 in measured media in 1979, up 24% from 1978. To support the brand, the company launched its biggest youth program to date for a Pepsi brand in establishing a junior superstars program with Mountain Dew as a sponsor. Mountain Dew has grown rapidly, increasing its share of the soft drink market from 2.4% to 2.8% and rising to No. 8 in industry rankings. Coca-Cola responded to this success by bursting onto the scene with Mello Yello last year.

Pepsi Light moved from low-calorie to sugar-free in 1979, after having moved from Scali, McCabe, Sloves to BBDO in 1978.

PepsiCo's largest division is Frito-Lay, the domestic snack food manufacturer and the original partner with Pepsi-Cola in the creation of PepsiCo in 1965.

Frito-Lay sales rose to over $1.25 billion in 1979, up 25% from 1978. This growth marked the 11th straight year of record earnings, and accounts for the division's status as PepsiCo's largest profit contributor.

Doritos was the company's best-selling and most heavily advertised single brand, with $13,000,000 in measured media spending. Other heavily advertised brands were Fritos corn chips ($6,820,000), Ruffles potato chips ($6,247,900), Chee-tos ($6,212,800) and Lay's potato chips ($4,525,000).

- Tostitos, a new tortilla chip, was introduced nationally in 1979, backed by $4,948,400 in measured media spending. Five other new products were tested in 1979, including a ball-shaped version of Chee-tos, candy bars in the relatively unadvertised Go-B-Tweens line and Zambino's Italian cheese-flavored chips. In addition, six more new products are lined up for testing this year.

PepsiCo's food service division, composed of the Pizza Hut and Taco Bell restaurant chains, gives the company a toehold in two of the fastest-growing sectors of the food service industry.

The Pizza Hut system, on a worldwide basis, opened 284 new restaurants in 1979 for a total of 3,948 units, with an additional 200 expected to open in 1980. The rate of new openings was less than half of the 1978 rate as emphasis shifted to the task of increasing customers rather than restaurants. Company-operated units declined by 18 to 1,940. National tv advertising increased 9% to about $15,000,000 as "Comin' in for good," Pizza Hut's new campaign, was introduced.

The chain conducted a controversial agency review this spring that resulted in retaining Foote, Cone & Belding although other contenders had been told the incumbent was definitely out of the picture.

In another major move PepsiCo lured Burger King president Donald Smith to head the new food service division. With Mr. Smith's arrival, Frank Carney, president and founder of Pizza Hut, resigned to pursue other interests.

Despite the increase in advertising and the addition of new units, operating profits in 1979 dropped 22% to about $50,000,000 from $64,000,000 in 1978, although sales increased by 20%. PepsiCo attributed the earnings decline to "competitive incursions, escalating food and labor costs and a tight labor supply." The more recently acquired Taco Bell fared somewhat better; 129 new restaurants were opened in 1979 for a total of 1,100, of which 589 are company operated, and ad spending was increased 75% to $7,359,800 over $4,202,700 in 1978.

- The Wilson Sporting Goods subsidiary reversed its previous year's decline in earnings with profits of $3,400,000 in 1979 following a loss in 1978 of $7,500,000. The division was restructured from an organization of profit centers in golf, racket sports, etc., to a system integrated by function—marketing, sales, distribution—for all products.

PepsiCo's two transportation companies, NorthAmerican Van Lines and Lee Way Motor Freight, reported that revenues grew 15% while profits dipped 37% to $18,459,000 from $29,300,000.

ADVERTISING EXPENDITURES

	1979	1978
Newspapers	$ 1,913,000	$ 1,738,800
Magazines	2,161,700	1,725,500
Spot tv	57,152,200	46,588,300
Network tv	72,322,700	45,263,800
Spot radio	4,897,100	6,506,000
Outdoor	940,200	463,200
Total measured	139,386,900	102,285,600
Unmeasured	72,613,100	53,714,400
Estimated total	212,000,000	156,000,00

FRITO-LAY

MARKETING PERSONNEL

D. Wayne Calloway, president
Willard C. Corn, senior vp
Jack DeMarco, vp, sales
John Cranor, vp, mktg
Hugh O'Brien, group media mgr

PEPSI-COLA CO.

MARKETING PERSONNEL

John Sculley, president & ceo
John Pingel, exec vp, mktg & sales
Alan M. Pottasch, senior vp, creative services
Robert Sander, senior vp, sales
Larry Higby, vp, mktg
Norman Sylvester, vp, adv media
Joseph Block, vp, pr/promo

PEPSICO INTERNATIONAL

MARKETING PERSONNEL

Robert K. Warren, chairman
Robert H. Beeby, president
Thomas Rattigan, senior vp
Richard Ahern, president, UBI
John Corbani, vp, mktg services

PEPSICO FOODS INTERNATIONAL

MARKETING PERSONNEL

John Kickham, president
George Blake, vp, mktg

PEPSI-COLA BOTTLING GROUP

MARKETING PERSONNEL

Robert G. Dettmer, president
Roger Enrico, vp, sales & mktg
David Mauer, vp, mktg

NORTHAMERICAN VAN LINES

MARKETING PERSONNEL

Kenneth L. Maxfield, president
Joseph D. Ruffolo, vp & genl mgr, househo goods div
Thomas P. Fagan, vp, sales & agency devel household goods div
James L. Chadwick, director of mktg, hous hold goods div
Blaine Sowers, vp & genl mgr, new prods d
Dick Rogan, vp, sales, new prods
Rob Fletcher, director of mktg, new prods

Robert Lake, vp & genl mgr, high value prods div
Bill Watkins, vp, sales, high value prods div
Dave Richards, director of mktg, high value prods div
Tom Harris, vp & genl mgr, intl div
Tom Zirk, vp, U.S., sales, intl

LEE WAY MOTOR FREIGHT

MARKETING PERSONNEL

Richard L. Frucci, president
Paul A. Fox, vp, sales

WILSON SPORTING GOODS

MARKETING PERSONNEL

Richard J. Caley, president
Malcolm Candlish, senior vp, mktg
Gus Lachenauer, senior vp, sales

PIZZA HUT

MARKETING PERSONNEL

Donald N. Smith, chairman & ceo
Arthur G. Gunther, president & ceo
Graham Butler, group vp/operations
Al DiMarco, vp, adv, mktg, planning
Bud Gates, vp, corp mktg

TACO BELL

MARKETING PERSONNEL

Robert L. McKay, president
Joyce Hackbarth, director, adv

ADVERTISING AGENCIES

BBDO, New York—Pepsi-Cola, Diet Pepsi-Cola, Pepsi Light, Mountain Dew—Jack F. Kraushaar, mgmt super.

Foote, Cone & Belding, New York—Fritos—Bruce Guidotti, mgmt super. Chicago—Pizza Hut—Bruce Mason, senior vp, group mgmt super; Mitch Engel, acct super.

Young & Rubicam, New York—Chee-tos, Ruffles, Lay's, Munchos—Bill Green, mgmt super.

Tracy-Locke, Dallas—Doritos, Prontos, Fritos dip mixes, Tostitos—Howard David, mgmt super.

J. Walter Thompson Co., New York—Aspen, Teem, On Tap—Robert Bird, mgmt super.

Grey Advertising, Los Angeles—Taco Bell—George Winston, acct super; Andy Arkin, Chris Shea, acct execs.

Doe-Anderson, Louisville—NorthAmerican Van Lines—Phil Payne, vp.

Leo Burnett, Chicago—Wilson Sporting Goods—Jack Powers, mgmt super; Thom Kettle, acct super.

Pfizer Inc.

	1979	1978
Sales	$1,196,900,000	$1,070,000,000
Earnings	162,300,000*	138,500,000
Advertising	43,731,200	38,424,300

*U.S. only

Pfizer Inc., New York, the 86th largest national advertiser, increased its domestic advertising expenditures by about 14% to an estimated $43,731,200.

Pfizer sales worldwide rose 14% in 1979 to $2.7 billion. Pretax income rose 15% to $365,600,000. U.S. sales rose by $125,000,000 and U.S. profits climbed to reach $162,300,000 of the Pfizer bottom line.

Pfizer experienced healthy sales increases in almost every area. Health care sales increased by 16%, agricultural products by 16%, specialty chemicals by 11%, materials science by 18%, and consumer products by 4%. Though sales for the consumer products rose by only 4%, operating profits rose by 60% on a segment basis.

The profit increase was the result of the restructuring of Coty International operations in 1978. Several of Coty International's direct sales organizations were converted to distributorships and the sales of those operations were no longer recorded by Pfizer. Instead, the company earned distributorship royalty income.

The consumer division, which receives the bulk of Pfizer's measured media spending, markets Coty fragrances and cosmetics, and through its Leeming/Pacquin division, Ben-Gay analgesics, Visine eye drops, Desitin baby care products and Unisom sleep aid.

The leading consumer operation, Leeming/Pacquin, registered sales gains for each of its three major products—Visine eye drops, Ben-Gay pain relief ointment and Desitin baby care products. Desitin medicated ointment, baby lotion and powder allocated $1,790,600 to television. Ben-Gay analgesic ointment led the Ben-Gay line of products in ad expenditures and received $4,708,500 out of a total budget for the Ben-Gay line of about $5,000,000. The Ben-Gay budget was shared by network and spot tv.

Soft Relief, a hand lotion for minor arthritis pain, entered test market in Syracuse. It was supported by tv. Its commercials claim it is the first hand lotion for pain relief that does not have a heavy medicinal smell.

At midyear the division successfully launched Unisom nighttime sleeping aid following marketing clearance by the Food & Drug Administration. Unisom, supported by substantial advertising and promotion, by year's end exceeded anticipated sales. Unisom received $2,489,300 in media, most of it in network tv.

Visine eye drops was the top budgeted product receiving $5,081,600. Some $28,500 went to magazines, and the rest to tv.

Visine AC eyedrops entered test market in Omaha, Fresno and San Antonio. The AC line is formulated for cold and allergy sufferers and is supported by tv advertising.

Pfizer put an estimated $16,400,000 into unmeasured media in 1979, primarily for the health care division.

Net sales in the health care division were up 16% internationally and 15% in the U.S. For the nation's fourth largest medical advertiser.

In the area of medical advertising, most of Pfizer's budget—72%, goes to detailing doctors and pharmacists, medical journals get 24% and direct mail 4%.

An increasingly important form of promotion is built around educational programs to help physicians keep up to date.

Worldwide sales of hospital and diagnostic products increased 25% to $287,000,000 in 1979, including a 21% increase in sales of hospital products and a 44% advance in sales of diagnostic products.

Pfizer gained some attention in the medical advertising market as its Roerig division developed and advertised Navane as a product aimed to the elderly. Navane is used in treating acute confusion among the elderly.

ADVERTISING EXPENDITURES

	1979	1978
Newspapers	$ 350,900	$ 85,700
Magazines	8,803,000	7,546,300
Farm publications	1,148,600	1,247,200
Spot tv	2,014,200	2,341,800
Network tv	14,496,300	11,641,600
Spot radio	46,400	60,400
Network radio	470,100	—
Outdoor	1,700	1,360
Total measured	27,331,200	22,924,300
Unmeasured	16,400,000	15,500,000
Total	43,731,200	38,424,300

AGRICULTURAL DIVISION

MARKETING PERSONNEL

R.M. Hendrickson, president
W.P. Crawford, vp-general mgr, animal health operations
C.G. Risoldi, director, mktg
E.T. Hughes, director, sales
A. Honsch, mgr, mktg services
T.M. Reese, vp-genl mgr, genetics
B. Walkinshaw, vp-genl mgr, H&N Inc.
J.R. Crabtree, director, sales
K.P. Everson, director, operations
C.J. Westmoreland, director, public affairs

ADVERTISING AGENCY

Brewer Advertising, Kansas City—Animal health operations—Fred Sandren, acct. super. Genetics Operation: John Pepper, acct super; Bill Smith, acct exec.

LEEMING/PACQUIN DIVISION

MARKETING PERSONNEL

B.B. Scott, president
J.F. Anderson, vp-mktg
T.F. Coughlin, vp-sales

ADVERTISING AGENCIES

Avrett, Free & Fischer, New York—Unisom—Paul Obre, acct super.

McCaffrey & McCall, New York—Ben Gay, Soft Relief, Hai Karate, Desitin, Pacquin, Thermodent, Desitin skin care, Dabaways, Rheaban, Nytilax—Brutis Flounders, mgmt super: George Hadley, acct super, Donald Green, acct super.

Ted Bates & Co., New York—Visine, Visine AC, Visalens, House in Bloom—Malcolm McConnell, mgmt super; Betty Valdes, acct exec.

Martin Landey, Arlow—cosmetics and fragrances—Eli Gertz, mgmt super.

COTY DIVISION

MARKETING PERSONNEL

D.J. Flannery, president
John Wendt, vp-mktg

ADVERTISING AGENCY

Kurtz & Tarlow Co.—Fragrances—Chris Hansen, vp-mgmt super.

CHEMICALS DIVISION

MARKETING PERSONNEL

C.W. Smith, president
F. Adams Jr., exec vp
J.E. McVeigh, senior vp
A.F. Leyden Jr., director sales
J.R. Post, sales mgr-west
W.D. Benfer, sales mgr-east
F.P. Chapman, director, mktg
Vincent DeGennaro, director, adv & promo
C.N. Mastin, director, mktg services

ADVERTISING AGENCY

D'Arcy-MacManus & Masius, New York—F.P. Harvey, senior vp-mgmt super; Charles Rose, vp-accts super; D.E. Bray, acct exec.

PFIZER PHARMACEUTICALS & DIAGNOSTIC PRODUCTS

MARKETING PERSONNEL

S.G. Gilgore, president
J.T. Curti, vp-medical director
R. Goode, director, mktg rsch/planning

Roerig Division

P. Tombros, vp & director-operations
Larry Larkin, vp-sales
David Booth, vp-mktg

ADVERTISING AGENCIES

Robert A. Becker Inc. New York—Geopen, Geocillin, Atarax.

Dorritie & Lyons, New York—Marax—Al Nickel, acct super.

Benton & Bowles' Medicus Communications, New York—new product—Nick Maiale, client service group super.

Pfizer Diagnostics Product's Group

R.G. Richmond, vp & genl mgr
R. Oglethorpe, vp-mktg
J.P. Rohal, director of sales

ADVERTISING AGENCY

Klemtner Advertising, New York—Gavin Scotti, acct exec.

Pfizer Laboratories

W. Steere, vp & director operations
B.J. Robison, vp-sales
R.J. DeLuccia, director of mktg
G. Jortner, director of mktg

ADVERTISING AGENCIES

Klemtner Advertising, New York—Vibramycin, Terramycin, Oral Vistaril, other ethical drugs—Morgan Cline, acct super.

William Douglas McAdams Inc., New York—Diabinese—Eugene Fine, acct super.

Carrafiello Diehl, New York—Glucotrol, Sinequan—Tony Bennet, acct super.

Dorritie & Lyons, New York—Minipress, Minizide, Vistaril, Renese—John Dorritie, mgmt super.

Pfipharmecs Division

F.D. Price, vp-director of operations
R.W. Tucker, sales director
P.F. Knight, mktg mgr

ADVERTISING AGENCIES

Derland & Sweeney, Philadelphia—all prescription prods, ointment, Rid.

Purchase Point Inc., New York—Coryban-D, nutritionals, Bonine-D.

MINERALS, PIGMENTS & METALS DIVISION

MARKETING PERSONNEL

J.P. Bartels, president
W. Nazarewicz, vp-minerals
H.W. Flandreau, vp-pigments
P.A. Guercio, vp-material science specialties
W.M. Stephson, director, magnetic materials business devel
W.L. Hockersmith, director of sales
H.F. Stolte, mktg services mgr

ADVERTISING AGENCY

Newmark, Posner & Mitchell, New York—Richard Walker, acct exec

HOWMEDICA INC.

MARKETING PERSONNEL

T.W. Eckels, president
T.E. White, senior vp

ADVERTISING AGENCY

Techni-Graphics Inc.—Hugh Phares, president.

QUIGLEY CO.

MARKETING PERSONNEL

J.P. Bartels, chairman
D.R. Thacker, president
I.J. Dreyling, vp-technical
E.W. Garvin Jr., vp-sales
R.M. Galloway, director of sales & mktg

ADFORCE INC.

MARKETING PERSONNEL

Robert Geller, president
John McAvity, vp-broadcast
Martin Gennua, vp-media

Pillsbury Co.

	1979	1978
Sales†	$3,032,000,000	$2,165,983,000
Earnings†	104,700,000	83,471,000
Advertising*	131,549,400	104,000,000

†Fiscal year ended May 31, 1980.
***Estimated by AA**

Pillsbury Co., Minneapolis, the nation's 33rd largest national advertiser, raised its ad spending 26% in 1979 to $131,549,400 from its 1978 calendar-year spending level of $104,000,000.

The company began to see the results of its 1978 acquisition of Green Giant Co. in its sales and earnings figures. Sales in fiscal 1980 (June 1, 1979, through May 31, 1980) totaled $3.03 billion, a 40% increase over 1979 levels. Earnings in fiscal 1980 were up a strong 25% to $104,700,000 over 1979 earnings of $83,471,000.

Successful restaurant operations paced the company in 1979 and continued strong in 1980. The acquisition of Green Giant helped thrust Pillsbury into the frozen foods arena as the company increased its share in frozen vegetables and entrees. A traditional mainstay for Pillsbury, baking goods and flour, was stable. That is more than can be said for Pillsbury's management during the past year.

▪ The company was hit by the departure of top executives. To no one's surprise, Thomas H. Wyman, the Green Giant president who agreed to facilitate the merger between Green Giant and Pillsbury, left to become president at CBS. Walter D. Scott quit as chief financial officer to become president of Investors Diversified Services.

Burger King, which gives Pillsbury more income than any other division, got hurt by two major moves. E. Christian Schoenleb left Burger King as exec vp-marketing to join Arby's International, and he was followed by Donald Smith, who left as president-ceo for PepsiCo in May, 1980, to head its new food service division that includes Pizza Hut and Taco Bell. The two men, however, left Burger King in good shape after helping turn around the fast-food operation's fortunes.

In 1979, Burger King sales were up 25% to $1.46 billion. The chain, with more than 2,500 restaurants, was the key factor in making Pillsbury's restaurant division the company's fastest growing unit. Steak & Ale restaurant chain performed well, as did its newer Bennigan's Tavern units.

Burger King ate up nearly half of the company's advertising budget, getting $44,185,100 with almost all the money going to television. In advertising, a sizable program went for the highly successful national launch of BK's expanded dinner menu—specialty sandwiches of chicken, beefsteak, ham and cheese and fish.

Despite record sales in 1979, the Poppin' Fresh Pies chain suffered a drop in earnings—blamed mostly on a severe winter in early 1979 and on depressed margins.

Green Giant has performed well for Pillsbury, especially in the area of frozen prepared vegetables. Green Giant's frozen corn on the cob boosted its No. 1 market share to 40%, while frozen prepared vegetables grew to nab a leading 50% of its market. Most of its canned vegetables remained No. 1 in their respective categories, but the business has suffered.

Both Totino's and Fox Deluxe frozen pizzas joined under Green Giant in a new frozen foods division. Totino's, with the help of its "crisp crust" pizza, boosted its No. 1 market share from 21% to 27% of the frozen pizza industry. Totino's, however, is still distributed in only 75% of the country.

Pillsbury has not yet gone national with either its pasta line or apple juice. American Beauty macaroni, a 1978 acquisition, is in 35% of the country—primarily west of the Mississippi. Speas Farm apple juice, however, is slowly moving into national distribution.

Pillsbury's food service division fared well in 1979 and plans to increase its variety of frozen prepared foods in 1980. The agri-products division, which helps supply the food service division with flour and bakery mixes, showed its first sales increase in 1979 after three years of declines. Despite the company's large milling operations, Pillsbury's Best consumer flour stayed No. 2 in the market with an 18% share.

▪ Pillsbury added to its flour line with a flour especially formulated for bread baking, and backed it up with $1,750,000 in advertising. The campaign kicked off in August, 1979.

In cake mixes, Pillsbury has been pleased with its "Let a Bundt cake do the talking" ad campaign, which drew $2,235,400 in ad spending. The company added several new varieties during 1979.

The company began to reverse some of the declines suffered by Hungry Jack pancake mixes. Part of the credit for revitalizing the line can go to Panshakes, a premixed pourable batter in small cartons. Hungry Jack's share dropped 1% from the previous year to 20% of the market—good for second place.

Refrigerated fresh dough did not increase its market share, but still retained a solid lock on No. 1 in the market with 57%.

ADVERTISING EXPENDITURES

	1979	1978
Newspapers	$1,788,800	$1,799,900
Magazines	6,018,000	4,574,900
Spot tv	39,595,900	24,913,400
Network tv	53,396,400	47,124,200
Spot radio	1,199,700	1,049,100
Outdoor	710,800	498,800
Total measured	102,709,600	79,960,300
Unmeasured	28,839,800	24,039,700
Estimated total	131,549,400	104,000,000

CONSUMER PRODUCTS GROUP

MARKETING PERSONNEL

John M. Stafford, exec vp
Raymond V. Kimrey, vp-refrigerated foods
Thomas McBurney, vp-grocery prods
Kent Larson, vp-frozen foods
Donald A. Osell, vp-diversified prods
Grahame Francis, vp-beverage prods
William M. McGrath, vp-new business devel
Anthony Scherber, vp-sales
William Edgley, director, media services

GROCERY PRODUCTS AND AMERICAN BEAUTY

Larry Youngblood, business unit mgr., American Beauty
Dan Locke, director of mktg
John Darcy, director of mktg, new prods

WILTON ENTERPRISES

Vincent Naccarato, president

REFRIGERATED FOODS

Pete Mihajlov, director of mktg

RESTAURANT GROUP

Louis Neeb, chairman, ceo, Burger King Corp.
Jerry Rvenheck, president, Burger King U.S.A.

Hal W. Smith, president, Steak & Ale
Don Ryan, president, Poppin' Fresh Pies
John Shubert, mktg director, Poppin' Fresh Pies

AGRI-PRODUCTS GROUP

Richard Coonrod, exec vp

ADVERTISING AGENCIES

Leo Burnett Co., Chicago—Green Giant products, refrigerated foods, Steak & Ale, frostings—John Powers, mgmt director.

BBDO, New York—Pillsbury Plus, Bundt and Streusel Swirl cake mixes, Hungry Jack prods, artificial sweeteners—Jerry Lee, mgmt super.

W.B. Doner & Co., Southfield, Mich.—Speas Co.—William Case, mgmt super.

Paragon Cos., Minneapolis—Totino's frozen pizza.

Botsford Ketchum, San Francisco—family flour, Figurines, American Beauty macaroni prods.

J. Walter Thompson Co., New York—Burger King—Ronald Sherman, mgmt director.

Glenn, Kolesar & Hartwell, Minneapolis—bakery flour, mixes and equipment, food service.

Polaroid Corp.

	1979	1978
Sales	$1,361,454,000	$1,376,590,000
Earnings	36,147,000	118,416,000
Advertising*	50,480,300	52,752,500

*** Advertising Age estimate**

Polaroid Corp., Cambridge, Mass., the nation's 78th largest advertiser, decreased its U.S. advertising expenditure 4% in 1979 to an estimated $50,480,300, from $52,752,500 in '78. Worldwide, the company reported it spent

$105,007,000 in advertising, as compared with $101,124,000 the year before.

The past year was disappointing for Polaroid. The company's consolidated worldwide income dropped 1% to $1,361,454,000, from $1,376,590,000 in 1978. Earnings plummeted 70% to $36,147,000 from $118,416,000 the year prior. The drop was attributed to a weakening economy, a softening of the market, energy concerns, soaring material costs and cuts in dealers' inventories.

▪ U.S. sales for Polaroid were $757,200,000 in 1979, a 7% decrease from the '78 sales figure. International growth continued to climb, with sales up 8% to a record $604,300,000.

And Polaroid continued its dominance of the instant camera market. In 1979, the company sold 7,300,000 cameras—a drop from the 9,400,000 tally the year before. Instant film sales exceeded 200,000,000 units for the second year in a row. SX-70 film sales worldwide soared 75%. And, Polaroid kept its strong grasp on two-thirds of the $2 billion instant photograph market.

The year 1979 marked a milestone in Polaroid's history for it was the last year as ceo for the company's visionary, Dr. Edwin Land. Dr. Land announced he was passing the torch on to William McCune Jr. after the company's annual stockholders' meeting, held last April. Dr. Land, who continues as chairman of the board becomes consulting director of basic research in Land Photography—or as he says, "(a) The Wise One [chairman] and (b) The Knowing One [as consultant]."

Polaroid's measured media in '79 dipped 6% to $38,120,300 from $40,752,500 the year before. Polaroid cameras (and paraphernalia) received $1,849,200 in measured media monies, down from the $2,412,500 allocated the year before. The OneStep, the best-selling camera in America, received an additional $17,627,100, up from the additional $15,772,900 funds it received in 1978. Polaroid's Sonar OneStep cameras received an additional $10,932,400 ad monies, while the beleaguered Polavision movie system got an extra $1,542,900 for advertising. Polaroid spent $2,434,200 in measured media spending on Polaroid film alone and spent $83,700 in measured media to promote its sunglasses line.

In its creative, Polaroid continued to tap the talents of James Garner and Mariette Hartley—and their snappy repartee—to sell its OneStep camera.

While Doyle Dane Bernbach continues as agency of record, Polaroid gave an assignment to Needham, Harper & Steers, Chicago, for its Sonar cameras and for supplemental creative for the OneStep camera.

▪ The company also extended contracts with Liv Ullmann and Christopher Plummer—now touting Polaroid's new Time Zero Supercolor SX-70 film, introduced in Florida in late 1979 and expected to be nationwide by the end of 1980. Ms. Ullmann also is spokesperson for Polaroid's Sonar OneStep.

Polaroid launched its new Time Zero film with a $6,000,000-plus national campaign in the first quarter of 1980. The revolutionary film begins to form pictures with 10 seconds after the shutter is snapped. The image becomes recognizable after 30-seconds and is fully developed within a minute.

Two new models of current products—upscaled with the addition of a detachable Q-light electronic flash unit—were introduced last year. The cameras are OneStep Plus (retailing for $67.95) and Pronto! Sonar Plus (selling for $137.95).

Polaroid extended its Polavision line with the addition of Polavision stop-action—a slow motion instant movie camera with wide angle screen and selling for $785. The new model is designed for sports training, motion analysis and medical endoscopy.

The original Polavision continued to have troubles, although the company optimistically reported the losses were not as a great as the year before. Nevertheless, Polaroid took a $68,000,000 write-down on Polavision last year. Now the company plans to tackle major business and industrial markets for possible Polavision sales.

In efforts to turn declining sales around and to entice a recession riveted consumer audience, Polaroid offered perfect picture guarantee last year on all SX-70 and Pronto! cameras. For every 10 bad pictures returned, the company would give the disgruntled customer a free pack of film. The offer lasted for one year or for 10 film pack replacements. And with the purchase of an SX-70 camera, Polaroid offered two packs of film and two flash bars or, with the purchase of a OneStep, the buyer picked up a free film pack and flash bar.

Such promotions came in the face of increasing prices from Polaroid, as it coped with increased costs of materials and production. The cost of silver soared last year to more than $16.50 an ounce, from the comparatively low cost of $5.50 an ounce the year before.

Confronted with those increased cost pressures, the company laid off 2,500 employes in 1979 and expects to have to make further cuts in 1980. The capital expenditures in '80 are slated at $80,000,000, down dramatically from the $134,700,000 in '79. Also last year, Polaroid sold its not-yet-completed plant in Andover, Mass., to the Digital Corp.

A new camera assembly plant in Norwood, Mass., went into production and a new Polaroid service and distribution service center opened in Dallas and in Santa Ana, Cal., in 1979.

For its sunglasses line, Polaroid placed the advertising emphasis on the company name and dumped tv, opting for a magazine campaign. The ads stress fashion, while tying in with sports.

For the coming year, Polaroid is counting on brighter skies. In the first quarter of 1980, earnings in-

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ed upward 1.9% to $17,400,000, while sales climbed 16% to $308,000,000.

Polaroid plans to introduce a sonar transducer, a $10 gismo which emits sound waves that bounce off a subject and send a distance reading back to the camera. The company is also planning products targeted at professional photographers, is putting the finishing touches on a new Polacolor film for making larger photographs and is exploring ways to use less silver in making instant color film.

ADVERTISING EXPENDITURES

	1979	1978
Newspapers	$2,490,600	$2,572,000
Magazines	5,631,800	6,319,300
Spot tv	2,901,900	3,721,300
Network tv	27,090,900	28,139,900
Spot radio	5,100	—
Total measured	38,120,300	40,752,500
Unmeasured*	12,360,000	12,000,000
Estimated total	50,480,300	52,752,500

MARKETING PERSONNEL

James Andrews, director, consumer adv
Stephan Bassett, asst adv mgr
Laurence Beeson, adv mgr (consumer)
Harold Falber, adv mgr (consumer)
Richard Giacchetti, asst adv mgr
Lynne Hoinash, intl adv mgr—business and professional
Lynn Keyser, asst intl adv mgr
Kathleen Malone, adv mgr, Latin America
Robert Neville, intl sales promo mgr
Michael Parker, director-intl adv
Carol Robinson, adv super, Latin America
Adrian Van Dorpe, adv mgr-industrial
Theodore N. Voss, vp-adv
Peter Wensberg, senior vp-mktg

ADVERTISING AGENCY

Doyle Dane Bernbach, New York—Donna Aird, acct exec intl business and professional; Gregory Argand, vp-acct super; Kathy Beatty, acct super (Latin America mgr); Jay Durante, acct super; John Fenyo, vp-mgmt super; Glenn Hersh, acct super-industrial; Iain Macfarlane, senior vp-mgmt super-intl; James V. McConnell Jr., group senior vp; Robert Moehl, vp-mgmt super; Jacques Paucker, acct super, European business and professional mgr; Walter Regel, acct exec; Terron Schaefer, vp-acct super, Asia and Pacific mgr.; Irene Soeller, acct exec, industrial; Larry Spagnola, asst acct exec; Marcelle Speiler, acct super, European business and professional mgr; Joan Wolf, acct super, intl.

Procter & Gamble Co.

	1979	1978
Sales†	$10,772,186,000	$9,329,309,000
Earnings†	642,838,000	577,331,000
Advertising*	614,900,000	554,000,000

† Fiscal year ended June 30, 1980
* AA estimate for calendar year 1979

Procter & Gamble Co., Cincinnati, the perennial No. 1 national advertiser, is estimated by AA to have increased its 1979 advertising and promotion investment in the U.S. by just over 11%, to $614,900,000.

The increase is down from 1978's 20% jump over 1977 ad spending, but that year was marked by significant new product introductions. While such activity by P&G continues to be heavy, several major new products did not reach national distribution until early this year, and thus the full impact of ad spending on them will not be felt until 1980's tabulation.

For example, since January, the following have completed national rollout: Bold 3 detergent with fabric softener, Rely tampons, Luvs disposable diapers, Pert shampoo, High Point instant decaffeinated coffee. Plus, in the institutional health care field, Boundary surgical drapes and gowns and Attends disposable briefs.

In P&G's fiscal year ended June 30, 1980, record net sales hit $10.8 billion, a 15% rise over last year's $9.3 billion in sales. Earnings increased 11% to $642,838,000.

As the nation's largest advertiser, the company also is the top spender in both network and spot tv. Last year, P&G increased tv expenditures to $453,371,400, rapidly approaching the half-billion-dollar mark.

▪ The company's increasing outlays in other media were more dramatic, however. Magazine ad expenditures rose to $40,640,400 last year, up from $33,754,300 in 1978. The '78 figure represented a $12,000,000 jump over the year before. Since 1977, P&G has boosted magazine spending almost $20,000,000.

Even more significant has been its increased use of radio. P&G invested $2,465,500 in spot radio advertising last year, from only $919,800 the year before. While that pales in comparison to tv—and even magazines—1980 should see further increases in this medium.

P&G is probably the largest user of sampling, couponing, price-off, on-pack and other promotional vehicles. Its unmeasured media total includes estimated expenditures for these activities and rose to almost $100,000,000 last year. The company is said to have distributed about 60,000,000 sample packages of its new Rely tampon during its launch, at a cost of at least $10,000,000.

But tv remains king at P&G, and its P&G Productions unit continues to turn out such durable "soap operas" as "Search for Tomorrow," "As the World Turns," "The Edge of Night," "The Guiding Light" and "Another World." On Aug. 4, P&G premiered a new serial, "Texas." The company also has increased its production activity in prime time tv shows, most notably made-for-tv movies, and specials like "The People's Choice Awards."

Its venture into prime time series, "Shirley," on NBC-TV, was not successful; the show did not last out its first fall season.

P&G is the innovator in segmenting a market and building new brands within it. While some company brands compete with one another, P&G mostly strives to target each into market segments and push them to a leadership position. It is a firm believer in a virtually limitless product life cycle; 1979 was celebrated as the 100th birthday of Ivory bar soap. Special advertising highlighted that fact during the year.

▪ The company has 54 established consumer products (excluding brands currently in test or expanding markets) receiving major advertising support, plus many institutional products, most of which also get ad and promotion backing within their specialized fields.

Last year, according to the figures compiled by Leading National Advertisers, P&G spent more than $100,000,000 on 14 laundry cleaning products, over $50,000,000 on four dishwashing products and over $44,000,000 on six bar soaps.

Among individual brands, Folger's coffee continued to top the P&G product array in ad spending with almost $33,000,000. Crest toothpaste was No. 2 with almost $26,000,000; Pampers disposable diapers received about $21,500,000. Not far behind Pampers was Tide laundry detergent at almost $18,000,000.

The following brands received between $10,000,000 and $15,000,000 in measured media spending: Bounce fabric softener, Bounty paper towels, Cascade automatic dishwashing detergent, Cheer laundry detergent, Dawn dishwashing detergent, Downy fabric softener, Duncan Hines baking mixes, Era laundry detergent, Gleem toothpaste, Head & Shoulders shampoo, Ivory bar soap, Ivory liquid dishwashing detergent, Joy dishwashing detergent, Prell shampoos, Scope mouthwash, Secret antiperspirants, Sure antiperspirants, White Cloud bathroom tissue and Wondra skin lotion.

In addition to its consumer brands, P&G markets an extensive line of products for commercial and industrial use. They are primarily related to its consumer lines through technology and research. These include fat and oil derivatives, edible oils, animal feed ingredients, cellulose pulps, industrial soaps, waxes and detergents.

This roll-on helped keep me dry.
Improved Sure Roll-On keeps me even drier.
I'm drier. I'm Sure.

Procter & Gamble's Sure antiperspirant "new and improved" ad helped it maintain a leadership market role.

The company had made several moves into the health care field, with both pharmaceuticals and paper products. Its prescription drugs are Osteoscan, an injected drug used to facilitate radiological diagnosis of bone disease, Didronel, a tablet for symptoms of Paget's disease of the bone and Topicycline, a topical antibiotic for the treatment of acne.

Last year (or early this year), P&G made available to health care institutions nationally both Boundary and Attends, entries in the rapidly growing medical disposables market. P&G continues to test consumer marketing of Attends.

In P&G's established paper products stable, Charmin bathroom tissue, Pampers disposable diapers and Bounty paper towels are fully national and lead their respective categories. White Cloud bathroom tissue and Puffs facial tissue (with companion Posh Puffs) are not yet national, although both are in over 75% of the U.S.

Charmin holds 22% of the $1.2 billion bathroom tissue business, just ahead of Scott Paper's brands combined. Charmin's ad spending was up only about $1,000,000 last year, but support for White Cloud increased by $3,000,000. P&G's latest entry, Certain, a premoistened tissue, was not overly successful in its two-market test. It is still being marketed in one city, Indianapolis, however.

The big news in paper was the national rollout of Luvs disposable diapers, with "flexible gathers" at the legs. During 1979, Luvs completed 50% distribution, and the southern and western states were added early this year. Ad spending for Luvs jumped to over $8,000,000 last year, and is expected to hit between $15,000,000 and $20,000,000 for 1980.

Luvs reportedly is attaining about a 16% share of market in its mature areas. On a national basis, as of March, 1980, Pampers continued to dominate the $1 billion market it created at 59%. Johnson & Johnson's diaper held 14%, Luvs had 6.5%, Kimberly-Clark's Huggies, 6% and its Kleenex Super Dry, 4%.

Procter also completed national distribution of Rely tampons early this year. The company's first entry in the feminine hygiene market, Rely had attained a reported 12% national share before its final expansion. That puts it about even with Johnson & Johnson's o.b. brand, which is No. 3 behind leader Tampax (about 40%) and No. 2 Playtex (about 29%). But Rely is on the way up, and o.b. apparently has hit its peak.

Johnson continues to test, however, a tampon called Assure that is positioned more closely to Rely (as an applicator tampon, which o.b. is not). Obviously concerned about that possible competitor, P&G sued Johnson for trademark infringement, but lost. The decision is being appealed.

Media spending for Rely was about $8,000,000 in 1979, up from only $2,000,000 the year before. (In neither year was it available nationally.) Also, the figure does not include spot radio expenditures, and Rely is getting significant radio support (as noted earlier).

In the $1.6 billion laundry detergent market, P&G continued in its undisputed leadership role. Tide holds about 24% of the market; its closest competitor is not in double figures. Cheer has about 9%, with Lever Bros.' Wisk, a liquid, at about 8%.

Early this year, P&G completed national expansion of Bold 3, a combination powder detergent and fabric softener. An old brand, Bold has done well in its new form. Ad spending, in expansion markets, hit $8,656,300 in '79, up from just under $6,000,000 the year before.

The company also began test marketing a combination liquid detergent and fabric softener. Called Solo, it is in Omaha, Buffalo/Rochester and the Maine/New Hampshire/Vermont area.

▪ In regular fabric softeners, P&G continues to lead with its two brands, Bounce and Downy, as it also leads in both the automatic and liquid dishwashing detergent categories.

Other product categories where P&G holds a leadership position: Antiperspirants, with Secret and Sure shares combined; shampoo, with Head & Shoulders and Prell; toothpaste, with Crest and Gleem; cake mixes, with Duncan Hines. Its six brands control the bar soap market.

In shampoos, P&G rolled national easily this year with its third brand, Pert, positioned toward the frequent shampooer as a more "cosmetic" entry. (Head & Shoulders is a dandruff shampoo; Prell, a "detergent" shampoo.) Following the Pert rollout, P&G went into the brand's original test markets—Milwaukee and Nashville—with a companion cream rinse and conditioner. It is the company's first entry into that growing market.

▪ With the national rollout of Wondra skin conditioning lotion last year, Procter is challenging Chesebrough-Pond's Vaseline Intensive Care lotion in that $200,000,000 category. Sources report Wondra has attained the No. 2 position in that market. Advertising expenditures jumped to over $13,000,000 last year as a result of the rollout; spending was $3,000,000 the year before.

In foods, P&G continues to test its Duncan Hines cookie mix, but pulled Coldsnap "freezer dessert" mix out of test.

Pringle's potato chips, a major disappointment for the company, continues to be marketed nationally and, according to industry analysts, is finally in the black, on annual sales of more than $100,000,000. But P&G is far from recouping its huge investment on Pringle's, these reports say.

In an unusual move (P&G rarely pulls back on ad spending to this degree), measured media ad support was reduced to just over $3,000,000 for Pringle's in 1979. That is a drop from almost $13,000,000 in '78.

P&G continues to support its growing beverage business aggressively, however. Folger's coffee is in a close race against General Foods' Maxwell House, the No. 1 brand. GF, with all its brands, still leads the total market. Ad spending for Folger's hit $33,000,000 last year.

The battle is now shifting to the decaffeinated coffee segment, which GF leads with Sanka. P&G this year rolled out its High Point instant decaffeinated brand, and ad spending is expected to hit about $20,000,000 this year. A ground roast version continues in test markets.

Procter also made its long-expected entry into the huge carbonated soft drink market this year, through acquisition. The company bought the U.S. and international operations (excluding Canada) of Crush International, Evanston, Ill., for $53,000,000. The action gives it three brands: Crush, which leads the orange and grape flavor segments, Hires root beer and Sun Drop, a lemon-lime flavor.

Crush International is in the No. 6 position in the U.S., behind Coca-Cola, Pepsi-Cola, Seven-Up, Dr Pepper and Royal Crown. But P&G has been researching the soft drink field and developing product technology for many years, and undoubtedly will greatly expand from its acquired foothold with Crush. Crush was assigned to the Folger's agency, Cunningham & Walsh.

ADVERTISING EXPENDITURES

	1979	1978
Newspapers	$10,030,800	$8,559,400
Magazines	40,640,400	33,754,300
Spot tv	173,761,600	159,304,900
Network tv	289,609,800	261,715,300
Spot radio	2,465,500	919,800
Outdoor	100	39,100
Total measured	516,508,200	464,292,800
Unmeasured	98,391,800	89,707,200
Estimated total	614,900,000	554,000,000

MARKETING PERSONNEL

W.E. Forbis, vp-sales
W.P. Nock, sales mgr, coffee div
F.W. Caswell, sales mgr, toilet goods div
E.C. Conway, sales mgr, bar soap & household cleaning prods div
G.G. Feil, sales mgr, packaged soap & detergent div
L.A. Pritchett, sales mgr, paper prods div
R.S. Gurin, sales mgr, food prods div

ADVERTISING

R.V. Goldstein, genl adv mgr
T. Newby, adv mgr, coffee div
S.P. Donovan, adv mgr, food prods div
E.A. Glover, adv mgr, packaged soap & detergent div
R.B. Gordon, adv mgr, bar soap & household cleaning prods div
M.S. Levy, adv mgr, toilet goods div
C.A. Lieppe, adv mgr, paper prods div
J.D. Henry, mgr, mkt rsch dept
S.H. Pruett, div mgr, genl adv dept
J.A. Wishard, div mgr, genl adv dept

ADVERTISING AGENCIES

Benton & Bowles, New York—Bounce, Charmin, Crest, Dawn, Ivory Snow, Pampers, Rely, Scope, Wondra, Zest, Attends.

Leo Burnett Co., Chicago—Cheer, Era, Camay, Lava, Lilt, Secret, Gleem.

Compton Advertising, New York—Tide, Cascade, Crisco, Top Job, Comet, Ivory bar and liquid, High Point coffee, Duncan Hines cake mixes, Pert.

Cunningham & Walsh, New York—Folger's instant, flaked and vacuum-pack coffee, Certain cleansing bathroom tissue, Crush, Hires and Sun Drop soft drinks.

Dancer Fitzgerald Sample, New York—Bounty, White Cloud, Oxydol, Dreft, Luvs, Solo.

Doyle Dane Bernbach, New York—Coast deodorant soap, Gain detergent, Puritan oil.

Grey Advertising, New York—Downy fabric softener, Joy dishwashing liquid, Bold 3, Jif peanut butter, Puffs facial tissues, Duz detergent, Duncan Hines Moist & Easy cake mix, Duncan Hines cookie mix.

Tatham-Laird & Kudner, Chicago—Biz, Head & Shoulders, Mr. Clean.

Wells, Rich, Greene, New York—Pringle's, Safeguard, Sure, Liquid Prell, Prell Concentrate.

Young & Rubicam, New York—Dash, Spic & Span, Procter & Gamble Productions.

Quaker Oats Co.

	1979	1978
Sales†	$1,966,300,000	$1,685,600,000
Earnings†	84,500,000	75,300,000
Advertising*	86,640,000	69,312,000

† Fiscal year ended June 30, 1979
* AA estimate for calendar year 1979

Quaker Oats Co., Chicago, the nation's 54th largest advertiser, is estimated to have increased its advertising about 25% to $86,640,000 in 1979.

The company's sales increased to $1.96 billion during fiscal 1979, up 16.7% from the previous year. Net income increased 12.2% to $84,500,000,000 during the same period. For the first nine months of

Quaker's fiscal 1980, sales were $1.8 billion, compared with $1.47 billion last year; net income was $74,200,000, compared with $62,400,000. (Net sales and income for fiscal 1980, ended June 30, will be released in late August.)

Quaker's diversified product line includes Quaker hot and ready-to-eat cereals, baking mixes and corn products; Aunt Jemima corn products, mixes, syrup and frozen foods; Celeste frozen pizza; Wolf Brand chili products; Burry cookies and crackers; Ken-L Ration dog foods; Puss 'n Boots cat foods; Fisher-Price toys, and Needlecraft yarns and art needlework supplies.

■ Additionally, the company owns and operates Magic Pan and other specialty restaurants, and markets a wide range of human and pet foods throughout the world.

For fiscal '79, approximately 42% of Quaker's total sales were in U.S. grocery products, 26% in international grocery products, 17% in toys and crafts, 9% in institutional foods and restaurants and 6% in chemicals.

Several key executive changes were made in the last year. In October, 1979, Quaker president Kenneth Mason retired, and William D. Smithburg, 41, formerly exec vp-U.S. grocery products, succeeded him. Replacing Mr. Smithburg was Frank J. Morgan, previously exec vp-international grocery products. Filling Mr. Morgan's position was Robert N. Thurston, who had been senior vp-corporate affairs and administration.

In January, 1980, Gary Bayer joined Quaker as vp-creative director of AdCom Inc., its advertising subsidiary. Mr. Bayer had been senior vp-executive creative director, D'Arcy-MacManus & Masius, St. Louis.

■ During the last 12 months, several of Quaker's major brands continued market leadership in their respective categories. Quaker regular and instant oatmeals increased their over-50% share of the $200,000,000 hot cereal business. Inflation/recession spurred sales of such basic foods, and Quaker hot cereals exceeded expectations.

It began tv advertising for traditional oats last year, the first such support for the brand in 10 years. Quaker Oats received over $3,000,000 in ad expenditures last year, mostly net tv, up from $631,800 in '78. Spending for instant oatmeal was $3,251,200, about the same as the previous year.

Quaker's Aunt Jemima pancake mixes, also a category leader, enjoyed similar success last year and, like Quaker oats, received its first tv ad support. Expenditures for the product line went from $309,000 in '78 to $2,391,700 on the basis of that tv effort. Aunt Jemima frozen waffles also received increased spending, to about $3,455,200 from $157,300 the year before. Support for the total dry/frozen line, which leads in all categories but frozen waffles (No. 2 to Kellogg), hit $6,113,000.

Aunt Jemima Lite, a reduced calorie syrup, began national rollout in summer, 1980. The product has one-third fewer calories than other syrups and contains no artificial sweeteners. The intro is supported by network tv and women's magazine advertising.

■ In its ready-to-eat cereal business, Quaker ranks as the No. 4 marketer with an estimated 9% share of the $2 billion market. Its major brands are Life, 100% Natural and Cap'n Crunch, the latter a presweetened children's line. Ad spending: $4,839,100 (Life), $2,383,900 (100% Natural), $3,898,800 (Cap'n Crunch).

But the company's newest entries have stolen the limelight. Corn Bran, which was introduced nationally in mid-1979, captured about a 1.0% share of market, becoming one of the more successful new cereals. Bran cereals are a growing segment, now accounting for about 8% of the total market. Quaker spent $6,938,400 in measured media, with additional spending going into promotion.

In August, Quaker entered test markets with new Halfsies, a children's cereal containing "half the sugar of most sugar-coated cereals." With the product, the company is addressing consumer concerns over presweetened cereals while still appealing to children with animated cartoon characters and a sweet taste. Advertising is directed to both mothers and children.

The company's biggest success story has been Ken-L Ration Tender Chunks, which has become one of the most successful new grocery products in years. With close to a 10% national share of the $1.3 billion dry category, soft-dry Tender Chunks is said to be the No. 2 dry "adult" dog food. (Ralston Purina Co.'s Puppy Chow still leads Tender Chunks; Purina Dog Chow is the No. 1 brand.) Tender Chunks received $9,066,400 last year in media support.

This year, the company introduced flavor extensions to the dry product, and also rolled national with Tender Chunks Dinners, a canned dog food line. Positioned as a "low-priced premium" entry (between top-selling "premium" Alpo and Quaker's own Ken-L Ration canned "maintenance" line), advertising for Dinners features actor James Whitmore, the ad spokesman for Tender Chunks.

Sales of the company's semi-moist line, Ken-L Ration burgers, continued to decline as has the category, and Quaker has been emphasizing Ken-L Ration Special Cuts, also a semi-moist. Special Cuts was backed by about $4,548,700.

Another dry entry is in test market, Kibbles 'n Bits, a combination of soft-dry particles and regular "hard" dry particles.

■ Quaker recently launched a new "flavor saver" packaging process for its Celeste frozen pizzas, which suffered somewhat last year. The company said that frozen pizzas generally, one of the fastest growing food categories during the late 1970s, recorded almost no market growth last year. Ad spending for Celeste was $2,460,400 in '79.

The company increased advertising support last year for its Fisher-Price toy division, to $10,464,900 from about $8,000,000 in '78. Fisher-Price sales for fiscal '79 were $290,800,000, up 26% from the year before. Celebrating its

50th year in 1980, F-P introduced 45 new toys at the February Toy Fair in New York.

In specialty retailing, Quaker acquired Brookstone Co., which retails hard-to-find tools and gifts, in March, 1980.

ADVERTISING EXPENDITURES

	1979	1978
Newspapers	$ 1,407,000	$ 2,919,800
Magazines	10,011,700	9,981,500
Spot television	12,736,100	13,855,300
Network television	36,016,100	20,080,800
Spot radio	255,400	302,700
Network radio	460,200	—
Outdoor	61,300	40,200
Total measured	60,947,800	47,180,300
Unmeasured	25,692,200	22,131,700
Estimated Total	86,640,000	69,312,000

MARKETING PERSONNEL

U.S. Grocery Products Group

Frank J. Morgan, exec vp
J. Byron Felter, vp—sales
Elizabeth D. Harrington, vp—advertising; president, AdCom
Max M. Lomont, vp—package design
Lois I. Ross, vp—consumer services
Dudley M. Ruch, vp—mktg rsch

FOODS DIVISION

Jack M. Young, president
Douglas W. Mills, vp—product mgmt
Terry L. Fraser, director—new areas
Philip A. Marineau, director—product mgmt, ready-to-eat cereals
Susan E. Beck, product group mgr
Nancy S. Pitz, product group mgr
J. Scott Talgo, product group mgr

FROZEN FOODS DIVISION

Cynthia M. Vacin, director—product mgmt
David H. Burke, manager—natl sales

PET FOODS DIVISION

Richard H. Glantz, president
James B. Kauffman, vp—product mgmt
M. Catherine Jaros, product group mgr
Christopher A. M. Penrose, product group mgr
Richard H. Sterling, product group mgr

WOLF BRAND CHILI PRODUCTS

U. B. Shockley, president

BURRY DIVISION

Alan R. Ryan, president
D. J. (Bud) Rhea, vp—sales and mktg
Walter S. Angielski, director—mktg, industrial prods
Paul C. Glick, director—mktg food service div
H. Craig Wanggaard, director—mktg, Girl Scout prods
George F. Derr, manager—mktg, grocery prods

International Grocery Products Group

Robert N. Thurston, exec vp
Richard V. Hardin, director—mktg services and admin

Fisher-Price Toys

Henry H. Coords, president
Franklyn S. Barry Jr., exec vp
James R. Tindall, vp—mktg and sales
James W. Cudney, director—mktg
Thomas Oller, director—advertising
Harold S. Tolley, director—public relations

Needlecraft Division

James M. Stuart, president
John A. Ball, director—sales

Chemicals Division

R. Bruce Sampsell, president
William J. McKillip, vp—rsch and mktg

Restaurants and Specialty Retailing

M. Mead Montgomery, exec vp

Restaurants Division

James J. Durkin, president
Donna L. Smith, vp-mktg
C. Randy Wood, mktg mgr
Patricia M. Foley, mgr—public relations
Robert W. Butterfield, genl mgr—Engine House Pizza Co.

Direct Mail Marketing Division

Samuel B. Slade, president

Brookstone Co.

Richard Chollet, president
Jon J. Medved, vp-mail order mktg

Herrschners Inc.

Samuel B. Slade, genl mgr
Stephen B. Cummings, vp—mail order furniture
Joseph Pickard, mgr—circulation and mktg services

ADVERTISING AGENCIES

Adcom, Chicago—Cap'n Crunch, King Vitaman, regular and instant oatmeal, Quisp, unprocessed bran, cookie mixes, Celeste pizza, new products—Gary Bayer, vp—creative director; Joan G. Stark, vp—media director.

Allen & Dorwood, San Francisco—Magic Pan, Proud Popover, Engine House Pizza Co.—John Galbraith, vp.

Batten, Barton, Durstine & Osborn, New York—Corn Bran, Life cereal, puffed cereals, shredded wheat; Puss 'n Boots cat foods—Charles Decker, vp—mgmt super.

BBDM Advertising, Chicago—industrial cereals—Lee Wolf, acct super.

Bozell & Jacobs, Dallas—100% Natural Cereal; Quaker and Aunt Jemima corn products, barley, flour; Quaker Halfsies; Flako baking mixes—Tom Stumpf, vp—mgmt super.

Campbell-Mithun, Chicago—food service products—David R. Seibel, president.

Chalek & Dreyer, New York—Burry grocery and dairy products—Harvey Dreyer, president; James F. Comerford, exec vp.

Ladd/Wells/Presba Advertising, Chicago—chemicals—Richard M. Bueschel, senior vp.

Sumner & Berry Advertising, Dallas—Wolf Brand products—Robert E. Berry, partner.

J. Walter Thompson Co., Chicago and New York—Aunt Jemima breakfast products and mixes; Ken-L Ration dog foods—Lloyd Stein, senior vp—mgmt super.

Waring & LaRosa, New York—Fisher-Price toys—Saul Waring, exec vp.

RCA Corp.

	1979	1978
Sales	$7,454,600,000	$6,600,600,000
Earnings	283,800,000	278,400,000
Advertising	158,600,000	140,000,000

RCA Corp., New York, the 24th largest national advertiser, boosted its advertising expenditures in 1979 by about $18,000,000 to an estimated $158,600,000.

Worldwide sales rose by 12% to a record $7.4 billion, thanks mainly to increases in each of the company's seven business segments, except communications (the other segments are consumer electronic products and services, commercial electronic products and services, broadcasting, vehicle rental and related services, government systems and services and other products and services).

Earnings grew by a modest 2% during the year to $283,800,000, a figure that includes the $23,300,000 sale of RCA Alaska Communications. Profits declined in each segment except communications and government systems and services, with RCA Records suffering the heaviest losses.

For the first half of 1980, sales gained 8% to $3.93 billion, while earnings increased 5% to $155,800,000.

- Early in 1980, RCA reached an agreement to sell Random House to Newhouse Publications for a reported $65,000,000, while at the same time the company completed the acquisition of CIT, a diversified financial services organization. RCA also hopes to sell Banquet Foods.

In the consumer electronic products and services segment, sales increased by 10% in 1979 to $1.8 billion, reflecting the gains in unit sales of color tv products and increased sales internationally of records and tapes.

Earnings, however, decreased by 33% to $97,000,000, mainly because of the depressed domestic record industry and increased expenditures in preparation for the introduction in early 1981 of RCA's SelectaVision videodisc player.

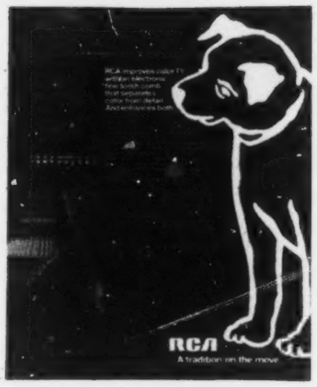
The decline was partially offset by improved earnings for tv products, as RCA sold more color tv sets in 1979 than ever before, increasing unit sales by 10%. The company also maintained its market leadership in videocassette recorder sales, although profits fell because of product and promotional cost increases.

- The company backed color tv sets with $14,300,000 in measured media spending in 1979, up $2,700,000 over 1978 and accounting for the most spent for a single RCA product. SelectaVision videocassette players were backed by $4,100,000, of which $2,800,000 went to network tv.

To promote these products, RCA instituted a U.S. savings bond rebate program for all purchasers of videocassette recorders or ColorTrak tv sets. The program was backed by $1,200,000 in print and network tv ads.

Meanwhile, the company expects to sell 200,000 SelectaVision videodisc players the first year. It is expected to retail for about $500, while the record-like discs should sell for $15 to $20. The company also landed agreements with its major rivals, Zenith Radio Corp. and CBS Inc., to produce and market disc players that use RCA technology.

In the music area, RCA records experienced a 13% sales increase in 1979, although earnings dropped. At the same time, RCA's record and tape club saw sales decline by 8%, while earnings dipped by 26%. On the plus side, nine RCA albums and three singles won gold or platinum records for registering hefty sales in 1979.


RCA
A tradition on the move

RCA used part of its famous symbol in print ads for the RCA color television line.

- Domestically, record sales to dealers rose by 35%, attributable to an agreement with A&M Records, an independent recording company, and a marketing-distribution agreement with 20th Century-Fox Records. And although foreign record sales increased by 13% in 1979 to a record high, profits declined slightly.

An Elvis Presley memorial lp set priced at $69.95 was released Aug. 5 with ads urging customers to make advance reservations for the set, which is limited to 250,000 copies globally.

- RCA Music Service budgeted more than $6,000,000 in measured media spending in 1979, mostly in magazines, with another $876,000 backing various RCA records. The total was $1,000,000 less than the figure for 1978.

In broadcasting, the National Broadcasting Co. saw sales rise by 13% to $1.37 billion, a new high for the seventh consecutive year, reflecting stronger advertiser demand for tv time. But at the same time earnings fell by 14% to $106,000,000, primarily because of the network's low audience ratings. The trend continued in 1980, as earnings were down 10% for the first half of the year, compared with the same period in 1979.

- The tv network again ranked third behind CBS and ABC in the prime time Nielsen ratings battle, although it achieved relative success with the four-part miniseries "Backstairs at the White House," a rerun of "Jesus of Nazareth" and "The Miracle Worker." Such offerings, plus a 1980 Super Bowl audience of 97,000,000 and a record 50,000,000 for the NCAA basketball finals, helped close the gap between the networks.

Early this year, NBC did cancel a potential ratings bonanza in the 1980 Moscow Summer Olympics, sacrificing a possible $20,000,000 in pretax profits and an opportunity to build audiences for this fall's program schedule. NBC for months said it would abide by President Carter's call for an Olympic boycott, and the situation was eased a bit by the company's Lloyd's of London insurance policy, which covered the network for 90% of the $87,000,000 it agreed to pay for the U.S. tv rights.

On the plus side, NBC announced this year that "Tonight" host Johnny Carson will stay with the network another three years. The show, according to industry analysts, accounts for 20% of the network's pretax profits.

- By the end of 1979, a total of 213 stations were affiliated with NBC tv network, and the NBC News division, although third in the ratings lately, reached 154 subscriber stations with its news program service.

To help structure the network's entertainment division, Brandon Tartikoff, former vp of programing, was named president of the division.

- NBC-TV poured $11,400,000 into measured media ads in 1979, about the same as the previous year. The bulk went to magazines to promote the network and its programing.

The network also spent heavily in newspaper advertising and in on-air promotions.

The radio network, meanwhile, gained in sales and earnings with its record 281 stations across the country. NBC also assembled 76 affiliates for a second radio network, called the Source, aimed at the 18 to 34 age bracket.

RCA also announced that it would distribute National Black Network programing to 86 affiliates on RCA's new satellite service for radio.

The company supported the radio network and stations with $1,900,000 in measured media spending.

- In the vehicle renting and related services segment, which consists mainly of Hertz Corp., sales increased by 20%, exceeding $1 billion for the first time. Earnings, however, declined to $147,000,000 because of higher car and truck purchase prices, reduced demand for used cars and stronger competition.

Despite the earnings decline, Hertz maintained its market leadership with a 40% share and continued to be the most profitable segment for RCA. In particular, the Florida and California leisure markets registered strong rent-a-car performances, Hertz said.

- The company also announced a 33% rental price cut nationwide during the year in an attempt to lure more of the leisure market.

Internationally, Hertz opened a special fly/drive center in Tokyo and started services in 59 airports in Australia. In addition, Hertz Europe revenues recorded new highs in 1979.

While recording this activity, Hertz cut measured media spending by 15.7% to $8,600,000 in 1979, with most of the money going to network tv for the Hertz rent-a-car spots featuring O.J. Simpson. Spot tv spending was cut by $2,000,000.

- The RCA communications division, which consists of RCA Global Communications (Globcom) and RCA American Communications (Americom), witnessed a sales decline of 18% in 1979 to $282,000,000. Earnings, on the other hand, were up by 4% to $68,000,000. The sale of Alaska Communications reduced the profit gain.

RCA Globcom experienced continued growth in telex operations. The division handled 42,000,000 telex calls last year, an increase of 11% over 1978. The company also maintained its leadership in leased channel services, with 39% of the market.

Globcom also expanded its high speed, digital facsimile service, Q-Fax, to 16 overseas points. To meet the growing demand for RCA satellite services, the company also launched Satcom III late last year, only to lose contact soon afterward. Insurance, however, covered most of the losses.

The company also announced it would begin leasing capacity on a communications satellite owned by American Telephone & Telegraph to replace the lost satellite, thereby ensuring that Satcom's III's loss will not slow the growth of the cable tv industry.

- One reason for earnings growth in the segment was the increased demand for RCA's Americom satellite services. Americom announced it will launch three more satellites—one in June, 1981, another in October, 1981, and a third in September, 1983.

In 1979, Americom's video audio services started a new method of distributing program material to the tv stations called Selective Multiple Address Radio & Television Service (SMARTS).

- RCA's other products and services include Banquet Foods, Coronet Industries and Oriel Foods. Sales in this segment increased by 10% to $1.1 billion, while profits fell by 16% to $66,000,000.

For this segment, newspapers received about $3,500,000 more in support than in 1978, while network tv spending grew by $1,000,000.

The corporation was not without its management problems, as evidenced by the exodus of Maurice Valente as RCA president, followed by the firing in July of NBC chairwoman Jane Cahill Pfeiffer.

ADVERTISING EXPENDITURES

	1979	1978
Newspapers	$22,644,600	$19,143,500
Magazines	21,733,200	22,370,400
Spot tv	6,370,800	9,758,400
Network tv	21,947,600	20,809,600
Spot radio	894,600	209,700
Network radio	553,300	119,800
Outdoor	409,100	426,000
Total measured	74,593,200	72,837,400
Unmeasured	84,006,800	67,162,600
Total	158,600,000	140,000,000

CORPORATE MARKETING STAFF

E. A. Sekulow, exec vp-corporate affairs
L. Slote, vp-corporate communications
D. L. Alligood, director-corporate adv
L. M. Berberian, staff vp-mktg
Marilyn Watts, staff vp-mktg serv
Joel Wolk, director, adv & media serv
Tom Lobe, director-mktg planning
Robert L. Weinberg, director-long-range planning

ADVERTISING AGENCIES

Ted Bates & Co., New York—RCA corporate adv—Lee Hines, mgmt super.

Uniworld Group, New York—RCA community affairs—Byron Lewis, president; Cheryl Wright, acct super; Yvonne Bell, acct exec.

CONSUMER ELECTRONICS DIVISION

MARKETING PERSONNEL

Arnold T. Valencia, exec vp-mktg operations
J. K. DeVoe, vp-adv & consumer communications
W. S. Beres, natl adv mgr
R. D. Levin, retail adv mgr
David Heneberry, staff vp-mktg, SelectaVision videodisc
Steve Yanovsky, adv mgr

ADVERTISING AGENCIES

Leo Burnett Co., Chicago—Dennis Dunlap, vp-mgmt director; Jackson Brown, vp-acct super—color tv & vcr; Bill Wohlfiel, acct super—videodisc introduction.

Dancer Fitzgerald Sample, New York—SelectaVision disc software—Bob Weekes, mgmt super; Kurt Graetzer, acct super.

RCA SERVICE CO.

MARKETING PERSONNEL

E. A. Malm II, director—consumer prods mktg
R. Ziselman, mktg services mgr

ADVERTISING AGENCIES

Al Paul Lefton Co., New York and Philadelphia—J. W. North, mgmt super; Herb Rosen, acct super; George Tibbets, acct exec.

Richard Bandler Co., New York—William Young, vp.

"I'm More satisfied."
More
More
MENTHOL

R. J. Reynolds' More, the 120mm cigaret wrapped in brown paper, registered a 1.1% market share in 1979 with more than half of the ad spending going toward magazines.

DISTRIBUTOR & SPECIAL PRODUCTS DIVISION

MARKETING PERSONNEL

P. R. Slaninka, div vp-mktg & consumer prods mgmt
H. L. Craton, director-sales
A. D. Ricketti, mgr-mktg services

ADVERTISING AGENCY

Al Paul Lefton Co., Philadelphia—Ken Haverstick, acct exec.

RCA RECORDS

MARKETING PERSONNEL

Jack Chudnoff, vp-mktg
Tony King, director-creative services
Barbara Sisilli, adv media mgr

ADVERTISING AGENCY

Grey Advertising, New York—Len Fogge, acct exec.

RCA MUSIC SERVICE

MARKETING PERSONNEL

R. Starmer, div vp-music service
Stratis Simon, adv & promo director
Raju Puthukarai, director-mkt planning

ADVERTISING AGENCY

Tatham-Laird & Kudner, New York—Robert Cherins, managing partner; Ralph Cohen, acct super; Jayne Liebman, acct exec.

COMMERCIAL COMMUNICATIONS SYSTEMS DIVISION

MARKETING PERSONNEL

J. E. Hill, div vp-genl mgr
Miles Moon, creative services mgr
James Gimbel, mktg director-broadcast systems
C. H. Roberts, domestic mktg mgr-avionics systems
A. Tone, intl mktg mgr-avionics systems
W. K. Shaw, domestic sales mgr-mobile communications systems
R. Hamblett, intl sales mgr-mobile communications systems
Don Reinert, mktg mgr-cablevision systems

ADVERTISING AGENCY

Lewis & Gilman, Philadelphia—broadcast and mobile communications—R. P. Van Brott, acct super.

RCA PICTURE TUBE DIVISION

MARKETING PERSONNEL

D. R. Bronson, div vp-mktg
T. Hermida, mgr-mktg rsch, news & info

SOLID STATE DIVISION

MARKETING PERSONNEL

W. B. Dennen, director-public affairs
D. W. Ludlum, mgr-adv & sales promo, solid state
J. F. Chattin, mgr-adv, sales promo & publications, electro-optics & devices

ADVERTISING AGENCY

Cappiello & Co., New York—Terry Chabrow, acct super.

RCA GLOBAL COMMUNICATIONS

MARKETING PERSONNEL

G. Scott Brody, vp-mktg
Ed Yeaker, mgr-adv
Jon Plet, adv rep
Susan Lefkowitz, creative super

ADVERTISING AGENCY

Rumrill-Hoyt, New York—Terry O'Connor, acct super; Melanie Coronety, acct exec.

RCA AMERICAN COMMUNICATIONS

MARKETING PERSONNEL

John Williamson, director-public affairs
Paul Farmer, administrator-news & public affairs

ADVERTISING AGENCY

Hammond & Farrell, New York—Jeff Kaumeyer, vp.

GOVERNMENT SYSTEMS DIVISION

MARKETING PERSONNEL

J. D. Rittenhouse, div vp-genl mgr
G. D. Prestwich, div vp-mktg
N. F. Pensiero, director-mktg services
W. F. Tait, vp-field mktg
L. Yermack, director, mktg & advanced planning-astroelectronics
F. H. Stelter Jr., mktg director-govt communications systems
J. E. Murname, mktg director-automated systems
J. Durbin, mktg director-missile & surface radar

ADVERTISING AGENCIES

Al Paul Lefton Co., Philadelphia—Richard Rossi, acct exec.

BANQUET FOODS

MARKETING PERSONNEL

D. V. Granneman, vp-mktg & sales
E. B. Powell, director-adv, pkg & promos
Joel Harris, director, product mktg

ADVERTISING AGENCIES

Case & McGrath, New York—Donald Gilbert, vp-mgmt super.

CORONET INDUSTRIES

MARKETING PERSONNEL

V. J. Vigliano, mgr-adv, promo & pr

HERTZ CORP.

MARKETING PERSONNEL

Hal Bingaman, vp-mktg
William Henneberry, div vp-mktg, rent-a-car div

ADVERTISING AGENCY

Scali, McCabe, Sloves, New York—car div—Murray Gaylord, mgmt super; Mark Edelman, acct super.

NATIONAL BROADCASTING CO.

MARKETING PERSONNEL

Brandon Tartikoff, president-NBC Entertainment
W. Watts Biggers, vp-adv & creative services
Paula Mermelstein, vp-on-air promo
Mike Mohamad, vp-print & design
Frank Pintauro, vp-adv operations
Robert Blackmore, vp-sales
R. W. Golden, vp-mktg
Don Eddy, director-mkt planning
Hal Alterman, director-mktg projects

ADVERTISING AGENCY

McCann-Erickson, New York— Steve Norcia, exec vp; R. Ravitz, senior vp; Les Greenwald, acct exec; Rebecca Tudor, creative group head; John Erickson, creative group head; Vince Tortorelli, media group head; Judy Sullivan, media planner; Joe Salvaggio, writer/producer; Colin Bowring, research.

RCA LTD. (CANADA)

MARKETING PERSONNEL

J. K. DeVoe, vp-adv & mktg services
L. Small, mgr-Canadian adv

ADVERTISING AGENCY

Leo Burnett Co., Toronto.

CIT FINANCIAL CORP.

MARKETING PERSONNEL

Neil Cunningham, vp-mktg, CIT financial serv
Harold Post, vp-adv, CIT financial serv
G. S. Kessler, vp-mktg, CIT Corp.
Tom Sawyer, vp-adv, CIT Corp.

ADVERTISING AGENCIES

Kelly, Nason, New York—C.I.T. financial services—Carl Gehron, vp-acct super.

Garvan, New York—C.I.T. Corp.—Gary Andersen, president; David Gesler, acct exec; Judy McCaffery, acct exec.

Ralston Purina

	1979	1978
Sales........	$4,600,000,000	$4,058,400,000
Earnings	128,100,000	154,600,000
Advertising...	108,028,200	91,000,000

Ralston Purina Co., St. Louis, the 42nd largest national advertiser, broke the $100,000,000 mark for the first time with its 1979 advertising budget. The company spent $108,028,200 on advertising, up 19% over 1978 levels.

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Sales in fiscal 1979 rose 13% to $4.6 billion, but net earnings fell 17% from the 1978 figure of $154,600,000 to $128,100,000 in 1979. There were two main reasons for the drop.

Ralston, which struggled for a number of years to make its Green Thumb houseplant division succeed, finally sold the venture, taking a considerable loss in the process. The company also closed its Jack in the Box restaurants in the East and Midwest markets where it was weaker, disposing of 232 outlets in the process, and retreated to the West, the chain's stronghold.

A vigorous ad campaign, by Wells, Rich, Greene/West, was kicked off in May by blowing up the Jack in the Box clown, a traditional symbol of the chain. As part of a push to spruce up the chain's image, the Foodmaker unit added some new sandwiches to the menu.

In 1979, Foodmaker opened several Taco Jack Mexican food franchises on the West Coast. The specialty dinner houses, operated under various names by the Continental Restaurant Systems division of Foodmaker, increased sales modestly and relied primarily on spot radio and print advertising.

▪ A good sales year for the agricultural products division helped offset the troubles caused by Jack in the Box and Green Thumb. Chow division sales and formula food sales hit $1.8 billion and provided almost 40% of the company's total sales.

Pet foods have traditionally been a strength for Purina. But an all-out effort by companies eager to cut into Purina's leading market share in the lucrative dry pet food market was felt by the company in 1979. Ralston Purina's major move to counter those attacks was to introduce Mainstay, a dry dog food with visible "flavor chunks," in January, 1980. It was backed up by a huge $25,000,000 ad budget.

In April, Ralston rolled national with Homestyle Blend dry dog food, and went national in August with Hero dry dog food, formulated to meet the nutritional needs of big dogs. RP completed national introduction of its very successful Bonz dog snack in September, 1979.

The company introduced a number of new dry and moist cat foods during 1979. Two of Ralston's main brands—Meow Mix cat food and Purina Cat Chow—each received about $7,000,000 in advertising.

▪ In cereals, Ralston's Chex brand fared well and its newest entry, Bran Chex, introduced in 1978, continued to pace the line. The company is currently launching Wheat & Raisin Chex.

Waffelos, a maple syrup-flavored children's cereal, went into test in November, 1979, and recently expanded into new markets in the Rocky Mountain region, Southeast and central Midwest. Ralston rolled national with Honey Bran cereal in August, and the company is pleased with sales.

RP continued its push to become a major U.S. grower and marketer of fresh mushrooms, under its Country Stand label. Earnings and sales from Keystone, a year-round resort in the Rocky Mountains near Denver, increased and Purina had more success with its St. Louis Blues hockey franchise than in 1978, although the franchise still lost money.

ADVERTISING EXPENDITURES

	1979	1978
Newspapers	$1,746,400	$2,217,700
Magazines	10,834,200	9,300,600
Farm publications	436,600	592,200
Spot tv	19,711,800	14,752,500
Network tv	69,062,900	57,073,900
Spot radio	2,729,500	3,959,000
Network radio	307,800	307,500
Outdoor	19,500	31,200
Total measured	104,848,760	88,234,600
Unmeasured	3,179,500	2,765,400
Total	108,028,200	91,000,000

GROCERY PRODUCTS/-RESTAURANT DIVISION

W. P. Stiritz, group vp-director

GROCERY PRODUCTS

MARKETING PERSONNEL

W. M. Claggett, div vp-director, adv/mktg services
W. H. Lacey, div vp-director, mktg
J. P. Mulcahy, div vp-director of mktg, dog food group
B. E. Gensamer, div vp-director of product mgmt, cat food group
C. S. Sommer, director of mktg, human food group
D. B. Smart, director, Food Enterprises div

ADVERTISING AGENCIES

Avrett, Free & Fischer, New York—Purina Variety Menu, Kitten Chow, Cat Chow, Good Mews, Country Blend, and Ocean Blend cat foods; RyKrisp snack crackers; new prods—Ron Thomas, senior vp and director client services.

Checkerboard Advertising Co., St. Louis (house agency)—professional marketing group; new prods.

Della Femina, Travisano & Partners, New York—new prods—Jerry Della Femina, chairman, New York.

Don Tennant Co., Chicago—Whisker Lickins cat food, new prods—Tom Prchal, director client services.

Drossman Yustein Clowes, New York—Meow Mix cat food—Everetts Clowes, president.

Gardner Advertising Co., St. Louis—Chuck Wagon and Fit & Trim dog foods; Puppy Chow puppy food; Bonz dog snacks; new products—Donald Weakley, senior vp and director acct services.

MCA Advertising, New York—Mainstay dog food; Hero dog food; Purina High Protein dog meal; new prods—William Dunlap, exec vp.

Mandabach & Simms, New York—Checkerboard Foodservice—Ron W. Plummer, vp and director.

McDonald & Little, Atlanta—Cookie-Crisp and Waffelos cereals; new prods—Alf Nucifora, mgmt super.

N W Ayer ABH, New York—Honey Bran cereal; new prods—Dom Rossi, mgmt super.

Tatham-Laird & Kudner, Chicago—Special Dinners, Happy Cat; new prods—Pete Petray, mgmt rep.

Wells, Rich, Greene, New York/Los Angeles—Tender Vittles cat food; Purina Dog Chow, Butcher's Blend, Purina Blend and Moist & Chunky dog foods; Chex cereals; new prods—Dave Bulliet, New York; Pete Johns, Los Angeles, mgmt supers.

RESTAURANT DIVISION FOODMAKER INC.

MARKETING PERSONNEL

J. W. Goodall Jr., president and ceo, Foodmaker
T. W. Doan, exec vp, Continental Restaurant Systems
F. J. Cornwell Jr., exec vp, Jack in the Box
J. J. Bischoff, vp-mktg director, Jack in the Box
R. L. Hogan, director of retail mktg, Jack in the Box
J. Hickman, director of adv, Continental Restaurant Systems

ADVERTISING AGENCIES

Wells, Rich, Greene/West, Los Angeles—Jack in the Box—Mike Roth, acct super; Dee Macleod and Barbara Lewis, acct execs.

Cochrane, Chase & Livingston, Irvine, Cal. Continental Restaurant Systems—Bill Hopkins, acct super.

CHOW/PRODUCE PRODUCTS DIVISION

W. M. Jones, group vp-director

CHOW

MARKETING PERSONNEL

E. L. McMillan, div vp-director, mktg

ADVERTISING AGENCIES

Fletcher/Mayo, St. Joseph, Mo.—Frank Christman, acct super.

BFV & L Advertising, St. Louis—health industries—Mark Lashly, mgmt rep.

Avrett, Free & Fischer, New York—new horse feed prods—Ken Manka, acct super.

Checkerboard Advertising Co., St. Louis (house agency)—Omolene horse feed; special promos.

PRODUCE PRODUCTS

MARKETING PERSONNEL

R. L. Goodman, div vp-director
D. Graham, director of sales

ADVERTISING AGENCY

Vinyard & Lee & Williams, St. Louis—Country Stand fresh mushrooms and produce—Richard R. Vinyard, chairman.

RALSTON PURINA INTERNATIONAL

MARKETING PERSONNEL

T. H. Mullenix, group vp, Ralston Purina Co., president Ralston Purina Int'l
C. C. Fales, division vp-director, Agri-Products Marketing
V. L. E. Stisser, div vp-managing director, Asia-Pacific div and Canadian div
A. W. Donnelly, div vp-managing director, European div
R. N. Morrow, div vp-president and managing director, Mexican div
J. C. Langley, div vp-secretary-treasurer, IPSA de CV
L. A. Van Houten, div vp-managing director, South and Central American div
A. V. L. Browkaw, director, consumer prod mktg

ADVERTISING AGENCY

RPI Agri-Products Marketing Services, St. Louis (house agency)—J. D. Voss, mgr.

VAN CAMP SEA FOOD

MARKETING PERSONNEL

R. C. Atchinson, president
P. W. Rose, vp-director, mktg
D. Cushman, director, product mgmt

ADVERTISING AGENCY

N W Ayer ABH, New York—Chicken of the Sea tuna, new prods—George Lemmond, senior vp-mgmt super.

PROTEIN, POLYMER & DAIRY FOOD SYSTEMS DIVISION

P. H. Hatfield, group vp

ADVERTISING AGENCY

Bryan/Donald Advertising, Kansas City—protein and dairy food systems; Raltech Scientific Services.

MARICULTURE

R. M. Moeller, managing director, mariculture operations

DECO PLANTS

J. W. Gerber, president
P. S. Forman, vp-marketing

OPERATIONS DIVISION

S. L. Nieber, exec vp

KEYSTONE RESORT

MARKETING PERSONNEL

R. A. Maynard, president
J. D. Jones, vp

ADVERTISING AGENCIES

Evans & Bartholomew, Denver—Charles Bartholomew, president.

Checkerboard Advertising Co., St. Louis—media.

ST. LOUIS HOCKEY BLUES

MARKETING PERSONNEL

E. Francis, president
J. Galmiche, marketing director

ADVERTISING AGENCIES

Martin/Williams Advertising, Minneapolis.

Checkerboard Advertising Co., St. Louis—media.

Revlon Inc.

	1979	1978
Sales	$1,717,993,000	$1,451,669,000
Earnings	152,688,000	129,233,000
Advertising*	101,001,000	92,000,000

*** Estimated by AA**

Revlon Inc., New York, the 47th largest national advertiser, increased its ad spending about 11% to $101,001,000 in 1979 as sales and earnings climbed 18.3% and 18.1%, respectively, over 1978's figures.

In its annual report, Revlon put worldwide advertising expenditures at about $160,000,000, compared with $137,725,000 a year earlier. The company figures include costs for brochures, research and maintenance of the ad department not included by AA.

Sales and earnings increases were spurred by increased productivity and accelerated growth in beauty and health care worldwide. Another factor was broader support for research and development, which increased from $30,762,000 to $39,911,000 in 1979. Abroad, the introduction of new products and the performance of established brands gave Revlon International a sales growth rate exceeding that of the U.S. division.

Approximately 64% of Revlon's volume came from beauty product sales here and abroad. The remaining 36% was generated by health products and services, both domestic and international.

▪ In 1979, the U.S., Canada and Puerto Rico contributed $897,626,000 to total revenues; Europe, the Middle East and Africa $523,117,000, and other areas of the world $297,250,000. Worldwide, 41% of net sales came from cosmetics and fragrances, 23% from beauty care and treatment, 18% from ethical pharmaceuticals and 18% from other health products and services.

However, those percentages will soon change. In August of 1979, Revlon reached an agreement in principle with Technicon Corp. to buy the Tarrytown, N.Y., manufacturer and marketer of instruments for the analysis of blood, serum, foods, pharmaceuticals, water pollutants and industrial products. The acquisition was successfully completed in 1980 and almost evenly divides Revlon's business between health care (45%) and beauty products (55%).

On the beauty side, Revlon acquired Institute Jeanne Gatineau, a French cosmetics company, for an undisclosed amount of cash in February, 1980.

New beauty products added to the company's roster in 1979 included Dermanesse, a skincare line for black consumers under the Polished Ambers umbrella, Classic Revlon professional eye coloring sticks and Moon Drops Masques. Revlon also readied the 1980 launch of Perfumatics 2000, a trio of perfumes designed for supermarket distribution.

▪ Also brought out by the company were: Moon Drops Moisture Release treatments, a series of Eterna skin toners and cleansers, Formula 2 liquid blush and eyeshadow pencils, perfume and cologne compacts and sticks under the Charlie and Jontue labels as well as Natural Wonder Fresh All Day eye shadow and powder blush.

The introductions above came from Revlon's Group I division. Internally, Revlon divides its beauty business into three groups. Each group is geared toward a specific consumer segment and contains cosmetics "houses" with products, packaging and marketing designed to match group characteristics. Thus there are the popular-price houses of classic Revlon, Moon Drops, Natural Wonder and Charlie within Group I and the high-fashion houses of Princess Marcella Borghese, Ultima II and Etherea fragrances within Group III.

In 1979, Group III introduced Norell II, a new fragrance, repackaged Ultima II and launched new lip, nail and eye makeup under that name. Princess Marcella Borghese added two skin treatment products called Lumina and Duale and Lumina lipstick, and the Etherea collection expanded with Environmental Protection lotion, Optigel eye-area moisturizer and Moisture Specific Facial Refiner.

▪ Group II, composed of toiletries, hair care, coloring items and antiperspirants, in 1979 completed its first full year with a separate sales organization responsible for Flex, Colorsilk, Mitchum and Milk Plus 6 among other brands. Flex claimed the leading share among conditioners and was third among shampoos.

The Revlon professional products group launched Moistcure, a professional permanent wave and Instant Styling Perm, a home permanent.

The most heavily advertised Revlon cosmetics, treatments, fragrance and hair care products, according to measured media figures from Leading National Advertisers, include No. 1 selling Charlie perfume, which received $4,154,900; Jontue, $3,528,700; Natural Wonder cosmetics, $2,379,600; Revlon Colorsilk hair color, $3,558,000; Flex hair care, $7,062,600, and Revlon Ultima II cosmetics, $3,267,200. Both Charlie and Jontue were down slightly against 1978 expenditures and Flex measured media spending dropped by over $1,000,000.

In fall of 1979, Revlon also began expanding distribution of its Chaz men's fragrance. An increased ad budget of $1,492,000 for print and spot tv accompanied the push.

▪ Oxy Wash was introduced by Revlon's health care group in the fourth quarter of 1979. This benzoyl peroxide cleanser expanded the acne market franchise for Norcliff-Thayer, the marketer of Oxy 5, Oxy 10 and Oxy Scrub.

Norcliff-Thayer also began testing in 1979 Soothe & Clean hygienic anal cleansing foam in Peoria, Ill. A 3.2-oz. can of 120 applications retails for about $3. Compton handles.

In ethicals, Armour Pharmaceuticals introduced Calcimar solution for treatment of Paget's disease, a chronic bone condition. It also introduced two new plasma fractions: Albuminar-5, a new form of serum albumin, and Factorate.

Revlon Inc. is the 22nd largest U.S. medical advertiser, with ad spending of over $11,000,000 through detailing and journals.

ADVERTISING EXPENDITURES

	1979	1978
Newspapers	$ 213,500	$1,214,800
Magazines	10,638,800	9,580,700
Spot tv	19,115,500	13,259,800
Network tv	26,793,700	23,124,700
Spot radio	1,246,900	733,400
Network radio	1,289,600	945,700
Outdoor	5,200	55,800
Total measured	59,303,200	48,914,900
Unmeasured	41,697,800	43,085,100
Estimated total	101,001,000	92,000,000

REVLON INC.

New York

MARKETING PERSONNEL

Sanford Buchsbaum, exec vp-adv
Fred Rhines, adv director
George W. Feld, vp-adv services
Anthony Cozzolino, media/budget director
John Maisano, president, Group I
Harvey Schwartz, president, Group II
Lawrence Wechsler, president, Group III

ADVERTISING AGENCIES

Grey Advertising, New York—all classic Revlon and Natural Wonder products, Flex, Jontue, Colorsilk, Eterna 27—Blair Plowman, exec vp.

50th Floor Workshop, Revlon's in-house agency—Revlon lipstick and nail enamel, Charlie, Chaz, Ultima II, Ciara, Cerissa, Etherea, Norell, Princess Marcella Borghese, Bill Blass—Martin Stevens, vp-creative services; George Feld, vp-adv services; Rita Grishman, creative director.

Marschalk Co., New York—Mitchum—Anthony Wainwright, exec vp.

Leo Burnett Co., Chicago—Moon Drops, Formula 2—Gordon Barrett, mgmt super.

Norman, Craig & Kummel, New York—Milk Plus 6, Classic Revlon eyeshadows—Al Evans, mgmt super.

USV LABORATORIES DOMESTIC

Tuckahoe, N.Y.

MARKETING PERSONNEL

James O'Brien, president
John Szlasa, vp-marketing

ADVERTISING AGENCIES

Klemtner Advertising, New York—Hygroton, Regroton, MVI—Martin Meaney, acct exec.

Wesson & Warhaftig, New York—Arlidin—Bob Beckman, acct exec.

NORCLIFF-THAYER

Tuckahoe, N.Y.

MARKETING PERSONNEL

Charles A. Pergola, president
Robin Mills, vp-marketing
Matt Gordon, director, new prods
Larry White, mktg group mgr

ADVERTISING AGENCIES

Case & McGrath, New York—Oxy 5, Oxy 10, Oxy Scrub, A-200, new products—Don Gilbert, vp; Steve Bayer, acct super.

Marschalk Co., New York—Esoterica, Liquiprin, Nature's Remedy, new products—Barry Linsky, senior vp; Mike Krugman, vp-acct super.

Leo Burnett Co., Chicago—Tums, new prods—Alan Yurman, senior vp mgmt director; Bill Watts, acct super.

Cadwell, Davis, Savage, New York—Pretty Feet & Hands—N. Savage, vp; J. Zeiler, vp-acct super.

ARMOUR PHARMACEUTICAL

Phoenix

MARKETING PERSONNEL

William Weathersby, exec vp
William A. Schoeneberger, director mktg and sales

ADVERTISING AGENCY

Stewart Williams, Stamford, Conn.—Nicobid, Calcimar, Dialume, Biozyme, burn products—Ed Lindner, acct exec.

BARNES-HIND PHARMACEUTICALS

Sunnyvale, Cal.

MARKETING PERSONNEL

Kevin Ryan, president
Robert Kellish, director mktg

ADVERTISING AGENCY

Vicom Associates, San Francisco—Wetting Solution, Titan, Comfort Drops, One Solution, Gel/Clean, Degest 2, Cylsodrast, Komed, Komex, Barseb Ther-Spray, Neo Tears, Soft Therm, Soft Mate, Soft Mate Storage, Soft Mate Rinsing—Bill Isaacs, acct rep.

NATIONAL HEALTH LABORATORIES

La Jolla, Cal.

MARKETING PERSONNEL

Robert E. Draper, president.

ADVERTISING AGENCY

All advertising is handled in-house.

MELOY LABORATORIES

Springfield, Va.

MARKETING PERSONNEL

Don Lewis, president
William Watson, vp
David Bova, mkt mgr, Life Sciences
R. Patrick Connor, mkt mgr, instruments
Kelly Miller, mkt mgr, diagnostics

ADVERTISING AGENCY

All advertising is handled in-house.

R.J. Reynolds Industries

	1979	1978
Sales†	$8,935,200,000	$6,709,200,000**
Earnings† ...	55,900,000	441,000,000
Advertising*	258,115,100	182,596,000

†Worldwide
***U.S. only, AA estimate**
****Restated**

R.J. Reynolds Industries, Winston-Salem, N.C., the nation's seventh largest national advertiser, spent $258,115,100 on advertising in 1979, a 41% increase over 1978.

Worldwide company sales in 1979 rose 33.2%, to $8,935,200,000, while earnings increased 24.7%, to $550,900,000.

The spurts in sales, earnings and advertising were helped along by Reynolds' merger in February, 1979, with Del Monte Corp., a move designed, in chairman J. Paul Sticht's words, to fulfill a "long-standing goal of establishing a second major franchise in consumer package goods."

Indeed, Reynolds' food sales, heretofore limited to its RJR Foods unit, jumped nearly seven times during the year, to $1,962,100,000. That was enough to account for 22% of corporate sales in 1979, compared with 4.2% in 1978.

The first big franchise, of course, remains the tobacco business. Domestic and international tobacco sales, which accounted for 56.3% of corporate sales in 1979 (compared with 67.1% in 1978), rose 8.1% and 18.9%, respectively.

▪ Shipping revenues—Reynolds has an ocean transportation subsidiary—also showed an increase, 10.6% in 1979. Energy sales through the Aminoil USA subsidiary declined 10.8%, but earnings from operations in this area more than tripled during the year. The company attributed the sales drop to the loss of oil production in Iran, and the sale of a home heating oil distribution interest.

Reynolds' packaging subsidiary, RJR Archer, also registered a sales decline, 5.4%, and earnings from operations declined from $18,600,000 in 1978 to $15,300,000 in 1979, due partially to the sale of a division.

In the tobacco area, R.J. Reynolds Tobacco, continues to be the nation's largest manufacturer. It claimed 32.7% of the market in 1979, a slip from 32.9% in 1978 (the cigaret market as a whole was up an estimated 1%). Four of the top 10 selling brands remain RJR Tobacco products.

Winston, the company's top brand and No. 2 in the nation behind Philip Morris Inc.'s Marlboro, saw its market share slip from 14% in 1978 to 13.4% in 1979, though company officials said recently that sales have stabilized.

The Winston Lights line, meanwhile, continued its gains, from 2.8% of the market to 3.3%, reflecting the intense interest in low-tar brands, which now account for an estimated 42% of total consumption.

In advertising—Reynolds has been the No. 1 magazine advertiser during the year—measured media spending for the Winston brand totaled $41,496,600, with $25,724,600 going to magazines, $7,745,900 to newspaper supplements and $8,026,100 to outdoor.

Late last year, Reynolds fired Dancer Fitzgerald Sample as its agency on the Winston account, turning it over to William Esty Co. on Jan. 1. Sources said the move came as "a business decision," pointing to Winston's drop to No. 2 after DFS took over the account five years ago.

Salem, the company's No. 2 brand and No. 4 nationally, maintained an 8.8% share in 1979. Salem Lights continued to show growth, from 3% in 1978 to 3.7% in 1979, and hopes are banking on further expansion with the introduction of Salem Ultra Lights, which was to be introduced in August.

▪ Spending for the brand amounted to $31,531,300 in 1979, with $18,093,700 going to magazines, $7,353,900 to newspaper supplements and $6,083,700 to outdoor.

The Camel brand, with the introduction of Camel Lights 100, during the year, captured 4.3% of the market in 1979, making it No. 7 nationally. Camel Lights, one of the brighter spots in the Reynolds lineup, came up with a 1.1% share.

Visitors to China may soon find much evidence in the brand there, now that R.J. Reynolds Tobacco International and the People's Republic of China have worked out an agreement to manufacture and market Camel filters in the country.

▪ Measured media spending for the brand totaled $29,572,900 in 1979, with $15,332,100 going to magazines, $5,357,600 to newspaper supplements and $8,833,200 to outdoor. The account was assigned to BBDO after William Esty Co., which had handled it previously, picked up the Winston account (Esty continues handling Salem).

In the increasingly competitive low-tar category, Vantage continued to edge upward, increasing from 3.1% of the market to 3.4%, making it No. 9 nationally. But with the national rollout of Vantage Ultra Lights, a 6mg line extension, during the year, the share has reportedly risen to 3.95%.

Measured media spending for the brand amounted to $29,652,900, with $22,125,800 going to magazines, $5,511,600 to newspaper supplements and $2,015,500 to outdoor.

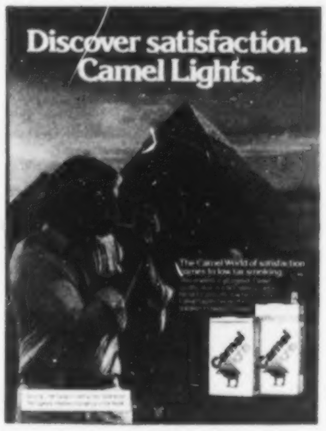
▪ Another low tar, Doral, reversed the decline it experienced in 1978 by posting a unit sales increase of 21.9% in 1979. The credit goes to Doral II, which came up with a 0.4% market share after it was introduced nationally last year. The brand as a whole increased to 0.7% from 0.5%.

KNOW THY COMPETITION

See page 113

LNA

MARKETING PROFILES


Discover satisfaction.
Camel Lights.

R. J. Reynolds Camel cigaret ad introducing its entrant into the low-tar cigaret market.

Measured media spending, virtually all of it for Doral II, totaled $11,591,300, with $7,436,100 going to magazines, $3,740,100 to newspaper supplements and $415,100 to outdoor.

Real, the brand introduced in 1977 with more than $40,000,000 of ad support, was discontinued this year after sales kept declining. After its much ballyhooed launch, Real disappointed company execs as it slid to a 0.34% market share in 1979.

"Real basically was not positioned correctly, nor was its copy strategy," said Gerald Long, exec vp of R.J. Reynolds Tobacco.

In 1979, measured media spending for the brand totaled $8,012,200, with $7,910,300 going to magazines and $101,900 to outdoor.

One category that spurred interest in 1979 was the low-tar menthol cigaret, but Reynolds' entry, Brookwood, did not meet expectations. The 9mg tar cigaret was withdrawn from test market after seven months.

While the low tars slugged it out, the ultralow tars were making waves of their own. Reynolds, with the introduction of Now 100s this year, is reportedly at a 1% market share level. The Now brand has been attempting to cut away at the segment's leader, American Tobacco's Carlton, which has a 2.4% share, while at the same time it has been fighting off Philip Morris' new Cambridge.

In a move toward the "ultimate," Reynolds slashed the content of one member of its Now team to less than 0.01mg tar, countering Carlton's move toward 0.06mg and Cambridge's 0.1mg.

- Earlier, Reynolds launched ads claiming that tests showed smokers preferred Now to Carlton, which is said to be the fastest growing brand in the industry. Such comparative advertising, which also appeared in the low-tar segment, reflected a get tough strategy and a beefed up ad budget on RJR Tobacco's part.

Measured media spending for the brand totaled $9,380,400 in 1979, with $9,064,000 going to magazines and $315,400 to outdoor.

More, the 120mm cigaret wrapped in brown paper, registered a 1.1% market share in 1979. Spending totaled $10,351,600 in 1979, with $6,359,500 going to magazines, $3,783,500 to newspaper supplements and $77,900 to outdoor.

Much of Reynolds' attention during the year was focused on its $618,000,000 merger with the San Francisco-based Del Monte Corp. The move came as part of an effort to combine Del Monte's international production and marketing network with Reynolds' advertising and marketing expertise exhibited through its RJR Foods subsidiary.

To integrate activities in this area, Reynolds moved its RJR Foods Winston-Salem operations to San Francisco, making the unit the prepared foods and beverage arm of Del Monte.

Del Monte, the world's largest canned foods processor, has 170 varieties of canned fruits and vegetables, tomato products, juices, dried fruit, pickles and specialty products in its U.S. grocery products group. Measured media spending in 1979 totaled $4,248,900, divided between magazines and spot television. Granny Goose Foods, a snack food subsidiary, spent $159,000 over the same period.

- RJR Foods, named "Processor of the Year" by *Processed Prepared Foods*, saw considerably more ad activity. The biggest amount of spending came for Hawaiian Punch, which totaled $9,116,000 in measured media expenditures, mostly in network tv. Milk Mate, in its first year of national distribution, was supported by $8,745,300, while Chun King had $2,200,400. The Patio line of Mexican Foods, which introduced a variety of single serving boil-in-bag entrees, was backed by $1,005,700.

One item of interest to ad agencies was Reynolds' move to bring all of its media buying in-house. The action, viewed as a significant move within the ad industry, will be gradual, according to sources.

ADVERTISING EXPENDITURES

	1979	1978
Newspapers	$87,991,600	$61,093,400
Magazines	114,869,300	71,517,200
Farm publications	185,400	——
Spot tv	6,924,700	7,113,300
Network tv	15,352,700	7,947,000
Spot radio	2,472,700	221,500
Outdoor	26,515,700	31,987,500
Total measured	254,312,100	179,879,900
Unmeasured	3,803,000	2,716,400
Estimated total	258,115,100	182,596,300

R.J. REYNOLDS TOBACCO CO.

MARKETING PERSONNEL

G.H. Long, exec vp
N. Glover, group director-brand mktg
Mike McAllister, Richard Kampe, Harry Lees, Sally Mackinnon, group brand mgrs
Dan Pearson, director of media
M.L. Orlowsky, director mktg services
S.C. Wooten, director of specialty tobacco prods
J.B. Stuart, group director-mkt devel

ADVERTISING AGENCIES

William Esty Co., New York—Winston, Salem—Paul R. Dooling, president, acct director; Laurence M. Wassong, acct group head; John E. Neal, William D. Ponzer, vps, mgmt supers; Jeff Hill, art director, creative codirector; Patrick Fanelli, Chet Stover, creative directors; Emil Dispenza, vp, art director.

BBDO, New York—Doral, Camel—Jerry Lee, vp, mgmt super; Phil Slott, creative director.

Leber Katz Partners, New York—Vantage, More, Now—Stanley H. Katz, senior mgmt; Jerome L. Davidow, senior mgmt super; Walter A. Carey Jr., mgmt super; Jack Silverman, Bernard Zlotnick, creative directors.

Tatham-Laird & Kudner—smoking and chewing tobacco, special projects—Charles Standen, Jerry Birn, managing partners; Tim Collins, mgmt super; Tom McDonald, Kirk Borland, acct supers; Dave Fairman, exec creative director; Bob Bassindale, Joel Goldsmith, creative directors.

DEL MONTE CORP.

MARKETING PERSONNEL

Jack O'Connor, vp-mktg, U.S. grocery prods
Robert D. Kroll, group vp, prepared food & beverages
Jack Bieda, director, mktg rsch

ADVERTISING AGENCIES

McCann-Erickson/San Francisco—Del Monte U.S. grocery products group—John J. Tormey, exec vp, genl mgr; Ross Heil, vp, acct super.

Ayer/Pritikin & Gibbons—Granny Goose Foods—Jerry Gibbons, president.

BBDO/West/San Francisco—Hawaiian Punch—Joe Barrett, exec vp, genl mktg.

Advertising To Women, New York—Chun King, Patio, new products—John Ernst, chairman; Lois Ernst, president.

Lee King & Partners, Chicago—Milk Mate—Jerry Rashkin, exec vp.

Richardson-Merrell

	1979	1978
Sales†	$1,090,546,000	$944,961,000
Earnings†	62,556,000	66,179,000
Advertising*	123,800,000	105,000,000

†Fiscal years ended June 30, 1979, and June 30, 1978
*AA estimated

Richardson-Merrell, Wilton, Conn., the 36th largest U.S. advertiser, increased its 1979 advertising by 18% with estimated total expenditures of $123,800,000.

- Worldwide ad spending increased 20% in fiscal 1979 to $215,923,000 from the $179,279,000 1978 fiscal total.

Worldwide sales rose 15% from $944,961,000 to $1.1 billion. Net earnings fell 5% from the 1978 total of $66,179,000 to $62,956,000.

Manufacturer of health and personal care products, toiletries, chemicals and furniture refinishing and care products, Richardson-Merrell maintained its recent policy of focusing research, development and marketing resources in areas where it already has strong marketing positions.

During the fiscal year 1979, Richardson-Merrell sold its Jensen-Salsbery veterinarian and Tulox-Lumelite-Bradley packaging divisions and acquired Etablissements F. Vibert S.A. and its Petrole Hahn hair tonic, boistering its international personal care lines.

- The company also introduced four new products in its consumer products division, extending its existing lines of personal, denture and skincare. The products are Night of Olay, Topex, Complete and super strength Clearasil.

The consumer products division accounts for 65% of the company's sales and 80% of its operating profits. This division was backed by $53,616,400, or 94% of Richardson-Merrell's total measured media budget of $57,238,600.

The consumer products division posted a sales increase of 17% to $711,697,000, but operating profits fell 2% from the 1978 total of $110,731,000 to $108,217,000.

- The Sinex nasal sprays, a highly profitable product line, were voluntarily recalled in the fall of 1978 when Richardson-Merrell discovered a resistant bacteria in the medication. According to the company, the effect of the recall was to reduce after-tax income by $9,800,000.

Low incidence of colds and flu in 1979 resulted in moderate sales for other products of the Vicks cough/cold line, although Formula 44 cough medication achieved stronger sales and market position than in the previous year. NyQuil's market share slipped because of strongly backed competition. The $5,402,900 in measured media support for NyQuil was a 31% decrease from the previous year's backing of $7,069,400. Some 74% of the 1979 backing went to network tv. A new cough drop, Vicks Blue, was tested in local markets.

- Oil of Olay again received the company's strongest measured media backing with $15,541,600, a 16% decrease from the previous year. Although Oil of Olay's sales slipped in 1979, a new ad campaign was launched in January and sales increases were posted in the second half of fiscal 1979. Young & Rubicam handled the campaign, which abandoned the beauty tip format in favor of an appeal to mature women.

The introduction of Night of Olay, a nighttime skin cream, pushed the Olay line's sales ahead of 1978 despite Oil of Olay's drop. Night of Olay received $4,212,600 in measured media support, $4,125,000 of which went to network tv.

Richardson-Merrell also introduced Topex, an acne medication which received measured media support of $1,407,500, $1,383,500 in spot tv. At the end of fiscal 1979, super strength Clearasil was launched.

The Clearasil line received $4,451,600 in measured media backing, a 15% increase from fiscal 1978. Clearasil acne lotion got $1,706,300; Clearasil medication, $1,312,400; and Clearasil medicated cleanser, $1,432,900.

Fasteeth and Fixodent denture adhesives held the No. 1 and 2 positions in their markets. Richardson-Merrell's Complete, in its first full year on the market, had good sales with measured media backing of $2,948,100.

Merrell National Laboratories posted sales of $261,328, a 12% increase over the previous year. Operating profits for this division increased 16%.

In addition to the ethical pharmaceutical staple products, including Norpramin, an antidepressant, and Bentyl, prescribed for gastrointestinal disorders, Merrell now has Chronulac, the first prescription laxative on the market. Several new prescription products are now under review by the Food & Drug Administration.

Merrell's over-the-counter products responded well to increased support the past year. Cepacol mouthwash sold well despite increased competition.

Lavoris, Richardson-Merrell's mouthwash in the consumer products division, did not increase its market share in 1979.

J. T. Baker, in the specialty chemicals and diversified products division, had strong growth in fine and industrial chemicals. The division recorded $117,521,000 in sales.

Sales for Formby's Inc., Richardson-Merrell's wood care product line, improved in the second half of fiscal 1979. Also last year, Richardson-Merrell moved the account to Epstein, Raboy Advertising, New York. The previous agency was Durham & Associates.

- Cepacol was moved from Sive Associates to Shaller Rubin Associates, New York. The Chronulac account has been assigned to Benton & Bowles' Medicus Communications. 60/40/20 oil control deep cleanser will be tested in the Southwest as well as in Boise, Ida., where it has been handled by Shirley Polykoff Advertising.

Denquel, a sensitive teeth toothpaste, will be tested in various local markets and handled by Young & Rubicam, New York.

ADVERTISING EXPENDITURES

	1979	1978
Newspapers	$328,000	$107,600
Magazines	3,324,600	2,597,500
Spot tv	11,682,400	10,367,100
Network tv	39,175,600	39,712,700
Spot radio	1,699,700	2,783,200
Network radio	1,028,300	384,800
Total measured	57,238,600	55,952,900*
Unmeasured	66,561,400	49,047,100*
Estimated total	123,800,000	105,000,000

*Restated

VICKS HEALTH CARE DIVISION

MARKETING PERSONNEL

R. A. Ahrens, president/genl mgr
S. W. Bryan, mktg director
W. LoCurto, mktg director
W. S. McGranahan, vp-mktg services

ADVERTISING AGENCIES

Benton & Bowles, New York—Roy Bostock, vp; Richard Hopple, senior vp-mgmt super.

BBDO, New York—Allen Rosenshine, president; Norm Bierman, mgmt super.

Case & McGrath, New York—John Hayrilla, acct exec; Claudia Horty, acct super, Daycare liquid cold medicine.

VICKS TOILETRY PRODUCTS DIVISION

MARKETING PERSONNEL

J. D. Auty, president, genl mgr
C. Nash, exec vp

ADVERTISING AGENCIES

Benton & Bowles, New York—Clearasil prods, Fasteeth, Fixodent, Topex—Ken Hite, mgmt super; Betsy Bernstein, Mary Roche, acct supers.

Young & Rubicam, New York—Olay products, Complete, new prods—Robert Gleckler, mgmt super; John Clement, John Foote, acct supers.

North Castle Partners Advertising, Greenwich, Conn.—Lavoris—Lynn Rotundo, mgmt super.

Shirley Polykoff Advertising, New York—new prods.

Reva Korda & Associates, New York—new prods.

Carrafiello-Diehl & Associates, New York—professional.

MERRELL-NATIONAL LABORATORIES DIVISION

MARKETING PERSONNEL

K. R. Munroe Jr., vp-mktg
J. D. Dishaw, vp-sales
P. L. Wilson, vp-medical promotion & planning
F. R. Gace, director-advertising

ADVERTISING AGENCIES

Medicus Communications, New York—prescription products—Nick Maiali, vp-client services; Edward Smith, acct exec.

Shaller-Rubin Associates, New York—otc prods, Paul Goldsmith, acct super; John Donati, acct exec.

J. T. BAKER CHEMICAL CO.

MARKETING PERSONNEL

P. E. Brunswick, vp-mktg, laboratory prods
B. M. Rein, vp-mktg, specialty chemicals
D. Hoffmeister, director of mktg, horticultural prods
J. L. Zapf, director, mktg admin

ADVERTISING AGENCIES

Rosston, Kremer & Slawter, New York—Paul D. Slawter, vp.

Steigler Agency, Allentown, Pa.—Daniel Wells, acct exec.

PKG/Cunningham & Walsh, Chicago—James Davison, vp.

J. T. BAKER DIAGNOSTICS DIVISION

MARKETING PERSONNEL

J. R. Kelsey, president
M. G. Holsom, vp-mktg
D. J. Holland, vp-sales and distribution

ADVERTISING AGENCY

Barbetta Miller, Fairfield, N.J.—Joseph Barbett, president; Rebel Robertson III, senior vp; Thomas Brogan, exec vp.

FORMBY's INC.

MARKETING PERSONNEL

J. B. Cappio, vp, genl mgr
J. D. Mitchell, mktg director
W. Melvin, national sales manager
R. Porter, national accounts manager

ADVERTISING AGENCY

Epstein, Raboy Advertising, New York—Jerry Martin, mgmt super.

VICK INTERNATIONAL EUROPE/AFRICA

MARKETING PERSONNEL

G. B. McClure, president, genl mgr
J. R. Markley, asst genl mgr
T. W. Peterson, mktg director
J. W. Coyne, group director, cough & cold prods
R. May, group director, teen age
J. W. Blades, group director, toiletries
D. O. Schultz, group director, baby products, oral hygiene

VICK INTERNATIONAL LATIN AMERICA/FAR EAST

MARKETING PERSONNEL

T. M. McGuire, president, genl mgr
R. A. Olson, vp-director of mktg
W. A. Crowther, director-mktg, communications
W. P. Streckert, director-mktg rsch
L. P. Mattis, exec vp

A.H. Robins Co.

	1979	1978
Sales	$386,425,000	$357,070,000
Earnings	44,746,000	29,916,000
Advertising	36,955,900	32,886,000

A.H. Robins Co., Richmond, Va., maker of health care and consumer products, was the 93rd largest national advertiser in 1979, spending approximately $36,955,900, up 12% from 1978.

While company sales grew 8% in 1979, to $386,425,000, earnings jumped 50% to $44,746,000. The earnings growth was attributed mainly to favorable settlement of an antitrust suit filed against the Hartz Mountain Corp.

Hartz agreed to pay Robins subsidiary Miller-Morton $42,500,000 over a five-year period after Miller-Morton filed suit charging Hartz with illegal monopolistic and anticompetitive practices. Hartz holds a slight lead over Miller-Morton in the $125,000,000 pet accessories market. Hartz also agreed to regulation of its practices in the pet products business by a federal district court for five years.

- Robins continued to pay for litigation expenses and settlements related to the Dalkon Shield. In 1979, expenses totaled $6,005,000, down from $9,560,000 in 1978. However, at the end of 1979, approximately 595 product liability cases were pending in various courts, and 245 nonlitigated claims were being evaluated by the company.

Health care products accounted for 70% of worldwide sales, with consumer goods including Sergeant's pet care products, the Quencher line of cosmetics, and Chap Stick lip balm in the U.S. and the Caron line of fragrance in Paris comprised the remainder.

Support for Miller-Morton's Quencher line, which accounted for 40% of Robins' measured media expenditures in 1978, declined to 25% of the total in 1979.

1979 saw the introduction of new packaging and graphics on the Quencher line and the launch of the "Color me Quencher" umbrella theme. Spending on the entire line decreased from $11,000,000 in 1978 to $8,000,000 in 1979, with much of the difference accounted for by the discontinuation of advertising for Skin Quencher hand and body lotion.

Spending on Lip Quencher Lipstick, which has a 10 share in the lip color market and is the leader in pegged lip color products, increased to $8,000,000 from the previous year's $7,000,000.

Also on the Quencher line, the company introduced six shades of Lip Quencher Glosstick. Eighteen shades of Quencher Nail Glaze were brought out in late fall after testing for some months in Nashville and Charlotte, N.C. The company is planning to back the nail glaze with $3,500,000 in 1980.

- A Moistglow makeup with creme blush and pressed powder also made its debut in the fall.

1979 saw a new logo, packaging and ads for the Chap Stick products. The leading lip balm increased its ad spending from $4,000,000 to $5,000,000. Three new flavors were added to the Chap Stick Lip Treat line, which doubled its spending from $558,600 to $1,095,600.

In the fall, the company brought out a group of Sergeant's pet vitamins, Vitapet 1, 2 and 3, chewable tablets in different formulas for puppies, adult dogs, older dogs and cats.

In December, a Sentry V flea and tick collar, which the company says combines both dusting and vaporizing ingredients and works for five months, joined the Sergeant's line. The collar had been introduced in Canada earlier in the year. Robins said it intended to back the product with tv and newspaper in 1980.

Company spending on Sentry products rose from $5,500,000 in 1978 to $6,300,000 in 1979.

Based on the success Miller-Morton has achieved with its consumer products, Robins now is marketing its health care products more aggressively. Sold under the Elkins-Sinn and A.H. Robins names, principal pharmaceutical products are drugs for coughs and colds, antispasmodic drugs for gastrointestinal disorders, skeletal muscle relaxants and vitamins. They are distributed throughout the U.S. as well as in Canada, Latin America, Europe, the Far and Middle East and Africa.

Spending for Robin's Robitussin family of cough syrups, the leading line sold in pharmacies, more than doubled from $4,600,000 in 1978 to $9,645,000 in 1979.

In the spring, Robins Dimetane tablets and elixer were changed to nonprescription. In addition, Z-BEC, a high potency formulation of Vitamin C.B. complex, Vitamin E and zinc, and Albee with C were added to the Robitussin line. In the fall, Albee C-800 and Albee C-800 plus Iron joined the group as "extra-strength vitamins for extra effort people."

In July, Robins began marketing an injectable formula of Reglan which is being promoted to gastroenterologists. In September, Elkins-Sinn introduced the first generic hydroxyzine hydrochloride, a tranquilizer for intramuscular injection.

During 1979, the company realigned its health care operations by merging the Elkins-Sinn and A.H. Robins sales forces and dividing it into ethical, consumer and hospital groups.

The company uses advertising in medical and pharmaceutical journals for many of its pharmaceutical products. These expenditures do not show up in measured media figures, and are estimated to account for much of Robins' approximately $6,000,000 in unmeasured media spending.

Robins ranks 22nd in the over-all health care market, and 19th among those companies marketing ethical pharmaceuticals. A 1979 research study showed that the company is No. 4 among U.S. pharmaceutical manufacturers in new prescriptions written. It had nine products among the top 200 most widely prescribed products in the U.S. in 1979.

ADVERTISING EXPENDITURES

	1979	1978
Newspapers	$ 800	$ ——
Magazines	1,435,000	2,225,400
Spot tv	29,321,100	24,937,800
Network tv	447,700	——
Outdoor	900	1,000
Total measured	31,205,500	27,164,200
Unmeasured	5,750,400	5,721,800
Estimated total	36,955,900	32,886,000

MARKETING PERSONNEL

Corporate

E. Clairborne Robins, chairman
E. Clairborne Robins Jr., president
Robert G. Watts, exec vp
John L. Burke, vp-sales mgr
Gerald K. Wilburn, director, mktg
Frank W. Mann Jr., adv director
Frank W. Gilbert, mktg rsch director
John D. Taylor, vp-public affairs

VioBin Corp.

W.E. Melby, president

Babcock Industries Inc.

Bruce M. Babcock, president

Parfums Caron

Henry Alexander Bertrand, president
A. Stuart Powell, vp-genl mgr, Caron Corp.

Chap Stick Co.

Daniel E. French, president
David B. Wallace, vp-mktg
Frank C. Britt, director, promo mktg
Randy Wheeler, mkt devel mgr

Miller-Morton Co.

DeWitt F. Helm Jr., president
Jack E. Francis, vp-genl mgr
Frank J. Stumpf Jr., brand mgr, h&ba
L. Bradford Armstrong, group mgr, pet care prods
Sally M. Wood, group mgr, cosmetics prods.

ADVERTISING AGENCIES

Symon, Thomas & Hilliard, New York—pet care products, creative only—James W. Thomas, mgmt super.

Direct Mass Marketing Inc., New Rochelle, N.Y.—Blair div, Anna Elizabeth Wade & Kenneth div.—David Reichberg.

Arnold Hinton & Hoff, Schaumburg, Ill.—VioBin Corp.

Mil-Mor Advertising (in-house)—Sergeant's pet care prods, Chap Stick lip balm, Lip Quencher, Nail Quencher, media in all products—James K. Willis, vp-genl mgr; Michael Maxwell, media director; Barbara Felton, mgr, broadcast services; Dan Schechner, mgr, print services.

Woltz & Associates, Richmond—various corporate & product assignments.

David Popofsky Advertising, New York—various corporate & product assignments.

James Jordan Inc., New York—health & beauty aids, cosmetics, creative only—James Jordan, Jack Taylor, Wendy Cole.

1979 AD $ SUMMARY

See page 113

LNA

MARKETING PROFILES

Schering-Plough Corp.

	1979	1978
Sales	$1,434,022,000	$1,082,493,000
Earnings	219,764,000	193,629,000
Advertising*	78,000,000	68,000,000

*** Estimated by AA**

Schering-Plough Corp., Kenilworth, N.J., the 58th largest national advertiser, increased its national advertising spending to an estimated $78,000,000 in 1979, up 15% over 1978.

Sales rose 32% to $1.4 billion and the company chalked up record earnings of $219,764,000, up 13% from 1978. Richard J. Bennett, president and chief executive, said sales growth for the year was accelerated by acquisitions, particularly of Scholl Inc., which was purchased in April of 1979.

Ethical pharmaceuticals continued to be the mainstay of the company, contributing $756,500,000 in sales revenues; consumer products added $514,400,000 and home products $94,100,000.

While ethical pharmaceuticals are important to the company's balance sheet, the consumer products division easily got the bulk of Schering-Plough's advertising expenditures.

▪ Maybelline cosmetics continued to be the company's most heavily advertised product line, accounting for more than 40% of the measured ad investment for 1979. Products within the line that received the bulk of the advertising dollar were Maybelline mascara ($7,640,800); Maybelline eye make-up ($5,773,100); Maybelline lipstick ($4,416,700), and Maybelline nail color ($2,573,300).

Maybelline remains a dominant No. 1 in the mascara and shadow categories, and moved into the No. 2 position in lip make-ups.

Among products introduced in 1979 in the Maybelline line were, Colors That Cling shadow duos; Lip Color and Cheek Color styler pencils; Kissing Slicks—a wand applied flavored lip gloss, and Brush/Blush II—a duo of brush applied blushes.

The company's position in the United Kingdom cosmetics market was broadened by the acquisition of Rimmel International Ltd. in late 1979. Rimmel manufactures lipstick, eye make-up and nail lacquer—last year sales were $14,000,000.

▪ The Coppertone line of suncare preparations strengthened its marketing position, backed by more than $4,700,000 in ad spending. In late 1979, For Faces Only—a new product in the Coppertone line—was introduced and advertising was directed to consumers who favor nongreasy, readily absorbed moisturizer that has the benefits of sun protection lotions or oils. Because of its late-in-the-year introduction, only $1,100 was allocated for ad spending with a significant increase expected for 1980.

Sales of Coppertone suncare products overseas continued to advance in major markets. The Tropical Blend line, which was introduced in Greece, Italy and Spain led the over-all performance. Ad spending for Tropical Blend was $1,222,000 last year.

The company's Di-Gel antacid/-antigas tablets was the subject of intensive study and evaluation during 1979. Sales of the product line were about even with the previous year (1978). Ad spending was about the same as in 1978—$5,000,000.

Backed by a $5,200,000 ad budget in 1979, Duration nasal spray continued its growth and became the No. 1 proprietary product in its field. Correctol posted particularly good sales and share-of-market gains with ad backing of $2,500,000.

With the acquisition of Scholl Inc. and Dr. Scholl's foot and leg care products, the company benefited from the normally strong growth trends of those products.

Exercise Sandals broadened its customer profile by introducing fashion into the product. Also, with the national focus on running and jogging, Scholl's introduced in 1979, Runner's Wedge—an athletic arch designed to help the foot function better. Also introduced was Dr. Scholl Sports Cushion insoles which are designed to absorb the shock incurred in running. Both were introduced with an ad backing in excess of $200,000.

▪ The company also test marketed Fresh Strips, a small adhesive-backed pad containing a fragrance that is released over a period of time and is worn in footwear. Also introduced was Feet Treat—a sponge-like, two-sided buffing pad, designed to eliminate hardened or dead skin. Ad spending for the Scholl's line was about $1,300,000. Ad investments in Dr. Scholl's product line approached $3,000,000.

Schering-Plough's U.S. home products business in 1979 recorded a sales increase, but profits declined. The company attributed the decline to higher costs for raw materials and packaging.

Sales gains reflected the addition of Arno specialty adhesive tapes acquired in the merger with Scholl as well as strong advances by DAP caulking compounds and Derusto specialty paints.

Sales were particularly strong for DAP acrylic latex caulk, which posted a 25% advance and increased its share of market over 1978.

The home products group introduced several new products during 1979, including a complete line of furniture care and refinishing materials under the DAP label. Total ad spending for the DAP line of products was $765,400.

The company's ethical pharmaceuticals business in the U.S. grew by about 10% (internationally 13%)—principally reflecting price increases and sales of several major new prescription entities.

▪ In the antibiotics area, Garamycin maintained its sales level and continued to hold its No. 1 position among aminoglycosides. Sales in 1979 were aided by the introduction of new multivial packaging and a larger singledose delivery form for use by hospitals, the product's principal customer group. To help meet anticipated intensified price competition when the Garamycin patent expires (1980), a deferred discount program for hospitals was instituted late in 1979, enabling hospitals to achieve substantial savings by purchasing the product over a 12 to 18-month term.

The company's line of over-the-counter products continued to expand in 1979 and constitutes an increasingly significant segment of the pharmaceutical business.

A special field sales force was established to expand distribution in large-volume retail outlets and to improve market share leadership. The company also sponsored a nationwide survey aimed at improving the services and performance of local pharmacies to meet changing customer needs.

Afrin recorded increased sales despite a relatively low incidence of respiratory ailments early in 1979 and continues to be the leading topical nasal decongestant in the over-the-counter line.

ERLANGER
ERLANGER
Our label tells you this beer is a classic.
Taste the moment

"Taste the moment" is the ad theme for Schlitz' superpremium Erlanger.

The mild cough/cold season, in conjunction with new competition in the field, resulted in somewhat lower sales of the Coricidin line of products in 1979. The line was expanded later in 1979 with the introduction of Extra Strength Coricidin sinus headache remedy tablets.

▪ The Chlor-Trimeton line of allergy medications posted sales gains and maintained its number one ranking in its market.

By year-end, the company announced plans for the introduction of Dermolate, a topical over-the-counter hydrocortisone product. The product is designed for treatment of a number of skin maladies.

The Emko line of contraceptive foams and personal hygiene products, acquired in 1978, was integrated into the over-the-counter sales and distribution system in the first half of 1979.

On the international pharmaceutical scene, 1979 was marked with the acquisition of two pharmaceutical companies—Unifa, S.A. and Kirby Pharmaceuticals Ltd. Unifa is an Argentine company and the acquisition raises the company's position to fifth place in that market.

Kirby, a British manufacturer of injectable and ophthalmic drugs, is expected to provide Schering-Plough with a strong base from which to launch new products.

In 1979, the company began to lay the groundwork for the introduction in 1980 of Netromycin to a number of European markets. To aid in the introduction, an information program was prepared to emphasize the activity of the product against resistant organisms, as well as a three-to-five-fold safety margin over comparable products in animal studies. Also, the material is expected to stress that 3,000 patients have been treated with Netromycin without encountering a single case of deafness or kidney failure.

▪ Capital expansion includes construction on a $59,000,000 steroid/-antibiotic production complex at the Manati, P.R., manufacturing site to provide needed capacity to accommodate expanding business in the steroid field and to meet projected worldwide sales of Netromycin.

At Kenilworth, N.J., a $13,000,000 fully automated storage and retrieval warehouse for pharmaceutical products is expected to provide significantly greater operating efficiencies.

The U.S. animal health business was strengthened by a major acquisition during 1979. In addition to new sales of swine vaccines and pharmaceuticals acquired in the purchase of Burns-Biotec, the Gentocin line of antibiotics for veterinary use and Garasol—an antibiotic for poultry—continued to expand their market shares as did the equine analgesic Banamine. The company now holds second place in the domestic market for packaged animal health products.

Plough Broadcasting Co. capitalized on expanded fm radio listenership in 1979. Revenues from the company's fm stations—about half of total sales—reflect the audience shift from am to fm stations.

The sale of stations WACQ (am) and WTTK (fm) in Boston, initiated in 1978, was completed in the second quarter of 1979.

ADVERTISING EXPENDITURES

	1979	1978
Newspapers	$138,300	$281,800
Magazines	10,752,100	9,523,100
Farm publications	235,300	264,400
Spot tv	8,363,000	8,146,700
Network tv	33,891,400	28,488,300
Spot radio	—	1,316,100
Network radio	5,439,300	2,953,200
Outdoor	1,903,600	1,683,000
Total measured	60,723,000	52,656,600
Unmeasured	18,000,000	15,343,400
Total	78,723,000	68,000,000

PLOUGH ADVERTISING

Lake-Spiro-Shurman Advertising Agency

H.K. McIntyre, president
Arron Spiro Jr., exec vp
Gene Camerik, vp-spot broadcast
Ted Kingsford, vp-mktg services
Lynn Sanders, vp-print media
Ken West, mgr, calendar
William W. Apperson, director, graphic services
Leita Thompson, mgr, broadcast operations
Mildred Ross, mgr, print production

PLOUGH PRODUCTS

MARKETING PERSONNEL

Harry B. Solmson III, president, genl mgr
Richard Briscoe, senior vp-mktg and adv
Russell Elliot, vp-advertising
Pat McGhee, Jim Roudebush and Jerry Simmons, mkt directors
Roger Corby, Frank Suddoth, Joe Edmondson, Bill Stratton, Nancy Mingo, group product mgrs
Joan Tonning, Alan Beychok, JoAnne Brown, Ron Kroto, Ernie Hilliard, Mike Ward, June Davidson, Carol Wilson, product mgrs
Frank Craig, director, out-of-home advertising

Sales

Don Ramier, vp-sales
Charlie Naff, senior vp-director of field sales
Dave Wells, vp-sales admin
Bob Baldridge, vp-distribution analysis
Norm Kercher, vp-mktg services
Jim McIntyre, vp-natl accts director
Ken Crites, vp-central area
Steve Kane, vp-north central area
Mike Swider, vp-northeastern area
Ken Benderman, vp-southeastern area
George Todd, vp-western area

MAYBELLINE COSMETICS

MARKETING PERSONNEL

David Brittain, president
Bob Schreiber, vp-adv/media/research
Chris Berry, vp-mktg, eyes/nail products
Gary Mulloy, vp-mktg, face/lip/skincare products
Roz Diaboch, director, product devel, eye/nail products
Judy Spencer, product devel mgr, face/lip/-skincare products
Mike Conner, grp mkt mgr, eye prods
Cathy Wills, mkt mgr, shadows
Sheila Rose, mkt mgr, mascara
Ken Redd, mkt mgr, pencil prods
Alex Klein, mkt mgr, nail prods
John Conte, group mkt mgr, face/lip prods
Eddie Edgar, mkt mgr, lip gloss/make-up
Ken Goff, mkt mgr, lip color/blush
Roger Lewis, group mkt mgr, moisture whip
Debbi Nellson, mkt mgr, moisture whip
Susan Crow, asst product devel mgr, eye/nail prods

DAP INC.

MARKETING PERSONNEL

Paul Davis, president
Richard Momsen, exec vp
John Harper, vp-adv & pr

ADVERTISING AGENCIES

N W Ayer, Chicago, Scholl prods.

Stern Walters/Earle Ludgin, Chicago, Scholl's prods.

Lake-Spiro-Shurman, Memphis—all Plough and Maybelline media placement in the U.S.

Griswold-Eshleman, Cincinnati—DAP home prods div.—Norman E. Van Zant, acct super.

Warwick, Welsh & Miller, New York—Di-Gel, St. Joseph prods, Feen-a-Mint, Duration, Sardo, Artra, Sulfer-8 line, Black & White line, Coppertone prods, QT prods, Correctol laxative, Mexsana medicated powder, Aspergum, Sudden Tan.

Ted Bates & Co., New York—Maybelline eye cosmetics and nail enamel.

The Marschalk Co., New York—Maybelline facial cosmetics.

Foote, Cone & Belding, New York—Solarcaine, Aftate, Tropical Blend and others.

Chapman, Troast & Warwick, Sacramento, Cal.—Sun Ger.

SCHERING LABORATORIES
SCHERING DIVISION

MARKETING PERSONNEL

Robert Hanson, vp-genl mgr
H. Steven Schneider, vp-mktg
G.F.T. Grimaldi, vp-sales
Mitchell Chadrjian, staff vp professional services
Robert Rauf, director, adv/sales promo
James Mongiardo, director, otc prods
Harvey Weintraub, director, Rx products
Arnold Burstein, director, mktg services
Daniel Tousman, director, business devel

ADVERTISING AGENCIES

Medicus Communications, subsidiary of Benton & Bowles, New York—prescription products & professional promo of otc products—Lawrence J. Lesser, president; Jay Cohen, senior vp-client services; Raleigh Hanbury, vp; Jerry Mars, Paul Schneider, acct execs.

Wesson & Warhaftig, New York—prescription prods—Howard Wesson, president & ceo; Donald P. O'Neill, senior vp-director of client services; Robert Beckman, acct super, Steve Spittel, acct exec.

Ketchum, MacLeod & Grove, New York—trade promo, all otc products—Hank Wasiak, president; Walter Kaprielian, exec vp-genl mgr; Paul Abrams, senior vp-acct mgr; Mike Bablons, acct super.

Jos. Schlitz Brewing Co.

	1979	1978
Sales	$894,156,000	$910,841,000*
Earnings	(50,645,000)	11,961,000
Advertising*	71,551,000	58,213,000

(Loss)
***This represents net sales for 1978, restated from last year's total of $1,083,272,000, which indicated consolidated sales.**

Jos. Schlitz Brewing Co., the 62nd largest national advertiser and third largest brewer, increased its ad spending 23% to $71,551,000 in an attempt to keep pace with a hot battle for the taste buds of America's beer drinkers in 1979.

But the expenditure did little to halt a sales and barrelage drop for the third straight year and a hefty net loss, the biggest ever recorded in the beer industry. Shipments declined 14% to 16,804,000 bbls., a 33% falloff since 1976. Sales dropped 18% to $894,156,000, about 26% under the 1976 peak.

And the company lost $50,645,000, most of that—$39,500,000—coming as an after tax loss related to the sale of its Syracuse, N.Y., brewery to Anheuser-Busch. That, plus another after-tax provision for losses on equipment not placed into service because of unused capacity left the company with an operating loss of $7,698,000.

▪ The dismal results prompted a major marketing shake-up and management reorganization. Allin Proudfoot, who came to Schlitz from Coca-Cola in 1978 as senior vp-marketing, was replaced in February, 1980, by Robert Rechholtz, who had been vp-brand management.

Then Schlitz again reached into the executive club at Coca-Cola for its new president, Jerome Vielehr, who had been president of Coca-Cola Trading Co. He replaced Frank Sellinger who was moved up to the new position of vice-chairman-ceo, the latter suffix coming from Daniel McKeithan Jr., who remains as chairman.

But even while those changes were being announced, the company appeared to be doing much better, at least on the bottom line. In the first half of 1980, total shipments plunged 14.4% to 7,824,000 bbls., while sales declined only a fraction to $462,800,000. But after five straight quarters of red ink, the company returned to the black, earning $18,100,000 in the first quarter.

At the heart of the company's problems is the flagship premium brand, Schlitz, which accounts for about 60% of the total sales volume, but which has been fighting an uphill battle to win back the loyalty of former Schlitz drinkers lost with a patch of bad brew and to woo a flock of new beer drinkers. The brew was reformulated about three years ago, after Mr. Sellinger, a brewmaster, assumed the presidency, and the new formula consistently does well in blind taste tests, but the Schlitz name is still tarnished in the eyes of the beer drinker.

Schlitz' 1979 ad campaign—"beer makes it good; Schlitz makes it great"—apparently failed to spark any interest in the brand, and was replaced later in the year by a new campaign: "Go for it!" The action-oriented campaign earlier this year was amended with the resurrection of the word, "Gusto." The company last year spent $25,466,000 in measured media on the Schlitz brand, up from $22,812,900 in 1978. The lion's share of that, $21,347,700, was invested in network tv.

▪ This spring, the company began to make some moves to convince consumers that Schlitz was worth trying. Two commercials were produced and run nationally, featuring Mr. Sellinger giving testimony as to the brew's quality. One was used nationally, the other in test markets. There were also indications the company was revamping its media strategy by shifting most of its network dollars into spot tv buys to reinforce prime markets.

A continuing disappointment for the company was Schlitz Light, a low-calorie beer that is still being offered alongside regular Schlitz in many stores, but is no longer receiving advertising support. The company invested $6,623,000 in the brand last year, down from $8,027,200.

While Schlitz executives maintained they would not pull Schlitz Light from the market, many observers expected just that when it announced the test market introduction of Tribute Light this spring in four cities. A campaign, developed by Benton & Bowles, New York, asks the consumer to "Pay yourself a Tribute."

▪ A definite cause for optimism was the successful national rollout of the company's superpremium entry, Erlanger, a full body brew that is probably the closest thing in taste to a European beer of any brand made in the U.S. A campaign, developed by J. Walter Thompson Co., Chicago (also the Schlitz brand agency), begs viewers and listeners to "taste the moment." Wholesalers report strong sales on the brew, with one calling it "the best-received new beer in my 25 years in the business." Last year's test market measured media spending totaled $3,015,700 on the brand.

Meanwhile, the company's other two brands, Schlitz Malt Liquor and popular-priced Old Milwaukee, showed improved sales in 1979. Continuing its "Schlitz Malt Liquor Bull" theme via B&B, Schlitz pumped $7,404,500 into national media, up from $5,825,700 in 1978.

And although the popular-priced segment declined over-all in the industry, Old Milwaukee surged ahead with the help of the theme: "Old Milwaukee tastes as great as its name," via BBDO. Measured media spending for the brew increased to $5,176,700 from $3,639,100.

Likely to give Old Milwaukee another boost this year is a deal signed in the spring between the brewer and the Taiwan Tobacco and Wine Monopoly Bureau for the shipping to the Republic of China of up to 3,500,000 cases in 1980.

ADVERTISING EXPENDITURES

	1979	1978
Newspapers	$ 1,476,100	$ 664,900
Magazines	901,600	73,900
Spot tv	15,291,200	8,387,100
Network tv	31,428,900	32,235,700
Spot radio	4,327,400	3,315,000
Outdoor	684,900	66,500
Total measured	54,110,100	44,743,100
Unmeasured	17,440,900	13,469.900
Estimated total	71,551,000	58,213,000

MARKETING PERSONNEL

Robert A. Rechholtz, senior vp-mktg
Joseph A. Ciszewski, mgr brand admin
Robert Conners, group director, mktg services
William C. Graham, group director, mktg
James R. Remitz, group director, mktg
Timothy J. Donohue, director mktg admin
Gary M. Truitt, Schlitz Malt Liquor brand director
Lee Walther Kordus, mgr brand devel
Thomas H. Schwalm, Old Milwaukee/Primo brand director
Thomas C. Godwin, mgr brand devel
John W. Watson, Erlanger brand director
Wayne R. Casper, director mktg rsch
William J. Henke, director of media
James E. Poor, mgr merch and sales promo
Robert C. Lampertius, mgr packaging and design
Thomas A. Siefkes, director market devel

ADVERTISING AGENCIES

J. Walter Thompson Co., Chicago—Schlitz—Ben Gilmore, vp-mgmt super; Mark Polan, acct super; Erlanger—Jeff White, vp-mgmt super; Bill McCann, acct super.

Benton & Bowles, New York—Schlitz Malt Liquor—John Fenton, senior vp-mgmt super; Ron Campbell, acct super; Tribute Light—John Fenton, senior vp-mgmt super; Dave Pyle, acct super.

BBDO, New York—Old Milwaukee—John Dunning, vp-mgmt super; Macy Jones, acct super.

Scott Paper Co.

	1979	1978
Sales	$1,908,107,000	$1,724,897,000
Earnings	137,000,000	93,560,000
Advertising	36,834,000	33,274,000

Scott Paper Co., Philadelphia, the 94th largest national advertiser, increased its advertising 11% in 1979 to almost $37,000,000.

Sales during the year rose by about 13% to $1,908,107,000, while earnings increased by about 46%, continuing a strong reversal of a 15% earnings decline sustained in 1977. Scott attributed the gain in earnings to increased sales volume, competitive selling prices and growth of the company's international operations.

The company, No. 6 of the 14 largest paper companies in the U.S., had a 9% share of the total paper market in 1979. It holds about 30% of the paper towel market, 28% of the toilet tissue market, 16% of the facial tissue market and 30% of the table napkin market.

▪ The package products division accounted for sales of $1.5 billion, approximately 69% of the Scott total and about $152,762,000 more than in 1978.

Major advertised brands were Viva paper towels, with $6,183,000 in measured media support; Cottonelle bathroom tissue, with $6,051,600; Job Squad paper towels, with $4,029,000; ScotTowels, with $3,291,100; Soft 'n' Pretty bathroom tissue, with $2,451,500, and ScotTissue toilet tissue, with $1,595,500. The bulk of these expenditures went to spot and network television advertising.

Both Cottonelle and Soft 'n' Pretty increased their market shares during the year. Cottonelle, introduced to the Northeast in 1978, continued its rollout into additional areas of the country.

Prices on two other products, Waldorf bathroom tissue and ScotTowels, were reduced relative to other brands during 1979 as competition with Procter & Gamble quickened.

Among new products, Dura Wipers and Footman disposable mats, both handled by J. Walter Thompson Co., were introduced in Fort Wayne, Ind. And other ventures, including Viva, Baby Fresh

KNOW THY COMPETITION

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LNA

baby wipes and WypALL, led the Scott roster of new products in sales performance. WypALL, an industrial wiper, contributed heavily to the growth of the division's commercial products group.

ScotTissue and Scott family napkins were also named as products accounting for a large part of the division's sales. W.B. Doner & Co., Baltimore, was added to Scott's roster of agencies to handle new product developments.

▪ The company, meanwhile, made the largest coupon drop in its history to celebrate its 100th birthday in 1979. A total of 183,000,000 coupons for paper goods, including ScotTowels, Scotties, ScotTissue, Waldorf and Viva, were circulated via newspaper advertising. The drop was handled by Scottcom, an in-house agency.

JWT's commercial for ScotTissue sparked some minor controversy over its clarity. "The other leading tissue rolls out to stop at 500 sheets, but Scott rolls out 28% longer," the spot proclaimed. "It stops at 1,000 sheets." Presumably, enough viewers concluded that the competing sheets were not of equal length, since the spot continues to be aired.

The S.D. Warren printing paper division, Scott's second largest unit, had sales of $492,000,000, up 17%, while earnings rose 36%. Improvements were made on existing brands, specifically Patina, Lustro and Warrenflo. The division also upgraded several of its paper machines, while its position in graphic arts products was strengthened as demand for pressure-sensitive materials grew by more than 20% in 1979.

▪ A new subsidiary, Scott Paper International, was formed in 1979 to own or assume management responsibility for most of Scott's international operations. It counts eighteen affiliates in Latin America, Europe, the Far East, Australia and Canada.

Scott's share of affiliate earnings in 1979 rose 34% to a record $44,000,000. The company will continue to function as a partner and 49% to 50% investor in international operations, with local partners owning the remaining interests.

Last year, the company saw a new affiliate established in Korea and new paper machines installed in Colombia and Costa Rica. Sanitary napkins were introduced in Australia, and disposable hospital products were launched in Canada, as Scott began joint ventures with a Swedish company under the name of Sancella Ltd.

▪ The Brown Jordan division increased sales by 26%; income from operations, however, increased a modest 6% after absorbing startup costs for a new metal and rattan furniture plant in Suffolk, Va.

Expansion of the division's American Lantern plant in Arkansas began during the year. The expanded facility, along with the recently acquired Eagle Mfg. Co., is expected to enhance Brown Jordan's position in the growing residential lighting fixtures market.

Sales of the foam division increased 6% in response to continued demand from the carpet cushion industry. Income from operations decreased 16%, apparently because of a decline in sales of higher-margin products, including foams used in the automotive industry.

ADVERTISING EXPENDITURES

	1979	1978
Newspapers	$2,241,800	$2,583,600
Magazines	1,934,700	684,500
Spot tv	16,474,400	17,845,300
Network tv	7,788,600	4,785,800
Spot radio	336,300	429,200
Outdoor	23,600	131,200
Total measured	28,799,400	26,459,600
Unmeasured	8,034,600	6,814,400
Estimated total	36,834,000	33,274,000

PACKAGED PRODUCTS DIVISION
Philadelphia
MARKETING PERSONNEL

J.R. Leaman Jr., senior vp
D.T. Carey, vp-consumer mktg & devel
C.H. Bridges, div vp-consumer prods sales
J.E. Calvert, vp-commercial prods
G.E. Wilcox, div vp-sales devel
R.H. Sterrett, div vp, sales-east
D.B. Cavellier, div vp, sales-central
L.B. Griffith, div vp, sales-south
T.H. Redfield, div vp, sales-west

S.D. WARREN DIVISION
Boston
MARKETING PERSONNEL

C.W. Schmidt, president
R.W. McAvoy, vp-sales & mktg
J.H. Frick Jr., vp-printing & publishing div
J.W. Hefferman, vp-converting div
B.E. Barnes, vp-specialties div

BROWN-JORDAN DIVISION
El Monte, Cal.
MARKETING PERSONNEL

F.W. Schoditsch, president & ceo

FOAM DIVISION
Eddystone, Pa.
MARKETING PERSONNEL

R.E. Welsh, div vp
R.B. Kraus, natl sales & mktg mgr
R.A. Padula, senior mktg mgr
A.K. Simpson, natl sales mgr

ADVERTISING AGENCIES

J. Walter Thompson Co., New York—ScotTowels, ScotTissues, Baby Fresh Wipes, Job Squad—John Morrissey, group acct director; Martin Rose, mgmt super.

BBDO, New York—Viva towels, Cottonelle, Soft 'n' Pretty—W.G. Weigold, senior vp.

Mark Myers & Associates, Boston—Scott printing and converting papers—Christine Flouton, acct coordinator; Mark Myers, creative director.

Humphrey Browning MacDougall, Boston—S.D. Warren Co. printing, publishing and release papers—Damon Carter, acct super.

Brown, Keefe, Marine-Bowes, Los Angeles—Brown Jordan Co., Warren graphics specialties—James Keefe, acct super; Robert Greig, acct exec.

Aitkin-Kynett, Philadelphia—industrial foams—H.R. Blynn, vp.

Schaefer Advertising, Valley Forge, Pa.—commercial package paper products—Dennis Connaughton, acct exec (washroom towels, tissues); Tom O'Neill, acct exec (industrial wipers); Janice Manzi, acct exec (pr).

W.B. Doner & Co., Baltimore—new product devel—Bill MacFarland, acct super; David Sackey, mgmt super.

Seagram Co. Ltd.

	1979	1978
Sales†	$2,554,096,000	$2,272,584,000
Earnings†	107,263,000	93,029,000
Advertising*	168,000,000	120,000,000

†Worldwide; 1979 fiscal year ended July 31, 1979
*Estimated by AA

Joseph E. Seagram & Sons, New York, subsidiary of the Seagram Co. Ltd., Montreal and the 19th largest national advertiser, spent $168,000,000 on advertising in 1979, up about 40% over 1978.

Worldwide sales for Seagram Co. Ltd. in 1979 rose 12.4% over the previous year, and income before foreign exchange fluctuations and related tax effects was up 15.3%.

Operating income for the spirits and wine division increased 20% to $228,697,000 in 1979 from $189,985,000 the previous year. Oil and gas operating income showed a 12.6% increase to $62,933,000 in 1979 from $55,908,000 a year earlier.

The year 1979 saw continued hefty advertising spending at Seagram, in keeping with the heavy promotional support policy the company adopted in 1978. Measured media spending in 1979 was $120,890,700, up 42% from $85,188,900 in 1978, according to Leading National Advertisers. Total measured spending (including newspapers) reached $130,228,400 in 1979, up 44.4% from $90,077,000 in 1978.

The heavy spending, however, could not keep Seagram's 7 Crown whisky at the top of *Business Week's* annual ranking of the nation's leading liquor brands. For the first time in the 18 years that *Business Week* has offered rankings, Seagram 7 Crown dropped from first to third place behind Bacardi rum and Heublein's Smirnoff vodka. The drop reflects the nation's shift from stronger liquors to lighter drinks and wines.

Recognition of this trend led Seagram to promote its own Paul Masson wines heavily and to introduce a vodka-like competitor called Von Konig Silbervasser, a clear grain spirit.

Seagram spent $16,930,600 in measured media on Paul Masson wines in 1979, with $14,332,800 in network tv and the rest in spot tv. The ads starred massive actor Orson Welles declaiming, "We shall serve no wine before its time." In contrast, the company had spent only $6,220,600 on Masson wines in 1978.

▪ The introduction of Von Konig Silbervasser began last September and was handled by Seagram's General Wine & Spirits division. Ads for the product by North Castle Partners said it "makes you forget vodka."

A month later, in October, Seagram signed an agreement to purchase the Gold Seal Vineyards, Hammondsport, N.Y. The company makes the "signature" Charles Fournier wines, Gold Seal table wines and Henri Marchant champagnes and table wines. Michael P.H. Cliff, president of the Gold Seal Wine Co., the marketing company for Gold Seal Vineyards, was given the additional responsibilities of president of the vineyard and wine-making operations in Hammondsport.

Also notable in 1979 was Seagram's decision to sell the company-owned Seagram Bldg. at 375 Park Ave., a modern landmark famous for its severe, clean Mies Van der Rohe design. Seagram sold the 38-story tower for $85,500,000 to Teachers Insurance & Annuity Assn., but leased its present 150,000 sq. ft. of office space in the building for the next 15 years, with options to renew for three additional 10-year periods.

As noted, Seagram's 7 Crown whisky dropped to the No. 3 spot on *Business Week's* annual liquor brands survey. The brand sold 6,100,000 cases, down 1.6% from 6,200,000 a year earlier. Seagram's 7 was backed by $8,406,200 in magazines, $1,269,600 in newspaper supplements and $78,600 in outdoor. An additional $2,078,500 in measured spending on the brand went to a refund offer and a copromotion with 7UP soft drink.

Seagram's V.O. Canadian whisky held onto its No. 4 position, although its case sales slipped 1.4% to 3,825,000 in 1979 from 3,875,000 the previous year. Seagram's V.O. ad totals: $13,123,600 in magazines, $286,800 in newspaper supplements and $1,492,800 in outdoor.

Seagram's gin moved to the No. 8 slot on the *BW* list, up from No. 10 a year ago. Seagram's gin sold 2,600,000 cases, up 10.6% from 2,350,000. Ad spending for the company's name brand gin included $3,101,400 in magazines, plus $1,244,900 for a joint Seagram's gin and Schweppes tonic water magazine effort.

Kessler whisky dropped to No. 22 among all brands in 1979, having placed 19th in 1978 and 16th in 1977. It sold 1,625,000 cases in 1979, compared with 1,725,000 in 1978, a 5.8% decline. Kessler ad spending included $1,058,500 in magazines and $1,779,400 in outdoor.

▪ Additional Seagram brands on the *BW* list were No. 27, Calvert Extra blended whisky, 1,375,000 cases, down 6.8%; No. 33, Wolfschmidt vodka, 1,050,000 cases, down 10.6%; No. 37, Lord Calvert Canadian whisky, 975,000 cases, down 2.5%; No. 39, Crown Russe vodka, 800,000 cases, down 8.6%; No. 44, Ronrico rum, 700,000 cases, up 3.7%; No. 48, Crown Royal Canadian whisky, 650,000 cases, up 18.2%; No. 59, Nikolai vodka, 525,000 cases, down 4.5%, and Passport scotch, 500,000 cases, no gain or loss.

Chivas Regal, Seagram's premium scotch brand, ranked No. 32 on the *BW* list with case sales of 1,100,000, up 4.8% from 1,050,000 in 1978. Seagram backed the brand with $7,172,000 in measured spending, up 19% from $6,012,800.

The following Seagram brands were backed by more than $1,000,000 in measured ad support: Calvert dry gin, $3,316,200; Christian Brothers brandy, $2,355,200; Christian Brothers wines, $1,353,700; Glenlivet scotch whisky, $2,597,200; Jameson Irish whisky, $1,477,000; Leroux cordials and liqueurs, $2,343,100; Lord Calvert Canadian whisky, $9,117,000; Mumms Champagne, $1,073,200; Myer's Jamaican rum, $2,187,900; Passport scotch whisky, $4,334,600; Ronrico Puerto Rican rum, $4,578,000; Seagram's Benchmark bourbon, $1,804,800; Seagram's Crown Royal whisky, $6,018,900; Sir Robert Burnett's gin, $1,615,700, and Wolfschmidt vodka $6,467,000.

ADVERTISING EXPENDITURES

	1979	1978
Newspapers	$16,820,800	$8,031,600
Magazines	84,877,100	69,160,400
Spot tv	6,161,200	3,640,900
Network tv	14,332,800	3,464,100
Spot radio	6,200	135,500
Outdoor	8,030,300	5,644,500
Total measured	130,228,400	90,077,000
Unmeasured	37,771,600	29,923,000
Estimated total	168,000,000	120,000,000

JOS. E. SEAGRAM & SONS
New York
MARKETING PERSONNEL

Philip E. Beekman, president

HOUSE OF SEAGRAM
New York
MARKETING PERSONNEL

William M. Wilbur, president
Lionel W. Greer, exec vp-sales
John Minor, vp-mktg
Paul J. Tillotson, vp-director of mktg, corporate new products group
Joel Boyarski, director of planning administration
Robert W. Beller, vp-mktg services
Bernard Stolbof, director-corporate media services
Andrew C. Zipprich, operations mgr-media
Duncan Maurer, group media mgr
Lawrence J. Weiss, vp-natl acct sales

SEAGRAM-DISTILLERS CO.
New York
MARKETING PERSONNEL

Walter Haimann, president
C. Richard Coffey, exec vp-sales
Joel D. Weiner, exec vp-mktg
Victor Samaha, vp-director of administration
Bernard Derringer, vp-mktg services
Thomas K. McInerney, vp-director of mktg
Arthur Gertz, Alfred C. Lubin, natl sales promo mgrs
Connie Wiener, natl adv mgr
Joe A. Buckhalter, mgr of military sales/7 Crown sports program
Daniel O'Sullivan, director of sales services
Monte Monserrate, natl accts mgr
Charles Garver, mktg communications mgr
James Schiro, natl operations mgr
Albert F. Sprung, director of mktg analysis
Georgette E. Fabiny, mgr of mktg analysis
Ivan Gare, mgr of pricing policy
Don Keeton, director of sales training
Carl Horton, natl product mgr, Seagram's V.O.
Vincent Partridge, natl product mgr, Seagram's 7 Crown
Andrew Harman, natl product mgr, Seagram's Gin
Richard McCarthy, natl product mgr, Crown Royal
Michael Gianakos, natl product mgr, The Glenlivet scotch
Bernadette Moran, natl product mgr, Wolfschmidt vodka
Linda Rink, natl product mgr, Famous Grouse scotch
John Reese, natl product mgr, Benchmark bourbon
Jerold P. West, natl product mgr, Myers' rum

ADVERTISING AGENCIES

Warwick, Welsh & Miller, New York—Seagram's 7 Crown, Crown Royal, Seagram's V.O., Seagram's Extra Dry gin, Benchmark bourbon, The Glenlivet scotch, Famous Grouse scotch, Seagram's institutional advertising—John F. Welsh, mgmt super; James Driscoll, senior vp-mktg & adv planning; Michael Graham, Howard Hersh, Kenneth Sammon, William Surtees, Leigh Schmalz, acct supers; Leon Hanson, Gary Olsen, acct execs.

William Esty Co., New York—Wolfschmidt vodka, Myers' rum—Len Faupel, senior vp-acct super; Stan Joyce, acct super; Richard Rack, Ed Rosenthal, acct execs.

CALVERT DISTILLERS CO.
New York
MARKETING PERSONNEL

Marty H. Bart, president
Sheldon Katz, exec vp-sales
Jay Morris, exec vp-mktg
Richard Bond, vp-mkt planning
Jules Erwin, mktg communications mgr
David Newman, Robert Monroe, vps-directors of mktg
James Spillane, asst to the president
David L. Grossman, director of mktg analysis
Russell Capone, mgr of mktg analysis
Stephen Altman, mgr-pricing policy
J. Barry O'Neil, budget mgr
Harold P. Prigge, Marvin Steinhardt, natl sales promo mgrs
Fred Ronai, natl product mgr, Calvert Extra
Dennis Brophy, natl product mgr, Calvert gin, Crown Russe vodka
James Gallagher, natl product mgr, Lord Calvert Canadian
Sam Ellias, natl product mgr, new product projects
Martin Atlas, natl product mgr, Jameson Irish whisky
Roger DeSarno, natl product mgr, Kessler whisky, White Horse scotch
James Perkins, natl product mgr, Henry McKenna bourbon, Burnett's gin
Michele Plotkin, natl product mgr, Tuaca liqueur
Greg Smith, natl product mgr, Passport scotch

ADVERTISING AGENCIES

Doyle Dan Bernbach, New York—Calvert Extra, Lord Calvert Canadian, Calvert gin, Crown Russe vodka, Passport scotch, Henry McKenna bourbon, Jameson Irish whisky, Party Tyme products—Martin Kreston, group senior vp; Stephen Donenfeld, vp-mgmt super; Stanley Burger, Charles Rollins, vp-acct supers; John Campbell, acct super; Jefferey Ehrhardt, Jonathan Whittemore, acct execs.

William Esty Co., New York—White Horse scotch, Burnett's gin, Logan Deluxe scotch—Leonard Faupel, senior vp-mgmt super; Carlo Demetrio, vp-acct super; Patricia Oehler, acct exec.

Warwick, Welsh & Miller, New York—Kessler whisky and Tuaca liqueur—John F. Welsh, vice-chairman; James Driscoll, senior vp-mgmt super; Joseph Friel Jr., vp-acct super; Howard Hersh, Gary Olson, Leo Spellman, acct execs.

North Castle Partners, Greenwich, Conn.—new product projects—Len Ferraguzzi, senior vp-acct director-mgmt super; Peter Wilkins, acct super.

GENERAL WINE & SPIRITS CO.
New York
MARKETING PERSONNEL

Seymour L. Leikind, president
Gerald N. Friedman, exec vp-sales
Gil Schy, exec vp-mktg
Robert Vosswinkel, vp-administration
Mac Taub, Mark Taxel, vps-directors of mktg
Stephen LaScala, mktg budget mgr
Robert Dow, Arthur Kayser, group sales promotion mgrs
Daniel J. Noonan, natl accts mgr
Andy Panagis, natl operations mgr
Robert Regulinski, mgr-mktg analysis
G. Shofner, assistant mgr-mktg analysis
Stephen Bellini, mgr-pricing policy
Frank Walters-budget mgr
Robert Watkins, natl product mgr, Chivas Regal scotch, Royal Salute scotch
Robert L. Hinton, natl product mgr, Boodles gin
Richard Shaw, natl product mgr, Ronrico rum
Tony Bongiovanni, natl product mgr, Nikolai vodka, Eagle Rare bourbon
Edward B. Gillen, natl product mgr, Leroux cordials, Leroux brandy
Barbara Rakov, natl product mgr, Vandermint, Sabra, Cheri-Suisse liqueurs
John Hartry, natl product mgr, Von Konig Silbervasser, Lochan Ora liqueur

ADVERTISING AGENCIES

Doyle Dane Bernbach, New York—Chivas Regal, Royal Salute, Ronrico rum, Lochan Ora liqueur—Martin Kreston, group senior vp; Mike Marshall, vp-mgmt super; Joe Trombino, Herb Jacobs, vp-acct supers; Ann Davies, acct exec.

William Esty Co., New York—Leroux cordials, Leroux brandy—Len Faupel, mgmt super; Carlo Demetrio, acct super; Larry Sanford, acct exec.

North Castle Partners, Greenwich, Conn.—Von Konig Silbervasser—Len Farraguzzi, acct director-mgmt super; Peter Wilkins, acct super.

Warwick, Welsh & Miller, New York—Eagle Rare bourbon, Vandermint, Sabra and Cheri-Suisse liqueurs, Nikolai vodka, and Boodles gin—John Driscoll, senior vp-mktg; Joseph Friel Jr., acct super.

BROWNE VINTNERS CO.
New York
MARKETING PERSONNEL

Stephen E. Herbits, president
Robert O'Dowd, exec vp-sales
Michael Moore, exec vp-mktg
Ed Cohen, vp-finance & admin
Jay Flynn, group product mgr, Black Tower Liebfraumilch, Mumm champagnes
Thomas Beach, group product mgr, Barton & Guestier, Nectarose wines
Frank McCarthy, group product mgr, Italian and Spanish wines

ADVERTISING AGENCIES

Doyle Dane Bernbach, New York—Mumm champagnes, Barton & Guestier French wines, Nectarose French wine, Kijafa Danish wine, Nobella Spanish wine—Martin Kreston, group senior vp; Charles Traynor, vp-acct super; John Ehrhardt, acct exec.

William Esty Co., New York—Ricasoli and Brolio Italian wines, Black Tower Liebfraumilch—Len Faupel, mgmt super; Stan Joyce, acct super; Andrea Stone, Vernon Wright, acct execs.

North Castle Partners, Greenwich, Conn.—Julius Kayser and Glorioso wines—Charles Taney, acct director-mgmt super; Robert Lipscomb, acct super.

CHATEAU & ESTATE WINES CO.
New York

MARKETING PERSONNEL

Abdallah H. Simon, president
Kenneth L. Onish, exec vp-sales
Charles K. Frankel, vp-administration
John W. Laird, director of mktg

ADVERTISING AGENCY

William Esty Co., New York—Chateau de La Chaize, Chateau Larose Trintaudon, Les Charmes white burgundy, Perrier-Jouet champagnes—Leonard Faupel, mgmt super; Carlo Demetrio, acct super; Patricia Oehler, acct exec.

GOLD SEAL WINE CO.

New York

MARKETING PERSONNEL

Michael P.H. Cliff, president
Max Braverman, vp-admin & special sales
Howard Kaufman, vp-sales
John Gronlund, director of mktg
Howard Garfinkel, vp-assistant natl sales mgr

ADVERTISING AGENCY

William Esty Co., New York—Gold Seal and Henri Marchant champagnes and wines—Len Faupel, senior vp-mgmt super; Carlo Demetrio, acct super; Larry Sanford, acct exec.

FROMM & SICHEL

San Francisco

MARKETING PERSONNEL

Mel Chernev, president
Edward Schultz, exec vp-sales
Evan Hirsch, project mgr
Al Nirenstein, senior vp-mktg
Eric Kritz, product mgr

ADVERTISING AGENCY

Botsford Ketchum, San Francisco—Christian Brothers wines and brandies—Eugene Grealish, acct super.

PAUL MASSON VINEYARDS

Saratoga, Cal.

MARKETING PERSONNEL

Elliott A. Fine, president
Edward J. Caan, exec vp-sales
Steve Kauffman, exec vp-mktg
Morris Katz, exec vp-production
Jon Fredrickson, exec vp-planning & admin
Jeffrey Heimbuck, vp-director of mktg
Jan Wells, vp-director of pr
Bernard Ramey, vp-natl sales mgr-Estate wines
Joseph C. Cook, vp-natl accts & chain sales
Ralph P. Sackerman, fiancial director
Michael Kaplan, asst to the president
Paul Smith, natl sales promotion mgr
Bruce Labadie, publicity mgr
John French, mgr of sales admin
Richard Swienton, director of mktg analysis
Dennis Ayde, mgr-pricing policy
Douglas Rohde, budget mgr
Neil Sweeney, director of sales training
Richard Moyer, Mike D'Hoostelaere, product mgrs
Samuel Bronfman, Rusty Ach, asst product mgrs

ADVERTISING AGENCY

Doyle Dane Bernbach, Los Angeles—Paul Masson wines—Jim Hellin, senior vp-mgmt super; Howard Englehart, vp-group acct super.

SUMMIT SALES CO.

New York

MARKETING PERSONNEL

Milton M. Steinberg, president
Thomas M. Collins, vp-admin & planning
Thomas P. Cekay, pricing & budget mgr
Robert C. Zukowski, operations mgr

Sears, Roebuck & Co.

	1979	1978
Sales	$17,514,000,000	$17,946,000,000
Earnings	810,000,000	922,000,000
Advertising	379,312,500	417,934,900

Sears, Roebuck & Co., Chicago, the nation's second largest advertiser in 1978, slipped into third place last year, as ad spending declined 9.2% to $379,312,500, with $276,500,000 or 73% of that spent on catalogs and direct mail. Measured media for Sears and the Allstate Group plummeted 37% to $102,812,500.

AA's estimate does not include local retail advertising in newspapers, which last year increased 4.1% to $330,000,000.

Retail advertising, the catalog investment and national measured media expenditures for Sears and Allstate put the company's total 1979 ad outlay at about $709,312,000, a 3.1% decline from the 1978 total.

In a year marked by sales declines in the first eight months, but a record fourth quarter, the world's largest retailer rang up net sales of $17.5 billion, a 2.4% drop from year earlier totals. Earnings for the year, adversely affected by inflationary pressures and the sales slump, fell 12.1% to $810,000,000.

The Allstate Group, which brought in an additional $5.64 billion in premiums and financial services revenues, produced net profits of $461,000,000, a 1% decline. Nevertheless, Allstate's contribution represented 57% of the company's over-all earnings, up from a 51% share in 1978.

Sales from unconsolidated international operations in Canada, Latin America and Spain rose 4% to $3.02 billion, but Sears' equity in the net income of these operations rose 12% to $47,000,000.

■ Sears' merchandise sales in 1979 amounted to 89.3% of net sales (down from 90% in 1978 and 91.3% in 1977), including catalog counter sales in stores of 9.9% (down from 10.8% in 1978 and 11.4% in 1977) and other catalog sales of 9.4% (down from 9.5%). Industrial sales, repair services and financial charge revenues represented 10.7% of net sales (up from 10%).

The catalog operations, from which Sears derived almost one fifth of its net sales, includes two large general "wish books" averaging 1,650 pages (spring-summer, fall-winter), three smaller catalogs (Christmas, midwinter, summer); 17 specialty catalogs featuring particular lines of merchandise, and 14 tabloid sales catalogs.

Last year, the company sent out almost 18,000,000 copies of each general catalog, and between 800,000 and 5,000,000 copies of each specialty and sale catalog, for a total of 354,000,000 catalogs, 21,000,000 fewer than the company put out in 1978.

Sears and its domestic subsidiaries employed an average of 424,000 people in 1978, down from 472,000 a year earlier. Its 46 buying departments purchase merchandise from 11,700 domestic suppliers. The largest buying unit is responsible for about 9% of net merchandise sales.

About 28% of the general merchandise is purchased from suppliers in which Sears has equity investments. Companies in which Sears has equity of 20% or more are: DeSoto Inc., Kellwood Co., Roper Corp. and Universal-Rundle Corp.

Sears last year spent $372,000,000 for expansion and improvement of facilities which resulted in the opening of 28 new stores, 11 of them full-line and 15 of them medium size. The company also closed 31 stores, 18 of them medium size. Over-all retailing floor space increased 1.3% to 115,300,000 sq. ft.

Sears' disappointing performance last year was not wholly unexpected. It reflected changes in the company's strategy that were designed to improve profits at the risk of dampening sales. From 1974 until 1978, the company had wandered from high fashion merchandise lines to bargain basement sale merchandising, as it tried to meet the high-end (J.C. Penney) and low-end (K mart) competition it believed threatened its turf. This policy bloated sales but flattened earnings.

So, in 1978, Sears reformulated its long-range marketing strategy in a move to return to its roots. Sears, according to this plan, would be reestablished as "a family store for middle-class, home-owning America"; not one that anticipates, but rather reflects "the world of Middle America."

One of the spokes of this plan was the curtailment of runaway ad budgets. The plan called for an advertising-to-sales ratio of 3.55% for 1978 and 3.29% in 1979, and demanded that the ratio decrease to 3% by 1983.

While ad spending last year dropped, the ratio actually increased to 3.9% because of the decline in sales. The spending cut undoubtedly was partially responsible for the sales decline. Through the first five months of 1979, magazines were almost devoid of Sears advertising. Ad spending in the first quarter dropped 60%, while second-quarter spending fell 10%

and the third quarter was off 15%.

But in the fourth quarter, Sears tried to make up for lost ground by increasing its national spending about 40% and its local spending about 10%, resulting in an expenditure estimated at about $135,000,000, excluding catalog. Sales in the quarter set new records, rising 3.5% to $5.104 billion. However, a worsening economy, bringing high interest rates and lower margins, caused profits to fall almost 22% in the final quarter.

And the start of the new decade produced only more depressing results for the company. Although merchandising sales climbed 1.4%, the declining economy helped Sears lose $7,000,000 on those sales—the first quarterly merchandising loss since the Great Depression.

Contributing to that result was the confusion created by the federal government's credit restrictions which severely cut into sales of big-ticket home appliances. Although the company did little to change its own credit policies, it found that consumers were confused and it initiated an ad campaign in newspapers to inform consumers that the company would continue to grant credit.

■ At the company's annual meeting, chairman Edward Telling held out little hope for 1980, citing the effects of a deepening recession. Long-term, however, Mr. Telling saw "promise" stemming from the eventual recovery and a variety of changes in the company's internal structure.

One of those changes was the naming of Edward Brennan to the post of president for the merchandising business, succeeding A. Dean Swift who retired for personal reasons. Mr. Brennan, 46, came up from his most recent position as exec vp for Sears' Southern territory where he built a strong reputation as a field executive and a creative merchant.

■ Another major change was the restructuring of the company's activities last February into three distinct business groups—merchandising, Allstate and Seraco, the last of which includes extensive real estate development and related financial services. Seraco is comprised of: Homart Development Co., Allstate Savings and Loan Assn., PMI Mortgage Corp., PMI Mortgage Insurance Corp., Allstate Enterprises Mortgage Corp. and Executrans Inc. (relocation service).

Homart, which owns 17 shopping centers around the country, last March began a project to develop more effective ways to market the centers. At the same time, the unit entered the publishing business. The unit began publishing an every-other-monthly called *Current Shopping*, a fashion magazine tailored to the local centers. Circulation—either through newspaper supplements or direct mail—was set at 1,400,000. The magazine, which carries paid advertising from individual stores in the respective centers, was conceived as a "break-even proposition," but if it is successful in increasing center traffic, the company intends to produce publications for other shopping center marketers.

■ On another new business front, Sears last winter created some excitement when it announced it was looking into a possible joint venture with Communications Satellite Corp., Washington, to establish a satellite-to-home subscription tv service. But the plan was scuttled a few months later when Sears decided it didn't want an equity position in the estimated $1 billion venture. The reason, according to a high-level executive, was that the company didn't want to invest in a proposal so fraught with risks, one of which was the uncertainty and continued dependence on government approval. Sears, now, however, says it is willing to provide a sales and service function for such a system, while Comsat says it is still looking for a partner.

■ And in another high technology area, Sears began exploring the possibility of creating a video catalog network so cable tv subscribers could order merchandise off the tv screen. Development talks are continuing with Warner-Amex Cable Communications, New York, and various experiments are expected to continue with Warner's Qube interactive cable system in Columbus, O. The main obstacle to setting up a national catalog network is the unavailability of low-cost transmitting equipment which would enable the home viewer to place his order by sending the message back up on the satellite so it could be filled in some central clearing house, according to one Sears executive.

Sears, long the biggest retail advertiser, entered the national ad arena 23 years ago via modest magazine spending. In fact, until 1967, the largest chunk of the Sears national ad budget was spent by Allstate, which last year accounted for almost $19,000,000, or 19% of the company's measured media total.

Including Allstate, Sears last year sliced magazine spending 75% to $13,819,600, reflecting a magazine ad hiatus in the first half. The other measured media totals were: Network tv down 8% to $65,976,300; spot tv down 19% to $17,053,500; network radio up 24% to $5,434,300; and spot radio down 97% to $308,000.

■ The network radio increase represents the company's investment in the Sears Radio Theater, a project with CBS Radio begun in February, 1979, but from which the company withdrew earlier this year. The radio theater series is now carried by Mutual Radio and Sears is but one of several sponsors.

Among the most heavily backed product lines, according to LNA figures, were automotive accessories, $7,811,300; Craftsman tools, $4,252,700; men's apparel, $4,046,600; children's apparel, $3,856,500; custom services, $3,413,400; furniture, $3,262,900, and batteries, $3,203,700. In addition, there were 11 product categories in which Sears spent between $1,000,000 and $3,000,000 in measured media.

Allstate Insurance Co., a multiple line insurance group, and world's largest stock company insurer of autos (State Farm is the largest among mutual companies), had a total ad budget of about $28,000,000 in 1979, up about 12% from 1978, according to the company.

Allstate's ad budget included direct mail, collateral, p.o.p. and advertising in the Sears catalogs, in addition to measured media. Expenditures reported by Allstate were $14,900,000 in network tv and $1,381,000 in spot; $952,000 in magazines, $450,000 in newspapers and $902,000 in production costs.

ADVERTISING EXPENDITURES

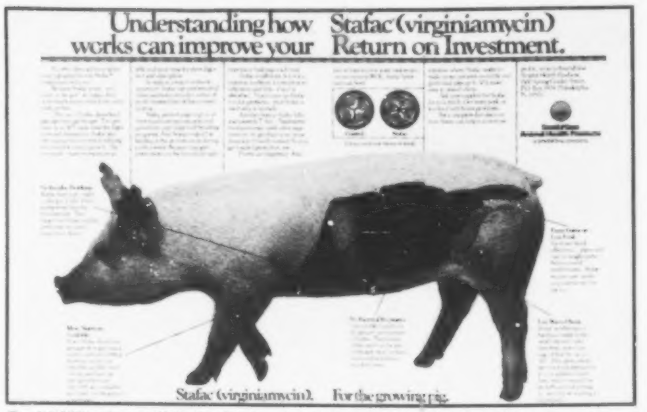
	1979	1978
Magazines	$13,819,600	$55,930,800
Spot tv	17,053,500	21,091,200
Network tv	65,976,300	71,367,500
Network radio	5,434,300	4,388,300
Spot radio	308,200	11,000,000
Newspaper supplements	98,700	—
Outdoor	121,900	157,000
Total Measured	102,812,500	163,934,800
Unmeasured*	276,500,000	254,060,000
Estimated total	379,312,500	364,999,800

*From AA's usual sources includes catalog

ADVERTISING EXPENDITURES**

	1979	1978
Newspapers	$330,000,000	$317,000,000
Magazines	10,000,000	42,000,000
Spot tv	12,000,000	14,000,000
Network tv	51,000,000	50,000,000
Spot radio	12,000,000	12,000,000
Network radio	3,000,000	8,000,000
Catalog	270,000,000	250,000,000
Direct mail	6,500,000	4,000,000
Estimated total	694,500,000	697,000,000

**Reported by Sears, local plus national media, excluding Allstate


Understanding how Stafac (virginiamycin) works can improve your Return on Investment.
Stafac (virginiamycin). For the growing pig.

SmithKline's antibiotic Stafac (virginiamycin), a feed additive for animals (that improves weight gain five easy ways), also improved the company's Animal Health Products division sales, up a record 37% from 1978.

SEARS, ROEBUCK & CO.

MARKETING PERSONNEL

Joseph T. Moran, senior exec vp-merch
Charles C. Wurmstedt, senior exec vp-field
John B. Kelly Jr., vp-catalog sales
Gar Ingraham, vp-retail sales
Robert O. Jones, natl catalog adv mgr
Robert G. Kissel, natl retail adv mgr

ADVERTISING AGENCIES

Ogilvy & Mather, Chicago—home appliances; home fashions; credit; corporate—Bill Whitney, senior vp-genl mgr.

Foote, Cone & Belding, New York—women's apparel, accessories and specialties—James R. Guthrie, senior vp-management super.

Foote, Cone & Belding, Chicago—automotive, recreation, toys—Will Adams, senior vp-mgmt super.

Stern Walters/Earle Ludgin, Chicago—children's and youth apparel, contract sales—Maryanne Friend, vp-client mgr.

J. Walter Thompson Co., Chicago—home improvements—Brian Squires, vp-mgmt super.

McCann-Erickson, Chicago—men's apparel and furnishings—Donald Effler, vp-acct super.

Vince Cullers Advertising, Chicago—research and marketing assignments; A.O.R., black media, advertising in black market—Vince Cullers, president.

ALLSTATE INSURANCE CO.

MARKETING PERSONNEL

C. J. Rodine, vp-mktg
D.L. Bolen, asst vp-adv/merch
John W. Dear, adv director
John J. Flieder, asst vp, direct response mktg director
Robert Marineno, direct response mktg director

ADVERTISING AGENCIES

Leo Burnett Co., Chicago—Allstate Insurance Co., Allstate Life Insurance Co., Allstate Enterprises—Ron Sims, mgmt dir; Jack Woods, acct super.

Stone & Adler, Chicago—direct response adv, all products—John Mecchella, acct group mgr; Randi Wine, senior acct exec.

MARCOA Direct, Chicago—direct response adv, third party group products—Ron Perrella, vp; Ron Denz, acct exec.

J. Walter Thompson Co., Los Angeles—Allstate Savings & Loan Assn.

SmithKline Corp.

	1979	1978
Sales	$1,351,145,000	$1,112,039,000
Earnings	233,837,000	164,075,000
Advertising	107,737,000	91,215,000

SmithKline Corp., Philadelphia, a major ethical drug producer and the 43rd largest national advertiser, spent $107,737,000 on advertising last year, an 18% increase over the $91,215,000 of the previous year. Corporate sales increased by 22% in 1979 to $1,350,000,000. Pretax income rose 32%, from $261,275,000 to $343,800,000, and net income grew 43% from $164,075,000 to $233,837,000 in 1979.

The key factor behind the sales growth remains the company's "wunderkind," Tagamet, introduced in the United Kingdom in 1976, and in the U.S. in 1977, a drug for ulcer treatment and related gastric disorders. Although the 1979 increase in net income was below the 84% scored in 1978, the rapidly increasing worldwide sales of Tagamet have pushed it closer to the No. 1 selling prescription medicine, a position presently held by Hoffmann-LaRoche's Valium.

Ethical pharmaceuticals, a major business component of SmithKline, which includes medicine prescribed for patients by physicians, reached $862,000,000 in 1979, a 32% increase over 1978. The major gainers within this product group were the gastrointestinals, led by Tagamet, whose sales leapt 52% to $480,000,000.

This year, Tagamet went one further when the FDA approved its use as a maintenance drug to prevent the recurrence of ulcers. Previously the drug, the brand name for the generic cimetidine, had been limited in the U.S. to treatment of acute ulcer distress. This FDA decision will only strengthen Tagamet's position as the single most important company product, bringing in one-third of the company's total consolidated sales.

The second most important group within ethical pharmaceuticals are the diuretic products, led by the potassium-sparing, antihypertensive diuretic Dyazide. Sales of this cardiovascular group rose 23% to reach $140,000,000. A disappointment to the company was the drug Selacryn, which had been introduced in May, 1979, as the first prescription drug to lower both blood pressure and serum acid levels. Sales were suspended in January, 1980, following review of approximately 50 cases of liver damage in patients using the drug.

Sales of antibiotics grew 11% in 1979, reaching $60,000,000.

Proprietary drug products, which are advertised directly to the consumer and bought without prescription, were down 5% to $130,697,000 from last year. These products, marketed in the U.S. by the Menley & James division, are led by Contac, a sustained release capsule designed to relieve nasal congestion due to the common cold and hay fever. The decongestant lost some ground to the successful Bristol-Myers' Comtrex entry, but still retains its No. 1 position with some 24% of the U.S. market.

Total ad spending for Contac products was $17,093,410, up 28% from 1978. Other proprietary drugs marketed in the U.S. and certain other countries include Sine-off, an analgesic and decongestant for relief of sinus headaches. Combined ad spending was off 12% from last year, down from $5,848,900 to $5,184,200. Other proprietary products include A.R.M., an allergy relief medicine, and Contac Jr., a cold medicine formulated especially for children. Sine-off extra strength tablets combined ad spending was down 47% from last year to $1,696,400 from $2,490,000. A.R.M. allergy relief ad spending was off 35% this year from $4,467,800 in 1978 to $3,292,500 in 1979.

VENTURA ASSOCIATES INC
SWEEP-STAKES
INDEPENDENT JUDGING ORGANIZATION

VENTURA
ASSOCIATES, INC.
Sweepstakes & Promotion
Design & Administration
200 Madison Avenue
New York, N.Y. 10016
(212) 889-0707

The newly established Professional Products division of Menley & James grew in 1979. Formerly marketed by the ethical pharmaceuticals division, this line includes Teldrin timed release capsules for allergy relief; Ecotrin, a coated aspirin for arthritis that doesn't have stomach ache side effects, and Ornex decongestant and nonaspirin analgesic/antipyretic. Teldrin, previously available only with prescription, is claimed to be the strongest extra strength over-the-counter antihistamine available today.

- In December, 1979, SmithKline, spurred by the success of the diet aid market, introduced to the trade the Dietac line of diet aid tablets, capsules and liquid drops. Consumer ad support began in March, 1980.

Animal Health Products had record sales, breaking the $100,000,000 mark, of $116,000,000, up 37% for 1978. This broad line of ethical vaccines, pharmaceutical products and feed additives includes the company's largest selling animal health product, Stafac, an antibiotic feed additive, and Valbazen, a broad spectrum wormer, marketed and manufactured outside the U.S.

The animal health products division includes Norden Laboratories, a maker of veterinary pharmaceuticals and biologicals in the U.S., and Animal Health Products, which sells feed additives, pharmaceuticals and biologicals worldwide. Within the animal health products industry, SmithKline falls within the top ten.

Industrial instruments sales for 1979 reached $116,768,000, up 21%. The growth in the sales of these products—for nondestructive testing, assembling of plastics and metals and cleaning—was well balanced. Twenty-two per cent of the growth was in the U.S. and 20% abroad.

- Sales progress of medical instruments was "generally disappointing," only up to $47,000,000 from $44,000,000 from the previous year.

In January, 1980, SmithKline purchased Mediscan Inc., a producer of abdominal scanning instruments for use by radiologists, an acquisition geared to augment the growth in this area in the '80s. Within this unit, the fastest growing diagnostic product is Hemoccult which permits early detection of colorectal cancer and other gastrointestinal disorders through "early warning screenings."

- Clinical Laboratories, a network of regional laboratories and satellites services in the U.S. and Canada, increased sales by 26% to $55,000,000, placing SmithKline among the national leaders in the field, a position assisted by the acquisition of laboratories in Denver and Honolulu.

Cosmetics sales, including fragrances and suncare products, were only $24,000,000, down from $25,000,000 the year before. Within the Love's products, the cosmetics were dropped, allowing focus on Baby Soft, the most productive brand, whose combined ad spending in 1979 was $1,152,220, up from $216,000 in 1978, an 81% increase.

In May, 1980, Love was sold to Chattem Inc., a health and beauty aid company based in Chattanooga, Tenn.

- Sea & Ski products had a difficult year, with sales below the low of 1978, a decline attributed to poor weather conditions in key market areas and to increased competition. Total ad expenditure for Sea & Ski suntan products was $92,700, dropped down from $378,500. As a result of declining sales, the Reno, Nev. manufacturing facility was closed in April, 1980. With an estimated over-all market share under 10%, rumor has it that the unprofitable brand will soon be discontinued.

During 1979, the board of directors raised the quarterly dividend twice, from 22½c to 30c in the first quarter and from 30c to 36c in the third, adjusted for the two-to-one stock split in May, 1979. In January, 1980, the board voted to increase the dividend to 41½c a share.

- Early in 1980, SmithKline entered the eye care market by completing the acquisition of Allergan Pharmaceuticals, a leading manufacturer of opthalmic specialty products, and Humphrey Instruments, a company specializing in diagnostic and optical measurement instruments. Using profits from Tagamet sales, the Allergan Instruments purchase, a $238,000,000 stock swap sale, was seen as a "steal" by drug analysts. With Allergan's marketing channels and SmithKline's products, the two purchases are expected to contribute over $100,000,000 in corporate sales in 1980.

ADVERTISING EXPENDITURES

	1979	1978
Newspapers	$7,400	$129,500
Magazines	6,011,700	2,217,900
Farm publications	730,200	652,700
Spot tv	3,893,000	4,931,600
Network tv	16,357,000	16,838,100
Spot radio	129,500	606,400
Network radio	5,294,100	5,153,900
Outdoor	—	426,900
Total measured	32,422,900	30,956,100
Unmeasured	78,336,570	60,258,900
Total	110,759,470	92,215,000

SMITHKLINE & FRENCH LABORATORIES
Philadelphia

MARKETING PERSONNEL

Alan J. Dalby, exec vp, SmithKline Corp.; president, SmithKline & French Laboratories
John Groom, vp, SmithKline Corp.; president, intl pharmaceutical prods
Thomas M. Collins, vp, SmithKline Corp., president, U.S. pharmaceutical prods
Harry C. Groome III, vp-mktg—U.S.
William S. Pilling, vp-mktg admin—U.S.
Frank J. Byrne, vp-customer affairs—U.S.
Joseph Rutledge, vp-trade relations—U.S.
Robert Cook, vp-sales & distribution—U.S.
Charles P. Lowman, director, mktg communication—U.S.
Warren Blair, director of design—U.S.
Donald Boultbee, vp-intl mktg

MENLEY & JAMES LABORATORIES
Philadelphia

MARKETING PERSONNEL

Peter Godfrey, vp, SmithKline Corp.; president, Menley & James Laboratories
Samuel Rulon-Miller, vp and genl mgr—U.S.
William P. Howe, vp-mktg—U.S.
Richard E. Bagley, vp-sales and customer affairs—U.S.
John Chappel, vp-intl operations
Spurgeon S. Smith, mktg director, proprietary prods
Christopher Young, mktg director, Contac
Mike Dujmusic, director, mktg-intl
Christine Hardy, senior brand mgr, Dietac
John P. Noonan, vp, mktg services and mfg—U.S.
John J. Mulvihill, mgr, govt mktg
Geoffrey Hawes, promo mgr
David Heist, mgr, trade relations
David Schmidt, design director

ADVERTISING AGENCIES

Ogilvy & Mather, New York—Contac, Contac Jr., Sine-Off, A.R.M. Allergy relief medicine—David Scott, mgmt super-creative director; Barbara Smith, deputy mgmt super; George Wilson, acct super.

Grey Advertising, New York—professional products div—Fred Milman, vp-acct super.

N W Ayer, New York—Dietac—E. Grossman, acct super; L. Rubin, acct exec.

Avrett, Free & Fischer, New York—new products, Peter Murray.

SEA & SKI CORP.
Philadelphia

MARKETING PERSONNEL

Melmon May, senior brand mgr

ADVERTISING AGENCY

Scali, McCabe, Sloves—New York.

GEOMETRIC DATA
Wayne, Pa.

MARKETING PERSONNEL

Melvin Miller, president
Edward Wampold, vp-sales and mktg
Charles Kane, director, sales and mktg-intl
Paul Rust, director, sales and mktg-U.S./Canada
Lee Cooper, adv mgr

SMITHKLINE CLINICAL LABORATORIES
Philadelphia

MARKETING PERSONNEL

M. James Barrett, president
Marc Feldman, director, mktg

SMITHKLINE INSTRUMENTS
Sunnyvale, Cal.

MARKETING PROFILES

MARKETING PERSONNEL

David M. Hintz, president,medical ultrasound
John A. O'Malley, president, in-vitro diagnostics

SMITHKLINE DIAGNOSTICS
Sunnyvale, Cal.

MARKETING PERSONNEL

Jack Bolwell, vp-mktg
Gary Breit, director, product mgmt
Bud Barclay, product mgr
Robert Buchs, natl sales mgr
Judith Reimer, adv and sales promo admin
S. Wayne Kay, director, intl mktg

MEDICAL ULTRASOUND DIVISION
Sunnyvale, Cal.

MARKETING PERSONNEL

Thomas Jedrzejewicz, director of mktg
Sharon Freitas, adv and sales promo mgr
Loren Walker, sales mgr
Calvin Drayton, product mgr, cardiology
Hugh Busey, product mgr, abdominal scanning

IN VITRO DIAGNOSTICS
Sunnyvale, Cal.

MARKETING PERSONNEL

Jack Bolwell, vp-mktg
Carol Wilson, director, chemistry product mgmt
Donald Alford, mgr, U.S. chemistry sales
Joan Persichetti, mgr, mktg promo services

SMITHKLINE INSTRUMENTS SOUTH WINDSOR DIVISION
South Windsor, Conn.

MARKETING PERSONNEL

Ronald Haverl, genl mgr and director of mkt devel
Hugh Busey, product mgr, abdominal scanning

ACOUSTIC EMISSION TECHNOLOGY CORP.
Sacramento, Cal.

MARKETING PERSONNEL

Allen Green, president
David Garland, natl sales mgr

ADVERTISING AGENCY

C.A. Nickelsen, Sacramento, Cal.—Nick Nickelsen, acct exec

BRANSON CLEANING EQUIPMENT CO.
Shelton, Conn.

MARKETING PERSONNEL

Robert J. Hunter, president
Thomas J. Calhoun, product mgr

ADVERTISING AGENCIES

Chandler & Marvel, Bristol, Conn.—Robert Chandler, acct exec.

Maier, Advertising, Farmington, Conn.—Tim C. Gaillard, acct super.

BRANSON INTERNATIONAL PLASMA CORP.
Hayward, Cal.

MARKETING PERSONNEL

James F. Battey, president
Kenneth Arsenault, mktg mgr
Joyce Waterhouse, adv mgr

BRANSON SONIC POWER CO.
Danbury, Conn.

MARKETING PERSONNEL

Donald Kolb, vp-mktg
Ed Samuels, natl sales mgr
Mark Miller, adv and sales promo mgr

ADVERTISING AGENCY

Kieler-McKinley, Farmington, Conn.

KRAUTKRAMER BRANSON
Stratford, Conn.

MARKETING PERSONNEL

Daniel E. McNulty, president, genl mgr
Richard Hull, director of mktg
George Quinn, mgr, mktg services

ADVERTISING AGENCY

Marquardt & Roche, Stamford, Conn.—Melanie Messelt, acct exec.

KB-AEROTECH
Lewistown, Pa.

MARKETING PERSONNEL

John A. Brittain, genl mgr
James Sabol, medical mktg mgr
Lee Fenicle, medical sales mgr
Thomas Clark, industrial sales mgr

SMITHKLINE ANIMAL HEALTH PRODUCTS
Philadelphia, Pa.

MARKETING PERSONNEL

Norman Blanchard, vp-intl operations
Alan Herosian, intl mktg planning mgr
Roger C. Crum, director, U.S./Canada operations
Gerald Myers, natl sales mgr, U.S./Canada operations
Alan Witkin, mgr,mktg rsch

ADVERTISING AGENCY

Fletcher/Mayo/Associates—Alice Phelan, acct super.

NORDEN LABORATORIES
Lincoln, Neb.

MARKETING PERSONNEL

John P. Wareham, president
Daniel B. Hinnah, director, mktg
Lyle Ashelford, adv mgr

ADVERTISING AGENCY

Bozell & Jacobs, Omaha, Neb.—Omer Dye, acct exec.

HUMPHREY INSTRUMENTS
San Leandro, Cal.

MARKETING PERSONNEL

Jack Lloyd, president
Jerry Hansen, vp-mktg
Keith Ignotz, natl sales mgr

ADVERTISING AGENCY

McArthur & Associates.

ALLERGAN PHARMACEUTICALS
Irvine, Cal.

MARKETING PERSONNEL

Gavin S. Herbert, president
Richard Ulmer, vp-mktg
Kenneth L. Khachigian, public affairs consultant

Squibb Corp.

	1979	1978*
Sales	$1,452,712,000	$1,238,752,000
Earnings ...	123,722,000	117,255,000
Advertising	60,000,000	50,000,000

*Restated

Squibb Corp., New York, the 70th largest national advertiser, is estimated to have increased its ad spending in 1979 by about 20% to $60,000,000. Squibb reported its worldwide ad expenditure at $93,199,000 in 1979.

Sales for 1979 were more than $1.4 billion, up 17% from 1978. Earnings increased 6% in 1979 to $123,722,000. Squibb operates four wholly owned subsidiaries: E.R. Squibb & Sons, Charles of the Ritz Group Ltd., Life Savers and Dobbs Houses. Squibb recently entered into an agreement to sell the food services business of Dobbs Houses to Carson, Pirie Scott & Co., Chicago. Sales of confections reached $343,132,000 in 1979, an increase of 3%. Intense competitive pressures continued to adversely affect the business. Profit from confectionery operations increased marginally from $52,549,000 in 1978 to $54,665,000 in 1979.

▪ Advertising spending declined for Life Savers, with more than $23,000,000 spent in 1979 compared with $24,000,000 in 1978, in support of its chewing gum, bubble gum, hard roll candy, mint and lollipop brands.

Maintaining its category leadership, Life Savers candy continued its "Coming Home" campaign introduced in 1978 with commercials by Henry Fonda, Suzanne Somers and Dorothy Hamill. Total spending of more than $6,000,000 was placed in network tv and radio. Life Savers Lollipops used its animated tv spokesman, Willie Whirlwind, in commercials to children and teen agers.

Bubble Yum also kept its No. 1 spot and added two new flavors, tropical punch and wild cherry, as well as a sugarless line extension. Ad spending was $5,400,000 on children's network tv and teen radio. A "Number Yum"-themed campaign began in January, 1979.

Care*Free gum increased its share of the sugarless gum market overtaking Trident as the leading brand during the first quarter of 1979. Ad spending, dropping to $5,000,000 from $6,000,000 in '78, supported a "32% more gum than Trident" campaign in network tv and radio. Care*Free introduced two new bubble gum flavors, strawberry and wintergreen, in early '79.

Fruit Stripe gum continued its "Herd of Flavors" tv campaign, splitting its almost $1,000,000 ad budget between tv and a new comics book schedule directed at young children.

In an effort to build another market leader, Life Savers completed the national rollout of Breath Savers in mid-1979. According to Life Savers, this product has become the best-selling sugar-free mint in its original western and southern expansion areas. The introductory campaign positions Breath Savers head-to-head against Warner-Lambert's Certs, a sugar breathmint, and identifies Breath Savers as the way to "freshen your breath without sugar." Advertising expenditures totaled almost $4,500,000, going to spot tv during the first half of '79 followed by network tv and radio once the brand went national.

Life Savers ended the year with the national introduction of Sweet Nothings, its first full line of sugarless mints and hard candies. Advertising was set to begin during the first quarter of 1980 with copy that says that Sweet Nothings tastes like real sugar candy and reinforces the message with the familiar "whispering sweet nothings" expression.

Sales of Charles of the Ritz Group fragrances and cosmetics divisions reached $241,248,000 in '79, a 32% increase over '78. Profits from operations grew 60% compared to the 24% gain in '78.

The company says the year's results were primarily due to the continuation of the successful 1978 launches of Enjoli and Yves Saint Laurent's Opium and revitalization of Charles of the Ritz cosmetics.

▪ Enjoli, with a $4,447,500 measured ad budget, spent advertising dollars primarily in network tv with additional print support. The fragrance, introduced in August, 1978, showed a 144% sales increase in '79, making it the No. 3 fragrance behind Revlon's Charlie and Jontue, the company said. Enjoli planned a major bath line introduction in 1980.

Opium, introduced in the U.S. in October, 1978, generated a 222% sales increase in 1979. The product's name and advertising, handled by Cathy Cash Spellman, created a furor when several groups protested that they were an insult to Chinese and other racial groups. The ads were discontinued in late spring and the account, billing $750,000, was then signed to Murray Salit & Associates. A campaign themed, "Never has a perfume provoked so much emotion," was launched in the fall.

The Yves Saint Laurent brand group, which includes Rive Gauche and YSL Pour Homme, reached a new sales high in 1979, according to the company.

The Charles of the Ritz brand of cosmetics products advertised primarily in magazines with some spot tv in 1979. The account was moved to Needham, Harper & Steers from Kurtz & Tarlow. The year was marked by the successful introduction of Revenescense Moist Environment Body Treatment and the Prescribed Skin Care collection of treatment products, the company noted. Just after year-end, the company received complete ownership of the Bain de Soleil trademark rights in the U.S. and Canada. An extension of the skin line, Prescribed Nail Care, was set for March, '80.

Jean Nate advertised primarily in network tv with additional spot support. Its budget of $2,840,000, a media increase of 25% over 1978, was a major factor in its 22% sales increase, the company said.

E.R. Squibb sales were up 20% in 1979 to $868,332,000. Profits from this operation grew 16% to $119,737,000 as a result of the sales increase and higher income from licenses partially offset by increased investment spending for marketing.

ADVERTISING EXPENDITURES

	1979	1978
Newspapers	$ 215,400	$ 145,000
Magazines	2,777,400	1,612,600
Spot tv	8,465,100	2,484,200
Network tv	19,462,600	24,890,500
Spot radio	1,666,400	4,114,000
Network radio	3,981,700	80,300
Outdoor	9,300	——
Total Measured	36,577,900	33,326,000
Unmeasured	23,422,100	16,673,400
Estimated total	60,000,000	50,000,000

CHARLES OF THE RITZ GROUP

MARKETING PERSONNEL

Martin H. Schmidt, president & ceo
John Grace, senior vp-worldwide mktg devel
Brenda Harburger, vp-mktg, new prod fragrance div
Simone Hoffman, senior vp-genl mgr, cosmetics div
Mark A. Laracy, senior vp-genl mgr, fragrance div
Kenneth Meeker, vp-mktg, Jean Nate
Robert Miller, senior vp-CRGL, president, CRGL Int'l
Tim Hogan, vp-mgmt & mktg services
Kristina Wrba, vp-mktg, Yves Saint Laurent

ADVERTISING AGENCIES

Advertising To Women, New York—fragrance.

Needham, Harper & Steers, New York—Charles of the Ritz.

Murray Salit & Associates, New York—Opium, Y, YSL Pour Homme.

Peter Rogers, New York—Alexandra de Markoff.

LIFE SAVERS

MARKETING PERSONNEL

William Mack Morris, president
Jerral R. Pulley, exec vp
Lawrence K. Hathaway, senior vp-mktg

ADVERTISING AGENCIES

Dancer Fitzgerald Sample, New York—Life Savers roll candy, Care*Free sugarless gum, Fruit Stripe gum, Life Savers lollipops, Breath Savers, Sweet Nothings, new prods—Joseph Mack, mgmt super.

Foote, Cone & Belding, New York—Bubble Yum bubble gum, Beech-Nut gum, new prods—Jeffrey Fine, group mgmt super.

E.R. SQUIBB & SONS

MARKETING PERSONNEL

Digby W. Barrios, vp-mktg
Richard A. Druckman, vp-product planning
V.N. Anderson, vp-sales

ADVERTISING PERSONNEL

Stephen R. Savat, Thomas Dulin, Carol Pate, adv mgrs
Virginia Lucidi, associate adv mgr
Edith Vandenburgh, adv services mgr
Robert L. Williams, communications services mgr
Frank O. Henschel, media planning mgr
Richard A. Canning, scientific projects mgr
Norman Shack, copy services mgr
Leo Avila, art services mgr

ADVERTISING AGENCIES

E.R.S. Advertising, Princeton, N.J. (in-house)

Grey Advertising—Theragran

Dugan & Farley, Montvale, N.J.—Velosef

Rolf Rosenthal, New York—CORGARD

Gross/Townsend/Frank—HALOG/-KENALOG

Standard Brands

	1979	1978
Sales........	$2,613,274,000	$2,400,000,000
Earnings	86,355,000	75,800,000
Advertising	36,400,000	34,211,000

Standard Brands, New York, the 95th largest national advertiser in 1979, spent an estimated $36,400,000 in advertising, a 6.4% increase over 1978 expenditures of $34,211,000.

Worldwide, the company spent an estimated $58,245,000 in 1979 advertising, up from $51,900,000 in 1978.

The company, which registered worldwide sales and earnings gains for the 24th consecutive year, reported that total sales rose 8.9% to $2.6 billion while net income worldwide grew 14% to $86,400,000. Earnings per share of common stock rose 13% to $3.04.

Approximately 6% of the 11% dollar sales increase related to price increases and 3% related to unit volume gains in the company's established product lines, including Fleischmann's and Blue Bonnet margarines, Baby Ruth and Butterfinger candy, Planters nut products, Isomerose brand high fructose corn syrups, Walkers Crisps and Royal desserts. The balance—2%—was attributable to acquisitions, notably Dickson's Food Services Ltd. in Canada, Romix Foods Ltd. and its Granny Smith's products in the United Kingdom and the U.S. distribution rights to Inver House Scotch whisky, added to the Julius Wile & Sons division last year.

Domestic sales reached $1.5 billion, up slightly from 1978's total of $1.4 billion.

Standard Brands is divided into

two business segments—consumer products and food ingredients products. The consumer products segment consists mainly of the U.S. consumer products group and the beverage group.

U.S. consumer products is composed of Standard Brands Foods, Curtiss, Planters and Pinata. The beverage group consists of the Fleischmann Distilling Co., Julius Wile & Sons Co., and All Brand Importers.

The consumer products division accounted for 79% of total 1979 net sales and 91% of operating income. The division's net sales increased 11.1% to just over $2 billion last year, up from nearly $1.9 billion in 1978.

The Standard Brands food segment maintained its leadership in the margarine market as Fleischmann's, the leading brand in the premium category, achieved record earnings for 1979. Sales also increased for Blue Bonnet margarine.

Early this year, test ads rolled out for a new product called Discovery, a low-calorie margarine. At the same time, the division terminated manufacturing its dog food products and phased out Blue Bonnet Smooth & Easy sauce, a marketing failure that cost the company $6,000,000 in marketing support.

During 1979, the company introduced new modern packaging for its entire line of Royal gelatins, puddings and other dessert products and began national distribution of a line of Planters unsalted dry roasted nuts. Introduced in 1979, sales of Fleischmann's light corn oil spread were above expectations.

Pinata Foods, a California-based producer of quality Mexican foods acquired in 1977, was a disappointment last year but Standard Brands is presently attempting to restructure the segment.

▪ The Planters division attained record sales in 1979, particularly in the vacuum-packed peanut and dry roasted mixed nut lines.

The Curtiss division posted peak revenues, once again led by market leaders Butterfinger and Baby Ruth candy bars. After a year of test marketing, national distribution rolled for Reggie, the candy bar named after New York Yankee baseball star Reggie Jackson.

The beverage group, which chalked up gains in both sales and earnings, was broadened by the purchase of U.S. rights to Inver House Scotch whisky and worldwide rights to Cafe Lolita coffee liqueur from Publicker Industries. The company also purchased most of the American Distilling Co.'s brands and inventories.

In addition, the company successfully introduced Droste chocolate liqueur and began marketing the complete line of Pancho Villa tequila products, plus premixed Margarita cocktails.

Fleischmann's gin and Preferred whisky and Royal vodka all registered strong performances in 1979.

▪ Broadened by the Inver House label acquisition, the Julius Wile & Sons Co. continued to register sales and earnings growth with Benedictine D.O.M. and B&B liqueurs. Dry Sack sherry maintained its leadership in the category. Bollinger champagnes, Antinori Italian wines, Deinhard German wines and Souverain California wines continued strong. The company also began marketing the Grenadier line of ceramics.

All Brand Importers, a beer importing and distributing company, had a record year due particularly to the public acceptance of Moosehead beer which became the tenth leading seller among imported beer brands only two years after its U.S. introduction. Foster's lager beer also registered record sales in 1979.

Last year, the food ingredients group experienced a 16% net sales gain to $548,550,000. This segment accounted for 21% of the company's 1979 net sales. The group is composed mainly of the Clinton Corn Processing Co., the Fleischmann bakery ingredients division and the Fleischmann's vinegar unit.

During 1979, sales of Isomerose high fructose corn syrup (HFCS) increased while both the bakery ingredients and vinegar divisions hiked sales and earnings. According to Standard Brands, an upward trend in sugar prices will greatly add to HFCS sales this year.

Fleischmann's vinegar divison posted higher sales and earnings in 1979, maintaining its market leadership in the industry. Fleischmann's bakery ingredients division also registered higher sales and earnings last year, as did the international group, particularly the Canadian and European operations. The company's acquisition of Romar, a pet food line, strengthened the Canadian division.

Operations outside the U.S. accounted for 40% of the company's consolidated net sales and 41% of its operating income last year. Its operations are divided into five geographic areas: Canada; South America; Caribbean, Central America and Mexico; Europe, United Kingdom, Middle East and Africa, and the Far East.

▪ Standard Brands' products received $26,039,900 support in domestic measured media in 1979, up 7.4% from the previous year. The two heaviest backed products on its roster were Planters nuts with $5,093,900 and Fleischmann's margarine with $4,646,500. Total media spending for the entire Planters line was $6,097,500, down 7.7% from $6,535,500. Media expenditures for the Reggie bar doubled to $1,683,800, all in spot television, as the product rolled national.

Blue Bonnet margarine was given $2,561,400 in measured media support while Dry Sack sherry received $1,204,700 and Benedictine and B&B liqueurs got a combined $891,000.

Standard Brands focused most of its measured emphasis on television, with $8,400,000 going to spot tv and $7,000,000 to the three tv networks. Magazines got $5,500,000 last year, when newspaper spending remained virtually unchanged since 1978 with $1,600,000. The sharpest change in measured support involved radio, which soared to $3,100,000 last year from $502,400 the preceding year.

ADVERTISING EXPENDITURES

	1979	1978
Newspapers	$1,677,700	$1,614,700
Magazines	5,597,800	4,010,300
Spot tv	8,422,800	8,636,300
Network tv	7,058,100	8,991,300
Spot radio	3,053,400	502,400
Network radio	44,400	—
Outdoor	185,700	498,700
Total measured	26,039,900	24,253,600
Unmeasured	10,360,100	9,957,400
Estimated total	36,400,000	34,211,000

U.S. CONSUMER PRODUCTS GROUP

William E. Dyer, senior vp & group exec
Art Pearson, vp, mktg services

STANDARD BRANDS FOOD

MARKETING PERSONNEL

David M. Chamberlain, president
David Graham, vp, mktg/planning
Giovanni Pacheco, group product mgr, desserts
Ellen R. Marram, director, margarine
Anthony Franklin, mgr. adv

ADVERTISING AGENCIES

Doyle Dane Bernbach, New York—Blue Bonnet margarine & spread; Tender Leaf Tea—Jerry Brady, vp, mgmt super

Wells, Rich, Greene, New York—Fleischmann's margarine & spread; Fleischmann's Egg Beaters

J. Walter Thompson Co., New York—Fleischmann's Yeast, Standard Brands Intl prods—Ken Robbins, acct group director

Landsdowne Advertising, New York—Royal Dragon Oriental Frozen Foods—Arthur Cohen, mgr director; Pinata Foods

Curtiss

Warren Burkholder, president
Thomas Corr, mktg vp
Lawrence D. Baumgart, group product mgr, Butterfinger
Beth L. Brommer, group product mgr, Baby Ruth, Jumbo Block
Charles Tate, group product mgr, Reggie Peanut Butter Cups, Wayne
Jerome Hamziuk, senior product mgr, Pearson, Salted Nut Roll

Planters

Fred Corrado, president
Robert B. Truckenbrod, vp, mktg
J. Carey Keane, director, mktg, Planters nuts
Henry B. Hawley, senior product mgr, Southern Belle, nut-bags
H. Malcolm Bybee, director, snacks & business development
David L. Bacon, group product mgr, cans
Leonard F. Reiter, group product mgr, jars

ADVERTISING AGENCIES

Benton & Bowles, New York—Planters nut prods—J. Frazer, acct super

Lee King & Partners, Chicago—Curtiss Confectionery: Baby Ruth, Butterfinger, Reggie bars—Robert Inmen, mgr-super; Tom Sabin, acct mgr

BEVERAGE GROUP

MARKETING PERSONNEL

Ferdie A. Falk, senior vp, group exec
Leo Begleiter, senior vp, mktg

Fleischmann Distilling Division

Robert C. Baranaskas, president
Mort Mazor, vp, mktg
Robert Shutte, vp, sales
Howard Gintell, product mgr, Fleischmann's Preferred, Fleischmann's gin, Royal vodka, Canadian Ltd., Metaxa
Karen Lampert, product mgr, Garnier Cordials, DiAmore liqueurs, Droste, Silhouette imported vodka, Cafe Lolita; public relations
Alfred D'Isernia, product mgr, Ezra Brooks, Trigo rum, Duval Sambucca Originale, Pancho Villa Tequila, Paso Fino rum liqueur, Cockspur rum, Montego Bay rum, Mission Father's brandy, Grenadier ceramics
Joseph Tremont, vp, Ezra Brooks-ceramics

Julius Wile & Sons Division

Neil Bianchini, president
Jerome Levy, vp, mktg
Richard A. Amen, vp, genl mgr, sales
Cornelius H. Marx, senior vp, operations
Julian P. Levinson, group product mgr, Williams & Humbert sherries, Dry Sack, Inver House, Souverain premium California wines, Montgomery Laphroaig scotch
Dennis E. Beacham, group product mgr, Benedictine & B&B liqueurs, St. Raphael aperitif wine, Get Peppermint liqueur, Lemon Hart Jamaica rums, Delamain cognac, Comandon, Fonda Blanca

ALL BRAND IMPORTERS

Paul Lohmeyer, president
John Roux-Lough, mktg vp
Robert A. Martin, director, adv/promo
Robert J. Wilson, senior vp

ADVERTISING AGENCIES

de Garmo, New York—Dry Sack sherry, Cream Sack sherry, Benedictine, Benedictine & Brandy, Pernod, St. Raphael, Julius Wile products, William Alsatian wines, Antinori Italian wines, Bollinger champagne, Chanson burgundies, Langlois Chateau sparkling saumur, Leacock Madeiras, Prats—Dave Mandelbaum, acct super.

Waring & LaRosa, New York—Fleischmann's Preferred blended whisky, gin, Royal Vodka, Canadian Ltd., Southern Host liqueur, Trigo White & Gold rums, Ezra Brooks bourbon, White Tavern vodka & gin, Duval French vermouths, French Kiss aperitif, Amaretto di Amore, Fonda Blanca white & gold tequilas, Capercaillie and Churchill Scotch whiskies, Select and bonded bourbon whiskies—Seth David, vp, acct super.

Sacks & Rosen, New York—Skol Dutch lager beer, Garnier liqueurs, Metaxa Greek liqueur—Michael Rosen, vp, acct super.

Mathieu, Gerfen & Bresner, New York—Foster's Moosehead—Nat Norton, acct super.

Erwin Wasey Inc., Los Angeles—Souverain premium California wines—Joseph Gallagher, mgmt super.

Siesel Co., New York—Duval vermouths—Alfred Siesel, mgmt super; Daniel Siesel, acct super.

AMERICAN DISTILLED SPIRITS CO.

John Kucich, president

Sterling Drug

	1979	1978
Sales†	$821,180,000	$724,595,000
Earnings‡	111,594,000	94,675,000
Advertising*	92,000,000	78,000,000

*** AA estimate**
† Domestic
‡ Worldwide

Sterling Drug, New York, the nation's 49th largest advertiser, spent an estimated $92,000,000 for U.S. advertising in 1979, up 18% from 1978. Worldwide advertising expenditures were reported by the company at $207,170,000, up from $174,461,000 in 1978.

Sterling's worldwide sales were $1.5 billion, up 15% from $1.3 billion in 1978. Net income for the year increased 18% over last year to a record $111,594,000. Sterling markets its products in the U.S. and 125 other countries.

The company reported that sales of its pharmaceutical specialties division rose 6.4% in 1979, reflecting strong performances by both its Winthrop and Breon Laboratories.

Breon specializes in the marketing of prescription products for use in anesthesia, emergency medicine and pulmonary diagnosis and therapy. Sales increased for its Bronkometer bronchodilator and Marcaine local anesthetic. A new product, Breokinase, was approved by the Food & Drug Administration for use in treating pulmonary embolism.

Winthrop has both prescription and consumer product divisions. Prescription products include Demerol analgesic, Hypaque, Telepaque and Bilopaque radio diagnostic agents and pHisoHex and SeptoDyne antiseptic skin cleansers. Amiqaque, another drug used in spinal X-rays, was reported successful in its first full year of marketing.

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MARKETING PROFILES

Winthrop consumer division invested $1,766,500 in ad support for its Neo-Synephrine nasal spray and $1,720,800 on Neo-Synephrine II, a long-lasting nasal decongestant. In addition, Winthrop spent $1,321,400 to promote its pHiso-Derm skin cleanser to a primarily teen age market.

▪ Glenbrook Labs, Sterling's primary proprietary drug marketing division, experienced strong growth last year. Sales of $168,359,000 were 9.1% above 1978's total of $154,380,000. Operating profit surged almost 15% to $33,449,000.

Bayer aspirin continued to be Glenbrook's leading product and was backed by $21,046,500 in measured media, an increase of nearly 30% over 1978. In recent years, Bayer's share of the $750,000,000 analgesic market slipped to about 10%. Tylenol (McNeil Labs) leads with a 20% share, followed by Anacin (13%) and Bufferin (10%). But Bayer's fortunes may be changing. Recent scientific studies which appear to show that aspirin's anti-clotting properties may be useful in cardiovascular diseases have opened the door to a vast, potential new market.

The FDA recently allowed Glenbrook to inform medical professionals of the newly recognized benefits of aspirin in treating transient ischemic attacks (mini strokes). Sterling believes that Bayer's traditional positioning as "100% pure aspirin" will aid its marketing effort if and when aspirin is approved for such uses.

Two other Bayer products received over $1,000,000 in ad backing. Bayer children's aspirin was supported with $2,882,300 in ad spending. Bayer Timed-Release aspirin tablets were supported by a $1,118,600 network television budget in '79.

▪ Other Glenbrook products receiving hefty ad support were Midol caplets, accounting for $4,257,600 in measured media spending, Diaparene disposable baby wash cloths, $1,025,100 and Phillips' Milk of Magnesia, budgeted at $391,700.

Lehn & Fink Products Group accounts for virtually all of the company's domestic business in household products, cosmetics and toiletries. Both sales and profits were strong. Sales increased 19.4% to $304,227,000 while profits climbed 21.9% to a record level of $53,325,000.

The Lysol products division, Lehn & Fink's big money maker, received $21,294,800 in ad support, up from $19,000,000 a year ago. Also heavily backed were Lysol spray disinfectant, $8,925,000; Lysol liquid deodorizing cleaner, $4,112,700; Lysol spray basin, tub and tile cleaner, $2,754,100.

▪ The Lehn & Fink product which caused the most stir, however, was a new product rollout, "Love My Carpet." Backed by nearly $5,000,000 in ad spending, the product succeeded in capturing nearly 40% of the market which was dominated by Airwick's Carpet Fresh. As reported in ADVERTISING AGE, a Lehn & Fink marketing exec not only admitted that his company copied the Airwick product, but suggested that to "replicate, not innovate," was a sure-fire means of marketing success. His remarks sparked controversy throughout the industry and, in early 1980, Airwick filed a patent infringement suit seeking triple damages.

Lehn & Fink cosmetics division increased its ad support for Ogilvie hair products. Reacting to a fashion trend toward curly hair, Ogilvie home permanent products received a boost of $1,152,500 and succeeded in capturing 4% of a rapidly expanding market. Other Lehn & Fink cosmetic products include Dorothy Gray skin treatment products and Tussy deoderant.

Other leading Lehn & Fink entries include Stri-Dex medicated pads and Wet Ones towelettes. Stri-Dex pads, an acne remedy, received $1,788,300 in ad spending. In addition, Stri-Dex was backed by a "sports shorts" promotion, a successful premium offer aimed at the teen market. Wet Ones towelettes received $1,895,500 in media backing.

The d-Con part of Lehn & Fink's product group had a record year for both its rodenticides and insecticides, thanks in part to ad spokesman Muhammad Ali. Sales for the d-Con Four/Gone automatic indoor fogger, which received $1,204,600 in ad backing, and d-Con roach traps, supported by $1,025,100, were particularly strong. d-Con's market share is currently at about 10%.

ADVERTISING EXPENDITURES

	1979	1978
Newspapers	$1,224,700	$1,352,900
Magazines	11,168,500	7,189,200
Farm publications	235,300	263,000
Spot tv	5,360,400	6,289,000
Network tv	63,776,300	55,507,500
Spot radio	1,878,400	2,275,000
Network radio	4,068,500	2,754,700
Outdoor	40,500	61,400
Total Measured	$87,752,600	$75,692,700
Unmeasured	$4,247,400	2,307,300
Estimated Total	$92,000,000	$78,000,000

GLENBROOK LABORATORIES DIVISION

New York

MARKETING PERSONNEL

James Alberts, vp-director of advertising services
F.M. Fox, vp-director of sales
P. Klein, vp-director of new prods
G.P. Mattimore, group mktg director, non-analgesics
C.G. McLennan, group mktg director, analgesics
P.V. DeCrescenzo, promo services mgr
H.C. Johnson, mgr-promo materials purchasing
J.C. Marshall, director of mkt rsch

Product Managers

P.H. Kalikstein, senior product mgr-Bayer adult aspirin
R.A. Perlman, senior product mgr-new products
M.R. Guarini, Bayer adult aspirin
R.H. Kruger, Bayer
R.E. Norell, Bayer children's products, Vanquish, Cope
K.J. Sims, Midol caplets, Bayer Timed-Release, Breacol cough syrup.
K.E. Messer, Diaparene line
W.C. Elliott, Phillips line, Fizrin, Dr. Lyon's, Fletcher's Castoria
H.J. Muessen, new prods
A.M. Kidder, new prods

ADVERTISING AGENCIES

SSC&B, New York—Bayer aspirin, Bayer children's aspirin, Bayer children's cold tablets, Bayer Timed-Release aspirin, adult Bayer, new products—Arthur Knaus, senior vp; Thomas Perrotta, mgmt super; William Croke, mgmt super; John Cross, senior vp, new products.

Thompson-Koch Co. New York—Midol, Richard Hartman, acct super; Daniel Kane, media director.

Cunningham & Walsh, New York—Phillips' line, Fletcher's Castoria, new products—Frank Vernon, mgmt super, C. Denton, acct super.

James Neal Harvey Inc., New York—Diaparene line, new products—R.W. Tucker, exec vp; John Andes, acct super; Barbara Ackerman, acct exec.

Dugan/Farley Communications Associates, Montvale, N.J.—medical communications—John P. Dugan, president.

The Marschalk Co., New York—new products—C. Anthony Wainwright, mgmt super.

LEHN & FINK PRODUCTS GROUP

Montvale, N.J.

MARKETING PERSONNEL

Robert D. White, vp, business development

Cosmetics Division

Herbert Waller, president
Peter Stearns, mktg director
Charles Deignan, natl sales mgr

Parfums Givenchy Division

Louis Della Pesca, president
James E. Smith, mktg director

Consumer Products Division

Walter C. Camas, president
Linus Williams, vp-mktg
Albert Cramer, vp-sales

Industrial Products Division

Earle K. Borman, L&F senior vp div president
S. Raymond Mitchell, exec vp, genl mgr, National Labs
Thomas A. Cottone, vp-mktg director

Minwax Co.

Donald H. Henderson, president
Gary Reynolds, exec vp
Ridgely W. Harrison III, vp-sales, Minwax
Paul R. Righter, vp-Dura Seal, Allied div.

d-CON CO.

New York

MARKETING PERSONNEL

Frank E. Rumpeltin, president
John J. McFadden, vp, director-sales
Neil Nix, vp, director-business development
Marvin Matises, mktg mgr, insecticides
John Caputo, product line mgr, rodenticides

ADVERTISING AGENCIES

SSC&B, New York—Lysol products, Love My Carpet, Beacon Wax, Mop & Glo, Wet Ones—Alan Grazio, senior vp-mgmt super; Jay Press, acct super, vp; Richard Griff, acct super, vp.

Warwick, Welsh & Miller, New York—Stri-Dex, MediQuik—Wilder Baker, exec, vp-acct service; Steve Badenhup, acct super.

Warren, Muller, Dolobowsky, New York—Dorothy Gray, Tussy, Ogilvie—Sid Lawrence, acct super.

Levine, Huntley, Schmidt, Plapler & Beaver—Parfums Givenchy—Tim Yaroschuk, acct exec.

Gilbert, Whitney & Johns, Morristown, N.J.—John Daltner, president.

Thompson-Koch Co., New York—d-Con line, Rid-X septic tank conditioner, Energine line, House & Garden bug killer, Stay-Away outdoor fogger, Warpath powder spray, Ant/-roach killer, Ant-Prufe, Roach-Prufe, Four/-Gone (indoor fogger), wasp and hornet killer, Double Power, Roach Traps—E.J. Eberle, acct super, B.L. Rudolph, acct exec.

BREON LABORATORIES

New York

MARKETING PERSONNEL

William H. Marsden, vp-director mktg
Howard Mosesson, vp-director, sales
Michael P. Trepicchio, group product mgr
John Malczynski, product mgr
Kenneth Ludwig, asst product mgr

ADVERTISING AGENCY

Frank J. Corbett Inc., division of BBDO, Chicago—all ethical products—F.J. Corbett, mgmt rep; John M. Alderman, acct super.

WINTHROP LABORATORIES

New York

MARKETING PERSONNEL

Joseph Scarlata, vp-sales
Karl A. Brautigam Jr., vp-mktg/sales consumer div
Edward A. Kelley, vp-mktg/ethical
Jack Pickering, group product mgr/ethical
Neil Sheridan, group product mgr—consumer products

ADVERTISING AGENCY

Lavey/Wolff/Swift, New York—NegGram, Danocrine, Demerol, pHisoHex, Hypaque, Telepaque, Bilopaque—Charles Rockefeller, senior vp.

Frank J. Corbett Inc., division of BBDO, Chicago—Talwin, Talwin Compound—James Miller, acct super.

Cunningham & Walsh, New York—Neo-Synephrine, NTZ, Neo-Synephrine II—Frank Vernon, acct super.

Rumrill-Hoyt, New York—Haley's M-O, Bronkaid tablets and mist, Caroid laxative and pHisoDerm—Jack Hogan, vp.

Thompson-Koch Co., New York—Campho-Phenique—Richard Hartman, acct super.

COOK-WAITE LABORATORIES

New York

MARKETING PERSONNEL

Wayne J. Byers, exec vp
Richard H. Williams, field sales mgr
Dolores M. Franklin, D.M.D. dental director
Robert C. Kibele, vp-gen mgr, Greene Dental products, San Fernando, Cal. (C-W subsidiary)

ADVERTISING AGENCY

Rolf Werner Rosenthal Inc., New York—Carbocaine, Carbocaine with Neo-Cobefin, other local anesthetic solutions, Carpule aspirator syringe, Greene TransView and Darc-View X-ray film mounts, Greene filmholders, record cards—Robert P. Smith, acct exec.

STERWIN LABORATORIES

New York

MARKETING PERSONNEL

Jack Salyers, vp mktg

ADVERTISING AGENCY

Sawyer Advertising, Gainesville, Ga.—poultry biologics, other animal health products.

Levi Strauss & Co.

	1979	1978
Sales	$2,103,109,000	$1,682,019,000
Earnings	191,500,000	144,969,000
Advertising	38,563,200	18,967,300

With sales totaling $2,103,109,000 in 1979 and advertising expenditures estimated at $38,563,200, Levi Strauss & Co., San Francisco, joined the ranks of the top 100 national advertisers in 1979, ranking 92nd.

The jeans manufacturer increased sales by 25% in 1979, exceeding $2,000,000,000 for the first time in the company's 129-year history, just four years after sales reached $1,000,000,000. Earnings in 1979 increased 32% over the previous year, reaching $191,500,000.

A major reorganization of management was implemented in January, 1980, resulting in the formation of three major operating units headed by presidents reporting to Levi's chief operating officer.

- Levi Strauss USA was established to consolidate six divisions serving domestic markets. The divisions are Jeanswear, Sportswear, Womenswear, Youthwear, Activewear and Accessories.

Levi Strauss International includes five divisions serving international markets, and the new business group includes Diversified Apparel Enterprises and Eximco, which develops special markets and licenses the Levi's brand. Diversified Apparel Enterprises is the new name given Koracorp Industries, acquired by Levi's in 1979.

- Foote, Cone & Belding/Honig has been Levi's primary agency for more than 40 years and handles the bulk of U.S. advertising. McCann-Erickson, San Francisco, handles Levi's international advertising as well as Activewear for U.S. Botsford Ketchum, San Francisco, was assigned Diversified Apparel Enterprises' Koret of California.

The Winter Olympics and subsequent boycott of the summer games in Moscow by the U.S. had a serious impact on Levi's ad plans for late 1979-80.

The company budgeted $14,000,000 for its Olympics marketing program, $8,000,000 of which was slated for network commercials during the summer games. With U.S. participation in the Summer Olympics canceled, Levi's planned to redirect its ad efforts at the pre-Christmas 1980 holiday period.

Levi's pre-Christmas ad plans call for approximately $8,000,000 to be spent on a three-week corporate, umbrella network tv and magazine campaign supporting additional advertising by the divisions. All the ads were to position Levi's clothing and accessories as Christmas gifts.

Last fall, Levi's spent $525,100 on ads in *TV Guide*, *People* and *Sports Illustrated* to introduce the first of two Olympic sweepstakes. With a theme of "Be the best you can be," the sweepstakes offered 18 winners the choice of any schooling, training or learning adventure of their choice, up to a value of $5,000.

A "Decathalon Sweepstakes," which was to have coincided with the opening of the Summer Olympics, was changed to a "Ten Best" contest, with ten different travel/-adventure prizes offered via magazine ads.

- The major portion of Levi's 1979 ad budget went for network tv; during the year, the company launched network commercials for two divisions, Sportswear and Womenswear.

In a striking departure from Levi's corporate advertising, which uses rotoscope and animation, the Sportswear division dramatized real-life problems for its male audience—pants that are uncomfortable—in 30-second commercials that introduced Actionwear slacks.

Targeted at middle-age males who often suffer from middle-age spread, Actionwear slacks, a blend of polyester and other fabrics with a stretchable waistline, were presented as a solution to the problem.

Levi Strauss & Co. ad spending for its Womenswear division was estimated in excess of $1,300,000 in 1979.

In one commercial, a man who can't sit still during a movie because his pants are too tight is persuaded by his wife to try Actionwear slacks. Wearing the new comfortable slacks, he tells her, "I could sit through a double feature."

The Sportswear division spent approximately $6,000,000 on network commercials and co-op newspaper ads to introduce Actionwear slacks, which topped the sales of both leading brands of men's slacks, Haggar and Farah, in 1979, according to Steve Goldstein, Levi's marketing services manager.

The Womenswear division also followed the "comfortable fit" approach in network tv commercials and a print campaign to advertise women's slacks and jeans.

Featured were Bend Over pants in stretch gabardine, Straight Leg corduroys and jeans and Glove Pants denim jeans. Ad spending for the Womenswear division was estimated in excess of $1,300,000.

- The Jeanswear division, with sales of $743,100,000 in 1979, surpassed the previous record set in 1977 and increased 13% over the 1978 figure. The division took on rugged competition from designer jeans by using network tv to introduce Movin On, fashion jeans for young men, in March, 1980.

A Jeanswear staple item, heavyweight denims, was featured in network commercials in 1979 that showed a welder at a construction site who said he wears Levi's jeans "because I don't scrimp on my tools."

Daytime and prime time network tv represented the major portion of the Youthwear ad budget. A comical fairy godmother character was introduced to explain the advantages of the new Levi's for Girls brand, while the young boys campaign, "He's 63 pounds of raw courage held together by Levi's jeans," was aimed at mothers. The latter appeared on daytime tv and in women's magazines.

Activewear, which Levi's expanded from ski wear to include clothes for running tennis, cycling and other activities of "serious sports participants," according to magazine ads, was introduced in 25 markets in 1979. Plans were made for a national rollout via network tv in the fall of 1980.

ADVERTISING EXPENDITURES

	1979	1978
Newspapers	$ 51,600	$ —
Magazines	2,895,700	4,156,700
Spot tv	5,628,000	1,539,100
Network tv	17,341,800	8,176,500
Spot radio	3,563,200	—
Network radio	—	88,000
Outdoor	300	7,000
Total measured	29,480,600	13,967,300
Unmeasured	9,082,600	5,000,000
Estimated total	38,563,200	18,967,300

CORPORATE MARKETING PERSONNEL

Walter A. Haas Jr., chairman
Peter E. Haas, president
Robert T. Grohman, exec vp
Frank Brann, senior vp, president, Levi Strauss USA
Robert D. Haas, senior vp, president, new business group
Peter T. Jones, senior vp, general counsel
Alfred Sanguinetti, senior vp, president, Group 1—Levi Strauss USA
Thomas W. Tusher, senior vp, president, Levi Strauss International
Bud Johns, vp-corporate communications

LEVI STRAUSS USA

MARKETING PERSONNEL

Janet Beach, director of mktg services, Jeanswear div
Jim McCarty, ad manager, Jeanswear div
Joanne Flath, director of mktg services, Youthwear div
Steven F. Durham, ad manager, Youthwear div
John Ankeny, director of mktg services, Womenswear div
Jerry Ireland, ad manager, Womenswear div
Steve Goldstein, director of mktg services, Sportswear div
Leslie P. Schumann, ad manager, Sportswear div
David King, director of mktg services, Activewear div
James McDonald, ad manager, Activewear div
John C. Houck, manager, corporate mktg programs

ADVERTISING AGENCIES

Foote, Cone & Belding/Honig, San Francisco-Levi's corporate, Jeanswear, Sportswear, Womenswear, Youthwear.

McCann-Erickson, San Francisco—Activewear

Botsford Ketchum, San Francisco—Diversified Apparel Enterprises.

Time Inc.

	1979	1978
Sales	$2,504,060,000	$1,697,585,000
Earnings	143,922,000	125,742,000
Advertising	102,360,000	76,348,000

Time Inc., New York, the 46th largest national advertiser, increased its ad expenditures 34% to $102,360,000 in 1979, excluding the publishing of direct mail promotion or *pro rata* costs of advertising within its own magazines.

Noting that its 1979 revenues were 48% higher than in 1978, Time Inc. said more than half the revenue increase was from the inclusion of full-year results for Inland Container Corp. and American Television & Communications Corp. in November, 1978, both partly for stock.

In the first half of 1980, Time Inc. reported net income of $69,000,000, as compared with $68,900,000 a year earlier. Revenues were $1.36 billion in the 1980 first half, against $1.17 billion a year ago.

Earnings gains came primarily from magazine, video and paper operations. Book publishing profits were down partly because Time-Life Books series, sold under long-term subscription agreements, limit opportunities for price increases deemed necessary because of inflation. Tight money and decline in residential construction last year depressed building materials earnings. And *The Washington Star*, acquired in 1978, continued to lose money.

- Time Inc. notes that its video group last year emerged as the leading supplier of pay tv programing in the U.S. It acquired ATC, and its Home Box Office pay tv service began to explore and develop new program formats.

The company's magazines—*Time*, *Life*, *Fortune*, *Sports Illustrated*, *Money*, *People*—had revenues of $680,000,000, with $408,000,000 in net ad revenues, 17% ahead of '78. Operating profits were up only 6%, to $70,000,000, however, because of rising costs. Books—Time-Life Books, Book-of-the-Month Club, Little, Brown & Co., New York Graphic Society, Books & Arts Associates—reported revenues of $425,000,000, up 18% from '78, with operating profits down 23%, again largely because of inflation and higher

MARKETING PROFILES

selling costs. Time-Life Books accounted for $303,000,000, or 70% of the books' groups total revenue. Completing its second full year with Time Inc., the Book-of-the-Month Club had net sales of $77,000,000. The club used tv for the first time in its 53-year history during 1979 as it built a membership base for itself and its offshoots, Cooking & Crafts Club and Quality Paperback Book Club. Little, Brown published Henry Kissinger's "White House Years," Norman Mailer's "The Executioner's Song," and Herman Wouk's "War & Remembrance."

The forest products business, expanded in 1973 with the acquisition of Temple Industries, brought in $926,000,000 in revenues last year and a profit of $96,000,000. The forest product group's major division is Eastex, operating bleached pulp, paper and paperboard manufacturing facilities. Its revenues last year were up 17% to a record $222,000,000, and profits were up 42%, at $37,000,000. The Temple division had less success as the residential housing market turned sluggish. Temple, marketing wood building materials, showed a profit of $15,000,000, down from $43,000,000 a year earlier.

Inland Container, Indianapolis, a corrugated box manufacturer, had profits of $43,300,000 last year.

Time's Selling Areas-Marketing Inc. (SAMI), a marketing data subsidiary, reported a 13% revenue gain last year along with record profits. SAMI provides grocery product marketers with data on the movement of their products from warehouses to retail outlets. There are 450 companies receiving SAMI data, representing about 77% of total foodstore sales.

The *Washington Star* had its first full year under Time Inc. and, while still losing money, increased its advertising linage market share from 26.5% to 30% and picked up 14,000 daily readers to bring circulation to 343,000.

- Measured media spending was $79,042,600 in 1979, up 32% from $59,194,500 in 1978. Time attributed the increase to additional book publishing advertising, increased magazine advertising and general promotion and increased circulation promotion. Best known for its publishing ventures, the giant in forest products has boosted spending here and in its burgeoning video area.

The largest segment of the Time Inc. ad budget went into spot tv, breaking with the publishing and diversified forest products company spending in the past. Then Time allocated the largest portion of spending on periodicals. In 1979 Time spent $38,240,900 on spot tv and the second largest chunk, $27,243,100 in magazines. In 1978 the company placed $23,391,000 in magazine advertising and $23,190,700 in spot tv advertising.

Network tv's parcel of advertising shrunk in 1979 from $6,051,000 in 1978 to $5,212,700. Time Inc. also spent $6,273,400 in newspapers, up slightly from the $5,546,000 spent in 1978. The company plowed $638,000 into spot tv, down from the $993,700 spent in this medium in 1978. Time's network radio spending totaled $1,390,200, up from the $815,800 placed in this medium in 1978. Time also spent $43,500 in outdoor advertising, up from the $22,100 spent a year earlier.

The company's publishing operations provided 44% of revenues and 46% of pretax earnings and helped boost revenues 48% and earnings 21%.

In 1979, Time's magazines—*Time, Sports Illustrated, Fortune, People, Money* and the resurrected *Life*—accounted for 27% of the company's revenues, down from 34% a year earlier, and approximately 25% of operating profit. In September, 1980, Time will launch *Discover*, a monthly magazine on science for the intelligent layman.

- Contributing the greatest share of revenue was *Time*, the leading magazine in worldwide revenues for the past decade. Last year, the flagship weekly pulled in $296,000,000 in ad revenues including $220,000,000 in U.S. revenues.

Time maintained its domestic rate base of 4,250,000 and last year became the first magazine to transmit four-color photographs by satellite. The weekly carried 3,162 ad pages last year.

Time continued to have the largest ad budget of the company's magazines. Its $13,617,700 was spent largely in spot tv ($10,894,900) followed by magazines ($1,182,700), network radio ($551,900), newspaper supplements ($558,500) and network tv ($429,700).

Sports Illustrated, which celebrated its silver anniversary in 1979, had ad revenues totaling $122,130,000 from 2,826 ad pages. The weekly's rate base moved to 2,250,000 in January. In June its subscription rate climbed from $25 to $30. During 1979 *SI* ran the largest ad insertion in its history—a 64-page section on Lake Placid, site of the 1980 Winter Olympics.

SI invested $9,353,400 of its total $10,211,400 ad budget in spot tv, with $407,300 in magazines, $310,700 in network radio and $140,000 in network tv. *SI* has also spawned SI Books with its $477,300 ad budget in magazines; SI calendars, $40,700 in magazines, and SI games, films and mail order promotion, $495,500, $161,800 and $664,600, respectively, all in magazines.

The six-year-old *People* had ad revenues of $89,260,000 from 3,518 ad pages in 1979. The predominantly newsstand and check-out seller maintained its rate base of 2,300,000.

- Of *People*'s $6,683,000 ad budget, $4,387,800 was allocated for network tv and $1,637,500 for spot tv. The weekly also spent $527,600 on network radio.

In February, 1980, *Fortune* celebrated its 50th birthday. The business magazine which switched from a monthly to a fortnightly in January, 1978, upped its rate base from 660,000 to 670,000 in January. *Fortune* took in $49,088,000 in ad revenues from 2,301 ad pages last year. The magazine allocated $1,186,700 of its total $1,334,900 ad budget in spot tv, the rest in magazines.

Money, Time's monthly on personal finance, upped its cover price from $1.50 to $1.75 and raised its subscription rate from $14.95 to $17.95 in July. The magazine took in $11,663,000 in gross ad revenues from 857 ad pages. *Money* placed its entire $2,071,600 advertising budget in spot tv.

Life, resurrected as a monthly in October, 1978, last year had ad revenues of $13,212,000 from 658 ad pages. After its first full year, the magazine raised its rate base from 700,000 to 1,000,000 in April, 1979, and has since increased to 1,300,000. *Life*'s special issue on the 1970s was a virtual sellout. The newsstand price went from $1.50 to $2 in July, 1980.

To promote itself, *Life* spent $2,341,600 of which $2,278,900 went into spot tv.

- Time's seventh magazine, *Discover*, a monthly devoted to science beginning in September, 1980, plans an initial rate base of 400,000.

Time-Life Books, which contributed $303,000,000 in revenues last year, launched "The Good Cook" late in 1979 and "The Epic of Flight" in 1980. TLB also established Stonehenge Press, a new imprint and issued two new record series, "Mozart" and "Giants of Jazz."

Announcing
The new science magazine for smart people who aren't scientists.

Discover, Time Inc's answer to the current consumer fascination with scientific information is scheduled for introduction this fall.

TLB spent $20,798,800 in advertising last year. The lion's share, $11,838,200, went into magazines with $8,350,300 in spot tv, $355,100 in newspaper supplements and $255,200 in network tv.

The wholly owned trade book publishing house, Little, Brown & Co., invested $1,313,800 in magazines to promote its general and children's books, legal and medical books and college textbooks. Its New York Graphic Society spent $268,900 in magazines, to publicize the art reproductions and books it publishes.

The Book-of-the-Month Club, a wholly owned subsidiary, parceled $2,593,700 of its ad budget into magazines and another $1,258,900 into spot tv. BOMC also spent $141,800 in newspaper supplements, to promote its book clubs, records, graphic arts and educational programs.

- Among BOMC's other operations, Cooking & Krafts Club spent $157,000 in magazines and newspapers; Dolphin Book Club spent $58,900 in magazines and Quality Paperback Book Service spent $242,300 in magazines and newspapers.

The *Washington Star*, the afternoon daily Time purchased in 1978, added several sections including A. M. Extra, an early morning edition and expanded the newspaper's promotion and circulation efforts. The paper placed $1,008,600 in spot tv and another $40,500 in magazines.

Time's video group had revenues of $299,000,000 and operating profits of $69,000,000. The group includes Home Box Office, which now serves over 4,000,000 homes, American Television & Communications Corp., the second largest cable tv company in the country which Time acquired last year, Time-Life Films, which produces tv and theatrical movies and WOTV, a tv station in Grand Rapids, Mich.

HBO, working with a $1,234,100 measured media budget, placed $1,045,300 in magazines and $149,900 in spot tv. Its Manhattan Cable TV spent $3,200 in magazines. HBO will introduce Cinemax, a fully programed second service this August, as pay tv tiers its offerings.

Eastex Packaging allocated $70,800 in magazines while Temple-Eastex spent $9,000 in magazines for general promotion.

Time Inc. in May made several key changes. J. Richard Munro was promoted from exec vp in a corporate operations office to chief executive officer and president, while Ralph P. Davidson, a vp and director, was named chairman. Clifford J. Grum, a vp and director, became an exec vp. They succeed Andrew Heiskell, who, at 65, relinquished his posts as chairman-ceo, and James R. Shepley, 63, who resigned as president but continues as chairman of the executive committee.

Last June, *People's* circulation promotion, billing $6,000,000, moved to Holland & Callaway from Young & Rubicam.

ADVERTISING EXPENDITURES

	1979	1978
Newspapers	$ 6,273,400	$ 5,546,000
Magazines	27,243,100	23,391,000
Spot tv	38,240,900	23,190,700
Spot radio	638,800	993,700
Network tv	5,212,700	6,051,000
Network radio	1,390,200	—
Outdoor	43,500	22,100
Total measured	79,042,600	59,194,500
Unmeasured	23,317,400	17,153,500
Estimated total	102,360,000	76,348,000

MARKETING PERSONNEL

Time Inc. (Corporate Circulation)

Lawrence M. Crutcher, director
Robert P. Fisler, vp-promo director

Time

John A. Meyers, vp-publisher
Robert D. Sweeney, promo director
Seth Bidwell, mktg director
Richard W. Angle Jr., circ director
Donald Elliman, *Time* International circ director

People

Richard J. Durrell, vp-publisher
John P. Verdon, promo director
Eric Thorkilsen, circ director

Fortune

Edward Patrick Lenahan, vp-publisher
Howard Kaplan, promo director
Lucy Werner, circ director

Discover

Reginald K. Brack Jr., publisher
George Berger, promo director
William C. Taylor, circ director

ADVERTISING AGENCIES

Young & Rubicam, New York—*Time* (ad promo)—John McGarry, mgmt super; James Tyrell, acct exec; *Time* (Int'l circ) Y&R do Brasil—Charles deSilva, acct exec; *Fortune* (ad promo)—Fred Jackson, acct exec; *People* (ad promo)—John McGarry, mgmt super; Robert Boucher, coordinator; *Discover* (ad promo)—James Tyrell, acct exec; (circ promo) John McGarry; mgmt super; Ed Lebar, acct super; Garth Anderson, acct exec.

Wunderman, Ricotta & Kline, New York—*Time* (circ promo)—Richard Colligan, mgmt super; Steve Dapper, acct super; Mark Ally, acct exec, *Money, Fortune* (circ promo)—Richard Colligan, mgmt super; Steve Dapper, acct super; Maryanne Wagner, acct exec.

Holland & Callaway, New York—*People* (circ promo)—Ron Holland, mgmt super; Jim Callaway, acct super.

The Richards Group, Dallas—*Time* (circ promo)—Bill Bergman, acct super.

Fountain, Huie, Fish P[illegible] Ltd. (Australia)—(*Time International*, circulation)—Reg Fountain, mgmt director.

Money

John U. Crandell, publisher
Gil Kisch, promo director
Michael J. Klingensmith, circ director

ADVERTISING AGENCIES

John Emmerling Inc., New York—(ad promo)—John Emmerling, mgmt super.

The Richards Group, Dallas—circ promo)—Bill Bergman, acct super.

Life

Charles A. Whittingham, publisher
Gilbert Lesser, promo director
H. McLean Smith, circ director

ADVERTISING AGENCY

Geer, DuBois Inc., New York—(circ promo)—John Allen, acct super; (ad promo)—Doria Steedman, acct exec.

Sports Illustrated

Philip G. Howlett, publisher
Harry C. Rubicam, promo director
Robert McCoach, circ director

ADVERTISING AGENCIES

Ogilvy & Mather/2, New York—(ad promo)—John Kelly, acct super; Pieter Verbeck, creative director; Harvey Hirsch, media services director.

Wunderman, Ricotta & Kline, New York—(circ promo)—Richard Colligan, mgmt super; John Banner, acct exec.

The Richards Group, Dallas—(circ promo)—Bill Bergman, acct super.

Time-Life Books

Paul Stewart, vp-marketing director

ADVERTISING AGENCIES

A. Eicoff, Chicago—Ron Bliwas, acct super; Susan Thompson, media.

Eicoff & Lennard, New York—William Shambroom, acct super.

Rapp & Collins, New York—Charles Orlowski, acct exec; Mary Tchakirides, acct exec.

Wunderman, Ricotta & Kline, New York—Tom Knowlton, acct super; Worth Linen, acct exec.

Time-Life Films

Harvey Chertok, vp-promo & publicity
Bruce Barnet, sr vp-video
Dorothy Dunbar, adv & promo director, video

ADVERTISING AGENCIES

Roy H. Roth Co., New York—Roy Roth, mgmt super.

Bryant Studios, New York—Larry Skoura, acct super; Rudy Wurtz, acct exec.

Temple-Eastex Inc.

Joe K. Sample, vp-marketing (Temple)
Russ Chase, vp-sales (Eastex)
Alan Miller, director, public info

ADVERTISING AGENCIES

Ritchie, Hopson & Associates, Houston—Phil Biddison, acct super; Bill Hopson, acct exec.

McKone & Co., Fort Worth—Jim Barrow, acct exec.

Book-of-the-Month Club

Edward Fitzgerald, president

ADVERTISING AGENCIES

Lord, Geller, Federico, Einstein, New York—Gerald Roscoe, acct super; Dianne Keller, acct exec.

Wunderman, Ricotta & Kline, New York—Judith Liebman, acct super; Virginia Laura, asst acct exec.

Selling Areas-Marketing Inc. (SAMI)

John A. Watters, president
Alan B. Miller, vp-sales services

ADVERTISING AGENCY

Chalek, Dreyer, Comerford & Lubalin, New York—Harvey Dreyer, mgmt super.

Home Box Office

J. Robert Bedell, vp-marketing
Robert Caird, marketing director

ADVERTISING AGENCY

Ted Bates & Co., New York—Brian Gail, acct super.

Little, Brown & Co.

William A. Guthrie, adv-publicity director

ADVERTISING AGENCY

Franklin Spier Inc., New York—Ken Atkatz, acct exec.

The Washington Star

John Heyd, mktg director
Herb Beard, promo director

ADVERTISING AGENCY

Goldberg/Marchesano & Associates, Washington—Norman Goldberg, acct services mgr.

American Television & Communications Corp.

Trygve E. Myhren, exec vp
Jerry Maglio, vp-mktg

ADVERTISING AGENCY

Tracy-Locke, Denver—Anthony Brescia, acct super.

Inland Container Corp.

J.E. Cory, sr vp-sales/mktg
J.M. Areddy, vp-public affairs

ADVERTISING AGENCY

Caldwell-Van Riper Inc., Indianapolis—(Yellow Pages)—Bob Clark, mgmt super.

Toyota Motor Sales U.S.A.

	1979	1978
Sales†	$13,460,000,000	$12,760,000,000
Earnings†	109,148,000	120,442,000
Advertising‡	80,256,200	64,575,700

†Worldwide; 1978 figures restated; fiscal year ended June 30, 1980.
‡U.S. only.

Toyota Motor Sales U.S.A., Torrance, Cal., the 57th leading national advertiser, is estimated to have increased advertising 24% in 1979 to $80,256,200, following an increase of 31% in 1978.

The company is a subsidiary of Toyota Motor Co. and Toyota Motor Sales Ltd. of Japan which reported '79 worldwide sales of $13.46 billion, up over $12.76 billion for '78; earnings, however, were down from the 1978 total of $120,442,000 to $109,148,000, a decline the company attributed to higher income taxes.

In the U.S., which accounts for 21% of the company's exports, Toyota maintained its position in '79 as the best selling import car and truck. The Japanese auto maker continued the sales pace established four years ago when Toyota overtook Nissan's Datsun import for the No. 1 spot and sold 637,891 units in '79—507,816 cars and 130,075 trucks—to put its share of the import car market at 22.8%. The company ranks third in worldwide production behind General Motors and Ford and is followed by Nissan in fourth place.

The Corolla model again was Toyota's sales leader, accounting for more than 40% of the company's U.S. sales volume. But because of its big car image and lower gas mileage, Toyota's Celica models were slow movers and required the backing of a national network tv and newspaper campaign—"Toyota Time"—in late summer. Early this year the Southeast Toyota Dealers Assn. began offering $400 rebates on the Celicas and recorded a 200% increase in sales of the cars. The rebate program, however, was not nationwide.

The Corolla, first introduced in 1966, has carved a broad niche for itself among drivers both in Japan and overseas. In January, 1979, it became the first Japanese automobile to exceed the 7,000,000-unit mark in aggregate model production, and for four years in a row, from 1974, it held the impressive record of being the world's top production model. In Japan, it has been the best selling car for 10 years running from 1969.

Toyota continued its racing involvement with Pro/Celebrity Races for Charity at both the Toyota Grand Prix at Long Beach and the Toyota Grand Prix of the U.S. at Watkins Glen. Toyota also served as the official pace car at both races.

- Spot tv, newspapers and radio were used in major northeastern markets to support the company's full sponsorship of the Toyota Grand Prix of the U.S.

The company continued its sponsorship of stadium motocross events in '79. In addition to being the official truck of Team Yamaha, Kawasaki and Suzuki, Toyota also served as a primary sponsor of the $500,000 Toyota/AMA Supercross Series last year. The company also announced plans to enter the world of cowboys as a sponsor of several professional rodeos.

And, despite being headquartered on the West Coast, Toyota maintained its sponsorship of telecasts of New York Yankee baseball games in '79. The company also sponsored a series of 13 one-hour weekly radio shows.

The company stayed with its three-year-old "You asked for it, you got it, Toyota," ad theme last year, using the challenge, "If you can find a better built small car than a Toyota, buy it," as a backup theme. But going into '80, the ad theme was changed to "Oh, what a feeling, Toyota."

- At mid-year, a redesigned half-ton truck, a 4x4-pickup and a new, longer and more powerful Celica—the Supra—were added to the Toyota line. For 1980, Toyota's first-ever front-wheel drive vehicle, the Corolla Tercel, was introduced, and the standard rear-wheel drive Corolla models were completely redesigned.

The Tercel got the major share of Toyota's first-quarter spending in '80 with two commercials that featured the car's drivability in snow, its relatively low cost (base list price of $3,698), its ability to accommodate long-legged drivers and its high fuel efficiency (EPA ratings of 33 mpg for city and 43 mpg highway).

Toyota marketers plan to sell up to 120,000 Tercels this year—about 20% of the 600,000 vehicles the company is scheduled to ship to the U.S. in '80. Based on the enthusiastic reception given the Tercel in the U.S. market, it appears likely the company will be offering front-wheel drives on its other lines in the future.

Founded in 1937, the parent Toyota Motor Co. Ltd. today encompasses 12 subsidiaries bearing the name Toyota or Toyoda (the actual family name). Besides automotive products, the company manufactures machinery tools, fork lifts, spinning and weaving machines, prefabricated housing, cotton yarns, fabrics and synthetic yarns.

ADVERTISING EXPENDITURES

	1979	1978
Newspapers	$ 8,487,500	$ 8,367,200
Magazines	9,817,000	8,943,100
Spot tv	25,539,200	20,195,900
Network tv	21,090,000	15,022,600
Spot radio	3,615,600	3,351,000
Network radio	658,100	——
Outdoor	1,548,800	1,195,900
Total measured	70,756,200	57,075,700
Unmeasured	9,500,000	7,500,000
Estimated total	80,256,200	64,575,700

MARKETING PERSONNEL

N. D. Lean, senior vp genl operations mgr

TWA introduces Ambassador Class to Europe.
The number one airline to Europe takes care of you, while you take care of business.

TWA ad introduced European business service flights.

H. A. Bracken, natl sales mgr
A. E. Hagen, corp mktg mgr
E. B. Brogan, public affairs director
J. Press, natl adv mgr

ADVERTISING AGENCY

Dancer Fitzgerald Sample, Torrance, Cal.—Stuart Upson, chairman-chief exec; Norm Lauchner, managing director; Jim Lindsey, mgmt super.

Trans World Corp.

	1979	1978
Sales	$4,334,000,000	$3,695,000,000
Earnings	34,200,000	92,500,000†
Advertising*	61,994,900	36,750,000

†Restated
***Estimated by AA**

Trans World Corp., New York, the 68th largest national advertiser, made a major thrust into the advertising arena in 1979, nearly doubling its ad budget to $61,994,900 in 1979, a 69% increase, which moved it from its 85th ranking position last year.

A television campaign for Trans World Airlines, a subsidiary of parent company Trans World Corp., ate up most of the advertising dollars. In 1978, spending for spot tv was $7,721,000 and network tv spending was negligible. But in 1979, spot tv spending soared 232% to $25,660,300, and the company put out $3,620,200 for network television advertising. The 1979 campaign marketed the airline's first major television promotion in a decade.

Despite the problems encountered by the airlines—many have suffered large profit losses because of skyrocketing fuel bills—TWA has so far remained committed to its tv campaign.

"It has been a real tough time, that's for sure," said a TWA official. "We're spending more dollars on advertising than ever, though. When times are tough, passengers become even more valuable, and we feel we need the advertising to keep them flying with TWA."

The campaign has focused on the theme "You're going to like us," and touts the airline's freight and passenger capabilities and service. It also emphasizes Airport Express, a program designed to speed check-in and secure connections and return flights at the departure gate.

All this represents the company's effort to reverse earnings losses. While Trans World Corp.'s other subsidiaries—Century 21 Real Estate, Hilton International, Spartan Food Systems and Canteen Corp.—fared well in 1979, the airline business fell apart. TWA, like many other airlines, was hard hit by rising fuel costs and a sluggish response from the Federal Aviation Administration to the airlines' need for fare increases to compensate.

TWA lost $27,200,000 in 1979 after making $35,100,000 in 1978. The picture for 1980 looks grim, with losses at the second quarter standing about $53,000,000. But the airline cut back unprofitable routes and laid off workers during 1979 as it saw the financial problems looming.

Company execs say there are some small signs that the cutbacks have begun to take hold, but there will be no immediate turnaround in the battle to regain profitability. In 1978, the airline made $33,100,000, setting up the 177.4% profitability drop in 1979.

The glum news from the airline was countered to some degree by good news from other sectors of Trans World. The best performer was Hilton International Co., which showed a 25% gain in earnings over 1978. The hotel chain made $55,500,000 in 1979.

Hilton did well despite having to get rid of the Tehran, Iran, Hilton and an over-all decline in Middle Eastern travel and hotel occupancy. But occupancy in other Hilton hotels in 1979 was 75%—higher than the previous year. In 1979, Hilton agreed to operate some Vista International hotels, including hotels in Kansas City, Washington and New York.

Spartan Food Systems, a new addition, made $9,900,000, a record for the group. Hardee's hamburger chain and Quincy's Family Steak House Inc. are part of Spartan.

Hardee's worked in 1979 to increase market share in the fast-food business by offering larger portions, cooking hamburgers with a char-broil method and offering a breakfast menu. The chain has opted to appeal to the 25-to-49-year-old age group rather than aim some advertising directly at children as Burger King and McDonald's have. Most of Hardee's chains are concentrated in North Carolina, South Carolina and Alabama. Trans World has opted to concentrate its marketing and advertising efforts in a smaller regional area and expand slowly from there.

Another facet of Trans World's food interests, Canteen Corp., showed a 20% increase in earnings in 1979, moving from $21,700,000 in 1978 to $26,000,000 the following year.

Century 21, another new addition to the Trans World stable, showed a 21% earnings increase in 1979. Although the housing market suffered through a slow period in late 1979 and is still soft, Century 21 has pursued an aggressive marketing and advertising program. About $20,000,000 was spent in 1979 on tv, radio and print advertising for the real estate chain.

During the past year, Century 21 became the first real estate company to run commercials on prime time tv. The company also provides advertising assistance to local and regional agents and offices.

ADVERTISING EXPENDITURES

	1979	1978
Newspapers	$11,005,200	$11,224,400
Magazines	2,343,100	1,731,900
Spot tv	25,660,300	7,720,900
Network tv	3,620,200	——
Spot radio	2,863,600	553,100†
Network radio	533,100	——
Outdoor	144,400	54,600
Total measured	46,189,900	24,304,900
Unmeasured	15,805,000	13,195,100
Estimated total	61,994,900	37,500,000

†Restated

TRANS WORLD AIRLINES

MARKETING PERSONNEL

D.M. Casey, senior vp-mktg
W.D. Slattery, vp-domestic sales and service
B.J. Kennedy, vp-adv & sales
S.G. Long, vp-intl sales and service
L.S. Toulouse, staff vp-passenger mktg

ADVERTISING AGENCY

Ogilvy & Mather, New York—domestic/international passenger services—Graham Phillips, mgmt rep; John Heston, intl mgmt super; Max Bisset, mgmt service super; Ira Berkowitz, vacation mktg super.

HILTON INTERNATIONAL CO.

MARKETING PERSONNEL

W.F. Prigge, vp-mktg
R.H. Braun, adv director
Fred Ruoff, director, corp communications
R.H. Treseder, adv mgr (London)
Peter Schulze, adv mgr (New York)

ADVERTISING AGENCY

Lord, Geller, Federico, Einstein, New York—Al DeJonge, acct exec.

MARKETING PROFILES

York—Al DeJonge, acct exec.

CANTEEN CORP.

MARKETING PERSONNEL

P.S. Ridgeway, vp-mktg

ADVERTISING AGENCY

Martin E. Janis & Co., Chicago.

CENTURY 21 REAL ESTATE CORP.

MARKETING PERSONNEL

Clifford A. McKenzie, senior vp-mktg
William B. Moseley, vp-adv

ADVERTISING AGENCY

Wells, Rich, Greene/Townsend, Irvine, Cal.

SPARTAN FOOD SYSTEMS

MARKETING PERSONNEL

Loren M. Seager, vp-mktg

ADVERTISING AGENCIES

Benton & Bowles, New York.

Thompson, Torichia & Dymond, Charlotte, N.C.

Transamerica Corp.

	1979	1978
Sales	$4,044,647,000	$3,526,529,000
Earnings	240,202,000	209,705,000
Advertising	95,048,300	60,289,000

Transamerica Corp., San Francisco, the 48th largest national advertiser and new to the 100 leaders list, increased its advertising by 58% to $95,048,300 in 1979. That increase is almost totally accounted for by United Artists, the Transamerica subsidiary that spends considerably more than all of the company's other subsidiaries combined.

The total includes local newspaper spending by United Artists and others, a figure estimated at roughly $30,000,000. Also included are expenditures for trade magazines, extensive direct mail by Transamerica's insurance subsidiaries, production and talent costs, point of purchase and sales.

The San Francisco-based conglomerate reported consolidated revenues of $4.044 billion in 1979, a 15% increase over the $3.526 billion posted in 1978. Earnings from operations last year came to $240,202,000, a gain of 15% over the $209,705,000 earned in 1978. In addition, Transamerica earned $1,432,000 on foreign exchange and investment transactions, up 3% from the $1,395,000 earned from those sources the year before.

▪ The company's major lines of business include life insurance, which contributed 41% of Transamerica's revenues; property insurance, 18% of revenues; title insurance, 3% of revenues; financial services, 5%; transportation services, 11%; entertainment, 12%; manufacturing, 8%, and other 2%.

Entertainment services, the company's most visible division, slumped last year. Earnings fell roughly $2,000,000 to $26,600,000. The division, represented exclusively by United Artists Corp., accounts for the lion's share of Transamerica's advertising expenditures, and its share of the total budget is likely to increase in the coming years.

National promotion of movies is becoming commonplace with major film releases, and, in fact, UA attributes its sagging profits to the increased expense of such advertising. Last year, "Apocalypse Now," a film by Francis Ford Coppola, broke the $3,000,000 barrier, exclusive of newspaper spending.

Internationally, United Artists spent a total of $76,000,000 in 1979, most of it going into newspapers, network tv and spot tv. In 1978, United Artists spent $51,700,000.

United Artists finances film production and distributes films financed by others. The company is also extremely active in licensing films to network television and, last year, claimed a stake in the promising videotape and videodisc fields. An agreement was signed with Video Corp. of America for rental of selected UA films on videocassette in 1979, and, in early 1980, UA announced a partnership with RCA to license 100 UA films for RCA's SelectaVision videodisc.

▪ Among the releases produced or distributed by United Artists last year were: "Rocky II," "Moonraker," "Manhattan," "Apocalypse Now," "Hair," "The Great Train Robbery," "The Lord of the Rings," "Revenge of the Pink Panther," "Invasion of the Body Snatchers," and "The Champ."

Transamerica's travel services division consists primarily of Transamerica Airlines and Budget Rent A Car. The airline operates principally charter flights, but it is exploiting recent authorization for scheduled service. During 1979, Transamerica Airlines inaugurated scheduled services from Los Angeles and New York to Shannon and Amsterdam. The airline has won approval for several other scheduled routes but has not yet exercised its right to fly them.

Spending for Transamerica Airlines rose last year from $1,100,000 in 1978 to $1,500,000 in 1979. Much of the airline's small consumer media budget promoted the Transamerica name, new last year. The airline had previously been known as Trans International Airlines.

Budget Rent A Car, the third largest car rental concern internationally and the fourth largest in the U.S., reported record profits last year. Thin gas supplies in the summer of 1979 worked to the advantage of most car renters as motorists flocked to rent the full tank of fuel supplied with each car. The company also realized $8,800,000 from the favorable settlement of past litigation. Budget had charged Hertz, Avis and National—the three leading car renters—with conspiracy to restrain trade at airports.

▪ Budget also took on Hertz Corp., the RCA subsidiary that leads the market, in a new ad campaign from McCann-Erickson. Playing off Hertz' reference to itself as No. 1, Budget fielded the theme, "At Budget . . . you're number one."

The new theme accounted for much of the increase in Budget's spending. The company spent $10,400,000 in 1979, up from $7,900,000 the year before.

Transamerica entered a new transportation business last year through the acquisition of Interway Corp. in July, 1979. Transamerica Interway, the company's new name, leases piggyback trailers, cargo containers, and over-the-road trailers. Last year, it contributed 2% to the parent company's revenues and 4% to operating earnings.

By far the most significant segment of Transamerica's business is its insurance operations. Life insurance, represented primarily by Occidental Life Insurance Co., racked up operating income of $84,000,000 last year on revenue of $1.641 billion. Occidental launched a magazine campaign last year, via Dailey & Associates, Los Angeles, stressing physical fitness. The company also sharpened its focus on the women's market by continuing to schedule inserts for "no-frills insurance" in women's magazines.

▪ Property and casualty insurance, represented by the Transamerica Insurance Group, rose 23% to operating income of $53,600,000 on revenue of $732,800,000. The group, consisting of Transamerica Insurance Co., Wolverine, Riverside, Premier and Automotive Cos., increased its personal lines offerings last year under the Transurance banner. New policies for homeowners and boat owners broadened the personal insurance line, and the introduction of Transplan II complemented its line of commercial packages.

Transamerica Title Insurance Co.'s operating income fell 1% to $11,500,000 in 1979 due to adverse conditions in real estate.

Transamerica Financial Corp., concerned for the most part with making consumer loans and Transamerica Delaval, the heavy-equipment manufacturing subsidiary, both turned in strong years. The finance subsidiary's operating income rose 17% to $21,700,000, and Delaval's operating income was up 10% to $29,700,000.

International operations figure importantly in Transamerica's bottom line, as well as its advertising expenditures. The extensive involvement of United Artists and Budget Rent A Car in overseas markets added roughly $25,000,000 to the company's total ad budget, boosting worldwide spending to $119,808,000. In 1978, Transamerica's worldwide ad spending came to $76,314,000.

ADVERTISING EXPENDITURES

	1979	1978
Newspapers	$1,137,800	$ —
Magazines	1,779,300	1,872,400
Spot tv	8,943,600	8,199,600
Network tv	16,020,100	7,208,300
Spot radio	240,300	—
Network radio	487,800	—
Outdoor	181,000	60,700
Total measured	28,789,900	17,341,000
Unmeasured	66,258,400	42,948,000
Estimated total	95,048,300	60,289,000

UAL Inc.

	1979	1978
Sales	$3,831,523,000	$4,015,412,000
Earnings	(72,814,000)	103,255,000
Advertising*	52,461,900	50,624,437

(loss)
***AA estimate**

UAL Inc., Elk Grove Township, Ill., the nation's 77th largest advertiser, increased its ad budget by 3.6% in 1979 to $52,461,900.

UAL Inc., is a holding company composed of three main units—United Airlines, the nation's largest carrier; Western International Hotels, Seattle-based hotel management company, and GAB Business Services, New York, insurance claims adjusting company.

Unlike 1978 when UAL Inc. net earnings soared 124%, the company reported a 1979 net consolidated loss of $72,814,000—a 76% drop—in its worst financial year ever. The airlines' $99,583,000 net loss composed the bulk of the red ink. Western International Hotels and GAB Business Services prospered in 1979 with record earnings, but that fact offered little solace to the company that had racked up record earnings in the previous year.

▪ In what turned out to be a highly eventful and unusual year for the airline industry, United Airlines was one of the hardest hit. A 58-day mechanics strike, coupled with the end of the airline industry's mutual aid pact which provided operating funds during walk-outs, dealt the carrier a financial body blow.

The 38-day federal grounding of all DC-10s for safety inspections—including 37 operated by United—soon after the strike's settlement took a large percentage of United's available seats out of circulation. Rapidly rising fuel costs—78% higher in December than in January, 1979—plagued United. Add to that, severe winter weather which caused an unprecedented number of closings in major United markets as well as significant price discounting and the company's bleak financial picture in 1979 becomes clearer.

Last year's problems persisted in the first half of 1980. The general downturn in the economy hit United in business and leisure travel markets. Jet fuel prices continued their spiral. Competition, fiercer than ever due to deregulation, caused price cutting and promotion on transcontinental routes, and in new markets such as Florida, which United entered from Chicago and Denver.

▪ United, long an advocate of deregulation, was granted broad authority to increase fares without Civil Aeronautics Board approval and took advantage of it to cover rising costs. The carrier raised the majority of its fares by 41% between the beginning of the first quarter 1979 to the end of the first quarter 1980.

When United's successful half-fare coupon program expired in December, 1979, the industry carefully watched and waited for more unusual promotions. As it turned out, 1979 and the first half of 1980 proved to be the year of the fare. Although the number of seats were limited, super savers continued. Discounts were offered according to the length of the flight. Targeted special fares and promotions surfaced on new Florida routes and old established United routes such as Chicago to Seattle, which American Airlines invaded in June, 1980. The carrier did not match TWA's "Kids Fly Free" campaign, however.

▪ United followed the summer coupon push with its "Magnificent Men In Their Flying Machines" campaign. The spots, featuring Tom Poston as spokesman, emphasized discount fares and promoted wide-bodies. Leo Burnett Co., Chicago, handles.

But United caught competitors off-guard once again with its April Take-Off game—a scratch-card sweepstakes that first called for 10,000 free round-trip tickets to be given away. Designed to lure passengers back into the skies, American and TWA quickly entered the sweepstakes fray with games of their own. In the end, United extended its game to match the competition and gave away more than 15,000 free trips, pouring about $3,500,000 into media support.

▪ Perhaps the biggest competitive scramble occurred on transcontinental routes with Eastern Airlines' June entry from New York to Los Angeles and San Francisco—prime United territory. Although United execs denounced the price cutting begun by Eastern, the carrier kept up step for step with Eastern's $195 guaranteed one-way fare, and later, its $99 fare. In addition, United introduced and advertised complete wide-body service on transcontinental flights from several East Coast locations.

Following the Take-Off game, United adopted a back-to-basics approach with its "That's What Friendly Skies Are All About" campaign. The $6,000,000 national umbrella campagin featured 60-second spots and emphasized the carrier's image as an airline that "brings people to people." Under the umbrella, newspaper ads concentrated on fares, destinations and service.

▪ United created a flap among travel agents when it proposed a flat fee payment concept to replace percentage-based commission rates. The carrier's original plan suggested that travel agents receive an $8.50 fee regardless of distance or fares.

United, which expected other airlines to follow suit, instead found itself alone while competitors stuck with percentage-based commissions. Some even sweetened the commission plans with special overrides and payments. After several attempts to modify the concept and mollify agents, United retrenched and announced it would stick with more traditional forms of commissions for competitive reasons.

After two years of study, United made the last of a series of sweeping changes in its route structure. In order to conserve fuel, United cut service in short-haul markets such as Modesto and Stockton, Cal., and Muskegon, Mich., and emphasized long-haul routes. Average route lengths increased 17% to 900 miles.

New routes included nonstops from Pittsburgh to the west, Seattle and Portland to Hawaii. The airlines established hubs at both Kansas City and Memphis with banks of connecting flights eastbound and westbound. It offered new nonstop service on 16 routes.

▪ United continued its fuel efficiency push during the year. By summer, 1980, it expected to receive the last of 76 Boeing 727-200As that it started phasing in two years ago. Also, the carrier added five new DC-10s. It announced intentions to put the first of 30 new Boeing 767 wide-bodies into service in 1982.

Despite the push, lagging business forced the airline to lay off service personnel. During the year, United cut 2,000, or 3.7% of its 54,000 employes. Additionally, the airline announced that it would lay off 800 flight attendants by September, 1980, and 360 pilots by the end of 1980 due to fall service cutbacks.

Of United's advertising in 1979, $11,296,000 went into newspaper, $7,344,000 to network television, $10,709,000 to spot television and $3,288,000 into magazines.

Western International Hotels had its third consecutive record year in 1979 as demand kept up for the company's corporate and resort hotels and occupancy rates reached 81.3%. Net earnings totaled $22,550,000—$8,000,000 higher than 1978. Operating revenues were up 16% to $383,740,000, from $330,231,000 in 1978. The chain now numbers 55 hotels in 15 countries.

Of Western International's advertising, ADVERTISING AGE estimates $4,000,000 went into newspaper, $1,961,900 to magazines and $500,000 on spot tv. Last year's AA estimate did not include newspaper spending.

ADVERTISING EXPENDITURES

	1979	1978
Newspapers	$15,296,000	$13,363,700
Magazines	5,249,900	4,391,300
Spot tv	11,209,000	8,379,100
Network tv	7,344,000	9,401,500
Spot radio	4,132,000	3,740,900
Outdoor	465,000	250,200
Total measured	43,695,900	39,526,700
Unmeasured	8,766,000	11,097,737†
Estimated total	52,461,900	50,624,437*

*** AA Estimate**
†Last year's estimate did not include Western International Hotels newspaper spending.

ADVERTISING EXPENDITURES**

	1979
Newspapers	$13,315,500
Magazines	4,517,600
Spot tv	8,742,800
Network tv	6,898,400
Spot radio	5,323,200
Outdoor	207,400
Total measured	39,004,900

****From AA's usual sources**

MARKETING PERSONNEL

United Airlines

W.C. Speicher, group vp-mktg services
J.R. Zeeman, vp-passenger mktg
J.C. Blackman, vp-genl sales mgr
P.G. Golbitz, vp-intl sales

Western International Hotels

B.H. McKibbin, senior vp
D.R. Evans, vp
B. Newman, vp
U. Schwartz, vp

GAB Business Services

R.H. Hopkins, vp-mktg

ADVERTISING PERSONNEL

United Airlines

F.W. Heckel, vp-adv & promo
W.F. Alenson, director-adv & promo
A.E. Sortwell, mgr, adv-eastern div
W.D. Groundwater, mgr, adv-central div
L.A. Small, mgr, adv-western div
J.P. Grember, mgr, special projects
R.J. Piggot, mgr, graphic services
L.E. Brenne, mgr, trade and special interests

Western International Hotels

R.D. LaRue, director, adv & pr
Barbara Sand, adv mgr

GAB Business Services

J.J. Nigro, secretary, mgr mktg support

ADVERTISING AGENCIES

Leo Burnett Co., Chicago—United Airlines—Dave Smith, mgmt director; Jim Thompson, acct super; Jim Dotter, John

Goad, John Phillips, acct directors; Dave Hegen, Dick Treat, Dave Palmer, acct execs.

Cole & Weber, Seattle—Western International Hotels—Lee Bartlett, vice-chairman; Sharon Lee, Mary Rae Bruns, acct mgrs.

Doremus & Co., New York—GAB Business Services.

Unilever U.S.

	1979	1978
Sales........	$2,124,000,000	$1,812,000,000
Earnings	63,690,000	36,000,000*
Advertising†	160,000,000	145,000,000

*Includes earnings of National Starch from Aug. 14 acquisition date through year end.
†AA estimate.

Unilever's U.S. subsidiary, Unilever U.S., which includes Lever Bros., Thomas J. Lipton and National Starch & Chemical, was the 23rd largest national advertiser in 1979 with estimated ad spending of $160,000,000, up 10% over 1978 spending.

Combined sales of the three companies totaled $2.124 billion and earnings totaled $63,690,000. Earnings for 1978 included results of National Starch only from Aug. 15, the date of the acquisition through year end.

Lever had sales of $951,500,000 in 1979, up $91,000,000. The company suffered a loss for the second consecutive year. For 1979, the figure was $6,800,000, down from the $11,000,000 loss in 1978.

Measured media spending for Lever totaled $115,000,000. During 1979, Lever underwent a reorganization that began when Thomas S. Carroll retired as president, and Michael R. Angus became chairman and chief executive officer. Lever was decentralized into three operating units; household products, personal products and food. Each unit operates separately, has its own president and considerable independence. The move was designed to make the company more profitable and better able to define and eliminate businesses that fail to meet certain profit objectives.

▪ The household products division is Lever's largest business unit. In 1979 the division showed a substantial sales increase, but had a slight decline in operating profits from 1978 because of higher costs of freight, fats and oils.

Wisk laundry detergent, the largest selling brand in Lever history, again sold over 10,000,000 cases and maintained its position as the nation's No. 1 heavy-duty liquid laundry detergent. Wisk was the product that received the greatest ad support in this division, nearly $11,000,000, all of which was spent on tv.

"Concentrated" All, Lever's second largest brand and longtime leader among low-sudsing detergents, had new packaging in 1979 and a strong tv commercial going head-to-head with "the leading powder." All powdered detergent received $8,608,300 in ad expenditures, up by $500,000 over 1978, while the budget for All liquid detergent practically disappeared to nothing from slightly over $1,000,000 in 1978.

In the toilet bar category, Dove, Caress and Lifebuoy held their share of the market. Dove was the leading spender with $6,754,800, and Caress followed with $4,186,500. Both brands divided their budgets between tv and magazines, with tv getting most of the money. These were substantial increases over 1978. Dove was up by about $1,700,000, Caress by $1,000,000 and Lifebuoy by about $800,000.

"I don't use soap. I use Caress."
Caress
Caress with bath oil.
For the soft you can't get from soap.

Lever Bros. ad for Caress emphasizes that the product is not a soap but a body bar with bath oil.

▪ Final Touch fabric conditioner and Dishwasher All dishwashing compound both showed good sales progress in these two important growth product areas.

Lever introduced two new products in test market in 1979—Shield, an extra strength deodorant soap, and Sunlight, a light-duty dishwashing liquid.

For the sixth consecutive year, the personal products unit recorded record sales over the previous year. The unit showed an operating profit even after the costly national introduction of Lever's new Denim line of men's fragrances and toiletries. The Denim line fell below expectations in distribution and volume. The effort was supported by ad expenditures of $2,140,500.

Lever dentifrices—Aim, Closeup and Pepsodent—lost minimal over-all share but retained Lever's No. 2 position ahead of Colgate. Aim toothpaste was the Lever product with the largest ad budget, $15,319,600. Tv got $14,502,900 while magazines and newspapers received the rest.

The Pepsodent toothbrush line maintained its No. 1 position with increased sales, with a budget of $152,000 all in magazines.

Signal mouthwash, launched in 1978, grew in volume and share of market in the face of severe competition. A 40-oz. size bowed in April. Signal received ad expenditures of $8,173,100, almost all of which was spent on television. A new product, Body by the Numbers shampoo, entered test market in August, 1979.

Sales for Lever's food unit grew in 1979, although sales dropped for Imperial margarine which met with price resistance. According to Lever, Promise continued to grow after its "restaging" with new packaging and advertising in 1978.

▪ Promise was supported by a budget of $1,906,400, about $200,000 more than 1978. Autumn, a 100% "natural" margarine, was successfully expanded from its Los Angeles test market into San Francisco and Portland, supported by an increased budget.

Ad support for Imperial margarines continued to decline from $5,472,800 in 1978 to $3,759,500 in 1979.

Mrs. Butterworth's syrup had a good year and climbed into the No. 2 position ahead of Aunt Jemima. The Mrs. Butterworth's name was added to a new pancake mix, which entered test market in Nashville in December. Excellent trade acceptance was reported. The Mrs. Butterworth's syrup budget was $3,332,800, up over 1978 by $800,000.

Another new product, Mr. Marinade, a preblended marinade in three flavors, tested in the Northeast.

▪ Lipton had sales of $698,000,000 in 1979, compared with $617,000,000 in 1978 and net income of $38,500,000, up from $35,500,000. Lawry's Foods, the developer, manufacturer and seller of a general line of specialty food products, joined Lipton through acquisition. The total Lipton measured media budget for 1979 was $32,000,000.

Sales of Lipton's original product, packaged tea, continued to decline, though at a slower rate. Tea bags were budgeted at $5,673,400, with all but $600,000—which went to magazines—going to tv.

Lipton's Filter Blend tea, introduced in 1977, was still looking for its market. Filter Blend tea is designed to be brewed in automatic coffee pots, and received $18,900 in spot tv, a considerable comedown from the $180,700 allocated in 1978.

Lipton flavored teas, tested in 1978, won consumer acceptance and became the leader in this new market. Flavored teas tend to do well in areas where traditional tea has not. The total media budget in 1979 was $2,966,400, up from test market spending of $637,000. The budget was heavy in magazine expenditures, with $1,308,700, slightly above the $1,178,300 spent on network tv.

▪ Convenience teas enjoyed a strong year in 1979. Sales growth for sugared iced tea mix outpaced the major competitor; low-calorie iced tea mix rebounded from a lean previous year, and Lipton instant iced tea gained some market share in a tough market that saw a slight decline in sales.

Lipton instant tea had a budget of $609,900 for 1979, all of it in network and spot tv. Lipton iced tea mix had a budget of $1,612,800 on tv.

Promotion played an important part in the marketing of convenience teas. The Lipton World of Doubles was promoted in *Tennis World* and Lipton was the official supplier of tea to the 1980 Winter Olympics at Lake Placid, N.Y. Lipton also spent $54,900 on magazines to promote Lipton instant tea with Minute Maid frozen lemon juice, and $145,000 on magazines to promote Lipton instant tea with Sweet & Low sugar substitute.

▪ Lipton's entry into the lucrative powdered drink market, Lemon Tree, held its own in a field of aggressive and expensive competition. The Lemon Tree budget was $4,671,100, the second largest product by budget in the Lipton lineup. Most of the budget went to network tv.

The soup market, Lipton's second major area of concentration, consists of canned, dry mix and single serving dry mix products. Heaviest spending went into Lipton Cup-A-Soup with $2,897,600, Lipton Lite-Lunch Instant Meal In A Mug with $2,877,500, and Lipton soup mixes with $3,717,100.

Lipton soup mix led the market in 1979, as did Cup-A-Soup against stiff competition from Nestle's Souptime. Lite-Lunch completed national expansion during 1979.

Lipton's other major product, Wish-Bone salad dressings, increased sales in 1979, supported by ad expenditures of close to $4,000,000.

ADVERTISING EXPENDITURES

	1979	1978
Newspapers.....	$ 1,578,300	$ 3,982,200
Magazines	15,207,200	11,322,600
Spot tv	40,282,600	39,137,400
Network tv	71,709,100	60,507,906
Spot radio	427,000	522,300
Outdoor	244,400	48,800
Total measured	129,448,600	115,521,200
Unmeasured...	30,551,400	29,478,800
Estimated total	160,000,000	145,000,000

LEVER BROS. CO.

MARKETING PERSONNEL

Richard C. Butler, director, media group
Seymour (Zish) Molbegott, promo devel director
Robert J. Kenney, genl sales mgr-operations and planning
Edward L. Kiefhaber, genl sales mgr-field sales

HOUSEHOLD PRODUCTS DIVISION

John R. Cookson, president
Arthur C. Unger, vp-mktg
Robert A. O. Davidson, mktg mgr
Adrian DeGroot, mktg services mgr
Richard F. Gaccione, mktg mgr
John R. Speirs, mktg mgr
George J. [illegible] Jr., director of sales planning
Gloria B. Deragon, mktg-rsch director

FOODS DIVISION

William G. Pietersen, president
John S. Budd, vp
Henry M. Picken Jr., director of mktg
Whitney J. Coombs, mktg mgr
Joseph W. Wells Jr., mktg mgr
Geraldine Russo, mktg rsch director

SPECIAL MARKETS DIVISION

John J. Clark, vp
Richard H. Schaefer, merch mgr
William M. Kirkpatrick, sales mgr

INDUSTRIAL DIVISION

Conrad W. Petersen, genl mgr
James J. Reilly, sales mgr—detergents & toiletries
Joseph P. Kysel, sales mgr—chemical & edible
William C. Schneider, detergent prods mgr
Anthony F. Del Balso, sales mgr—government accounts

PERSONAL PRODUCTS DIVISION

Gregory H. Cheskin, president
Robert P. Johnson, director of mktg
Donald E. Karlson, mktg mgr
Carl J. Napor, mktg mgr
David O. Williams, mktg mgr
Patrick J. Peters Jr., director of sales planning
Ian M. Lewis, mktg rsch director

ADVERTISING AGENCIES

J. Walter Thompson Co., New York—Close-Up, Denim, new prods—Ken Ash, mgmt super; Steve Bowen, group acct director; Drive, Dove, Lux bar soap, Shield—Rick Pilsbury, mgmt super.

Lavey/Wolff/Swift, New York—professional programs Aim, Signal—John Swift, pres; Ken Lavey, exec vp.

Ogilvy & Mather, New York—Aim, Dove, Final Touch, Imperial margarine—Cliff Angers, senior vp-mgmt super. Aim—Jack Reed, mgmt super; Penny Bernstein, acct super; John Gareffa, acct exec; Cathy Foley, asst acct exec. Dove—Gary Walden, mgmt super; Diane Courtney, acct super; Gerry Lantz, acct exec. Final Touch—John Amar, mgmt super; Mary Summa, acct exec. Imperial margarine—John Amar, mgmt super; Mary Ellen Kiselick, acct super; Martha Stair, acct exec.

SSC&B, New York—All, Lifebuoy, Pepsodent, Concentrated All, Liquid All—Spencer Plavoukos, mgmt super; John van der Kieft, acct super; Bruce Kravetz, acct exec. Dishwasher All, Lifebuoy—Spencer Plavoukos, mgmt super; Hal Henenson, acct super; Tom McGuire, acct exec. Pepsodent—Richard Ellington, mgmt super; Pat Price, acct super; Len Luchetti, acct exec.

BBDO, New York—Caress, Lux liquid, Promise, Breeze, Phase III, Signal, Wisk, Mrs. Butterworth's, new products, Signal—Dick Barnette, mgmt super. Mrs. Butterworth's—John Dunning, mgmt super; William Akin, acct super; Wisk—William Akin, acct super; Lux, Breeze, Promise, Phase III—Ken Rogers, mgmt super; Carol Good, acct super; new products—John Dunning, acct super.

National Export Advertising Service, New York—Aim, All, Dishwasher All, Breeze, Mrs. Butterworth's, Caress, Close-Up, Denim, Dove liquid, Dove bar, Final Touch, Imperial, Lifebuoy, Lux liquid, Lux beauty soap, Rexona, Rinso, Wisk and Armed Forces advertising—Thomas W. Hughes, president; Claudine Waterbury, vp-secretary, Walter Kelly, vp-radio/tv director.

Richard Lewis Corp., Scarsdale, N.Y.—all industrial advertising—Dick Byer, acct exec.

THOMAS J. LIPTON INC.

MARKETING PERSONNEL

D. W. von Arx, senior vp-mktg
Derek J. Carroll, vp-mktg services
G. V. Boycks, vp-beverage div
Jim Benson, vp-food div
Anthony Montuori, director-prod mgmt, desserts/condiments
Arthur Gonis, director-prod mgmt/tea
Theodore Labiner, director-prod mgmt, foods/pasta
Dave Bell, director-prod mgmt, soups/meals
Dan Morrison, director-prod mgmt, new beverages
Norman Osborn, director-media
H. F. Anderson, director-adv
J. E. Bradley, director-mktg rsch
Blaine Hess, genl mgr-frozen foods
Tony Franke, director-food service prods
Rick Kundrat, director-sales promo & coordination
Al Carlson, director-new prods, food

ADVERTISING AGENCIES

Young & Rubicam, New York—regular instant soups—Jim Cobb, mgmt super; John MacLeod, acct super; Kathy Schneider, acct exec.

SSC&B, New York—Lemon Tree, Lipton tea beverages, Cup-a-Soup—Ned Parker, senior vp-mgmt super; regular tea prods—Karen Tatum, vp-acct super; Kathy Frankel, acct exec. Convenience teas—Beth Green, acct super; Maggie McQuown, acct exec. Flavored teas—Rick Weber, acct super; Mark Robinson, acct exec; Diane Anton, acct exec.

Lee King & Partners, Chicago—Wish-Bone dressings, Pennsylvania Dutch egg noodles, Knox gelatin—Joseph Lapcewich, mgmt super; Britt Tilbertz, Henry Barker, acct supers; Michael Puican, Joseph Felbab, acct execs.

Della Femina, Travisano & Partners, New York—herbal teas—Bruce Johnson, mgmt super; Barbara Alpert, acct super.

Albert Jay Rosenthal, Chicago—Good Humor ice cream—Paul Spector, acct super; Michelle Tucker, acct coordinator.

Ross Roy New York/Compton—A. Sahadi & Co. div—Grocer's Choice fruit snack—Herb Warden, mgmt super.

LAWRY'S FOODS

Los Angeles

MARKETING PERSONNEL

Dan Wayne, mktg mgr

ADVERTISING AGENCY

Dailey & Associates, Los Angeles—Lawry's foods and restaurants—Steve Chabre, mgmt super; Ron Reiter, acct super; Andy Bielanski, acct exec.

NATIONAL STARCH & CHEMICAL GROUP

Bridgewater, N.J.

MARKETING PERSONNEL

Robert De Wolfe, vp National Adhesives

ADVERTISING AGENCY

Marsteller Inc., New York—National Starch & Chemical Corp.'s foods, starches, adhesives and flavorings—Dan Bennett, mgmt super; Jim White, Bernie Berch, acct supers; Mike Vana, acct exec.

Union Carbide

	1979	1978
Sales*	$9,176,500,000	$7,869,700,000
Earnings*	556,200,000	394,300,000
Advertising†	55,100,000	51,100,000

* Worldwide
† U.S. only

Union Carbide Corp., New York, the 74th largest national advertiser, increased its advertising 7.8% to $55,100,000 in 1979, and continued to hold the top market share for its three principal consumer products—Eveready batteries, Glad plastic bags and Prestone antifreeze.

Sales worldwide hit a record $9,176,500,000, up 17% from 1978, with U.S. sales comprising 70% of that figure. Earnings were up 41% (after an increase of only 2% in 1978), to $556,200,000. Sales of consumer products rose 17.9% to $1,599,000,000, while earnings rose 9.6% (down from 22% in '78) to $195,000,000.

Union Carbide manufactures chemicals and plastics (37% of 1979 sales and 37% of income); gases and related products (16% and 15%); metals and carbons (19% and 25%); batteries, home and automotive products (17% and 18%), and specialty products (11% and 5%). International operations accounted for 30% of sales and 30% of operating profit in 1979.

While Union Carbide is the third largest producer of chemicals in the U.S., it is known to the consumer primarily through Prestone automotive products; Glad plastic bags and wrap; Eveready batteries, flashlights and lamps, and Simoniz car waxes and polishes.

Last year, Union Carbide spent 80.6% of its measured ad dollars in tv, with printed media getting 18.1% and radio 1.3%. In 1978, 64% went into tv, with 28% going into print.

For the second year in a row, the Eveready product line outspent the Glad line, making it Union Carbide's No. 1 ad spender. Ad support for the battery brand was $10,700,000 (89% in tv, 10% in print), up 17.4% from 1978.

In 1979 the company continued heavy ad support behind the successful Eveready Alkaline Power Cell campaign. Advertising featured the use of Eveready Alkaline batteries in a variety of devices, with actor Robert Conrad telling the consumer, "This is no regular battery." Heavy network tv was supplemented by spot tv and radio in selected markets, and a national $1 cash refund offer went to over 33,000,000 homes via Sunday supplements in November. Early this year, Eveready Energizer alkaline batteries ("Energized for life-long life") were introduced nationwide.

Eveready flashlight batteries received a pre- and post-Christmas boost with a network tv campaign for battery use in toys and flashlights. Eveready's agency is William Esty, New York.

Glad plastic bags got over $9,000,000 in measured ad support (virtually all in tv), up 30% from 1978. A new national Glad tv campaign was launched last fall, featuring Tom Bosley, from tv's "Happy Days," as spokesman for the entire Glad line. Ads describe the strength and puncture resistance of Glad trash bags and the freshness of sandwiches packed in Glad sandwich bags. A Glad Value Weight trash bag was tested last December in Denver, with Mr. Bosley pointing out that "it takes less energy to make them so they're priced right." Leo Burnett, Chicago, handles Glad advertising.

Prestone automotive products received over $4,000,000 in measured ad support last year, up 37% over '78 spending. Once again, Union Carbide launched its Prestone antifreeze tv campaign to coincide with the start of fall sports programing.

■ Ads continued to stress the importance of a fresh fill of Prestone II antifreeze and told consumers "not to trust their luck . . . or the weather . . . but to put their trust in Prestone anti-freeze." The pervasive theme was "More people trust Prestone than all other brands combined." Prestone II, the market leader for 52 years, presently holds 61% of the antifreeze market.

Prestone Super Flush, introduced in 1978 and packaged in miniature Prestone jugs, continued to be supported with television tags on Prestone commercials. Leo Burnett also handles Prestone advertising.

Union Carbide repackaged and reformulated its Gas Miser additive last fall, with plans to go national this year. Ads by Avrett, Free & Fischer, New York, appearing in auto industry periodicals, focused on squeezing more mileage "out of every drop of gas." However, the company is not planning to position the product as a miracle gas extender, but as a product designed for "total engine maintenance." The budget is expected to be in the multi-million-dollar category.

■ The Simonize line of car waxes was supported by measured media dollars totaling $3,151,400 (almost all in network tv), up dramatically from the $700,000 spent in 1978. Simonize successfully introduced a new line of premium liquid and paste car waxes under the brand name "Simonize Shines Like the Sun," and supported it with heavy tv and magazine advertising. Avrett, Free & Fischer was named the new Simonize agency in March, 1979.

Union Carbide general promotion got $119,000, all in magazines, to support its "issues" campaign. The ads feature original opinion research commissioned by the company as part of its attempt to get involved in the ongoing dialogs on issues important to business and the nation as a whole.

ADVERTISING EXPENDITURES

	1979	1978
Newspapers	$2,401,600	$2,064,900
Magazines	956,300	3,614,300
Farm publication	2,059,400	1,706,000
Spot tv	1,676,200	1,533,300
Network tv	22,415,800	15,601,100
Spot radio	383,000	1,458,000
Network radio	—	447,400
Outdoor	600	243,600
Total measured	29,892,900	26,668,900
Unmeasured*	25,207,100	24,431,100
Total	55,100,000	51,100,000

* Includes cost of collateral literature, inhouse staffing and communications overhead.

MARKETING PERSONNEL

Corporate

M. C. Lewis, director corp communications
E. S. Aldrich, adv mgr
R. L. McElree, genl mgr, mkt & special services

Divisions

W. J. McDermott, director, adv/sales promo, home & automotive products div
G. D. Klein, mktg, mgr, adv, battery products div
J. A. Bruorton mgr, adv & mktg admin, electronics div, components dept
B. Godowsky, mgr, adv, U.C. Imaging Systems, medical products div
Athena N. Arvan, adv services, clinical diagnostics medical products div
R. A. Killeffer, mgr, communications, silicones & urethane intermediates div
John Gibb, mgr, communications & training, carbon products div
J. D. Secor Jr., mgr, communications, Linde div
J. A. Ring, communications mgr, specialty chemicals & plastics div (specialty chemicals & polymers)
P. J. Lavelle, communications mgr, specialty chemicals & plastics div (engineering plastics)
W. E. Mainella, mgr, communications, coatings materials div
N. E. Stuessy, mgr, communications, ethylene oxide derivatives div
J. A. Moore, mgr, communications, ethylene oxide/glycol div
James F. Haskins, mgr, mktg communications, agricultural products
John Crane, communications mgr, metals div

ADVERTISING AGENCIES

Young & Rubicam, New York—corporate—H. B. Hall, acct super.

Underwood Jordan Yulish Associates, New York—corporate issues—Earl Slack, acct super.

William Esty Co., New York—battery & lighting products—R. Van Den Bosch, mgmt super, W. Beebe, J. Auld, S. Moynahan, acct supers.

Compton, New York—carbon products div.

Grey Medical Advertising, New York—medical products div—Paul Chusid, president.

Fletcher/Mayo Associates, Atlanta—agricultural products div (insecticides)—Ridge White, acct super.

Needham, Harper & Steers, New York—chemicals & plastics—H.F. Bertaku, acct super.

Poppe Tyson division of D'Arcy-MacManus & Masius, New York—chemicals, plastics & Linde div engineering products & processers—R. L. Parkin, F. Messner, Howard Gauvain, acct execs.

J. P. Hogan Inc., Knoxville, Tenn.—chemicals and plastics—R. J. Luedeka, acct super.

Leo Burnett Co., Chicago—home & automotive products: films-packaging div—Bill Haljun, mgmt director; Glad products—Ed Sessions, vp acct super, Diane Meister, acct exec; Prestone automotive products—Jeff Herscovitz, acct super;Tom Dudreck, acct exec.

Young & Rubicam special markets div., New York—Linde div—N. B. Leo, acct super; D. Sutton, acct exec.

Garrison Jasper, Rose & Co., Indianapolis—Linde div, coatings service, cryogenic products—Tom Jasper, Jim Gray acct execs.

Avrett, Free, & Fischer, New York—home & automotive products, Simonize products—Ed Fitzgerald, vp, acct super.

Scammell Associates, Boston, Mass.—U.C. imaging systems, medical products div—Henry Scammell, acct exec.

Lewis & Gilman, Philadelphia—agricultural products div (herbicides, plant growth regulators)—Dennis Eilers, acct super.

Anderson, Dunston & Helene, Linden, N.J.—molecular sieve absorbents & catalysts—Mat Pfeifer, acct super.

Manning & Associates, San Diego—materials group, electronics div—D. Manning, acct mgr.

The Downs Group, Charlotte, N.C.—electronics division—Tyler Glenn, acct exec.

U.S. Government

	1979	1978
Sales	none	none
Earnings	none	none
Advertising	$146,121,273	$128,452,200

The advertising needs of the "all volunteer" armed forces helped push estimated total ad spending by the federal government to $146,121,273 in 1979, a 13.7% increase over 1978 and enough to make the government the nation's 28th largest advertiser.

Military recruiters controlled three of every four dollars in last year's governmentwide total. Most other government companies rely on donated public media exposure.

Budgets for recruiting ads, collateral materials and related research increased 10% last year for nine major military accounts to $98,670,200.

The Army, with the biggest of manpower needs, had a rough recruiting year in 1979 despite a 17.4% budget increase to $42,637,000. Faced with continuing problems, Congress doled out an even bigger ad budget for the Army this year, pushing the total to $53,000,000.

The Army Reserve, also staring at manpower shortages, got its own 17% ad budget increase last year, sending it to $11,312,400. A third Army advertising component, the Reserve Officer Training Corps (ROTC), spent $5,109,109 last year.

All three Army campaigns are handled by N W Ayer ABH, New York.

The other military branches—Navy, Air Force and Marine Corps—had to be content last year with budget increases in the 4% range. The Navy received $18,803,000, the Marines $12,774,107 and the Air Force $9,035,000.

■ The Navy agency is Ted Bates & Co., New York, with Burrell Advertising, Chicago, assigned to minority recruiting. The Marine Corps' agency is J. Walter Thompson Co., Washington, and the Air Force shop is D'Arcy-MacManus & Masius/de Garmo, New York.

The Defense Department had $2,120,000 for market research and other specialized projects in the recruiting area last year.

Each of the military services last year diverted part of its ad budget to fund a $9,700,000 umbrella ad campaign that jointly promoted all of the services in a combined effort. The Defense Department has asked Congress to provide an extra $10,000,000 to fund these joint service ads next year in addition to what it provides for individual service ads. Grey Advertising, New York, was selected this summer to manage the campaign.

The Coast Guard, a military service that operates as part of the Transportation Department, spent $1,000,000 on recruitment advertising last year. The federal government also supported the recruiting efforts of Army and Air National Guard units with a $5,889,000 budget last year, off 9.4% from 1978.

Henry J. Kaufman & Associates, Washington, is the Coast Guard agency W. B. Doner & Co., Baltimore, is the Army/Air National Guard agency.

The military's advertising execs got generally good marks in a major report written last year for the Defense Department by New York advertising and marketing consultant Canter Achenbaum Heekin.

The consultant jolted top Army recruiting execs, however, by suggesting that Army recruiting problems don't stem from lack of advertising muscle, but from "product" deficiencies. It urged Congress to increase pay and benefits sharply to make military service more salable to the high school graduates the Army wants to recruit.

■ Army advertising and marketing strategists have, in fact, been testing different benefit packages in particular markets. The chief variable is an educational benefits bonus payment offered in test markets. Shorter term enlistments have also been examined.

New Army ads to break this fall reportedly will position the Army as a technologically advanced service, with training opportunities equal to those in its service rivals.

Outside the military, federal dollars help support major paid advertising campaigns at both the U.S. Postal Service and Amtrak, the nation's passenger railway system.

Both Amtrak and the Postal Service are government creations, but they are designed to compete with private companies in the transportation and parcel delivery fields. Both organizations receive millions in federal subsidies voted by Congress.

The Postal Service in recent years has shifted its marketing and advertising efforts from such relatively noncontroversial projects as selling stamps and kits to collectors, to hard-nosed competition in the market for express delivery services. While USPS has a monopoly on the delivery of first class letter mail, its other services are fair game for competitors.

Amtrak's push for more riders has produced periodic complaints from competing intercity bus companies. Amtrak ticket prices recovered only 41.5¢ per dollar of Amtrak costs in 1979, the railroad company said. The remainder is paid for by federal subsidies, but Amtrak says it hopes to recover 50% of its costs from ticket prices by the mid-1980s.

Amtrak said it had revenues of $381,300,000 in 1979, up from $347,100,000 in 1978. About half of its passengers travel the Washington-New York-Boston corridor route.

The Postal Service spent

$9,231,500 in media last year, up $1,000,000 from the year before. USPS purchases advertising for its Express Mail overnight delivery service, its Priority Mail expedited service and for its stamp collecting sales program.

▪ USPS also distributes public service advertising urging the public to "mail early" at holiday times, use ZIP codes and file forwarding address forms when they move. USPS refused to discuss the advertising support behind its Express Mail service in 1979, but it is estimated to have exceeded $3,000,000.

Amtrak's ad budget reached $11,400,000 in 1979, up from $8,500,000 in 1978. Amtrak said it spent $9,800,000 in media in 1979, but refused to discuss what was spent in individual media. It's estimated that as much as $5,000,000 may have been spent in tv, chiefly in marketing along its East Coast corridor route. About $3,000,000 is estimated to have been placed in newspapers and $1,500,000 in radio.

Young & Rubicam, New York, is the Postal Service agency. Needham, Harper & Steers, New York, is the Amtrak agency.

Congress this year debated what role the government should play in financing "see the USA" tourism advertising in foreign markets. The U.S. Travel Service, a Commerce Department unit, spent about $2,000,000 in foreign markets last year, but its budget has been slashed in presidentially designed economy moves. Token programs in Canada and Mexico are all that remain.

The U.S. travel industry and its numerous allies in Congress support the creation of a new tourism promotion "corporation" outside the government that would take over U.S. Travel Service functions. Any role for federal financial support for advertising would be the subject of studies.

While Congress this summer appeared interested in promoting tourism, it rebuffed proposals for a major $50,000,000 advertising campaign to be run by the Energy Department to encourage conservation by the public.

▪ The department used both public service ads and paid test campaigns to get its message out last year. "Project Pay Back" used paid ads in several markets to encourage consumers to fit their homes with energy saving insulation and other devices.

A "Low Cost/No Cost" project in New England used ads last fall, together with a mailing to millions of homes, to promote low cost and no cost energy saving steps consumers could take.

The department spent about $1,400,000 on the paid tests last year and $500,000 on public service ads. A paid ad test continues this year with its target homeowners who use heating oil.

Federal dollars last year also helped the Public Broadcasting Service, the noncommercials tv "network," finance tune-in advertising to build audiences for its schedule. The Corp. for Public Broadcasting made $3,000,000 available to PBS for the 1979-80 season—much for use in a co-op ad program with local public tv stations—and also contributed advertising money to National Public Radio this year.

In all, media purchases by the government, which showed little increase from 1977 to 1978, jumped to an estimated $69,472,108 last year from 1978's $58,949,500. Actual media buys are probably several millions of dollars higher. Regional and local recruiting commanders for the military had $15,495,300 at their disposal to purchase media or for other ad related expenses. The services do not have readily available breakouts of how those funds were spent.

Tv spending was up sharply to an estimated $19,436,623 last year, a 36% jump. The Army alone stepped up its tv spending to $5,736,000 from $4,100,000 in 1978. The Navy and Marines, however, slashed tv spending from 1978 levels. Radio spending, at $14,113,573, was up 16.7% in 1979. The Marine Corps nearly doubled its radio investment to $2,067,781.

Magazines, long a favorite among recruiters for lead generating, remained the leading media category for the government at $28,508,410, up 10.6%. The Army invested $8,500,900 in magazines, the largest single magazine advertiser in the government.

Newspapers accounted for $7,192,951 of last year's government media buy, up 10.3%. Outdoor slid to $220,551 from $761,000 in 1978.

Dozens of government ad campaigns meanwhile continue to rely on donated media time and space for exposure. Many of these carry health or safety information. Others try to answer questions about government programs that touch particular population groups such as Social Security registrants.

Traditionally, the Advertising Council, the nonprofit ad industry group, and its volunteer ad agencies create and distribute many of these campaigns. The government pays for production costs, but receives the creative services of the Ad Council agency at no charge.

▪ Ad Council assignments are awarded without competitive bidding to other ad agencies, but nearly all other government ad assignments—from multi-million-dollar military recruiting campaigns to $100,000 public service projects — are open to any agency interested in bidding.

One exception is that some assignments are set aside exclusively for ad agencies that qualify either as a "small business" or are minority owned.

Public service ad contracts range from the $100,000 level to $600,000 or more for major projects.

Despite open bidding, the major government accounts change agencies only frequently. Incumbent agencies, which know the intricacies of the client's needs, appear to have an edge. In most cases, competitions are held because the contracting system requires them, not because the client is dissatisfied with its current agency and looking for another.

Two competitions are under way this summer: The Postal Service, where Y&R is the incumbent agency and the Army/Air National Guard, where W.B. Doner & Co., is the incumbent.

ADVERTISING EXPENDITURES

	1979	1978
Newspapers	$7,192,195	$6,483,900
Magazine	28,508,410	25,752,900
Television	19,436,623	14,202,700
Radio	14,113,573	11,749,000
Outdoor	220,551	761,000
Total measured	69,472,108	58,949,500
Unmeasured*	76,649,165	69,502,700
Estimated total	$146,121,273	$128,452,200

*Includes at least $15,495,300 in ad funds spent by regional and local military recruiting commands, much of it in media; $1,996,000 in foreign market ad budgets of the U.S. Travel Service, and amounts for direct mail, preparation, production and distribution of public service print and broadcast ads; preparation and printing of posters, brochures, displays, transit, and outdoor material, unmeasured local (including military installation) publications, plus college, school and other institutional publications.

U.S. ARMY

ADVERTISING PERSONNEL

Regular Army/Army Reserve

William E. Peacock, asst secretary, manpower and reserve affairs

Maj. Gen. M.R. Thurman, commander, U.S. Army Recruiting Command

Col. William S. Graf, adv/sales promo director

Major David Ritterpusch, deputy adv/sales promo director of the Army Reserve

U.S. ARMY ROTC

Brig. Gen. (promotable) Daniel W. French, deputy chief of staff for ROTC, U.S. Army Training and Doctrine Command

Col. Francis W. Marr, chief, adv/media div

U.S. NAVY

ADVERTISING PERSONNEL

Joseph A. Doyle, asst secretary for manpower, reserve affairs and logistics

Rear Adm. Floyd H. Miller, commander, U.S. Navy Recruiting Command

Capt. Charles D. Hawkins, adv director

U.S. MARINE CORPS

ADVERTISING PERSONNEL

Brig. Gen. Donald J. Fulham, director, personnel procurement div

Lt. Col. J.R. Ruffini, chief, recruit branch

U.S. AIR FORCE

ADVERTISING PERSONNEL

Joseph C. Zengerle, asst secretary for manpower, reserve affairs and installations

Brig. Gen. Keith D. McCartney, commander, U.S. Air Force Recruiting Service

Col. Walter D. Miller, director, adv and publicity

U.S. COAST GUARD

ADVERTISING PERSONNEL

Lt. Thomas Schaad, chief, recruiting adv branch

JOINT SERVICE ADVERTISING

ADVERTISING PERSONNEL

Capt. Charles D. Hawkins, chairman, Joint Advertising Directorate of Recruiting (JADOR)

DEFENSE DEPARTMENT

ADVERTISING PERSONNEL

Robert Pirie, asst secretary for manpower, reserve affairs and logistics

A.J. Martin, director of accession (recruiting) policy

ADVERTISING AGENCIES

N W Ayer ABH, New York—Army, Army Reserve, Army ROTC—Nelson vanSant, mgmt super.

Uniworld Group, New York—Army minority recruiting—Melvin Fallis, mgmt super.

Lockhart & Pettus, New York—Army minority recruiting—Keith Lockhart, mgmt rep.

Castor Spanish International, New York—Army minority recruiting—Castor A. Fernandez, mgmt rep.

Ted Bates & Co., New York—Navy—John Costello, acct director.

Burrell Advertising, Chicago—Navy minority recruiting—Julius Jones, acct super.

D'Arcy-MacManus & Masius/de Garmo, New York—Air Force—Fred Harvey, mgmt super.

J. Walter Thompson Co., Washington,—Marine Corps—John Wood, mgmt super.

W.B. Doner & Co., Baltimore—Army/Air National Guard—Albert G. Salter, mgmt rep.

Henry J. Kaufman & Associates, Washington—Coast Guard—Irv Sloan, acct super.

Grey Advertising, New York—joint service advertising—John Marder, mgmt rep.

U.S. POSTAL SERVICE

MARKETING PERSONNEL

Gordon Morrison, asst postmaster general/-customer services

John Wargo, director of commercial marketing

Gary Stevens, mgr, adv branch

ADVERTISING AGENCY

Young & Rubicam, New York—Fred Baxter, mgmt super.

AMTRAK

MARKETING PERSONNEL

William S. Norman, vp-mktg

Joseph S. Falsetti, senior director, adv and sales promo

Joan Wheatley, mgr of sales promo

Timothy Cronin, adv mgr

ADVERTISING AGENCY

Needham, Harper & Steers, New York—Hugh Gibney, mgmt rep.

ENERGY DEPARTMENT

MARKETING PERSONNEL

Les Daly, special asst to the secretary for public affairs

Joseph L. Barrow Jr., director, office of commercialization, conservation and solar energy div

ADVERTISING AGENCIES

Vanguard Advertising, Minneapolis—Thomas H. Tipton, acct mgr.

J. Walter Thompson Co., Washington/Advertising Council, Washington—Douglas M. Bibby, acct super.

U.S. TRAVEL SERVICE

MARKETING PERSONNEL

Albert Kogelman, director, program support

ADVERTISING AGENCIES

Baker Lovick Ltd., Toronto.

Perez Y Associados S.C., Mexico City.

PUBLIC BROADCASTING SERVICE

MARKETING PERSONNEL

Neil B. Mahrer, senior vp-mktg & admin

Dan Agan, director, adv & video promotion

ADVERTISING AGENCY

Goldberg/Marchesano & Associates, Washington.

NATIONAL PUBLIC RADIO

MARKETING PERSONNEL

Linda Brown Devellier, director of promotion & public affairs

ADVERTISING AGENCY

Staley, Fox Inc., New York—Donald M. Staley, mgmt rep.

Volkswagen of America

	1979	1978
Sales†	$17,150,000,000	$14,110,000,000
Earnings†	372,300,000	303,000,000
Advertising*	55,000,000	57,000,000

*** U.S. only; AA estimated**

† Worldwide

Volkswagen of America (a subsidiary of Volkswagenwerk AG of Wolfsburg, West Germany), Warren, Mich., the 75th largest national advertiser, decreased its advertising 3½% to $55,000,000 in 1979.

VWoA last year saw sales increase to 292,512 units, compared with 239,300 vehicles in 1978. The line last year included foreign and domestically produced Rabbits, as well as imported Dashers, Sciroccos and VW buses. Its 1980 line has been bolstered by the new Rabbit convertible (January); pickup truck (February); Vanagon luxury bus (March), and Jetta sedan (May).

Last April, parent company chairman Toni Schmucker said the company would open a second U.S. assembly plant (Sterling Heights, Mich.) as a key element in Volkswagenwerk's global strategy.

With a second plant in the U.S., cars produced in West Germany could be redirected to Western Europe where VW seeks to increase its market share to 15% from 13% by early 1982.

With Rabbits multiplying rapidly at its New Scranton, Pa., assembly plant in 1979, VWoA moved into the black with net income of $10,000,000 on sales of $2.74 billion, according to parent company data.

And while General Motors, Ford and Chrysler are experiencing some of the worst sales numbers in years, VWoA was increasing its production schedule last month. Its July output was 19,250 Rabbits, an increase of 71.3% over the 11,237 built in July, 1979.

▪ For the first five months of 1980, sales of domestically produced Rabbits rose to 80,114, compared with 70,397 for the same period in 1979. As a group, foreign-assembled VW autos (including Rabbits) had unit sales of 36,119 for the first five months of 1980, a sharp drop from the 73,763 units sold in the year earlier period.

■ Porsche-Audi division's sales for the first five months of 1980 were 18,021 units for Audi (compared with 18,111 for the same period in '79) and 4,678 vehicles for Porsche (down from 5,917). In 1979, Porsche sales declined, dropping to 13,819 from 17,017 in 1978. Audi sales for '79 were up 4.5% to 42,709 from 40,878 in 1978.

VWoA's 1980 Rabbit, Dasher and Scirocco models were introduced in the fall of 1979 with a series of commercials continuing the "Volkswagen does it again" theme with revised graphics.

■ Created by Doyle Dane Bernbach, the new campaign continued to emphasize product innovation, performance, advanced engineering and good gas mileage. Tv and print ads took the viewer from "New York to Washington, D.C., on one tank of gas. And back" to the "Speedy Rabbit-patrolled part of North Carolina" to Paris "for the car that's more than a car in the way that a souffle is more than just eggs" and to "the other side of the cattle baron's ranch on one tank of diesel."

Ads for the new Rabbit convertible asked readers to guess what it was; the pickup truck was introduced as a vehicle that "looks like a truck, but drives like something else. Jetta ads asked, "What do you think it is? Think again" while Vanagon ads by James Neal Harvey Inc. asked, "What do you get when you cross the best of a van with the best of a station wagon?"

In 1979, Rabbit measured media spending was $24,302,000, according to Leading National Advertisers. That figure included $15,522,700 in network tv; $2,900,000 in spot tv, and $5,700,000 in magazines. Other models' support: Dasher, $2,850,000; Scirocco, $1,900,000, and VW bus $1,380,000.

In an attempt to out-maneuver Mercedes-Benz and BMW, its chief competitors in the luxury car market, Porsche-Audi introduced three new models earlier this year—the 5000 Turbo, Audi 4000 five-cylinder automatic and five-cylinder five-speed models.

■ The top-of-the-line 5000 Turbo is receiving the heaviest support ever given a new model by the division. The schedule includes consumer magazines, newspaper ads in the top 25 markets, and network and spot tv. Print ads feature Porsche-Audi engineers detailing the engineering and luxury styling of the car.

The division this year also reintroduced the $38,000 Porsche 928 with a technical educational campaign tagged "Porsche-Audi: Nothing even comes close."

Magazine ads for the 928 have been running in very upscale, male-oriented publications, with a heavy emphasis on special interest magazines. In addition, a number of West Coast magazines—the largest market for Porsche—are being used.

Ad spending for Audi passenger cars in 1979 totaled $6,588,200 in magazines, outdoor and network and spot tv. Porsche line support totaled $5,763,000 in the same media.

ADVERTISING EXPENDITURES

	1979	1978
Newspapers	$2,303,500	$2,139,700
Magazines	13,275,300	16,511,200
Spot tv	9,380,700	9,976,600
Network tv	20,496,600	18,769,700
Spot radio	58,000	620,800
Outdoor	328,000	451,200
Total measured	45,842,100	48,469,200
Unmeasured	9,157,900	8,530,800
Estimated total	55,000,000	57,000,000

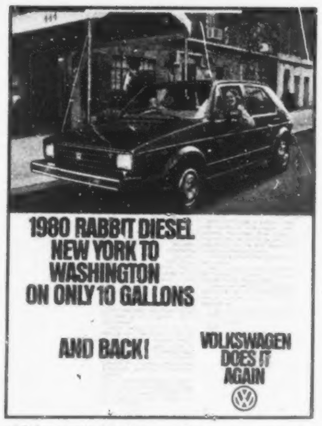
MARKETING PERSONNEL

Richard Mugg, vp-sales and mktg
Raymond Ketchledge, director-corporate mktg services
John Slaven, mgr, VW mktg
Gary Fisher, VW adv mgr
Warren Brechtel, VW regional ad mgr
Fritz Mueller, technical mktg mgr
George Pizzo, VW adv super
James Fuller, vp-P&A div
Charles Hughes, mgr-P&A mktg
Marvin Gruber, mgr-P&A adv
Rene Immel, P&A adv mgr
James Immel, P&A regional adv mgr

ADVERTISING AGENCIES

Doyle Dane Bernbach, New York—Robert Rees, senior vp-group mgmt super; Robert Dunn, senior vp-mgmt super, VW; Al Steiner, vp-acct super, VW; Robert Burden, senior vp-mgmt super, P&A; Sal Triano, acct super, P&A; Ron Blaquiere, vp-mgmt super, VW and P&A; Paul Bernstein, account exec, VW, and Sandy Gross, regional acct exec, P&A.

James Neal Harvey Inc., New York—VW Vanagon (creative only)—Scott Weeker, senior vp; Jim Duffy, acct super, Joan Puleo, acct exec.



Although Volkswagen decreased its ad spending in 1979, sales were up, helped by multiplying Rabbits, also in convertible form.

Warner Communications

	1979	1978
Sales	$1,648,027,000	$1,309,419,000
Earnings	200,747,000	81,882,000
Advertising	57,600,000	47,585,300*

*Restated

Warner Communications, New York, the 72nd largest national advertiser, increased its advertising an estimated 21% to $57,600,000 in 1979. Much of that increase was due to extensive advertising for two new releases—"In-Laws" and "Main Event"—and continued support for two others, "Superman" and "Every Which Way But Loose."

Revenues rose 26% to a record $1.6 billion, while net income skyrocketed 45% to $200,747,000. However, the huge jump was partially attributable to the sale of 50% of Warner's cable tv operations to American Express for an after-tax gain of $91,689,000.

Record revenues from the company's key operating groups—recorded music/music publishing, filmed entertainment, publishing—plus a turnaround in the toys and electronic games division, contributed significantly to profit gains.

As in recent years, recorded music/music publishing was the company's largest division, registering record revenues of $725,000,000, a jump of 18%, which was primarily the result of continued growth in international sales. Substantial revenues were garnered from such successful albums as Fleetwood Mac's "Tusk" and Led Zeppelin's "In Through The Out Door."

However, operating income fell 12% to $81,700,000, the division's first decline in earnings since 1973.

■ Management of three WEA labels and of WEA, the leading domestic distributor of prerecorded tapes and records, made substantial cutbacks in overhead, personnel and consolidated functions in the face of falling profit margins.

The major domestic WEA labels—Warner Bros. Records, Elektra/Asylum and Atlantic Records—spent more than $2,352,000 combined in measured media last year, a total which does not encompass p.o.p., a medium heavily used by record companies. Atlantic and Elektra/Asylum spent the bulk of their measured sums in magazines, whereas Warner Bros. Records relied mainly on spot tv.

■ Warner, whose filmed entertainment division recorded the best year in its history, boosted total revenues 55% to a record $610,000,000, while operating income rose 47% to $117,600,000, another new high. Each segment in the division—Warner Bros., Warner Bros. TV, Lincensing Corp. of America and Panavision—enjoyed record revenues. WCI Home Video was formed in 1979 as the company's entry in the home video market.

Film revenues were robust due to such box office smashes as "Superman," "Every Which Way But Loose," "10," and "Main Event." This year's film releases expected to achieve success include "The Shining," off to a slow summer start, "Honeysuckle Rose," "Caddyshack" and "Oh God, Oh God."

■ Measured media spending for Warner Bros. films last year was $18,600,000, with most of the money going to network television. The company spent $3,500,000 for the "In-Laws," $1,500,000 for "Superman," $2,700,000 for "10" and $2,500,000 for "Time After Time."

Warner Bros. Television had a record year with revenues up 33% to $176,000,000—with revenues from the tv licensing of feature films representing $62,700,000 alone. Warner produced three of the top 10 rated series last season—"The Dukes of Hazzard," "Alice" and its "Flo" spinoff.

Revenues from licensing theatrical films to U.S. tv networks—*e.g.*, "Oh God"—also climbed, with profits expected to rise substantially in 1980. Pay tv revenues more than doubled 1978 totals.

The David Wolper/Stan Margulies unit will produce a major prime time miniseries called "Hanta Yo," scheduled for 1981 airing at ABC. That unit's "Roots" and its sequel continue to score in syndication.

The publishing division posted peak revenues of $74,900,000, up 36%, while profit jumped to $18,000,000 last year. These results include royalties of approximately $6,000,000 received by DC Comics from the worldwide distribution of the film "Superman." The sequel is due by Christmas, with "Superman III" already in the works.

These record figures derived from continued growth at the division's four interrelated companies—Warner Books, DC Comics, "Mad Magazine" and Independent News Co., now called Warner Publisher Services.

■ Earlier this year, all distribution of *Us* magazine moved into the hands of Warner Publisher Services which also began distributing a significant portion of the New York Times Co.'s *Family Circle* and a full line of Ballantine Books.

Warner Books inaugurated a hardcover line in mid-1980 that will include 20 titles a year at the outset. Warner Books spent $217,000 in measured advertising last year, down from $356,400 in 1978.

Warner Cable Corp. (WCC) boosted revenues 23% to $81,300,000, a new high, while operating income jumped 63% to $12,200,000, due in part to reductions in development expenses for Warner Amex Cable Communication's interactive Qube system in Columbus, O. WCC became a joint venture in late 1979 as the result of the sale of a 50% interest of WCC to American Express Co. for $175,000,000 in cash and notes.

Since 1979, Warner Amex has increased the number of homes in its franchise area by more than 700,000, a 50% gain over 1978's year-end figure of 1,300,000. New franchises were acquired in Houston, Cincinnati and Pittsburgh, all of which will eventually feature Qube services.

Qube is now testing the impact of new products and commercials with the Federated department store chain. Viewers are shown various items of merchandise in a commercial and are questioned about whether they are interested in purchasing the products. Viewers can purchase merchandise or services via the two-way Qube console.

■ In an attempt to increase Qube subscriptions, Warner heavily promoted its Columbus showing of the June, 1980, Sugar Ray Leonard-Roberto Duran title fight. A Warner exec said 7,000 of the 30,000 Qube subscribers bought the fight for $10.

Warner Amex Satellite Entertainment Corp., the new satellite network programing subsidiary, was founded in 1979 to distribute material produced by itself and others to catv systems across the country via satellite. This unit also aggressively started to market The Movie Channel, a premium pay channel, to cable operators other than Warner Amex.

The toys and electronic games division saw revenues rise 34% to $238,000,000, as operating profits bounced back from 1977 and 1978 deficits to register a margin of $6,300,000. Last year's operating profit was reached after deducting sizable purchase price amortization.

The success of the division was due primarily to consumer demand for Atari's electronic videogames and related software. Given the excellent sell-through of both Atari's and Knickerbocker Toy Co.'s products at Christmas 1979, further significant earnings gains are anticipated by the company for 1980.

Atari introduced 12 Video Computer System (VCS) cartridges, including backgammon, Video Chess, football and bowling. The divisions's biggest 1979 sellers were Atari football, Lunar Lander, and basketball. About 10 additional cartridges will be unveiled in 1980, bringing the division's total to 42. Television advertising outside the traditional Christmas season will be used by Atari for the first time this year.

■ Atari's consumer division marketed Touch Me, its first hand-held electronic game, and recently introduced hand-held versions of Space Invaders and Breakout. Shipments were started on two personal computers—Atari 400 and Atari 800.

Revenues rose 42% for Atari's coin-operated videogames in 1979, principally due to the introduction of Asteroids. However, Atari's pinball unit was shut down because of the high cost of manufacturing pinballs.

During 1979, Atari spent about $4,400,000 in measured advertising, a gain of about $400,000 from 1978. Most of the money went to network tv.

Warner singled out Atari for lifting its operating income to record levels in the second quarter of 1980, when recorded music operations increased slightly in sales as income dropped. For the first half, Warner said, net income jumped 19% to $60,599,000 as revenues grew by nearly $94,000,000 to $876,945,000, both new highs for the first half.

Knickerbocker Toy Co. posted domestic revenues well ahead of 1978, but foreign revenues were down sharply. The Snoopy line was a major success at retail for Knickerbocker, which spent $2,700,000 in measured media for all its toys and dolls last year.

Malibu Grand Prix, which builds and operates minitracks where scale model Formula racing cars are driven, opened nine tracks in 1979, bringing the total to 30. Tracks in Cincinnati, Columbus and Dayton, O., and in Mt. Laurel, a Philadelphia suburb, represent Malibu's first entries in the Northeast.

Warner's other operations consist of the Cosmos soccer club and Warner/Lauren Ltd.

■ Although it failed to win an unprecedented third consecutive North American Soccer League title, Cosmos season ticket sales exceeded 20,000 in 1979, ten times greater than 1977 sales. Average attendance per game was more than 45,000.

The Warner/Lauren division, which reported that retail sales doubled to $28,000,000 last year, is not expected to show profits before 1981. Two fragrance lines were introduced in 1979—Chaps for men and Tuxedo for women. Warner spent $931,000 in measured advertising for Chaps, mostly in spot tv.

ADVERTISING EXPENDITURES

	1979	197[illegible]
Newspapers	$536,200	$581,[illegible]
Magazines	2,107,800	2,781,1[illegible]
Spot tv	12,996,400	8,822,700
Network tv	14,884,100	15,817,800
Spot radio	977,600	278,800
Network radio	150,100	54,900
Outdoor	444,200	248,100
Total measured	32,096,400	28,585,300*
Unmeasured	25,503,600	19,000,000
Estimated total	57,600,000	47,585,300*

WARNER BROS.

MARKETING PERSONNEL

Sandy Reisenbach, vp, worldwide adv & publicity
Rick Kallet, director, co-op adv
Joe Hyams, vp, pr
Ernie Grossman, natl director, adv & pr

WARNER BROS. TELEVISION

MARKETING PERSONNEL

Ed Bleier, exec vp, East Coast
David Horowitz, vp, adv & promotions

ATLANTIC RECORDS

MARKETING PERSONNEL

David Glew, exec vp-genl mgr
Mark Schulman, vp-adv
Marsha Green, media director

ADVERTISING AGENCY

East/West Advertising, New York—in-house.

ELECTRA/ASYLUM-NONESUCH RECORDS

Los Angeles

MARKETING PERSONNEL

Jerry Sharell, vp-creative services
Randy Edwards, director, merch & adv
David Cline, director, adv

ADVERTISING AGENCY

William S. Advertising, in-house.

WARNER BROS. MUSIC PUBLISHING

MARKETING PERSONNEL

Herman Steiger, vp
Steve Spooner, director, sales, adv & media

LICENSING CORP. OF AMERICA

MARKETING PERSONNEL

Robert Bell, exec vp & chief operating officer
Murray Altchuler, vp-mktg
Arnold Lewis, senior vp-sales

PANAVISION

Tarzana, Cal.

MARKETING PERSONNEL

Robert Gottschalk, chairman & president
Frank Vogelsang, vp

WARNER PUBLISHER SERVICES

MARKETING PERSONNEL

Laurence J. Kirshbaum, president

MAD MAGAZINE

MARKETING PERSONNEL

William Gaines, president

WARNER BOOKS

MARKETING PERSONNEL

Howard Kaminsky, president
Dorothy Crouch, vp-genl mgr

ADVERTISING AGENCY

Publishers Advertising Associations (In-house)—Mark Greenberg, president.

ATARI INC.

MARKETING PERSONNEL

Sales

Michael Moon, president, consumer div

William Grubb, vp-sales & mktg for electronic entertainment
Peter Rosenthal, mktg dir-personal computers
Conrad Jutson, vp-sales, personal computers

Advertising

Shirlene Foydl, mgr of mktg services
Ginny Juhnke, mktg super & pr coordinator

ADVERTISING AGENCY

Doyle Dane Bernbach, Los Angeles—Rick Jarc, vp-acct super; Gary Fountain, Andy Leonard, acct execs.

MALIBU GRAND PRIX

MARKETING PERSONNEL

Sales

Bob Rockerfeller, director of mktg

Advertising

Dave Bursteen, director of MGP Advertising in-house agency
Bobby Pacheco, media director

WARNER BROS. RECORDS

MARKETING PERSONNEL

Sales

Ed Rosenblatt, senior vp-director of sales promo
Lou Dennis, vp-sales
Stan Cornyn, exec vp-creative director

Advertising

Shelley Cooper, director of adv
Russ Thyrot, vp-director of promo
Tom Draper, vp-black music mktg
Andrew Wickham, vp-director of country music mktg

WEA CORP

MARKETING PERSONNEL

Robert Moering, director of mktg services
Vic Fanaci, exec vp
Skid Weiss, director of publicity
Alan Perper, adv dir
Barbara Burns, natl mgr of adv

WEA INTERNATIONAL

MARKETING PERSONNEL

Phil Rose, exec vp

WARNER AMEX CABLE COMMUNICATIONS

MARKETING PERSONNEL

Leo Murray, vp-public affairs

WARNER AMEX SATELLITE ENTERTAINMENT CORP.

MARKETING PERSONNEL

John Lack, exec vp-mktg & programing
Robert McGroarty, vp-mktg

COSMOS SOCCER CLUB

MARKETING PERSONNEL

Robert Rolontz, vp-communications
Tom Werblin, adv mgr
Dom Flora, director of mktg & merch
Steve Piccone, director of mktg

DC COMICS

MARKETING PERSONNEL

Sol Harrison, president

KNICKERBOCKER TOY CO

MARKETING PERSONNEL

Stanley Harfenist, vp-sales & mktg

ADVERTISING AGENCY

Rosenfeld, Sirowitz & Lawson, New York.

Warner-Lambert Co.

	1979	1978
Sales	$3,217,208,000	$2,878,496,000
Earnings	123,346,000	207,947,000
Advertising*	220,242,500	211,000,000

***AA estimated**

Warner-Lambert, Morris Plains, N.J., the eighth largest national advertiser, increased its domestic advertising 4.4% to an estimated $220,242,500 in 1979.

Worldwide sales rose 12% to a record $3,217,208,000, but earnings dropped to $123,346,000, a 41% decrease from 1978. Reasons for the decline cited by the company included the settlement of Parke-Davis' long-standing tax dispute and other nonrecurring charge-offs, including the phase out of an obsolete pharmaceutical plant and an outmoded polarized lens plant, resulting in a net charge to pre-tax earnings of $101,700,000.

The 10% increase in sales from domestic operations in 1979 was due largely to the inclusion of a full year of sales of Entenmann's, a baking concern acquired by W-L late in 1978.

For the first six months of 1980, W-L's worldwide sales rose 9% to $1.7 billion, while earnings dropped 1.69% to $116,000,000. W-L chairman Ward S. Hagan noted, "All major lines of business, with the exception of optical products, contributed to sales growth in the first half and second quarter. A slowdown in domestic consumer sales was offset by strong consumer growth outside the U.S. International sales of pharmaceuticals also showed good improvement."

All industry segments of the business contributed to the worldwide sales increase in 1979. Sales of the health care products segment represented 54% of 1979 worldwide sales and were up 6%, with both ethical products (33% of worldwide sales) and nonprescription product sales (21% of worldwide sales) contributing to the increase. Gums and other specialty foods, including Entenmann's, represented 25% of worldwide sales for the year. Optical products and instrument sales (13% of worldwide sales) were up 5% over 1978.

▪ In the ethical products health care segment, which includes Parke-Davis pharmaceuticals, diagnostic products, capsules and various hospital products, sales were $105,000,000, compared with $920,000,000 in 1978. Changes within the segment included the consolidation of the U.S. pharmaceutical sales forces and product lines into a new Parke-Davis division, the streamlining of the domestic Parke-Davis product line through the elimination of more than 200 items with low sales volume and profit margins, and the 1980 phased opening of a $35,000,000 sterile products manufacturing plant at Rochester, Mich.

Warner-Lambert's line of nonprescription health care products reported sales of $688,000,000 in 1979, compared with $662,000,000 in 1978. Listerine antiseptic held onto its leading position within the $300,000,000 mouthwash market, maintaining a 35% share against the 21% share of its leading competitor, Procter & Gamble's Scope. According to Leading National Advertisers, mixed media spending was $8,810,500 for Listerine in 1979. The brand continued to use its "you can bet your breath on it" theme via J. Walter Thompson Co.

A cinnamon-flavor Listermint was introduced in the U.S. in the first quarter of 1980. Test sales added "several percentage points to W-L's total share of mouthwash sales," the company said. Aimed at a younger audience, the cinnamon entry's tv commercials convey a zest for life and note that the brand has zest. In 1979, regular mint-flavored, reformulated Listermint struggled to hold on to third place, ahead of Lever Bros.' Signal. A consumer challenge—to compare Listermint with any other mouthwash—offered two 50¢ coupons for one proof of purchase, or a 50¢ refund for proof. Measured mixed media spending for the brand in 1979 was $6,758,800.

▪ The $10,000,000 of corrective advertising run in compliance with a Federal Trade Commission order to clear previous claims of Listerine's cold benefits ended early in 1980.

Backed by more than $5,000,000 in measured media, Efferdent tablets maintained its position as market leader with close to a 50% share in the denture cleanser category. Efferdent denture cleanser paste was introduced in the second quarter of 1979, and will be promoted through 1980 with large-scale distribution of cents-off coupons through Efferdent tablet packages.

The company's largest vitamin brand, Myadec, was reformulated and repositioned in 1980. Both Hall's cough drops (with $3,250,000 in measured media backing) and Rolaids antacids (with an ad budget of nearly $9,000,000, according to LNA) remained leaders in their respective markets. Hall's worldwide sales increased 13%. A new wintergreen flavor was added to the Rolaids line in late 1979.

During the year, sales and marketing responsibilities for the e.p.t. in-home pregnancy test, Sinutab sinus preparations and Lubriderm skin lotion were transferred from the health care group to the consumer products group, where they are expected to receive "substantially more support" to expand sales. Sinutab sinus tablets received $3,421,400 in mixed media spending, according to LNA.

In January, 1979, the National Advertising Board cleared the way for in-home pregnancy test kits, and W-L responded by backing e.p.t. with $5,000,000 in magazine and tv advertising. E.p.t. exceeded sales goals and leads the field with a 60% market share, followed by J. B. Williams' Acu-test (17%-plus) and American Home Products' Predictor (15%-plus).

▪ Tv and print media will be tested in 1980 to promote sales of Lubriderm, a skin care lotion, and distribution of the product will be expanded beyond drug stores and pharmacies to include food and mass merchandisers.

Worldwide sales of gums and other specialty food were $814,000,000 in 1979 compared with $604,000,000 in 1978. In response to what the company termed "slack domestic demand" in the second half of 1979, W-L plans to step up advertising and promotion expenditures in 1980 for gums and mints.

Warner-Lambert's Trident, pioneer and long-time leader in the sugarless gum segment, has fallen behind Life Savers' Care*Free brand. For the August-September period of 1979, Care*Free held a 49% share to Trident's 42.1%. Just two years earlier, Trident was at 46% and Care*Free at 36.9%. Trident sugarless gum, according to LNA, received more than $6,000,000 in mixed media advertising support in 1979.

In the soft bubble gum market, Bubblicious performed well, capturing about a 5% slice of the total gum market, and is second in bubble gum sales only to Bubble Yum, which has fallen from about a 13% share a year ago to 9%. Bubblicious advertising, totaling $2,795,500 in mixed media for the year, positions the gum as "the Ultimate Bubble."

In the innovative bubble candy area, Crack-Ups will be expanded into regional market sales in 1980. Chewels, a liquid center sugarless gum launched on the West Coast in 1978, reached the East Coast in the first quarter of 1980, and will be nationwide by the end of the first half, the company said. J. Walter Thompson Co. handles the brand which received $1,539,900 in spot tv support.

▪ Trident hard candy went into test market in the Midwest with some spot tv done by Ted Bates & Co. It is positioned against the major competition, Life Savers' Sweet Nothings.

Among the segment's more heavily advertised products were Freshen-Up gum ($3,568,000), Dentyne gum ($3,821,200) and Certs mints ($9,045,500), according to LNA figures.

The Entenmann's specialty baked products business completed its first full year of operation as a W-L company, exceeding $217,000,000 in sales, compared with $168,000,000 in the full year of 1978. A rapid launch in the Chicago area was aided by a small newspaper and outdoor ad budget, via J. Walter Thompson Co. The company plans to expand distribution and broaden Entenmann's product lines for 1980.

Overtime
Can your gum pass the Overtime Fresh Breath Test?

Wrigley's new liquid center gum, Overtime, bowed in commercials in spring, 1980.

Sales in the worldwide optical products and instruments segment were $421,000,000 in 1979, a $20,000,000 increase since 1978. Management of three divisions, the domestic eyeglass, soft contact lens and safety products operations, was combined at the end of the year into a single vision care and safety products division.

American Optical increased unit sales of soft contact lenses, spending $1,627,800 in mixed media, and maintained its favorable market position, despite aggressive price-cutting activity by the market leader, Bausch & Lomb.

▪ In the other products segment, consisting primarily of razors and blades, sunglasses and pet care items, sales improved but operating profits dropped from $26,000,000 in 1978 to $18,000,000 in 1979, due in part to a write off of an obsolete polarized lens manufacturing plant and related inventories as part of net nonrecurring items in the Cool Ray sunglasses division.

Schick's new Ultrex twin-blade shaving system, introduced in an attempt to nick Gillette's 60% share of the razor and blade market, received $6,893,500 in measured ad support. The Ultrex cartridge, sold with a pivot-head razor handle, was launched in nine additional countries in 1979.

Schick capitalized further on its one-push cleaning technology in the first quarter of 1980 by test marketing a disposable razor in Seattle, Wash., with the same cleaning feature. The new entry is priced at two for 69¢.

The Personal Touch twin-blade razor, backed by $1,224,300 in measured mixed media advertising, strengthened its No. 1 position among women's razors during the year, the company said.

Warner-Lambert had $840,000,000 in sales for the first quarter of 1980, an increase of 10% from 1979 and a record high for any quarter in the company's history. Earnings in the first quarter were $61,000,000, an increase of 6% over the previous year.

ADVERTISING EXPENDITURES

	1979	1978
Newspapers	$1,763,500	$984,600
Magazines	5,353,600	4,540,100
Spot tv	19,821,200	28,133,200
Network tv	63,692,900	55,772,000
Spot radio	476,500	547,800
Network radio	4,284,800	2,678,900
Outdoor	50,000	88,000
Total measured	95,442,500	92,744,600
Unmeasured	124,800,000	118,255,400
Estimated total	220,242,500	211,000,000

WARNER-LAMBERT CO.

Corporate Officers

Ward S. Hagan, chairman
Joseph D. Williams, president
Frank Markoe Jr., vice-chairman for corporate affairs
George Hromadko, vice-chairman for financial affairs

CONSUMER PRODUCTS DIVISION

MARKETING PERSONNEL

Melvin R. Goodes, president
Benjamin J. Sottile, vp-mktg
Thomas S. Muller, vp-product mgmt
Bert Page, vp-sales
William P. Broas, vp-specialty sales

ADVERTISING AGENCIES

Ted Bates & Co., New York—Adams gum, Bubblicious, Dynamints, Efferdent, Effergrip, Efferdent paste, Halls cough tablets, Rolaids, Trident gum, Trident mints, Trident candy—Larry S. Epting, exec vp; Mike Townsend, senior vp-mgmt rep; John Stranger, vp, acct super; Vic Bloede, vp, acct super.

J. Walter Thompson Co., New York—Chewels gum, e.p.t., Lubriderm, Listerine, Listermint, Listermint cinnamon, Listerex, Sinutab—Jack Morrissey, senior vp-group acct director; Jeanne Maraz, vp-mgmt super; Bea Lothrop, vp-acct super; George Berry, vp-acct super.

William Esty Co., New York—Clorets, Chicklets, Good N'Plenty, Good N' Fruity, Freshen-Up gum, Rothchilds candies, Spring gum, Schick Injector Shaving System, Personal Touch Ladies' Shaving System, Ultrex Shaving System, Schick Super II Shaving System, Ultrex Disposable Shaving System—Robert Ballerini, senior vp-mgmt super; Donald Byer, vp-acct super.

Young & Rubicam, New York—Dentyne, Certs, Crack-Ups, Cool-Ray sunglasses—William Thompson, senior vp-group director; Mike Feldman, vp-mgmt.super.

ENTENMANN's DIVISION

MARKETING PERSONNEL

Robert Entenmann, chairman
David W. Johnson, exec vp-genl mgr
Patrick S. Amello, vp-sales
William Grove, director-mktg

ADVERTISING AGENCY

J. Walter Thompson Co., New York—Jack Morrissey, group acct director; Adele Finaly, acct super.

PARKE-DAVIS DIVISION

MARKETING PERSONNEL

H. L. Richardson Jr., president
C. J. Cowles, vp-mktg
L. B. Brown, vp, sales
E. J. Gorzalski, director-mktg services
D. S. Pearson, director-new product planning
R. L. Willey, director-mktg rsch

ADVERTISING AGENCIES

Sudler & Hennessey, New York—Paul Trunk, senior vp; Donald Masterson, acct super; John Rinaldi, William Butler, acct execs.

Young & Rubicam, New York—Bill Thompson, senior vp-group director; Mike Feldman, mgmt super; Walter Bernd, acct exec.

Sieber & McIntyre, Chicago—Stephen Parello, acct super; John Aherne, acct exec.

J. Walter Thompson Co., New York—Anusol—Jack Morrisey, group acct director; George Berry, acct super.

DIAGNOSTICS DIVISION

MARKETING PERSONNEL

George W. Masters, president
Richard Walsh, vp-mktg
Charles R. Crampton, director-sales
C. A. Holzmacher, director-mktg services
James P. Berutich, director-product mgmt
Robert D. Grissom, vp-genl mgr, Nuclear Med Labs
Edward A. Whitehill, director-mktg, Nuclear Med Labs

ADVERTISING AGENCY

Medical Education Dynamics, Woodbridge, N.J.—Jerry Brager, acct exec.

HOSPITAL PRODUCTS DIVISION

MARKETING PERSONNEL

Paul Creager, president
John C. Sifers, vp-genl mgr, Medical-Surgical
Tom Snowden, vp-general mgr, Orthopedic

ADVERTISING AGENCY

Tom Ferguson Associates, Parsippany, N.J.—Deseret operating room products, Med-Surg prods—Tom Ferguson, president.

LACTONA CORP.

MARKETING PERSONNEL

Anthony Montemurro, genl mgr
C. W. Farnham Jr., mgr, intl sales

ADVERTISING AGENCY

Lambert & Feasley, Morris Plains, N.J.—professional dental prods—V. F. Foullois, media director.

AMERICAN OPTICAL CORP.

Gene E. Lewis, president
Richard E. Schmidt, exec vp

MARKETING PERSONNEL

Vision Care and Safety Products Division

James G. Nichols, vp-mktg & sales
R. G. Wright, director sales, vision care
D. E. Tenney, director sales & mktg, safety products

Scientific Instruments Division

Richard E. Schmidt, genl mgr
Thomas A. Bologna, director-product devel
Andrew J. Liberty, mgr-adv & mktg services

Soft Contact Lens Division

Hank Green, vp-genl mgr
R. G. Wright, director-mktg
Joel Berinstein, product mgr

ADVERTISING AGENCIES

Sudler & Hennessy, New York—soft contact lenses (professional, trade)—Peter Chutasles, senior vp-mgmt super.

Young & Rubicam, New York—soft contact lens (consumer)—R. Morks, acct exec.

Perspectives Inc., Sturbridge, Mass.—lenses and instruments—Bruce Wynne, acct exec.

Provandie & Chirurg, Boston—optical products—John Nazzaro, president.

Potter Hazelhurst Inc., Cranston, R.I.—safety products—Tom Chadwick, acct exec.

Harris D. McKinney, Philadelphia—scientific instruments—Ted Arnold, acct exec.

WARNER-LAMBERT CANADA ADAMS BRAND LTD.

MARKETING PROFILES

MARKETING PERSONNEL

J. C. Carroll, president
R. W. MacDonald, mktg mgr
B. M. Wynn, E. R. Pattillo, S. Ellmer, group product mgrs
F. E. Finlayson, vp-sales

ADVERTISING AGENCIES

Ted Bates, Toronto—Certs, Dentyne, Rolaids, Trident gum and mints, Adam's fruit gum, Beeman's, Hall's Mentho-Lyptus, Blue Diamond almonds—W. J. Whitehead, acct director.

J. Walter Thompson Co., Toronto—Chiclets, Clorets, Freshen-Up—Norm Rigg, acct director.

PRODUCTS DIVISION

MARKETING PERSONNEL

J. B. Pope, mktg mgr
L. J. O'Keefem, director of sales
A. R. Soler, R. W. Aeyres, group product mgrs

ADVERTISING AGENCIES

J. Walter Thompson Co., Toronto—Listerine prods, Listermint—Norman Riss, acct director.

Ted Bates, Toronto—Schick Wet Shave product line, Efferdent—D. Smith, acct director.

PARKE-DAVIS CANADA INC.

MARKETING PERSONNEL

D. M. Seath, director-professional prods
M. K. Skripitsky, director-mktg
G. M. Hetherington, director-product mgmt
D. Lindley, group product mgr
G. G. Gibson, director-sales

ADVERTISING AGENCIES

J. Walter Thompson Co., Toronto—over-the-counter products—Norman Rigg, acct director.

Crombie Advertising Ltd., Toronto—prescription products—D. Headley, acct director.

Wm. Wrigley Jr. Co.

	1979	1978
Sales	$505,399,000	$445,639,000
Earnings	36,448,000	31,828,000
Advertising*	48,452,400	37,771,852**

*AA Estimate

Wm. Wrigley Jr. Co., the nation's 81st largest advertiser, spent an estimated $48,452,400 on advertising in 1979, up 28% from 1978. Sales in 1979 increased 13.4% from 1978, up to $505,399,000. Earnings were up 14.5% to $36,448,000 in 1979 from $31,828,000 in 1978.

▪ The company attributes improved net sales revenues to increases in both domestic and overseas markets. An anemic U.S. dollar also contributed to the increased worldwide sales revenues with the higher exchange rates used in converting foreign currencies into U.S. dollars. The three long-established Wrigley brands—Spearmint, Doublemint and Juicy Fruit—account for the majority of the company's sales volume worldwide.

One product that had a significant influence on increased sales was Hubba Bubba, Wrigley's entry into the U.S. soft chunk bubble gum market, introduced in May, 1979. The response to Hubba Bubba, with its novel "amazing no-stick bubbles" was exceptional and demand soon outstripped supply, causing a temporary halt of shipments in two sales districts and the importing of the product for two other sales districts. Although sales of Hubba Bubba were remarkable, the new chew actually had a negative effect on earnings due to the high cost of marketing support required to introduce Hubba Bubba into the highly competitive market. Its share is put at 10%.

▪ Wrigley's major competitors are Warner-Lambert Co.'s American Chicle division and Squibb Corp.'s Beech-Nut-Life Savers division, manufacturer of Care*Free sugarless gum and Bubble Yum. Of the approximately 20 chewing gum marketers in the U.S., published outside sources estimate that Wrigley has some 39% of the total gum market, with American Chicle second with 32% and Squibb's Life Savers division third with 22%.

Overtime, a liquid center gum, was recently introduced in selected southern states. This product flung the gauntlet at Chicles' Freshen-up, claiming to have more liquid center than the leader of the over $100,000,000 liquid center market segment.

▪ Wrigley's 1979 ad strategy included injecting sparkle into old ads, a shift of media emphasis and two new ad campaigns. Wrigley's Spearmint commercial was renovated with a new campaign featuring a hang glider soaring over unending vistas while the announcer describes the gum's flavor as going a long, long way. Big Red, introduced in 1976 to compete with Warner-Lambert's Dentyne, veered away from the western aura of big, bold taste to long-lasting breath freshness. ("No little cinnamon gum can freshen your breath longer than Big Red.")

The Doublemint brand continues its successful "single most favorite double campaign; Hubba Bubba's gumfight series retains its popularity, and Juicy Fruit's flavor lover's theme is being changed to "fascinating flavor."

▪ Advertising behind Wrigley products is primarily in tv and radio with over 90% of budget in these areas, but there has been a decided shift from spot tv to network. Spot tv ad support for 1979 is down some 20% (AA estimate includes company discount) while ad support in network tv jumped from $6,578,000 in 1978 to $24,802,400 in 1979, a 360% leap. Company sources attribute this ad support shift to improved visibility and effectivenss with target audiences.

Measured media support for Wrigley's Freedent brand, introduced in 1975, totaled $6,804,500 in 1979, according to published figures, up from $5,941,800 in 1978. Network radio ad spending was cut completely, network tv increased and spot tv decreased for the Freedent brand. Total ad spending for other Wrigley gums, including Doublemint, Spearmint and Juicy Fruit, was up 88%, according to Leading National Advertisers figures, to $31,959,000 in 1979, with increases in spot tv, network tv and radio.

▪ Orbit gum, Wrigley's first sugar free gum, was introduced in the U.S. in 1977. Sales were initially hurt when preliminary research suggested that Orbit's sweetener, xylitol, might cause cancer in laboratory animals. Despite later claims that the substance was safe, and with no further FDA investigations pending, Wrigley substituted traditional sweeteners mannitol and sorbitol. Even with the switch, total ad support for Orbit is way down from 1978. Total spending has gone from $12,851,900 in 1978 to $1,952,700 in 1979. This decline includes the ad spending for the Orbit sweepstakes, a promotional effort introduced to ease the transition from the xylitol formula to the xylitol-free formula.

Wrigley's Orbit bubble gum, introduced in July, 1978, had ad support of $188,000 in spot tv only in 1979, which was substantialy decreased from 1978 expenditure of $904,200.

Amurol Products Co., a wholly-owned Wrigley subsidiary, marketer of sugar free gums and bubble gums, sugar free candies and dietetic cookies, had a good 1979 riding the crest of the wave of Mork bubble gum sales. Mork bubble gum, five pieces of soft bubble gum packaged in a plastic egg, named after the endearing goof of the top-rated tv show "Mork & Mindy," had sales that reached over $5,000,000 in 10 months, without direct media support.

▪ Other Amurol products making a significant contribution to 1979 sales were: Zeno 15-Pack, the first high quality, low-price bubble gum; MVP Sports bubble gum and MVP Sports mints; Blammo 25¢ banana punch, and a few All Natural extension products for the health food industry, introduced under the "Amurol Natural" logo. MVP was supported in national magazines only. Blammo had ad support in magazines, with slight, $4,500 in spot tv, according to LNA figures.

Amurol's new products for 1980 include Chu-Bops—packaged as collectable miniature record albums, with disc-shaped gum, complete with grooves; Gush Balls—a candy-shell container with a sweet liquid center; Finger Frosting—frosting contained in small plastic bowls, and Big League Chew—shredded bubble gum in a stay-fresh pouch. Except for royalties paid to record companies and artists for Chu-Bops and Jim Bouton (major league baseball pitcher) for Big League Chew, none of the above products will receive direct media support.

▪ Company shareholders approved a two-for-one stock split of the present 4,000,000 common shares at the annual meeting as well as an increase in authorized common shares to 12,000,000 from 8,000,000. Stockholders approved issuance of 2,000,000 new shares of preferred stock which corporate sources said would be used for corporate purposes.

ADVERTISING EXPENDITURES

Newspapers	$451,300*	$327,700
Magazines	418,400	42,500
Spot tv	18,770,500**	23,347,152
Network tv	24,802,400	6,578,000
Spot radio	1,899,100	3,974,000
Network radio	1,462,700	2,902,400
Total measured	47,804,400	37,171,852
Unmeasured	648,000	600,000
Estimated total	48,452,400	37,771,852

*** Media Records reports a 1979 expenditure of $902,600, but the actual figure is believed to be about $451,300. ** Leading National Advertisers shows $26,070,200 as the 1979 expenditure, but the actual figure is thought to be about $18,770,500.**

MARKETING PERSONNEL

Sales

William Wrigley, president, ceo
Ronald O. Cox, vp-mktg
R. Darrell Ewers, group vp-intl
G. Bebee, mktg director
C. Warchol, mktg director
N. Hoegh-Guldberg, mktg director

Sales Managers

A. Cipollina, genl sales mgr
R.P. Thurlow, genl sales mgr
J.C. Barger, southern district
H.W. Colson, east central district
H.J. Conklin, eastern district
H.F. Constant, midwestern district
J.E. Decker, western north district
H.W. Gray, southwestern district
E.L. Kimzey, mid-Atlantic district
L.R. Klein, west central district
J.M. Kreyer, north central district

ADVERTISING

R.O. Cox, vp-mktg
H.J. Berchert, graphics & design director

ADVERTISING AGENCIES

Arthur Meyerhoff Associates, Chicago—Doublemint, Big Red, Juicy Fruit, Overtime, Freedent and Orbit. Eric Harkna, exec vp; Andrew Donchak, Walt Waschick, acct supers.

Needham, Harper & Steers, Chicago—Hubba Bubba, Spearmint, Amurol Products. Jim Fasules, mgmt rep; Gene Yovetich, acct super; Karen Wagenknecht, genl acct director; Rae Hood, Steve Kane, acct execs.

Leading companies lay out $11.7 billion in ad spending

(Continued from Page 1)

that tallied earnings increases in 1978. The leaders' faith in advertising seemed to be shaken somewhat—84 increased their advertising investments, down from 87 last year. Twelve reduced their spending, and four kept it about the same.

▪ Procter & Gamble, the Cincinnati-based marketing giant, increased its advertising by 11% in 1979, down in percentage points from the 20% increase chalked up the year before.

Leading its list of most heavily supported products was again Folger's with measured support of $33,000,000, followed by Crest with $26,000,000, Pampers with $21,500,000 and Tide with $18,000,000. New products introduced by P&G included Luv's disposable diapers and Rely tampons.

General Foods placed its largest dollar support behind Kool Aid, the market leader in the powdered beverage arena, to the tune of $21,000,000. Country Time lemonade mix was backed by $11,000,000. Jell-O got $12,596,400 and Cool Whip received $10,094,700. Maxwell House coffee, which trails P&G's Folger's, received $34,479,200.

Philip Morris traded places with K mart to move into fifth place with total spending of $291,201,500.

New to the top ten were R.J. Reynolds, which was spurred by a 41% increase in ad spending that moved it from 12th to seventh place, and American Telephone & Telegraph Co., which moved into ninth position from No. 13. Warner-Lambert dropped one place, from seventh to eighth.

The U.S. Government fell three places to No. 28 with spending of $140,121,273, a 14% increase.

Newcomers to the 100 leaders list in 1978, in addition to Mazda, were Transamerica Corp., a conglomerate made up of such companies as United Artists and Budget Rent A Car, which shot to 49th place with measured and unmeasured spending of $95,048,300; Levi Strauss & Co., which had an ad outlay of $38,563,200 to secure the 92nd rung; Milton Bradley Co., the toy maker, which spent $31,328,000, and International Business Machines Corp. with expenditures of $31,073,800.

Dropped from the list of 1979 leaders were Alberto-Culver Co., Avon, Carnation, Exxon and Kimberly-Clark Corp.

▪ Advertising figures listed for each of the 100 leaders include "measured media" expenditures published by various statistical bureaus and associations.

These include Leading National Advertisers, the Publishers Information Bureau, Radio Advertising Bureau, Radio Expenditures Reports, Agricultural Marketing Information Service (Agricom), LNA-Broadcast Advertisers Reports, Media Records, Institute of Outdoor Advertising and the Outdoor Advertising Assn. of America.

In the eight media so measured, the 100 leaders dominate, accounting for just over half (53.7%) of all the advertising dollars invested there *(see charts on Pages 88 and 89)*.

In addition to the measured media figures, "unmeasured media" expenditures are added to get a grand total for each of the 100 companies. These unmeasured expenditures include point of purchase, direct mail, premiums and other forms of national advertising and sales promotion. All estimated expenditures are estimates by ADVERTISING AGE.

Measured media figures generally include gross space and time costs only, while production and talent costs are included in unmeasured expenditures. Exceptions are the network tv figures, which include net time and talent.

ADVERTISING AGE would like to make it clear that the selection of the "100 leading national advertisers" was based on measured media expenditures only. Final ranking, however, is based on the combined total of measured and unmeasured spending.

If other criteria were used, other advertisers not now on the list would need to be included. Among such advertisers would be those who spend many millions annually in local advertising, which is not measured, and who spend relatively little in national advertising. Such companies include many of the large retailers.

On Nov. 3, ADVERTISING AGE will take a look at some of these local advertisers, with profiles of the advertising expenditures and financial operations of 50 leading retailers—the top 25 general merchandisers and the top 25 supermarkets. #

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Advertising Age

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50 YEARS 1930-1980

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Strike progress prods net plotting

By COLBY COATES

NEW YORK—With an apparent breakthrough on a key issue in the actors' strike, the tv networks can legitimately begin plotting strategy for the debut of new fall shows instead of playing with patchwork prime time schedules.

As CBS Entertainment president Bob Daly optimistically anticipates an end to the walkout, he thinks it will take anywhere from three to seven weeks from the time production resumes to the delivery of original series episodes to CBS or any other network. Mr. Daly confirmed that the defending prime time champ would order fewer series episodes but, "I just don't know the number." He indicated, however, that the answer to the episode question depends in part on the producers.

■ "Of course there will be a big rush to get product out once the strike is over. In some cases we'll even negotiate overtime costs." He continued, "If a producer tells us he can't get episodes to us until Nov. 15, for example, then maybe he gets one less episode order than the producer who starts bringing in product a week earlier. In that case, maybe he gets an extra episode." Mr. Daly pointed out that the timing of bringing new fare in also depends on whether the program is tape or film; how much location shooting is involved, and how much progress the producers had made before the actors walked out nine weeks ago.

Even though negotiators still have to tackle such important points as network tv pay scales and residuals, there is guarded talk that product will be flowing steadily to the networks sometime in November, smack dab in the middle of the important November ratings sweeps. And what to do about that timing is a question the networks are grappling with.

A source at NBC admitted "there are several schools of thought on that. One says go with it when you get it. Another, hold off till December." Other network and agency execs, meanwhile, still wonder if a January, 1981; start makes more sense (AA, Sept. 15).

As Mr. Daly sees it, "introducing news series in the sweeps really depends on what our competitors do." For example, CBS might go ahead and introduce "Enos," Wednesday, 8 p.m. to 9 p.m. EST during the sweeps if ABC is ready with some "Eight is Enough" originals. NBC already has original "Real People" segments rolling, so Mr. Daly reasons that if the normal competition is there, sweeps or no sweeps, then why not put "Enos" up against the other networks.

Some agency execs, however, are telling the networks, "Wait un-

(Continued on Page 108)

Missed match

CBS had planned to put J.R. episode vs. 'Shogun'

NEW YORK—With "Shogun" safely headed toward its place next to "Roots" in the miniseries hall of fame, it's irrelevant but nonetheless spine-tingling to learn that CBS originally had planned on sending its top gunslinger, J. R. Ewing, on a kamikaze mission against "Shogun."

"If there had been no strike and NBC still opened the season with 'Shogun,' we would have thrown a three-hour 'Dallas' against it," said CBS Entertainment president Bob Daly. And not just any "Dallas," but the episode that answers the question: Who shot J.R.?

Prevailing sentiment among agency execs is that if it had come to pass, "it would have made chop-suey of 'Shogun'," as one said. But it is of such that dreams are made. The reality of the situation is that national Nielsens for the first three nights gave NBC an average 44 share on Monday ("Shogun's" first episode), a 48 share Tuesday and a 57 Wednesday. Four-city overnights for Thursday indicated that momentum was continuing as the two-hour installment notched a 61 share in New York; 53 in Chicago; 60 in Los Angeles, and a 66 share in San Francisco.

Friend and foe of NBC agree that "Shogun" has been a boon to network tv as it has helped in restoring viewing from impoverished summer levels; has made the public more aware of new tv fare and less concerned with the actors' strike, and has succeeded in attracting the upscale or egghead viewer to the tube, something that doesn't happen as often as the networks would like.

The average going rate for a 30-second unit on "Shogun" was approximately $70,000, but whether an advertiser paid $50,000 or

(Continued on Page 108)

last minute news

P&G to sign ad pacts with 1,004 dailies

CINCINNATI—Procter & Gamble will sign contracts with 1,004 daily newspapers in the Newsplan discount program representing its commitment to place six or more pages in each during 1981. Newsplan participants offer special frequency discounts to national advertisers. Compton is P&G's agency for newspapers.

New Heublein theme: 'Get me to the Club'

HARTFORD—Heublein Inc. is switching to the theme, "Get me to the Club—and I don't mean the yacht club," and similar variations on the word in magazine and outdoor ads. It replaces the theme, "Hit me with a Club," which drew numerous protests because of its violent implications. McCann handles the Club cocktail line, which received about $1,500,000 in ad support last year.

(Continued on Page 8)

NEWSPAPER N m

AA MAR81
DC2CC14CCONGL1HAGNR 02115920013
R HAGEFMAN SECY TO SE VP
CONGRESSIONAL INFO SERVICE
7101 WISCONSIN AVE
WASHINGTON DC 20014

New Winston Ultra
The first ultra low tar built on taste.
6
Winston ULTRA
100's

R. J. Reynolds begins next month to market a 6mg tar extension of Winston, the nation's No. 2-selling cigaret. Merit Ultra Lights (Philip Morris) is also due.

'Say hello' to new Pan Am ad push

By JOSH LEVINE

NEW YORK—Pan American World Airways, which set an industry record for losses in 1980's second quarter, may set another record for ad spending as it talks about the sweet taste of a merger that was so tough to chew.

Passengers in the U.S. and abroad will be invited to "Say hello to the new Pan Am"—the repainted, reuniformed, rescheduled product of Pan Am's year-old acquisition of National Airlines—on Oct. 13. That date marks the inauguration of a six-month campaign pegged at $25,000,000 for domestic advertising and roughly $10,000,000 overseas, according to a source familiar with the campaign's volatile planning.

Pan Am had earlier planned an even more grandiose budget, but spending has been squeezed, and other sources close to the company expect that total ad outlays may end up closer to $25,000,000 than $35,000,000. Agency is N W Ayer ABH.

■ In a period when Pan Am is paring costs in all areas of its operations, from route miles to real estate, to pay for a fuel bill that contributed mightily to the carrier's $141,200,000 first-half losses, the ad budget is an act of faith. It's also a bare necessity, according to in-

(Continued on Page 108)

Merit, Winston go ultra

By SAM HARPER

NEW YORK—Undaunted by intense competition in a burgeoning 6mg-tar-and-less cigaret segment, R. J. Reynolds Tobacco Co. and Philip Morris U.S.A. will test Winston Ultra and Merit Ultra Lights, respectively, two long-anticipated extensions of highly successful brands.

The simultaneous testing of the Merit and Winston line extensions starting next month will come as Brown & Williamson Tobacco's massive national introduction of Barclay gets under way. Barclay is an ultralow-tar intended to spark a reversal in a declining sales trend at B&W. Conceivably, the Merit Ultra Lights and Winston Ultra tests could dilute the bite of the Barclay introductory campaign, which competitors believe may cost B&W as much as $150,000,000 (AA, Sept. 8).

RJR will test the 6mg extension of Winston, the nation's No. 2 selling brand, in Arkansas, Wisconsin and Florida, using outdoor, newspapers and regional editions of consumer magazines.

■ The new Winston entry will be available in 85mm and 100mm lengths, both at 6mg tar. Though the name suggests it is an ultralow-tar, that classification would require Winston Ultra to contain 5mg tar or less.

Philip Morris will invade Sacramento, Cal., and Des Moines with Merit Ultra Lights beginning Oct. 1, according to sources. No tar

(Continued on Page 110)

P&G arsenal gets Pace

By NANCY GIGES

NEW YORK—Procter & Gamble Co. has added more ammunition to its dentifrice arsenal with the introduction of Pace translucent green gel in three test markets.

P&G is moving into Peoria, Green Bay and Portland, Me., in a test conducted by A. C. Nielsen Co. The move has been rumored for some weeks now (AA, Aug. 25), although P&G then denied that it had such a product since it was not on the market at that time.

The new gel, which comes in spearmint and peppermint flavors, is part of an all-out campaign to regain market shares P&G has lost since the introduction of Beecham's Aqua-fresh, now the No. 3 brand. Crest retains its No. 1 position but has fallen to under 35% for the first time in recent years. The company's other dentifrice, Gleem, has dwindled to under a 4% market share.

■ A P&G spokesman told ADVERTISING AGE that Pace contains ICEN-3, an "exclusive cleaning and freshening composition for a remarkable, unique feeling of clean." The dentifrice also contains sodium fluoride, the same anti-cavity ingredient used in Gleem. Crest uses stannous fluoride, but P&G is testing in two undisclosed markets Crest with sodium fluoride.

P&G has taken special pains to keep its ad plans secret, even from retailers in the test markets. Observers believe P&G will take the somewhat unusual approach of emphasizing three benefits for the dentifrice—cleans, freshens

(Continued on Page 110)

BEST AVAILABLE COPY

J&B. It whispers.
RARE
BLENDED SCOTCH WHISKY
100% SCOTCH WHISKIES
BLENDED AND BOTTLED IN SCOTLAND
JUSTERINI & BROOKS
St. James's Street, London
J&B

Whispering campaign Paddington's premier brand, J&B Rare scotch, speaks softly in this first ad from new agency Backer & Spielvogel, New York. Ads will break in October magazines.

Between minis and regulars

FCC mulls more vhfs

WASHINGTON—The Federal Communications Commission tentatively has approved a tv drop-in plan that is expected to make a fourth network feasible primarily in the coveted vhf band.

Under the plan, pushed by FCC chairman Charles Ferris, station-spacing standards would be modified to squeeze in an estimated 139 new vhf stations. Many will be in markets 25 to 75, which presently have only three vhf stations each.

FCC split 4-to-3 on the long-pending proposal, which must still go through normal rule-making procedures. The FCC minority and broadcast industry spokesmen promised to resist.

Only a week before, the commission voted to consider an entire new class of very low power tvs that would operate on either the vhf or uhf band. Thousands of new tv stations, whose signals w ld be limited to a radius of 12 miles, would be created.

Last week's new propos would create a somewhat mo powerful category of vhf station: While they would have to tailo their coverage areas to protect existing stations from interferenc FCC officials say the new station could reach viewers anywher

(Continued on Page 107)

Demographics whip cpm in Reynolds media plan

By JOHN J. O'CONNOR and CHRISTY MARSHALL

NEW YORK—The cost-per-thousand method of selling magazines has been dealt a severe blow by R. J. Reynolds Tobacco's decision to cut its 1981 planned spending in the medium by 25%, or $20,000,000.

While major newsweeklies and women's magazines were still wincing over the sizable cuts the cigaret marketer will inflict, RJR exec vp Gerry Long sought to correct misconceptions about the move as well as explain why newspapers and out-of-home media will be sharing bigger slices of RJR's advertising pie.

"We'll be doing business with magazines for a long time to come," Mr. Long stressed. "The decision we made on media actually is a segment of a totally changed advertising and marketing strategy at our company.

▪ "Ed Horrigan [chairman-chief exec] and myself inherited a media strategy last year that the previous management team had based on a cpm philosophy," he continued. "The result was that we simply had too many pages in magazines. It was overkill. The schedules of the newsweeklies and women's magazines defied comprehension."

▪ Mr. Long said the cpm "is not the most important thing" in the new RJR approach to buying media, which is handled by an 80-member in-house operation. The Reynolds exec spoke of a magazine's demographics as being "very important" since the company, wherever possible, will seek to match that data with the "extremely accurate information" it possesses about the consumers of

(Continued on Page 110)

K-car intro the best in history: Iacocca

By RALPH GRAY

HIGHLAND PARK, MICH.—"It's going to be the best marketing job in history," chairman Lee Iacocca said of the upcoming K-car introduction.

If it is, it also will be a bargain, courtesy of Chrysler's financial problems. The company is operating on a budget 30% less than the estimated $118,000,000 it spent in 1979, or about $82,000,000.

"General Motors will spend more and Ford Motor Co. will launch the Escort with more. But you watch us. They'll be left at the gate. With less money, we'll do more," says Frank Hoag, Chrysler's director of advertising and merchandising.

Chrysler's problems, including losing $1 billion in 1979, are becoming part of the solution, he said. With all the publicity, some 30% of Americans know that Chrysler is marketing a K-car—front-wheel drive compacts—this fall, Mr. Hoag said.

"That gives the company a leg up on GM and Ford, "a pretty unusual position for Chrysler. We haven't been rejected before, we've been ignored," Mr. Hoag commented.

▪ Nobody is ignoring Chrysler these days, least of all the federal government, which has guaranteed $1.5 billion in loans to save the company. That's one reason the national press preview is in Washington today.

Public awareness of Chrysler's plight—the K-car is widely viewed as the "make or break" line for the company—is also a blessing for ad expenditures, Mr. Hoag said. "Advertising and merchandising doesn't have to carry the burden as much.

"The company is operating 30% better, and I can operate with 30% less. With Mr. Iacocca bringing more people to marketing viewpoints [engineers, stylists] we don't have as big a burden. The other guys are bringing more to the marketing party," he said

The K-cars—Plymouth Reliant and Dodge Aries—are more a keystone than a key to Chrysler's marketing strategy, he said. "We don't plan to sell just K-cars, but the Ks are fundamental to our strategy in the fourth quarter."

Chrysler will use K-cars to dispel the "myth" that it builds gas guzzlers, the marketer said. "Some 75% of the public believes we don't build fuel-efficient cars. We'll lead the CAFE [corporate average fuel economy] by a ton with 25.5mpg."

One preannouncement spot

(Continued on Page 108)

highlights

Monday, Sept. 22, 1980

Airwick aims for market leadership with the repositioning of Air Wand. *See Page 4.*

Kraft Inc.'s new agency compensation arrangement has met with favorable reactions from its agencies. *See Page 6.*

"Old fashioned" marketing ideas—such as styling—still sell cars, says Buick's Donald H. McPherson. *See Page 10.*

Zales jewelry stores will add some glitter to its campaign—the "Diamond Store" is launching a national tv, radio and Sunday supplement push. *See Page 12.*

Ms. magazine publisher Patricia Carbine discussed the magazine's editorial and advertising plans under its nonprofit status. *See Page 20.*

New Showtime president Mike Weinblatt uses direct mail and spot tv in effort to narrow the gap with the No. 1 pay cable network, Home Box Office. *See Page 34.*

Running shoe retailers face the surveys. *See Page 48.*

Paperback Tapes, a line of cassette recordings of novels, plays and lectures, will soon hit the market. *See Page 56.*

In the first of a three-part series, associate editor Nancy Giges explores the pros and cons of comparative advertising in terms of consumers, marketers and the industry. *See Page 59.*

Bob Stone interviews John Wyman, vp-marketing, AT&T Long Lines, concerning Ma Bell's direct marketing program. *See Page 66.*

When the economy takes a downturn, customers become practical and start looking for quality—and that's where Oldsmobile sees itself as fitting in. *See Page 74.*

For General Motors' fall campaign, it's what's on the inside that counts—in GM's case, its engine computer. *See Page 74.*

WABC with a blend of music, talk and sports, looks to reclaim past glory. *See Page 78.*

Many local tv stations are thankful to Ronald Reagan and the Republicans for helping intensify interest in their home town baseball teams' telecasts. *See Page 84.*

Needham, Harper & Steers' Keith Reinhard will look at the future of creative in the coming communications environment during an ADVERTISING AGE communications seminar Nov. 16 to 18. *See Page 88.*

The world's largest convention facility, Chicago's McCormick Place, is going to deck its halls—with its first corridor display advertising. *See Page 96.*

Bloomingdale's is ready to unveil its Chinese connection. *See Page 104.*

CBS Inc. waives 65 retirement rule for CBS News president Bill Leonard—at least for a year. Walter Cronkite gets new pact. *See Page 112.*

Rolling Stone is switching to a magazine format in January. *See Page 112.*

Section 2

As Saul Bellow's Augie March scours Chicago, going through his many adventures, he finds—sort of—that he is discovering America. Chicago is, indeed, in many ways where much of America converges. Section 2/-Chicago looks at this city of many faces: Its images, its business, its ad community and its life style—beginning opposite Page 58.

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P&G's Rely jeopardized by reports

By JENNIFER ALTER

CHICAGO—Procter & Gamble's Rely tampon, under fire from a Center for Disease Control report linking it to a rare disease called toxic shock syndrome, was pulled off the shelves of the nation's largest supermarket chain—Safeway—late last week. Giant Foods, based in Washington, D.C., also pulled the product.

The moves followed a P&G announcement last Thursday that it had suspended production of Rely, at least until the Food & Drug Administration completes its investigation of the problem.

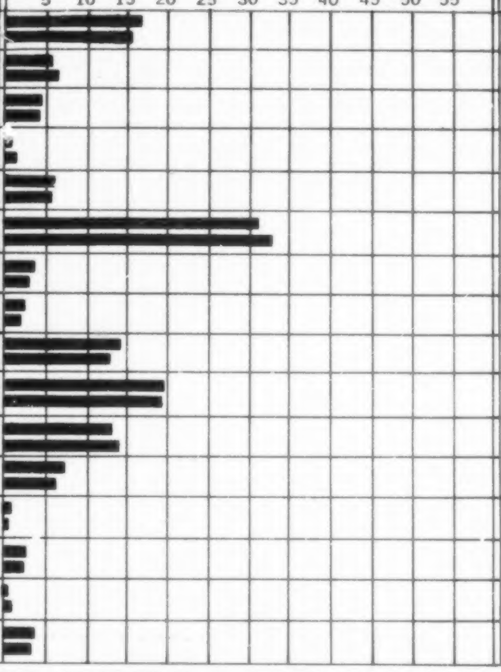
At presstime, spokesmen for A&P, Jewel and Pathmark said they will continue to stock the product until hearing from the FDA.

P&G said it halted production so that it would not have too much product on hand should the FDA decide to require a warning label. FDA has given P&G until Sept. 25 to provide its own research data on Rely. The agency has the authority to suggest, but not order, recall.

(Continued on Page 107)

FLASH REPORT: Newspaper advertising investment for July

Source: Media Records Inc.



JULY—1980 CATEGORIES	YEAR	DOLLARS 1980	DOLLARS 1979	CHANGE ACTUAL $ G OR L	CHANGE % G OR L
Amusements	1980 1979	$ 16,330,208	$ 15,293,934	+ 1,036,274	+ 6.8
Apparel & accessories	1980 1979	5,710,837	5,751,993	– 41,156	– 0.7
Auto supply, service shops	1980 1979	4,637,273	4,368,865	+ 268,408	+ 6.1
Building contractors	1980 1979	1,268,453	1,277,563	– 9,110	– 0.7
Building matls, hardware	1980 1979	5,398,812	5,023,293	+ 375,519	+ 7.5
Department stores	1980 1979	30,304,428	32,450,323	– 2,145,895	– 6.6
Drug stores	1980 1979	3,431,120	3,240,335	+ 190,785	+ 5.9
Eating & drinking places	1980 1979	2,740,747	2,207,723	+ 533,024	+ 24.1
Food stores	1980 1979	14,053,468	13,013,018	+ 1,040,450	+ 8.0
Furniture & furnishings	1980 1979	19,930,847	19,715,893	+ 214,954	+ 1.1
General mdse stores	1980 1979	13,980,583	14,337,126	– 356,543	– 2.5
Real estate	1980 1979	7,163,763	6,533,567	+ 630,196	+ 9.6
Shoe stores	1980 1979	902,935	781,099	+ 121,836	+ 15.6
Sptg & leisure time equipment	1980 1979	2,623,841	2,111,437	+ 512,404	+ 24.3
Public service utilities	1980 1979	865,697	909,709	– 44,012	– 4.8
Banks & trust companies	1980 1979	3,890,919	3,517,919	+ 373,000	+ 10.6

This Flash Report of newspaper advertisers' investment, compiled for ADVERTISING AGE by Media Records, is derived from tabulations that cover 35 dailies and 25 Sunday editions in 15 cities: Atlanta, Baltimore, Boston, Chicago, Cleveland, Dallas, Denver, Detroit, Los Angeles, Miami, New York, Philadelphia, Pittsburgh, San Francisco and Washington. The report indicates marketplace strengths and weaknesses.

Newspapers edge up in July

NEW YORK—Advertising expenditures in daily newspapers reached $1.2 billion in July, 1980, up 0.5% from July a year ago. The smallness of the increase is attributed to this July having one less Sunday than July, 1979.

The Newspaper Advertising Bu-eau reports that July newspaper dvertising broken down by classiication looked like this: National, up 10%; retail, up 4.8%, and classi-ied, down 9.1%.

For the first seven months of the year, the bureau put ad spending at $8.4 billion, up 8.4% over last year. By classification, the seven-month gains include: National, up 16% to $1.3 billion; retail, up 10.2% to $4.6 billion, and classified, up 2.4% to $2.6 billion.

The bureau bases its estimates of newspaper advertising on measurements by Media Records in its 64 index cities plus other data.

- According to the July Flash Report prepared for ADVERTISING AGE by Media Records, sporting and leisure time equipment led with a 24.3% gain for July, 1980, compared with July, 1979. It was closely followed by eating and drinking places, which gained 24.1%.

Of the 16 categories monitored for AA by Media Records, 11 made gains and five showed losses in July ad volume in the 15 cities whose newspapers are measured.

Department stores, newspapers' leading dollar category, lost 6.6% for the month with spending of $30,304,428. It was followed in the top five spending list by furniture and furnishings, amusements, food stores and general merchandise stores. #

Marlboro Lights go ational with new box

Philip Morris U.S.A., New York, s moving national from test with arlboro Lights cigarets in a new ox package. The line extension ill receive newspaper, Sunday upplement, magazine and outoor support via Leo Burnett Co., hicago.

Animated Connie shoes are depicted with live action footage in new tv spots for Wohl Shoe Co., St. Louis. The commercials, done in-house with animation by Snazelle Film & Tape, San Francisco, are airing in the Midwest and will soon be expanded to other parts of the country.

Earth Grains' Knot-A-Bagel is rolling

DALLAS—A market-by-market rollout of Earth Grains' Knot-A-Bagel rolls is being planned for this fall, following an April introduction in Denver and Detroit where the company said the frozen specialty rolls received "tremendous consumer acceptance."

But sources said the expansion of distribution this fall is but a prelude to national distribution which is tied to the expansion of production capacity for the new rolls. Merico Inc. is the second largest producer of refrigerated dough products in the U.S., after Pillsbury.

- The rolls have a traditional bagel taste and consistency, but have no hole. They contain no preservatives and come six to a package and in three flavors—original, pumpernickel and onion.

"This could be a bagel but it's knot," is the headline for the newspaper ad which includes a large illustration of the product and a coupon, and which will run along with a series of teaser ads. Bloom Agency handles.

Merico Inc. is a division of Dallas-based Campbell Taggart.

'Ms.' moves L.A. office

Ms. magazine has moved its West Coast offices to 6399 Wilshire Blvd., Los Angeles 90048.

Tanner forms network

William B. Tanner Co., Memphis, a media buying service and broadcast production supplier, has formed the Retail Marketing Group, a national network of retail-oriented agencies that offers members data sharing, marketing tools and merchandise from Tanner at below-wholesale prices.

Hall health care shop opens California office

Hall Decker McKibbin an Singer, New York, specializing i health care advertising, ha opened a full-service office in Cali fornia. Among the office's first ac counts will be Becton Dickinso Labware, Oxnard, Cal. The new o fice is at 4676 Admiralty Way, Ma rina Del Rey 90291. Heading the o fice is exec vp Michael R. Kalbs formerly in the New York office.

AT&T exec honored as PR Professional

Edward M. Block, vp-pr & employe information, American Telephone & Telegraph Co., New York, has been named the PR Professional of the Year by the subscribers of "Public Relations News." Mr. Block is the 20th person and the third AT&T exec to receive the honor.

Fishof athlete rep moves

David Fishof Productions, representative of pro athletes for endorsements and other activities, has moved to 1775 Broadway, New York 10019.

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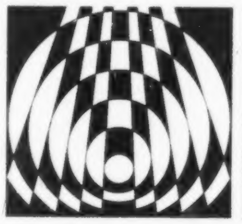

The communications revolution:
Its impact on your marketplace.
an Advertising Age Seminar
Chicago—November 16, 17, 18

Cable, satellite, superstation, interactive cable, information retrieval, cassette, disc are changing the face of marketing!

Video communication is not just the future – it's now! As a marketing communicator, as a seller of goods and services, it's vital that you understand the impact this emerging communications environment will have on your business.

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For 2½ days Advertising Age will examine the impact of this new technology from the point of view of marketers of goods and services. This is not a technology-oriented event; it's a marketing-oriented conference designed to suggest ways you can apply the new technology now.

Register now for the Advertising Age seminar being held at the Ritz-Carlton Hotel in Chicago November 16-18. It's the perfect opportunity to join the communications revolution. Call Crain Educational toll free for more information: 800-621-6468. Illinois residents call collect (312) 649-5242.

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Spot tv prices keep going strong

By MAURINE CHRISTOPHER

NEW YORK—Take a soft economy and an unsettling actors' strike against major tv suppliers, and set that combination against dollars rolling in from hotly contested primary and general political races, and spot tv prices still look strong.

At least, that's the impression gleaned from the latest SQAD Report on tv cost per household rating point (cpp) levels for affiliate prime time in the top 20 markets.

- Levels for schedules placed through Aug. 29 for September in each city increased over last year as estimated by Spot Quotations & Data. The hikes ranged from 5.4% in Dallas and Boston to a striking 35.2% in Minneapolis/St. Paul.

Cpps for prime time 30s in Dallas and Boston were averaging $97 and $145, respectively, on the basis of conventional buys placed by 14 advertising agencies whose schedules are fed into computers to arrive at these estimates.

Runner-up to Minneapolis in terms of percentage gain for this September report vs. September, 1979, was Atlanta, where prime time street prices were up 19.5% to $92 per cpp. (Independents, such as Atlanta's superstation, WTBS, are not included in the prime and day estimates, but they are covered in the other sections of the report—late and early fringe and late and early news.)

Marvin Richfield, president of SQAD, characterized the top 20 market increases over last year as mostly modest, in the context of today's inflation levels, except in the case of Minneapolis and Atlanta. "While these increases are dramatic," he said, "cpms [cost per thousands] are still not unreasonable considering the fact that both markets have gone up one place in market ranking since last year, as ranked by Nielsen."

Mr. Richfield attributed the health of the September spot marketplace mainly to political business and the strength of local retail advertising.

However, as he released the monthly report, which is designed to follow the gyrations of this very volatile field, Mr. Richfield said the fall spot tv season "can best be described as late." He found this not surprising in view of the late upfront network tv buying season, the "iffy" state of the economy, the actors' strike dating back to July 21 and upward pressure of political schedules on spot costs. All these factors should make this fall a very interesting one to watch from the standpoint of audience reach and advertising costs, he noted.

In spot tv's second most valuable category, late news, 30s for September were drawing cpps of $224 in New York, $153 in Los Angeles, $124 in Chicago, $117 in Boston, $111 in San Francisco and $109 in Philadelphia.

The budget and buying guide covers the top 51 markets. It is accompanied by a budget planning guide for 200 markets. The latter gives projections for the next six quarters.

At the lower level of costs for late news 30s was Wilkes-Barre at $11, followed by Charleston-Huntington and Norfolk at $15. #

September 'street' prices for spot tv on net affiliates

Average cost per thousand household rating point for 30-second spot

Nielsen market rank		Prime time '80 vs. '79
1.	New York	$316 (+ 7.8%)
2.	Los Angeles	241 (+ 7.6%)
3.	Chicago	172 (+11.0%)
4.	Philadelphia	141 (+ 7.6%)
5.	San Francisco	152 (+ 9.4%)
6.	Boston	145 (+ 5.4%)
7.	Detroit	105 (+ 8.2%)
8.	Cleveland	66 (+ 6.5%)
9.	Washington	90 (+ 5.9%)
10.	Dallas	97 (+ 5.4%)
11.	Pittsburgh	72 (+ 7.5%)
12.	Houston	96 (+ 9.1%)
13.	Minneapolis	96 (+35.2%)
14.	St. Louis	63 (+10.5%)
15.	Miami	89 (+ 6%)
16.	Atlanta	92 (+19.5%)
17.	Seattle	73 (+10.6%)
18.	Tampa	70 (+ 7.7%)
19.	Baltimore	70 (+ 7.7%)
20.	Indianapolis	53 (+12.8%)

Market combinations at a glance

Ranked by market size	Prime time cpp	Prime time cpm
1-10	$1,525	$6.10
11-20	774	8.12
21-30	471	6.96
31-40	295	5.47
41-50	242	5.28

Source: Spot Quotations & Data, 950 Third Ave., New York 10022. Average cpps for a 30-second spot were determined from ad agency conventional buys on affiliates as of Aug. 29. Excluded are spots bought on a 52-week basis or calling for 150-plus gross rating points weekly. These averages are a yardstick and not a listing of the market's lowest price. Ratings used are an Arbitron/Nielsen average. Those guides can be applied to 60s—200%—and 10s—50%. Percentage gains over September, 1979, are shown in parentheses.

Chilton Research plans to market MRI volumes

Chilton Research Services, a division of Chilton Co., Radnor, Pa., has reached an agreement with Mediamark Research Inc. to market MRI's product volumes to nonmedia clients. The agreement also gives Chilton access to the MRI data bank for conducting custom research studies.

MRI's product volumes contain detailed market share, media information and demographic characteristics of users of more than 800 products and services and over 4,000 brands. The data bank includes information collected in more than 45,000 personal interviews and uses a projectable national area probability sample.

VENTURA ASSOCIATES INC. ☆ INDEPENDENT JUDGING ORGANIZATION ☆
SWEEP-STAKES
VENTURA
ASSOCIATES, INC.
Sweepstakes & Promotion
Design & Administration
200 Madison Avenue
New York, N.Y. 10016
(212) 889-0707

Burger chains beat field in '79 growth

By JOHN C. MAXWELL JR.

With sales of $24.6 billion in 1979, the purchase meal industry gained 16.5% when compared to 1978 sales, in line with our 15% to 20% increase predicted at this time last year. However, a goodly portion of the gain was related to price increases. This year the Commerce Department expects to see sales growth in the area of 18%. We believe that this may be on the high side; in particular, we do not see a reason for the projected big jump in pancake and waffle volume.

Empty REELS and BOXES for Audio & Video Tape
ASK FOR OUR CATALOG OF PROFESSIONAL RECORDING SUPPLIES
Polyline Corp. 312/298-5300
1233 Rand Rd. • Des Plaines, IL 60016

Hamburgers remained the strong leader in 1979, posting a gain of 19.3%. This group is expected to grow some 19.7% again this year.

There was some shifting among the Top 10 last year, with these companies alone accounting for almost 50% of the industry's sales total. Denny's entered the group and placed ninth. The hamburger companies continued to do well (either gaining or maintaining share) with the group over-all up 19.3%, more than any other major grouping. Hardee's and Wendy's both gained share points and posted large gains, rising 32.3% and 27.9%, respectively.

While McDonald's lost one-tenth of a share point, it gained 15.6% in sales over 1978 and had the biggest dollar increase. McDonald's also continued to outspend all competitors for media advertising. The company spent $142,000,000 last year, which represents market share of 32.5%. Pillsbury's Burger King also gained considerably, and moved from third to second place by passing Heublein's Kentucky Fried Chicken.

Top ten fast-food companies
Annual sales ($ Mil.) and market share

	1978		1979		
	Domestic Sales	% of U.S.*	Domestic Sales	% of U.S.*	1979/78 Change
McDonald's	$3,848.0	18.2%	$4,448.0	18.1%	15.6%
Burger King(5/31)	1,130.7	5.4	1,404.2	5.7	24.2
Kentucky Fried Chicken	1,200.0	5.7	1,350.0	5.5	12.5
Wendy's International	783.4	3.7	1,001.9	4.1	27.9
International Dairy Queen (11/30)	823.0	3.9	926.0	3.8	12.5
Pizza Hut (3/31)	724.0	3.4	832.0	3.4	14.9
Hardee's (11/30)	460.8	2.2	609.8	2.5	32.3
Sambo's	538.6	2.6	543.8	2.2	1.0
Denny's (6/27)	414.0	2.0	479.3	1.9	15.8
Jack in the Box (11/30)	430.0	2.0	468.4	1.9	8.9
Total Top 10	$10,352.5	49.1	$12,063.4	49.1	16.5
Total Industry*	$21,100.8	100.0%	$24,591.9	100.0%	16.5%

* Based on Commerce Department figures (revised) for fast-food restaurants which franchise (includes alcohol, etc.)

U.S. fast-food by product group

		Sales ($000)		1979/78 %	Estimated sales ($000)	1980/79
	Cos.	1978	1979	change	1980	% change
Hamburgers, franks, roast beef, etc.	117	$10,862,837	$12,961,887	19.3%	$15,521,446	19.7%
Steak, full menu	86	4,531,709	5,170,218	14.1	5,883,140	13.8
Chicken	31	2,034,012	2,247,838	10.5	2,563,755	14.1
Pizza	66	1,735,279	2,007,066	15.7	2,364,317	17.8
Pancakes, waffles	15	601,029	681,728	13.4	834,135	22.4
Seafood	11	563,827	667,098	18.3	772,794	15.8
Mexican	29	602,376	648,100	7.6	766,692	18.3
Sandwich and other	33	169,719	207,945	22.5	284,220	36.7
Total	388	$21,100,788	$24,591,880	16.5%	$28,990,499	17.9%

Source: Commerce Department

The above documents our running thesis that hamburgers are the great American love affair. When General Mills made a study of hamburger previous to launching Hamburger Helper, a dry grocery product, it found that 80% of U.S. households use hamburger once a week and 70% use it more than twice a week. We also note that hamburger establishments have an average check on the order of $2, while almost all the other fast-food concepts have average checks that are several times higher. A recent announcement by the Agriculture Department indicated that some 125,000,000 head of cattle are on U.S. farms—considerably more than previously estimated—and this probably means that any price increases on the part of hamburger establishments because of higher meat prices will be modest. At the same time, we expect chicken and seafood prices to stabilize.

In the first half of 1980, personal consumption expenditures for food at home and away from home captured 12.3% and 3.8%, respectively, of disposable personal income. This compared to respective shares of 12.2% and 3.9% in 1979, indicating a slight switch to home consumption.

We anticipate that price increases for the fast-food industry may not be quite as aggressive this year as last. Therefore, with a slow economy, volume may be rather flat or even off slightly in the industry as a whole. As such we project industry sales growth more on the order of 10% to 15% rather than the Commerce Department's 18%.

Nonetheless, basic life styles and demographics continue to work for the industry. Over 50% of U.S. women now work, and 40% of these women also are mothers. The divorce rate continues to climb; singles, be they young or old, are beginning to predominate. All this data speaks for increased eating out. Therefore, we continue to be constructive about the long-term outlook for this industry. #

A full report on the industry is available for $450 from Mr. Maxwell at Lehman Brothers Kuhn Loeb, 55 Water St., New York 10041.

Arbitron July sweeps baseball scores

(In All U.S. Major League Cities)

Station	Rating	Share	Men (000)	No. of Quarter Hours
NEW YORK (1)				
WPIX (Yankees)	10	21	576	195
WOR-TV (Mets)	7	18	409	141
WNBC-TV (NBC game)	3	12	163	48
LOS ANGELES (2)				
KTTV (Dodgers)	12	43	449	22
KTLA (Angels)	7	34	235	17
KNBC-TV (NBC game)	7	29	228	52
CHICAGO (3)				
WGN-TV (Cubs)	7	20	207	239
WMAQ-TV (NBC game)	5	17	119	51
WSNS-TV (White Sox)	4	9	126	269
PHILADELPHIA (4)				
WPHL-TV (Phillies)	13	29	300	108
KYW-TV (NBC game)	5	24	105	54
SAN FRANCISCO (5)				
KTVU (Giants)	8	29	174	60
KPIX (A's)	6	29	127	98
KRON-TV (NBC game)	5	31	77	52
BOSTON (6)				
WSBK-TV (Red Sox)	9	24	158	175
WBZ-TV (NBC game)	3	17	56	28
DETROIT (7)				
WDIV (Tigers)	19	53	277	57
WDIV (NBC game)	8	31	114	41
CLEVELAND (9)				
WUAB-TV (Indians)	9	21	126	99
WKYC-TV (NBC game)	6	26	64	54
DALLAS/FORT WORTH (10)				
KXAS-TV (Rangers)	13	33	143	43
KXAS-TV (NBC game)	8	30	85	54
PITTSBURGH (11)				
KDKA-TV (Pirates)	19	50	201	88
WIIC-TV (NBC game)	5	21	52	51
HOUSTON (12)				
KRIV-TV (Astros)	15	32	138	132
KPRC-TV (NBC game)	8	32	79	54
MINNEAPOLIS/ST. PAUL (13)				
KMSP-TV (Twins)	10	30	101	110
WTCN-TV (NBC game)	5	26	42	37
ST. LOUIS (14)				
KSDK-TV (Cardinals)	16	44	138	67
KSDK-TV (NBC game)	7	28	59	39
ATLANTA (16)				
WTBS (Braves)	11	25	134	112
WSB-TV (NBC game)	8	31	71	53
SEATTLE (17)				
KING-TV (Mariners)	6	35	45	31
KING-TV (NBC game)	4	28	24	54
BALTIMORE (19)				
WMAR-TV (Orioles)	18	36	152	122
WBAL-TV (NBC game)	5	27	45	54
SAN DIEGO (25)				
KFMB-TV (Padres)	9	38	55	76
KCST-TV (NBC game)	4	20	20	54
MILWAUKEE (26)				
WTMJ-TV (Brewers)	19	47	112	113
WTMJ-TV (NBC game)	5	24	36	35
KANSAS CITY (27)				
WDAF-TV (Royals)	21	48	136	71
WDAF-TV (NBC game)	6	30	37	52
CINCINNATI (28)				
WLWT (Reds)	18	45	101	79
WLWT (NBC game)	8	31	48	41

Note — These tables show the average home rating and audience share reached by Major League Baseball locally in all 20 U.S. major league cities during July (ranked by size of market) as estimated in the Arbitron July sweeps reports. Also included: Men reached during the average quarter hour and number of quarter hours telecast. The figures were compiled for ADVERTISING AGE from the Arbitron books by a veteran tv researcher. Markets are listed in total tv households rank order and stations, in order of their baseball ratings. The sweeps cover July 9 through Aug. 5 viewing. Four days of the Republican convention made this an abnormal rating month.

Pennant contenders also deliver viewers

By JAMES P. FORKAN

NEW YORK—The Kansas City Royals, in the nation's 27th largest tv market, long the runaway leaders in the American League West pennant race, topped the 20 other Major League Baseball clubs in the Arbitron homes ratings for July.

But the Royals were far behind a number of teams in delivery of men per average quarter hour, a category in which New York's Yankees on WPIX-TV were far ahead (576,000 men to the Royals' 136,000) in the largest tv market.

The Royals' 21 rating, averaged for multi-daypart coverage during July on WDAF-TV, was approached only by the 19 rating notched by the Milwaukee Brewers on WTMJ-TV, the Pittsburgh Pirates on KDKA-TV, and Detroits' Tigers on WDIV-TV, who were locked in closer pennant races in their divisions than were George Brett & Co.

- Two other contenders, the Baltimore Orioles on WMAR-TV and the Cincinnati Reds on WLWT, scored well enough in their markets to be tied at an 18 rating in July.

Another eight teams cracked the 10-rating barrier that month. Not all were in serious pennant contention at that point (four of those clubs were way behind in the "games behind" column), but many proved lively tv alternatives during July to the nomination of Ronald Reagan and George Bush at the Republican convention. (Similarly, August data indicated local baseball soared when slotted against the Democratic conventioneers.)

Further down the July Arbitron lists, three teams were tied with a nine rating and another three with a seven rating. One (KTVU's San Francisco Giants coverage) was sandwiched between the eight-rating mark.

- In slating baseball head to head with at least part of the three networks' multinight GOP convention coverage, 14 indie outlets scored mightily, not only with the male fans 18 and older but also with a considerable number of women and young people. And while their diamond telecasts sparkled brightest against the convention, placing ahead of a network affiliate in many half-hours, some stations found baseball a hefty slugger even against network prime time summer reruns.

On the basis of the number of men viewing in the average quarter hour, ADVERTISING AGE found the New York Yankees to be the big drawing card, with 576,000 males tuned in to WPIX-TV to see if the Bronx Bombers could hold their AL East lead. The Dodgers' 449,000 men watching KTTV, Los Angeles, ran second and the Mets' 409,000 on WOR-TV, New York, third in the total men breakout.

- The Phillies on WPHL-TV, Philadelphia, averaged 300,000 men, as another four teams and their contracted stations finished up July with between 201,000 and 277,000 males; the Tigers were on the high end, the Pirates on the low end.

Taken together, all the teams measured by Arbitron (excluding the Montreal and Toronto franchises) drew 4,620,000 men per average half-hour in various July dayparts, while the NBC affiliates' weekend daytime telecasts pulled 1,524,000 males in these 20 Major League cities.

That dominance among men boosted the Yankees to homes ratings ranging from nine to 16 and audience shares from 17 to 32 that month, enough to trounce the GOP telecasts and to score within the top three stations against regular prime time series. Even the Mets, less a power in baseball and ratings, managed to rack up ratings between seven and eight and shares between 25 and 28 against the politicians on WOR-TV.

In sheer amount of hours devoted to games, WSNS-TV's Chicago White Sox beat all comers — though the ratings and shares for that coverage proved to be the lowest of any club monitored (a four household rating and nine audience share). WGN-TV's Cubs coverage in the same market ran second in game quantity for July, followed by the Yanks and WSBK-TV's Red Sox in Boston. KTLA, with the Dodgers, offered the least July coverage.

- Broadcasts of two teams' games plus network affiliate pickup of NBC's "Game of the Week" was common in four of the top five markets; the other city, Philadelphia, offered one local club plus the national telecasts. Meanwhile, 16 other markets offer just one home team's telecasts. In eight of these locations, the same outlets, as NBC affiliates, also presented NBC's weekly games (in Detroit, Dallas/Fort Worth, Houston, St. Louis, Seattle, Milwaukee, Kansas City and Cincinnati).

Generally, local pickups of the NBC national games proved less popular, not surprisingly, than the home team's clashes. Still, in seven of these markets, the NBC local pickups posted a 30 share or better.

Given the tightness of the races in which Pittsburgh, Philadelphia, Houston, Cincinnati and Los Angeles are involved, those teams' tv stations and their largely male-oriented sponsor lists are banking on burgeoning ratings almost up to October play-off time. #

Milk-Bone Dog Biscuits come in different sizes because dogs do.
Now, Sizeable Savings for your Size Dog.
SAVE 15¢
15¢
15¢
SAVE 50¢
50¢
50¢

In the competitive dog snacks market (AA, Sept. 8), Nabisco is dropping over 190,000,000 cents-off coupons for its Milk-Bone line via this current magazine ad, plus newspaper ads and product packages. William Esty Co., New York, handles.

Advertising pages in September consumer publications

Current and Sept. '79 figures for U.S., Canadian and foreign publications reporting to Advertising Age

Women's

	Pages Sept. 1980	Sept. 1979	Jan.-Sept. 1980	Jan.-Sept. 1979
†§Bride's Magazine	197.6	149.5	1,354.5	1,136.7
§Cosmopolitan	217.4	223.1	1,750.4	1,746.7
Essence	83.0	91.0	705.0	644.0
§Family Circle	98.6	100.2	1,113.9	1,241.4
▲Family Health	33.1	28.3	214.6	219.9
§Good Housekeeping	171.9	176.0	1,385.5	1,385.3
Ladies' Home Journal	100.2	116.6	888.8	926.1
Lady's Circle	9.3	10.4	79.2	81.3
McCall's	115.4	103.0	883.5	946.9
○McCall's Working Mother	81.7	61.0	357.8	156.9
†Modern Bride	125.9	133.0	1,084.0	1,079.8
Ms.	41.7	40.5	373.7	351.5
○New Woman	—	—	147.9	173.5
§Parents Magazine	72.7	59.7	533.0	451.0
Playgirl	41.5	38.8	447.3	362.7
Redbook	111.7	136.5	969.1	1,093.8
Self	74.3	52.7	528.1	365.3
Seventeen	100.2	105.1	1,044.5	1,071.4
Soap Opera Digest	20.0	16.0	109.0	97.5
'Teen Magazine	61.4	65.9	417.8	403.6
§True Story	53.5	61.2	440.9	507.2
§Woman's Day	191.1	181.0	1,138.1	1,144.2
The Workbasket	37.3	34.4	249.6	221.8
Working Woman	47.5	36.3	366.6	240.6
Total Group	2,087.4	2,020.2	16,582.8	16,049.1

General

	Sept. 1980	Sept. 1979	Jan.-Sept. 1980	Jan.-Sept. 1979
▲A.D. Magazine	17.4	15.4	122.4	99.3
After Dark	23.0	—	232.5	—
Air Progress	16.3	22.2	187.8	214.8
American Forests	22.2	18.1	134.4	128.2
American Legion	28.1	29.0	234.6	233.1
Americana	43.0	32.7	150.3	154.6
Apartment Life	49.1	47.1	438.5	437.9
§▲Architectural Digest	143.3	128.0	909.8	749.3
§The Atlantic	30.4	33.1	280.9	275.6
○Audubon Magazine	32.7	41.0	155.6	170.2
Blueboy	—	—	233.6	204.0
§Bon Appetit	64.4	67.6	562.1	487.3
Book Digest	28.5	30.8	249.3	345.1
Changing Times	32.7	—	183.3	—
Christian Herald	59.3	40.5	331.3	325.4
Christian Life	32.6	32.4	238.1	261.5
*Christianity Today	87.3	75.8	498.2	464.1
Coast	210.0	200.0	1,708.0	1,825.0
Complete Men's Group	22.0	25.0	215.5	213.9
Country Journal	60.3	58.1	419.7	394.6
Creative Computing	103.3	72.5	748.2	506.2
▲Cuisine Magazine	44.8	44.6	300.2	251.0
Ebony	98.1	97.9	800.0	798.3
Elks Magazine	26.2	23.8	186.3	214.7
§Esquire	22.0	33.3	324.7	265.8
50 Plus	35.7	35.3	310.0	232.4
Flying	42.5	60.7	493.4	481.1
○Games	22.6	30.6	115.5	98.0
§Gentlemen's Quarterly	159.6	141.0	773.5	652.0
Golf Digest	62.3	51.0	625.5	711.2
§Golf Magazine	38.9	46.9	607.1	629.5
Gourmet	48.0	53.6	458.8	455.7
§Harper's Magazine	23.8	29.4	274.8	291.9
○Hi-Fi/Stereo Buyer's Guide	22.0	36.8	110.2	143.8
*High Fidelity	55.5	72.0	490.7	593.1
Income Opportunities	48.2	47.8	397.8	376.5
Kiwanis Magazine	19.7	20.5	147.9	153.3
Let's Live	88.8	96.4	821.0	831.9
Life	34.4	63.3	448.2	419.4
Lion Magazine	6.0	22.5	40.6	159.3
Modern Photography	131.3	123.0	1,020.6	979.5
§Money	91.3	79.9	658.1	590.6
Moneysworth	14.8	18.6	160.8	187.0
Moody Monthly	55.0	62.7	376.7	416.9
○Moose Magazine	31.0	28.0	159.0	217.0
○Mother Earth News	64.2	48.9	319.9	222.1
○Museum	27.7	—	83.0	—
National Geographic	22.0	26.4	266.0	269.0
National Jewish Monthly	—	—	210.2	186.9
Natural History	36.5	—	347.8	311.6
○Next	23.0	—	99.0	—
Omni	42.2	40.7	410.5	277.9
§Oui Magazine	21.5	16.9	203.0	144.5
Panorama	28.9	—	163.4	—
§Penthouse Magazine	48.7	96.3	602.3	633.8
Petersen's Photographic	52.6	48.9	398.2	441.0
Playbill	49.7	43.1	384.7	348.8
§Playboy	92.8	109.4	993.9	987.4
Popular Photography	140.7	150.8	1,266.8	1,422.0
Prevention	95.8	115.0	791.6	958.6
Prime Time	23.5	—	163.0	—
Psychology Today	46.8	48.8	492.0	515.7
▲Quest '80	24.4	36.9	211.6	185.8
§Reader's Digest	85.2	120.2	805.6	945.2
Rotarian	17.0	24.3	196.5	187.6
††Saturday Evening Post	53.6	32.6	291.6	271.9
C Saturday Review	25.2	73.8	361.1	462.2
Science '80	38.0	—	144.0	—
Scientific American	144.4	114.3	802.0	731.3
Signature	38.9	65.7	380.0	385.3
Smithsonian	89.5	71.2	670.5	565.9
Stereo Review	53.5	80.1	578.8	665.5
Success Unlimited	32.1	11.1	206.1	124.0
Tennis Magazine	86.0	72.4	626.5	591.1
Town & Country	167.3	142.0	854.5	702.5
Travel/Holiday	38.0	40.2	418.8	421.9
Travel & Leisure	102.2	98.9	730.9	689.2
V.F.W. Magazine	34.7	33.6	238.6	222.9
Weight Watchers	26.0	21.0	190.1	177.8
World Tennis	65.0	46.9	475.3	394.0
Writer's Digest	18.8	16.4	182.4	166.8
Yankee Magazine	109.5	114.5	787.0	844.5
Total Group	4,395.3	4,251.0	40,674.8	33,094.7

Fashion & service

	Sept. 1980	Sept. 1979	Jan.-Sept. 1980	Jan.-Sept. 1979
Glamour	210.7	214.1	1,426.6	1,511.0
Harper's Bazaar	184.2	157.1	717.3	614.3
Mademoiselle	161.5	148.9	1,114.7	1,108.1
Vogue	385.3	391.7	1,638.9	1,614.8
"W"	69.3	77.2	500.4	493.9
Total Group	1,011.0	989.0	5,397.9	5,342.1

Arts & antiques

	Sept. 1980	Sept. 1979	Jan.-Sept. 1980	Jan.-Sept. 1979
American Artist	57.7	66.2	465.8	489.2
Antiques	163.2	160.4	1,276.7	1,179.4
Antiques World	52.2	54.5	367.5	402.0
○Art & Antiques	63.0	43.3	281.4	226.9
Art in America	—	—	570.8	344.6
▲Artnews	144.3	118.0	834.3	728.9
Total Group	480.4	442.4	3,796.5	3,371.0

Home

	Sept. 1980	Sept. 1979	Jan.-Sept. 1980	Jan.-Sept. 1979
§Better Homes & Gardens	123.0	131.1	1,112.3	1,170.2
○Colonial Homes	65.0	60.0	236.0	173.0
▲Decorating Showcase	—	—	162.9	100.8
▲Family Handyman	65.6	73.0	436.1	408.7
Flower & Garden	21.0	23.0	243.0	258.2
The Hometown Magazines:				
Dallas-Fort Worth Home/Garden	43.5	50.9	406.7	330.5
Houston Home/Garden	105.6	114.9	942.0	948.2
Horticulture	22.5	21.6	251.2	276.8
House Beautiful	104.8	113.7	827.5	818.5
House & Garden	124.3	124.1	1,035.7	971.0
†Homeowners How-To	37.4	32.3	134.3	125.6
Hudson Home Magazine	50.0	62.4	388.7	436.9
Indianapolis at Home	58.3	65.0	469.9	581.0
Living:				
○Dallas	115.5	119.3	595.7	600.4
○Houston	97.6	105.2	494.0	588.2
○Denver	89.5	93.3	456.2	429.8
‡Austin	50.5	38.5	150.8	131.9
‡San Antonio	—	—	102.4	75.2
○Phoenix	—	—	145.4	133.5
○Tampa	—	—	111.3	33.8
Living Alternatives	11.2	6.3	89.7	24.4
††New Shelter	47.1	—	217.6	—
▲1001 Decorating Ideas	37.4	45.1	237.3	189.8
Organic Gardening	86.6	93.7	722.3	720.1
○Plants Alive	—	—	—	—
San Diego Home/Garden	62.5	29.2	488.3	29.2
Southern Living	112.4	118.0	1,062.3	1,129.3
§Sunset Magazine	105.9	118.9	1,134.8	1,192.9
▲Texas Homes	95.9	95.0	566.2	424.1
○Workbench	66.7	65.7	306.1	297.8
Total Group	1,799.8	1,800.2	13,526.7	12,599.8

In-flight

	Sept. 1980	Sept. 1979	Jan.-Sept. 1980	Jan.-Sept. 1979
#Aboard Group	—	—	1,192.0	876.0
Air California	62.6	66.8	528.7	539.6
American Way	80.5	66.8	604.0	539.8
Clipper	74.2	—	443.3	—
East/West Network:				
Eastern Review	64.0	90.5	657.5	740.7
Continental Extra	50.8	89.8	585.5	644.7
Hughes Airwest Sundancer	62.5	103.7	657.0	742.3
Ozark Flightime	41.7	78.3	463.7	561.3
PSA Magazine	98.3	155.0	940.8	1,038.7
Texas International/The Texas Flyer	54.7	89.2	521.8	555.8
United Mainliner	72.0	126.2	803.0	830.3
Halsey Publications:				
Braniff's Flying Colors	52.5	45.8	344.0	310.0
Delta Sky	44.0	45.0	411.0	420.0
Scene	37.7	29.0	285.8	73.3
Southwest Airlines	66.2	64.3	577.3	409.0
○Spirit of Aloha	27.6	22.6	135.2	94.1
USAir	61.1	—	379.8	—
Webb Publications:				
○Frontier	49.5	55.2	217.9	204.9
Passages	31.5	39.2	253.0	247.7
TWA Ambassador	55.7	83.4	470.7	494.7
Total Group	1,087.1	1,250.6	10,472.0	9,322.9

Metropolitan

	Sept. 1980	Sept. 1979	Jan.-Sept. 1980	Jan.-Sept. 1979
○Aloha	19.8	14.9	98.1	46.0
Atlanta	131.0	110.2	726.7	669.9
Baltimore	72.2	641.7	90.8	723.4
◇Bay Views	41.0	34.0	282.3	272.2
Birmingham	24.2	28.6	403.3	273.2
Boston	119.7	106.6	961.6	836.0
Broward Life	45.5	33.4	433.1	409.3
Brown's Guide to Georgia	54.0	51.2	433.1	399.2
○Charlotte	39.0	27.8	232.6	192.4
Chicago	164.2	174.4	1,226.8	1,260.8
▲Chicago's North Shore	72.8	52.4	388.7	219.3
Cincinnati	47.3	51.1	539.0	472.4
Cleveland	68.7	87.6	625.6	724.9
Columbus Monthly	99.5	113.0	752.2	769.7
Connecticut	67.0	68.0	604.7	638.0
D/Magazine, Dallas/-Fort Worth	127.2	122.8	963.5	924.3
Delaware Today	30.1	22.9	284.3	122.8
Denver	27.8	31.9	288.7	252.5
Denver Monthly	21.5	30.9	212.2	226.5
Monthly Detroit	61.8	41.6	441.9	343.7
Exclusively Yours Wisconsin	122.1	130.6	658.4	743.0
Gold Coast of Florida/-Indian River Life	88.0	80.8	991.8	924.2
Grand Rapids	41.2	25.8	317.7	219.9
Honolulu	75.2	71.3	656.2	682.0
Houston City	52.0	45.0	345.8	345.0
Indianapolis	36.5	31.0	344.2	258.4
Kansas City	34.0	36.1	297.5	296.7
Lansing	32.3	31.5	292.9	183.5
Los Angeles	176.0	198.2	1,653.8	1,774.7
Madison	44.5	33.5	352.9	246.1
Mesa	28.0	—	416.0	—
Metro, the Mag. of S.E. Virginia	39.1	40.0	374.4	317.5
Miami	55.0	44.2	529.0	430.6
Milwaukee	33.6	36.0	289.1	147.0
Mpls./St. Paul	83.9	68.8	617.2	457.0
Missouri Life	46.0	—	158.0	—
Monterey Life	39.3	—	317.1	—
Nashville!	51.3	57.4	456.2	478.5
New Jersey Monthly	77.7	82.7	623.8	569.9
New Mexico	34.7	22.9	254.9	176.3
New Orleans	41.5	48.1	400.9	439.7
Ohio	48.0	31.3	232.0	209.3
Omaha	28.5	34.8	231.1	222.6
Palm Beach Life	54.4	40.8	491.6	390.1
Palm Springs Life	275.0	258.4	1,176.2	1,088.1
Philadelphia	154.3	176.0	1,182.3	1,250.3
Phoenix	81.9	86.6	897.2	819.0
Pittsburgh	42.5	50.6	377.4	440.6
Pittsburgher	38.0	26.0	336.2	245.6
○Roanoker	45.2	53.3	112.2	245.5
Sacramento	40.0	29.6	264.1	296.4
St. Louis	70.0	102.0	697.5	850.0
San Diego	157.4	192.3	1,277.0	1,405.0
San Francisco	59.2	59.9	554.9	494.1
San Francisco Focus	50.7	26.0	315.6	200.0
††Sarasota Town & Country	23.8	33.9	240.8	199.8
†Shenandoah Valley	—	—	136.9	16.0
Spokane	39.2	45.7	321.0	339.4
Tampa Bay Life	62.1	60.2	542.9	413.4
Texas Monthly	143.0	123.8	1,019.6	915.5
Twin Cities	59.7	29.4	346.5	166.7
Westchester	53.5	44.3	423.9	385.3
Westchester Illustrated	40.0	41.0	383.3	334.3
Total Group	4,372.5	4,726.0	33,480.1	31,434.3

Movie-romance-radio-tv

	Sept. 1980	Sept. 1979	Jan.-Sept. 1980	Jan.-Sept. 1979
○Complete Women's Group	—	—	96.6	106.7
Ideal Women's Group:				
Daytime Stars	30.2	27.4	229.8	261.0
Intimate Story	29.8	28.5	257.9	264.0
Personal Romances	29.8	28.5	258.0	264.0
KMR Women's Group:				
Real Romances	14.1	14.4	88.6	124.0
Real Story	14.1	14.4	88.6	124.0
○Teen Bag	8.6	8.8	41.2	60.9
Macfadden's Women's Group:				
Modern Romances	25.4	37.8	256.6	329.2
Secrets	25.4	38.9	256.6	329.2
True Confessions	27.2	38.2	264.3	328.3
True Experience	25.4	37.8	256.6	327.2
True Love	25.4	37.8	256.6	328.2
True Romance	25.4	37.8	256.6	327.2
Sterling Women's Group:				
Daytime TV	33.0	31.2	283.0	287.1
Modern Love	—	30.5	120.9	271.7
Modern Screen	33.0	32.6	290.0	290.5
○Movie Mirror	33.0	32.2	160.7	160.9
Photo Screen	—	—	96.7	129.2
Real Confessions	—	30.5	152.3	271.7
Soap Opera Stars	12.0	—	36.0	—
TV Movie Screen	33.0	32.2	160.7	162.0
TV Picture Life	—	—	129.3	129.2
Total Group	424.8	539.5	4,037.6	4,876.2

Youth

	Sept. 1980	Sept. 1979	Jan.-Sept. 1980	Jan.-Sept. 1979
Boys' Life	22.0	17.0	192.9	185.3
Campus Life	38.8	38.5	310.7	231.7
††Scholastic Magazines	46.8	42.0	201.7	236.9
Total Group	107.6	97.5	705.3	653.9

Mechanics & science

	Sept. 1980	Sept. 1979	Jan.-Sept. 1980	Jan.-Sept. 1979
○Elementary Electronics	23.7	26.4	124.7	161.9
§Mechanix Illustrated	73.2	87.7	692.1	758.0
Popular Electronics	77.3	60.5	546.1	494.6
Popular Mechanics	115.1	131.3	1,015.1	1,055.5
§Popular Science	81.3	99.2	784.9	786.8
Total Group	370.6	405.1	3,162.9	3,256.8

Boating & yachting

	Sept. 1980	Sept. 1979	Jan.-Sept. 1980	Jan.-Sept. 1979
Boating	99.0	86.4	1,036.5	1,002.1
Chesapeake Bay	29.1	28.0	266.4	252.7
Cruising World	102.5	96.5	983.7	928.0
Lakeland Boating	36.5	52.2	352.2	425.9
Motor Boating & Sailing	123.5	111.9	1,135.3	1,137.9
Pacific Skipper	25.6	29.0	311.8	199.3
§Sail	120.9	117.2	1,182.2	1,200.2
§Sea	78.5	70.0	931.8	887.8
Trailer Boats	15.5	23.1	234.2	240.6
Yachting	207.5	161.4	1,594.4	1,662.1
Total Group	838.6	775.7	8,028.5	7,936.6

Automotive & recreational vehicles

	Sept. 1980	Sept. 1979	Jan.-Sept. 1980	Jan.-Sept. 1979
Car & Driver	56.3	73.3	693.0	663.4
Car Collector & Car Classics	18.8	24.9	203.5	238.3
Car Craft	50.0	50.5	484.6	584.2
Choppers	19.0	15.3	101.0	119.0
○Custom Bike	—	—	84.9	179.0
○Custom Rider	19.2	—	107.2	—
Cycle	43.7	52.0	818.9	890.4
Cycle Guide	30.2	25.6	407.6	483.6
Cycle World	39.5	36.6	699.5	723.3
Dirt Bike	18.0	17.5	225.7	215.6
Dune Buggies & Hot Vw's	44.8	34.9	361.3	295.4
Family Motor Coaching	43.4	63.7	526.0	738.8

§Sectional linage included but prorated to circulation of regional editions. *Sectional linage included but NOT prorated to circulation of regional editions. †Published 6 times a year. ○Published every other month. ▲Published 10 times a year. ††Published 9 times a year. ‡Published 3 times a year. #Published quarterly. ☆Published twice a month. ‡‡Published 7 times a year. ◇Published 11 times a year. ▼Published 8 times a year. **Published weekly. ▶Published every two weeks. A Includes 6 magazines published quarterly. B Preprinted inserts included. C 14 issues '80 vs 13 issues '79.

(Continued on Page 94)

Advertising pages in September consumer publications

(Continued from Page 93)

	Pages			
	Sept. 1980	Sept. 1979	Jan.-Sept. 1980	Jan.-Sept. 1979
4 Wheel & Offroad	27.9	30.0	260.0	270.6
Four Wheeler	29.2	38.6	288.9	392.8
Hot Rod	33.9	40.5	484.2	508.4
Motocross Action	26.7	29.5	281.1	238.9
Motorcyclist	19.2	15.3	378.1	399.8
Motor Trend	30.6	36.0	390.6	402.8
††Motorhome Life	37.8	59.7	382.0	542.9
Pickup, Van & 4 WD	24.0	45.3	368.5	513.5
Road & Track	81.7	92.3	804.6	885.3
Touring Bike	21.3	14.9	94.2	167.6
Trailer Life	69.8	102.7	790.6	1,152.0
Woodall's Trailer & RV Travel Magazine	18.0	50.9	324.9	684.7
Total Group	803.0	950.0	9,560.9	11,290.3

Comics

	Sept. 1980	Sept. 1979	Jan.-Sept. 1980	Jan.-Sept. 1979
○Archie Comic Group	—	—	40.0	40.0
DC Comics	8.0	12.0	72.0	105.5
Harvey Comics Group	8.0	8.0	72.0	72.0
Marvel Comics Group	13.0	14.5	113.5	114.0
Total Group	29.0	34.5	297.5	331.5

Outdoor & sport

	Sept. 1980	Sept. 1979	Jan.-Sept. 1980	Jan.-Sept. 1979
Alaska	42.1	44.6	377.1	390.0
○The American Handgunner	52.5	32.5	193.5	132.7
American Hunter	26.9	19.5	153.0	78.1
American Rifleman	45.9	53.9	267.3	291.6
○Archery World	—	—	182.0	178.0
○Backpacker	—	—	188.2	—
§Bass Master	54.2	51.3	374.4	344.3
††Bicycling	51.0	66.3	450.9	384.5
▼Camping Journal	14.2	28.3	167.9	222.9
Field & Stream	70.0	86.7	751.0	797.4
Fins and Feathers	18.8	20.7	274.6	247.7
○Fishing World	18.5	19.0	161.6	168.5
Florida Sportsman	44.8	44.0	557.5	562.0
‡‡Fly Fisherman	—	—	309.1	291.0
Fur-Fish-Game	35.7	34.4	218.6	221.2
Guns	45.2	34.4	316.3	248.1
Guns & Ammo	54.9	61.4	415.5	431.1
Horseman	28.5	37.3	304.4	297.1
Inside Sports	33.5	—	162.8	—
Outdoor Life	66.8	88.5	625.5	753.2
Petersen's Hunting	40.5	43.8	225.6	255.6
The Runner	29.2	28.6	272.1	279.7
Runner's World	40.0	55.7	364.2	513.4
Salt Water Sportsman	43.7	43.6	491.4	531.2
Shooting Times	47.6	56.9	324.5	367.9
SkateBoarder	19.0	31.0	167.9	349.6
‡‡§Ski	83.5	77.4	278.7	248.8
‡‡Skiing	88.3	112.0	299.0	289.0
Skin Diver	35.2	46.1	480.2	547.9
Soccer Corner	14.0	4.5	99.0	16.0
‡‡Southern Outdoors	47.6	44.0	288.0	285.3
§Sport	42.9	44.3	382.5	373.3
Sports Afield	74.6	74.7	786.5	714.4
▼Spray	44.8	54.0	329.7	288.6
#Swim Swim	—	—	36.7	16.2
Western Outdoors	23.3	26.3	257.7	308.3
Total Group	1,377.7	1,465.7	12,099.1	11,424.6

Newspaper magazines I

	Pages			
	Sept. 1980	Sept. 1979	Jan.-Sept. 1980	Jan.-Sept. 1979
§Family Weekly	95.1	99.8	740.5	762.9
Parade	79.6	86.4	612.8	685.0
Total Group	174.7	186.2	1,353.3	1,447.9

Canadian national weekend magazines

	Sept. 1980	Sept. 1979	Jan.-Sept. 1980	Jan.-Sept. 1979
B. Perspectives	48.1	69.9	339.7	326.0
§Today	46.2	39.9	344.1	315.5
Total Group	94.3	109.8	683.8	641.5

Canadian

	Sept. 1980	Sept. 1979	Jan.-Sept. 1980	Jan.-Sept. 1979
L'Actualite	45.2	56.8	361.4	374.3
Chatelaine:				
§English Edition	93.0	92.2	681.9	634.7
French Edition	79.8	89.0	587.2	547.3
§Financial Post Magazine	46.5	40.6	298.8	280.0
▲§Flare	76.1	74.8	455.4	400.9
▲§Homemaker's Magazine:				
English Edition	91.8	65.1	629.3	535.7
French Edition	71.5	45.8	456.3	423.8
**§Macleans Newsmagazine	117.7	83.4	678.2	642.8
▼§Quest Magazine	33.1	65.7	215.4	229.4
§Reader's Digest:				
Canada-English	102.4	102.1	726.7	731.9
Canada-French	94.3	95.6	629.4	652.8
Total	196.7	179.7	1,356.1	1,384.7
▲Saturday Night	33.8	26.7	204.5	227.9
▲Toronto Life	117.5	110.0	837.8	758.7
Total Group	1,002.7	929.8	8,118.4	7,824.9

August pages

Business

	Pages			
	Aug. 1980	Aug. 1979	Jan.-Aug. 1980	Jan.-Aug. 1979
Atlanta Business Chronicle	20.8	16.4	212.1	114.1
Barron's	172.8	140.9	1,480.5	1,247.6
Black Enterprise	73.0	24.4	411.9	353.4
Business Rev. of Wash.	62.5	60.3	420.5	297.1
§Business Week	233.7	295.3	3,099.8	3,050.7
California Business	55.3	21.6	420.7	213.2
Corporate Report	59.5	56.1	582.0	481.3
Crain's Chicago Business	66.4	48.2	497.1	302.8
Dun's Review	58.0	72.0	650.0	606.0
☆Financial World	83.4	80.7	622.5	600.1
Florida Trend	61.5	52.5	480.8	467.4
▶Forbes	128.4	149.0	1,583.2	1,574.4
▶§Fortune	172.7	217.2	1,560.3	1,515.2
Houston Business Journal	119.4	95.1	990.6	944.7
§Inc. Magazine	44.3	38.4	483.8	231.9
▶§Industry Week	129.2	158.7	1,167.6	1,318.2
§Nation's Business	22.2	29.8	301.8	338.2
*New England Business	23.2	29.5	354.8	336.2
▶Northern Ohio Business Journal	25.0	17.5	258.0	178.2
Outlook	37.6	32.0	291.2	294.4
Texas Business	35.0	25.2	313.7	322.5
Total Group	1,683.9	1,660.8	16,182.9	14,787.6

Newspaper magazines II

	Aug. 1980	Aug. 1979	Jan.-Aug. 1980	Jan.-Aug. 1979
Boston Globe	140.6	131.2	1,056.3	1,037.8
Chicago Tribune	102.4	120.7	845.6	1,047.0
*Cleveland Plain Dealer	113.6	152.2	1,045.2	1,240.6
§Los Angeles Times Home Magazine	99.7	117.6	928.7	1,097.8
New York News	117.4	99.9	862.8	933.0
New York Times Magazine	390.7	323.4	2,507.8	2,432.4
Philadelphia Inquirer	77.9	76.5	602.5	700.1
Washington Post Magazine	123.0	103.9	959.5	840.3
Washington Star, Home/Life Magazine	49.6	63.4	459.3	509.5
Total Group	1,214.9	[illegible]	9,267.7	9,837.7

Weeklies, bi-weeklies, semi-monthlies

	Aug. 1980	Aug. 1979	Jan.-Aug. 1980	Jan.-Aug. 1979
§Army Times Military Group:				
Air Force Times	120.2	130.2	1,181.5	1,208.6
Army Times	120.1	127.8	1,181.7	1,183.3
Navy Times	136.5	140.6	1,297.3	1,298.9
The Times Magazine	7.5	8.3	146.5	164.2
The Blood Horse	433.3	383.1	2,993.4	2,716.2
Circus	7.8	21.3	118.7	214.8
Commonweal	5.0	6.7	84.2	53.6
Golf World	66.4	53.5	556.7	489.8
§Grit	20.8	30.6	256.1	308.2
National Review	23.0	28.0	128.0	166.0
New West	79.2	114.1	846.1	928.1
New York Magazine	119.3	97.9	1,130.1	1,126.0
New Yorker	173.7	178.5	2,248.5	2,144.1
§Newsweek	161.5	167.4	1,902.3	2,043.5
People	211.3	217.4	2,112.7	2,126.4
Rolling Stone	46.5	62.4	[illegible]91.1	697.5
Soap Opera Digest	15.0	10.6	89.0	81.5
Sporting News	41.4	47.2	391.1	453.5
§Sports Illustrated	146.2	190.1	1,631.6	1,661.2
§Time	135.3	149.8	1,706.6	1,846.3
§TV Guide	274.0	229.9	2,327.7	2,268.4
▶Us Magazine	36.0	41.8	339.5	399.9
§U.S. News & World Report	95.3	116.0	1,207.3	1,203.5
Total Group	2,475.2	2,553.2	24,467.7	24,783.5

Foreign

	Aug. 1980	Aug. 1979	Jan.-Aug. 1980	Jan.-Aug. 1979
§Buenhogar:				
Ecuador	11.0	14.7	68.8	70.0
Chile	—	0.5	21.5	5.2
Mexico	59.2	67.5	449.0	452.5
Puerto Rico	12.3	21.5	176.8	151.7
Venezuela	34.7	45.3	294.8	305.2
Colombia	48.3	81.5	389.8	422.8
Peru	17.8	22.7	143.2	110.2
Central America	6.7	15.8	62.2	109.8
U.S.	7.7	13.7	59.8	76.5
Dominican Republic	10.0	24.5	112.8	200.5
Coqueta:				
Mexico	13.0	2.0	61.5	4.0
Puerto Rico	7.0	1.0	26.5	3.0
Venezuela	7.0	4.0	49.5	8.0
Colombia	4.0	—	33.0	—
Peru	2.0	—	16.0	—
Central America	—	—	0.5	—
Fascinacion:				
Mexico	10.2	9.0	63.8	66.3
Puerto Rico	3.7	—	14.3	9.3
Venezuela	6.8	14.0	43.2	84.3
Colombia	8.3	6.0	60.2	34.8
Central America	—	—	—	0.3
Geomundo:				
Chile	3.0	3.7	40.0	23.7
Mexico	17.5	14.3	112.2	71.0
Ecuador	2.0	5.7	35.0	40.7
Puerto Rico	4.0	7.7	43.5	62.7
Venezuela	10.0	8.7	88.5	86.5
Colombia	8.0	20.0	84.5	109.3
Peru	8.0	6.7	62.0	38.7
Central America	4.0	5.7	43.0	43.0
Hombre De Mundo:				
Dominican Republic	3.2	—	36.2	—
Mexico	18.8	23.3	148.7	130.3
Chile	5.0	2.0	38.7	17.2
Puerto Rico	8.2	14.0	87.3	131.2
Ecuador	4.2	5.0	35.2	29.7
Venezuela	16.2	12.5	116.7	93.2
Colombia	12.2	18.0	94.2	114.3
Peru	8.0	3.0	37.0	11.2
Central America	6.0	4.0	47.8	39.7
Ideas Para Su Hogar:				
Dominican Republic	1.0	—	11.8	—
Mexico	14.2	17.2	95.7	60.3
Chile	1.0	—	7.0	—
Puerto Rico	2.5	4.3	19.7	21.2
Ecuador	—	1.2	1.3	3.2
Venezuela	15.3	15.3	113.0	92.7
Colombia	25.0	25.2	150.5	118.0
Peru	11.0	4.0	58.8	10.5
Central America	—	2.0	2.7	5.5
Intimidades:				
Mexico	7.5	6.7	36.0	44.7
Puerto Rico	4.0	7.0	32.0	25.0
Venezuela	15.5	12.0	82.5	79.0
Colombia	5.0	1.0	29.0	4.0
Central America	1.0	—	12.0	3.0
Mecanica Popular:				
Caribbean	45.2	26.7	299.0	239.3
Mexico	30.7	20.5	206.7	128.7
Argentine	11.5	4.3	59.2	27.3
The Ring en Espanol:				
Mexico	3.0	1.2	20.8	11.7
Puerto Rico	3.0	2.0	21.0	21.7
Venezuela	1.5	3.0	11.0	31.2
Colombia	—	—	1.5	4.2
Central America	—	—	—	2.2
U.S.	3.0	2.0	24.0	23.7
Vanidades Continental:				
Dominican Republic	17.3	28.3	174.8	252.2
Mexico	103.3	115.8	804.5	826.3
Chile	7.5	2.8	82.3	31.7
Puerto Rico	41.0	39.0	353.2	363.5
Venezuela	67.3	51.2	510.7	424.0
Colombia	80.3	97.8	528.3	574.8
Peru	30.3	20.5	192.8	158.0
Central America	22.8	27.3	200.3	199.2
Ecuador	16.8	15.7	124.2	122.8
U.S.	39.0	32.8	238.5	241.2
Cosmopolitan Foreign Editions:				
Australia	62.5	61.0	462.4	400.7
Brazil	42.0	28.0	286.0	189.0
France	42.0	23.0	586.5	501.0
Great Britain	102.0	94.0	948.0	909.0
Greece	25.0	—	160.0	—
Italy	40.0	21.5	376.5	247.2
Japan	39.3	—	101.3	—
Cosmopolitan en Espanol:				
Central America	5.7	7.0	53.7	54.2
Colombia	15.5	23.3	161.8	178.0
Ecuador	1.7	3.8	20.0	18.3
Mexico	50.0	49.2	434.8	401.8
Peru	12.2	—	43.7	—
Puerto Rico	26.3	22.7	243.0	200.0
U.S. (Spanish Language)	15.7	19.0	104.8	128.2
Venezuela	28.2	25.0	208.2	207.7
International Communications:				
African Business	21.0	15.3	231.8	170.3
The Middle East	33.6	37.3	261.0	410.6
New African	31.6	12.1	218.9	269.2
Al-Iktissad Al-Arabi	8.9	10.1	104.3	130.3
International Herald Tribune	56.9	61.5	674.6	687.9
International Management:				
Africa	12.8	16.5	134.5	145.3
Europe	22.7	20.7	280.5	287.3
Latin America	21.5	16.5	142.5	163.5
Middle East	47.8	27.0	215.3	238.0
Pacific	11.8	18.5	122.5	140.3
§Newsweek International:				
Atlantic	37.3	46.6	572.4	675.8
Latin America	40.2	17.8	239.5	216.5
Pacific	54.3	66.4	546.9	577.5
††Progreso	—	—	125.7	121.2
§Reader's Digest:				
Arabic	12.0	12.5	77.5	113.5
*Asia	201.5	229.5	1,800.0	1,606.5
Australian	76.0	56.6	574.0	413.4
Belgian-Flemish	39.5	22.0	582.5	611.4
Belgian-French	36.0	23.5	530.5	589.8
British	52.2	46.5	528.5	593.3
*Chinese	123.0	122.0	959.0	834.5
Danish	15.8	20.0	299.1	276.6
Dutch	19.0	19.8	408.4	367.6
Finnish	18.0	9.5	357.3	414.6
French	24.5	18.5	508.5	521.1
German	46.8	47.8	561.4	593.9
Iberian	19.0	19.5	288.4	277.1
Indian	69.5	55.0	720.7	626.5
Italian	19.5	24.0	474.5	411.0
Japanese	41.1	48.4	404.1	427.7
Korean	17.0	13.5	148.0	119.0
Latin America:				
Argentine	20.0	58.0	256.0	389.0
Brazil	8.0	12.0	99.8	112.7
Central America	11.0	19.5	136.5	146.0
Chile	20.5	17.5	222.5	171.0
Colombia	41.0	51.5	300.5	365.5
Ecuador	7.5	35.0	93.0	136.5
Mexico	42.2	41.0	332.2	282.6
Peru	6.5	8.0	57.5	57.5
Puerto Rico	8.5	14.5	62.0	102.0
U.P.B.	15.5	33.0	165.0	248.5
U.S. Spanish	12.0	20.0	114.0	118.5
Venezuela	18.5	21.0	171.5	160.0
Portugal	35.0	31.0	307.9	312.3
New Zealand	64.0	51.9	532.6	351.7
Norwegian	18.8	27.0	299.8	334.4
South African	78.0	70.0	538.5	526.0
Swedish	9.5	9.0	175.0	220.2
Swiss-French	10.0	11.0	222.0	223.0
Swiss-German	14.0	16.0	305.0	318.0
Canada-English	36.3	28.3	606.5	617.5
Canada-French	21.0	26.4	515.2	548.8
Total	1,328.2	1,390.1	14,756.4	14,539.2
Time International:				
Time-Asia	63.6	84.6	657.6	673.0
Time-Atlantic	46.9	53.9	475.8	814.3
Time-Canada	57.3	70.8	793.1	866.0
Time-Latin America	58.7	54.8	496.5	489.0
Time-South Pacific	115.9	136.0	1,033.1	962.6
**Visao	338.7	363.0	984.7	918.7
▶§Vision/Latin America	41.3	40.0	347.3	263.8
Total Group	3,993.6	4,021.8	35,307.6	34,523.0

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Advertising Age

50 YEARS 1930-1980

The International Newspaper of Marketing • In Two Sections. Section 1.

September 29, 1980

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Key viewers cool to cable fare

By MAURINE CHRISTOPHER

NEW YORK—Neither conventional tv nor basic cable tv has been doing a very noteworthy job of programing to please upscale homes in the major population centers of America.

Nonetheless, $35,000-and-up-income households appear to be among the best prospects for the cable tv industry.

This somewhat contradictory conclusion jumps out in the first analysis of Arbitron and Video Probe Index' 6,000-page new electronic media study. This analysis was made for subscribers who purchased this behavioral/attitudinal study covering 9,100 tabbed questionnaires from noncable, basic cable and pay tv (premium cable and over-the-air subscription) homes in the country's 25 largest markets. Field work was done in May and June.

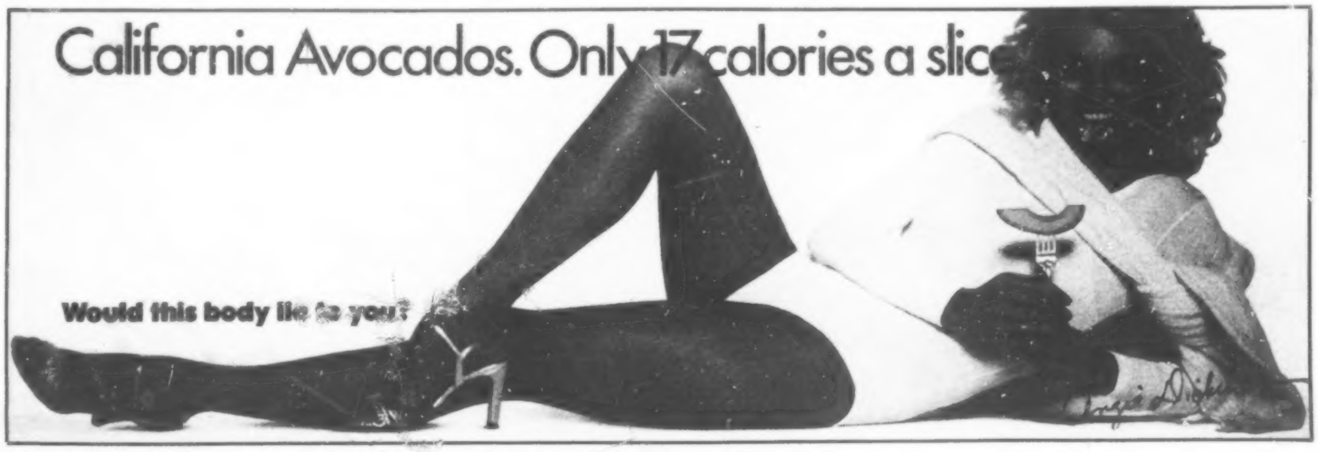
In the noncable homes tabulated, 14.6% of the respondents turned up in the low satisfaction percentage (when rating the family's satisfaction on general quality of tv regular programing), but for households with incomes of at least $35,000, the low satisfaction figure was 25.2%.

To see how people reacted when cable choices were added to the menu, the researcher took a look at the "churn" section of the report on dropouts from the basic cable subscriber lists. Some 12.2% of the noncable subscribers had been wired for catv once, but were not any longer—a considerable number of them because they had moved into territory not serviced by catv.

For light viewing homes, the dropout rate was 14.1%; for the upper income households, it was 15.2%. The analysis concluded that "upscale homes are the least satisfied with broadcast tv and those that have tried [basic] cable have also been the least satisfied with cable tv."

Another downbeat finding for cablecasters and cable programers came in the why-not-bought-cable-yet sequence. About 40% don't have cable in their neighborhoods yet; 21.1% said regular tv meets their viewing needs; 7.5% said it was too expensive, and 6.8% said

(Continued on Page 112)


California Avocados. Only 17 calories a slice
Would this body lie to you?
Angie Dickinson

Angie's dressed to kill a fattening image

Tv and movie star Angie Dickinson will appear in print ads for the California Avocado Commission to pitch the idea that avocados are nutritious and not fattening. Growers expect a bumper crop of avocados next year. *(See story on Page 110.)*

P&G sets return ads for Rely

By JENNIFER ALTER and RICHARD L. GORDON

WASHINGTON—Procter & Gamble will mount a four-week print and broadcast campaign urging women to return Rely tampons for a refund under terms of a Food & Drug Administration agreement that was nearly complete last Friday.

An FDA spokesman said a campaign of this size has never before been used to promote the withdrawal of a product under FDA jurisdiction. The P&G ads were scheduled to break Oct. 6 (via Benton & Bowles) and carry the same media weight as the company's normal Rely ad schedule, the FDA spokesman said.

■ The P&G/FDA agreement capped a week that began with the announcement P&G was withdrawing the product from the market and culminated with the FDA urging women to stop using Rely.

Upon withdrawal, P&G immediately discontinued all broadcast advertising—including network tv and spot radio—for Rely.

Industry observers believe the onslaught of publicity surrounding Rely since the Center for Disease Control released a study linking it to toxic shock syndrome ef-

(Continued on Page 107)

AMC slated in controversial film

By COLBY COATES

NEW YORK—With negotiations continuing over the weekend to fill the 16 network commercial minutes that CBS plans to run in the controversial "Playing for Time," Compton Advertising confirmed that one of its clients, American Motors Corp., had indeed purchased several units in the three-hour movie.

Another advertiser reported to have signed on was Richardson-Merrell Inc., via Benton & Bowles, its agency for several different lines, including Vicks NyQuil and Vicks VapoRub. Meanwhile, Compton admitted that it was also working to place several additional clients.

■ CBS-TV vp-sales Paul Isacsson, who admitted that selling the movie was the toughest task he's ever had, said the network had sufficient sales prospects to indicate the 16 minutes would be sold out by air time, Sept. 30, from 8 p.m. to 11 p.m. (EST).

Mr. Isacsson said some advertisers are supporting the program to uphold "their right to advertise freely." Others have signed on "because it's a good buy." CBS won't identify the sponsors. The best guess is that a 30-second unit costs about $40,000, although some sources indicated a two-for-one deal was in effect. If the movie, with Palestine Liberation Organization sympathizer Vanessa Redgrave playing Fania Fenelon, a survivor of Nazi concentration camps, gets a high 30s share, as CBS estimates, that $40,000 price gives an advertiser a super "technical" deal.

■ For Compton and its clients, getting their money's worth is of secondary importance.

"From a media standpoint, we have an obligation to support movies like this," said Dawn Sibley, senior vp-media director. "This agency stands behind good tv programing and our clients agree with this position," she added. She em-

(Continued on Page 107)

Musicians still picket

By BOB MARICH

LOS ANGELES—With a tentative settlement reached last week with striking actors, the still-striking musicians say that everyone will now dance to their tune. The melody that musicians have in mind is the now-familiar "Shutdown Blues."

The American Federation of Musicians will picket major studios every working day, vowed AFM president Victor Fuentealba.

"I don't know about the other craft unions, but we anticipate support from the actors because we have supported them," Mr. Fuentealba told ADVERTISING AGE.

The two actor labor groups have no-strike clauses in the contract up for consideration, and so whether or not to cross the promised musicians' picket lines will be up to actors as a matter of individual conscience. A Screen Actors Guild source said that some actors are certain to honor AFM picket lines.

■ In the meantime, executive committees of SAG and the American Federation of Television & Radio Artists today will conclude a review of the proposed contract and recommend whether to return to work during the balloting.

(Continued on Page 112)

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WASHINGTON DC 20014

last minute news

Freberg links with Paulucci on Jeno's spots

DULUTH—Hollywood humorist Stan Freberg and Jeno's owner Jeno Paulucci are teaming up for three new 30-second tv spots for Jeno's frozen pizza. The "spectaculars," via Freberg Ltd., will be backed with two 60-second radio spots, newspaper and magazine ads and outdoor boards. Jeno's dropped McCann, Chicago, its agency for less than a year, and has returned to J.F.P. & Associates. Ads will tout a "crispy crust you can trust."

Magnavox set to break umbrella campaign

KNOXVILLE, TENN.—Magnavox Consumer Electronics Co. will launch a $5,000,000 umbrella ad campaign Oct. 6, themed "The brightest ideas in the world are here to play." Theme also will serve as tag for its Magnavision videodisc ads scheduled to break in several markets by mid-October and nationally by the end of '80. This is the first effort from Campbell-Ewald, Detroit.

(Continued on Page 8)

How they're squirting Juice through airports

Hertz Corp. has O.J. Simpson flying instead of running through airports in new spots for its #1 Express service. Dove Films put the former football star in a body mold atop a 15-ft. pole (left) to achieve the flying effect. "Now you can fly through airports without stopping at the Hertz counter," notes spot from Scali, McCabe, Sloves. Spot ends with O.J. landing in the driver's seat through a sunroof.

Creatives on pols' ads: Bor-r-ring

By LEAH ROZEN
An Advertising Age roundup

A survey last week of agency creative gurus across the country showed most of them to be less than enthusiastic about the current batch of political tv spots airing for presidential candidates Jimmy Carter, Ronald Reagan and John Anderson.

For most, the "I-don't-like-'em-very-much" response mirrored their attitude toward all three of the candidates. For each of those execs who ventured an opinion on the ads another two did not, saying they had not seen any of the spots.

The Carter commercials are the work of Rafshoon Communications, Washington and Atlanta; the Ronald Reagan spots by Campaign 80, a specially formed agency based in New York, and John Anderson's spots are by Garth Associates, New York.

The average response from those contacted seemed to be that the Carter ads are more effective than the Reagan spots, which were judged to be kind of dull. The Anderson spots have not been running frequently enough for any to form opinions.

"I don't think much of political advertising. Period," said Ed McCabe, U.S. president and worldwide creative director at Scali, McCabe, Sloves. "It offends me. I think the surgeon general should stamp all political ads as being hazardous to your health."

Mr. McCabe said the five-minute Reagan spots he'd seen were "too long." As for the 30 and 60-second Carter ads, "They were too long, too," he remarked.

Specifically, Mr. McCabe said the Carter ads are "reaching very hard to say something good about this guy when there isn't much to say," while the Reagan ads have library sets that "look cheap and cheesy."

(Continued on Page 108)

Important news for ultra low tar smokers.

Merit Adds New Merit Ultra-Lights!

MERIT Ultra Lights

Philip Morris U.S.A.'s Merit Ultra Lights campaign breaks Sept. 29 in test markets. Leo Burnett Co., Chicago, handles.

Seagram mix hurts major books

NEW YORK—On top of severe cutbacks in ad pages for 1981 by R.J. Reynolds Tobacco, newsweeklies again have been hit hard by a redistribution of ad dollars from Jos. E. Seagram & Sons.

Although the cuts work out to roughly 40-pages each for magazines such as *Business Week*, *Life*, *The New Yorker* and *Time*, Bernard Stolbof, director of corporate media, House of Seagram, maintained that the giant distiller's over-all magazine budget for the current fiscal year was equivalent to what was spent in the medium in the last fiscal year. Other publications affected by the cutbacks, but not as severely as the aforementioned, include CBS Publications, *Newsweek* and *Sports Illustrated*.

Mr. Stolbof went on to explain that monies have been redirected to regional magazines, women's books and magazines that previously were not on the media schedules of certain brands. As examples of magazines new to the Seagram list, he said, were *Discover* and *Inside Sports*. He added that books such as *Penthouse* and *Playboy* would be getting additional ad pages.

- The Seagram exec said there was no conscious effort to deliberately cut back major weekly magazines. As media schedules for various brands were worked out by Seagram and its agencies, "that's the way it fell."

Mr. Stolbof also confirmed that the giant distiller will be increasing its spending in Sunday supplements, daily newspapers and outdoor.

But if the new fiscal year's budget is equivalent to last year—roughly $84,000,000—and other media are gaining ad dollars, how could Seagram's ad pages be roughly the same in magazines? Mr. Stolbof replied that by "more efficient buying" three ad pages in a given magazine could be purchased for what it would cost in a big newsweekly.

Despite Mr. Stolbof's explanation, there was a strong feeling in newspaper circles that Seagram indeed had cut back its magazine spending. "It's my understanding that the magazine cutback is roughly $10,000,000 and that r.o.p. will be getting about $1,000,000 of that," said a source. He also added that Seagram was using Sunday supplements for brands that had never before used them.

A source at a major newsweekly confirmed that while it looks like a tough year ahead for some big books, "it should be a banner year for regional books and city maga-

(Continued on Page 107)

highlights

Monday, September 29, 1980

Senate budget trimmers, claiming waste in government advertising and pr, back a 10% across-the-board cut for next year. *See Page 4.*

Union Carbide launches a new, three-ply trash bag. *See Page 6.*

The Treasury Department says it's opened the way for more innovative merchandising of alcoholic beverages. *See Page 10.*

Western Union sings again. *See Page 14.*

Self's new publisher, Verne Westerberg, plans to keep the success record he established at *Bride's*. *See Page 18.*

King Features is celebrating 50 years of "Blondie" and 30 of "Beetle Bailey," while "Popeye" and "Flash Gordon" score best with tie-ins, thanks to movie and tv projects. *See Page 20.*

Retired Kraft exec Chester R. Green discusses the difficulties in new products marketing and defends his company's record. *See Page 24.*

Young & Rubicam has thrown away a lot of "conventional" approaches to auto advertising in its campaigns for Lynx and other new Lincoln-Mercury autos. *See Page 30.*

AMF Inc. tries new print campaign. *See Page 38.*

Guerlain hikes ad budget in the U.S. as it seeks to stand out from the crowd. *See Page 40.*

Cost-effective marketing may be the key to survival for many banks in the 1980s, the Bank Marketing Assn. annual meeting was told. *See Page 51.*

Clairol Inc. and Gillette Co. get ready to jump into the embattled skin lotion category. *See Page 52.*

Success Unlimited has taken a new look and a new tack to selling itself—cable tv. *See Page 54.*

In the second of three parts, ADVERTISING AGE associate editor Nancy Giges examines four cases in which comparative ads sparked some controversy in the advertising world. *See Page 59.*

William D. Tyler presents his 10 picks for September and poses the question: "Should creative people get residuals for long-running commercials just as the actors do?" *See Page 66.*

Camaro's high performance image is passed to the Citation X11 as Chevrolet poses the former as economic. *See Page 72.*

New York Post publisher Rupert Murdoch praises the *Post* and pooh-poohs the *Daily News' Tonight* edition. *See Page 76.*

Donald Duck gets ready to squeeze into the California orange juice market. *See Page 82.*

While the Coca-Cola Co., Atlanta, reports a depressed third quarter due to a 7% decline in foreign sales over the summer, a turnaround is already under way. Coke execs in many foreign markets expect not only a recovery but also a general improvement. *See Page 88.*

Paterno Imports, Chicago, will downsize its wine bottle, hoping to establish a new category. *See Page 110.*

Section 2

Soaring fuel costs and a recession have forced many U.S. drivers to seek shelter in the compacts offered by auto makers in Japan and Germany—all at the expense of Detroit's "Big Three." In an effort to regain the strength Detroit is unveiling a new line of cars that it hopes will revive its sagging financial fortunes. Why did it take U.S. auto makers this long to respond? And exactly what is Detroit offering the motoring public in 1981 and beyond? These and other questions are explored in Section 2/Auto Marketing, beginning opposite Page 58.

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Hirsh out at Puritan in ad flap

NEW YORK—Following a showdown over Calvin Klein jeans advertising created by Richard Avedon and featuring Brooke Shields, Puritan Corp. president Warren Hirsh has been forced to resign his post by designer Klein.

More than a week ago, Mr. Hirsh called ADVERTISING AGE to deny published reports that he objected to the current jeans ads and intended to replace them with a harder-hitting campaign of his own. At that time, Mr. Hirsh said the commercials would air again in November and possibly would run in tandem with a new campaign for 1981 (AA, Sept. 22).

Following the airing of the Avedon commercials, Klein jeans sales rose dramatically. However, industry sources caution that the gain might be attributable to back-to-school, the strongest time of year for jeans sales, and not entirely to the advertising

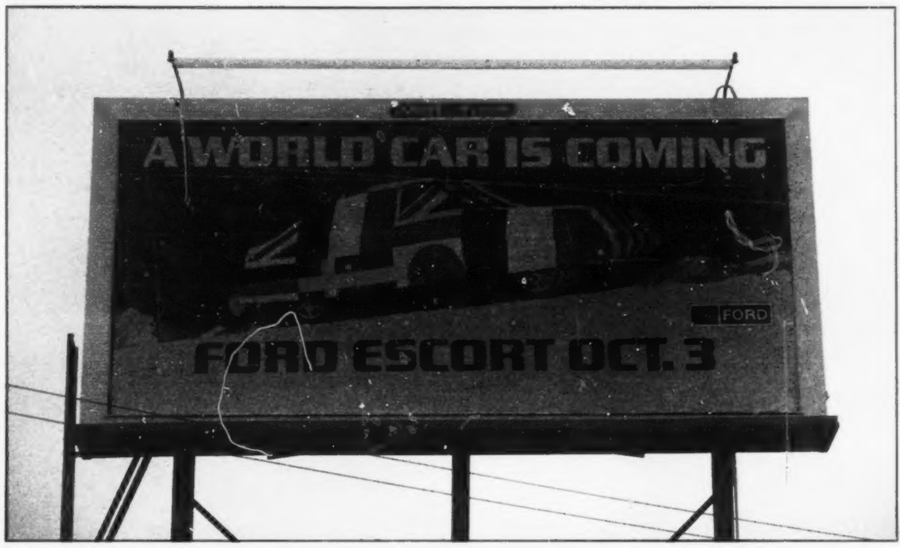
Despite his denial of the report, most industry sources con-

(Continued on Page 108)

Advertising Age / Section 2

SEPTEMBER 29, 1980

Ford's new world car typifies what's new in . . . AUTO MARKETING



Detroit woos U.S. with the world . . .

BY MAYNARD GORDON

DETROIT—After years of trying, mostly in vain, the domestic auto industry is convinced its new subcompact "world cars" will do serious battle with the Japanese invaders for the affections of U.S. buyers.

Which is why Tokyo and Hiroshima auto execs think they know what the coming General Motors J-car stands for—even if GM coyly says that choice of the designation letter "J" has no secret meaning whatsoever.

The conviction is growing in Japan that J-cars are "Japan" cars, aimed squarely at the subcompacts the Japanese auto makers have used to clobber the American counterparts in one market after another.

Add to the J-cars Ford's own 1981 worldsters—Escort and Lynx—and one comes up with a one-two punch designed to win back from Toyota Corolla, Datsun 210 and the like a respectable number of the owners who once drove Mustangs and Vegas but switched in the later 1970s and went import.

▪ Who are these defectors? Detroit Toyota dealer Bob Page describes them as patriots first but value seekers second who "want a car that's dependable" and "are willing to pay if they feel they are really getting the value for their money."

First out of the world car gate will be Ford's Escort and Mercury Lynx, whose preintroduction ad campaign zeroed in on Ford's around-the-world car-building skills and made a hard pitch for the engineering and fuel economy of the new cars.

Tacitly conceding that many import owners have been turned off by domestic small-car product problems and fuel-economy disappointments, Ford public relations vp Walter Hayes said that an Escort/Lynx ad goal will be "to rekindle buyers' confidence in American technology."

Miles per gallon specifics will fuel both the Escort/Lynx and J-car ad launches. Ford touts the claim that with manual transmissions, the Escort/Lynx four-cylinder engine gets 30 mpg in the city and 44 on the highway.

In the wake of sharply reduced sales this year except for GM's compact front-wheel-drive X-cars and subcompact Chevrolet Chevette, the domestic "world car" ad launches will play up still another message directed at import buyers. That is the rededication of GM and Ford factories and dealers to small-car sales and service.

▪ Thus, one of the largest volume fleet car managers, Stan Chason, president of Gelco Fleet & Management Services Co., a nationwide rental agency, describes the Escort as "a tremendous daily rental car, excellent for the consumer."

Reaching out for markets conquered by small imports, the Detroit-based manufacturers have isolated the below-30 age group and the "California syndrome" as the prime demographic targets because the Golden State has been 40% penetration domain for the imports throughout the last half of the 1970s and into calendar 1980. But the import universe has expanded dramatically with the sharp advance in gasoline prices, taking in middle-age second-car and third-car families and old people seeking economical "wheels" and a reliable vehicle.

Norman D. Lean, general operations manager and former sales chief of the No. 1 selling importer, Toyota Motor Sales U.S.A., recognizes that the domestic world cars will challenge his Corolla and its Japanese rivals in the fuel economy area.

▪ But the soft-spoken Mr. Lean points to dependability as a growing factor in import buying decision-making, saying that Toyota's U.S. warranty cost of $20 a car is only one-third of that at Chrysler Corp.

Moreover, Mr. Lean recalls that Toyota carved out its U.S. target markets diligently in the late 1960s and early 1970s through an unprecedented study of tracking data, unearthing typical American values, life styles and feelings about the kinds of transportation Yankees wanted. Toyota, to borrow a phrase, "wrote the book" on market studies and it paid off handsomely.

Toyota and the rest of the Japanese invaders kicked off their U.S. march with fuel-efficient subcom-

(Continued on Page S-2)

Maynard Gordon is a Detroit-based free lance writer.

. . . but it'll be tough

BY DICK ANDERSON

DETROIT—Once upon a time there was the Model-T Ford. Cheap enough for "the people," yet reliable enough to capture the confidence of both U. S. and worldwide buyers.

To meet the demand in Europe, a production plant was opened in Trafford Park, U.K., in 1911, a world first for a U.S. auto maker.

Then came the Jeep—the beloved mule of World War II.

Then there was the Volkswagen "Beetle" ("Think small").

And, of course, the Rolls-Royce.

Each in its own way and time had a valid claim to the title "world car." Each considered a unique solution to the desire for personal mobility.

Today, the impetus to design, engineer, manufacture and sell "world cars" preoccupies the time of all automotive manufacturers—particularly those in the U.S.—and for good reasons.

By now, you know the reasons by heart: Increasing fuel costs, inflation, plummeting sales of U.S. produced cars, soaring sales of the imports and the increasing pressure of the U.S. emission and safety regulations.

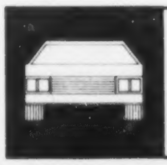
Some important questions are being asked. What's the answer for U.S. car producers? The "world car?"

▪ Why is it necessary for the U.S. auto industry to regain the economic health it once enjoyed? Will personal transportation be reduced to the prospect of up to four people riding identical boxes? What are the unique problems for the world marketing of a "world car"?

The fevered rush to produce

(Continued on Page S-46)

Dick Anderson is a free lance writer in Detroit.



HIGHLIGHTS

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World car is facing a bumpy road ahead

To some, it's nothing new; to others, it means hope.

(Continued from Page S-1)

world cars" has been called "the most massive and profound industrial revolution in peacetime history."

- Narrowing that concept to the daily concerns of the auto industry, here are what people on the leading edge of the movement are saying about the "world car," and what it is all about, what the U.S. auto industry is doing to achieve "world car" status and how marketers can reestablish their expertise as "salesmen to the world."

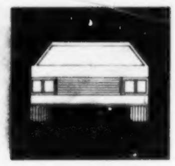
Toyota

Bryan Bergsteinsson, product planning manager, and John Koenig, product development manager, Toyota Motor Sales U.S.A.:

"The Corolla has been the No. 1 selling car in the world for several years . . . and is exported to over 100 countries around the world.

"What's a world car? It's a car that, in concept and design, is intended to be produced and marketed throughout the world, as opposed to being targeted to a specific market.

"All of our cars are assembled in Japan, so in that respect they're different. But in terms of the concept of how you design a car, really, we've been building world cars for quite a while.



"Our function here in the U.S. is to tell the Toyota Motor Co. in Japan what is marketable here. So we tell them the best way to market themselves and plan a Corolla.

"But they also have to take into consideration all the other countries throughout the world. It is a very difficult task for TMC in Japan. So a world car concept is a very difficult thing to finally complete. I'm sure General Motors is finding that out.

- "The demands of the marketplace are shifting rather radically . . . not only in the U.S. [but also] in other areas of the world. Americans are aghast at $1.30-a-gallon gas. But the same inflation . . . is happening in Japan and Europe and everywhere else. So consumers in those markets are changing their demands for what a product has to offer in terms of fuel economy, package efficiency, etc.

"Will all world cars tend to look alike? I think that's true. It's dictated by 'form-follows-function.'

"In the U.S., in the past, the stylist was in the leadership position. He 'styled' the car—and the engineer built the car around the style. I think the reverse may be true as cars get smaller and the demand is for better package efficiency.

"Certainly, we consider General Motors, Ford and even Chrysler as formidable competition. In the U.S. and around the world, there seems to be a consolidation of effort. The consensus is that, during the '80s, the market in the U.S. and the rest of the world is going to be very competitive.

- "There are some alliances being formed. I think that those alliances allow [marketers] to pool engineering efforts and resources. Whether it shakes down to six car companies in 20 years is a question mark. I think there will be some consolidation. The degree of that consolidation is another issue."

General Motors

General Motors has announced it is investing more than $8 billion outside North America during the first five years of the '80s to improve its competitive position where it believes the strongest growth in automotive sales will occur.

As George Schreck, GM's manager of overseas public relations, puts it: "We recognize that we're behind some of the competitors at the moment in the market outside the U.S. But just as GM is No. 1 in the U.S., our planning encompasses . . . becoming No. 1 in the market abroad as well.

"There is, of course, a great deal of competition—about six or eight major competitors . . . around the world. Competition is extremely fierce. It's a large market, but the pie is thinly sliced. But, that's our objective . . . and we plan to overtake Ford."

- GM's commitment, recorded in its "1980 Public Interest Report," is in the development of world vehicles, which would share the same basic design and interchangeable parts.

"A key factor behind a world vehicle," the report said, "is to have components produced in plants serving several countries so that volume production will minimize costs."

GM's first move will be made with the closely guarded J-car, scheduled for introduction in the spring.

"At the present time," said Alex C. Mair, GM exec in charge of technical staffs group, "we do not have an entry. Fortunately, those entries that come in from Europe and Japan are good ones—so the competitive spirit is here and we have everything going, trying to be better than they are."

Will world dealers eventually be selling world car subcompacts—all with cookie-cutter sameness? Mr. Mair thinks not.

"We have a challenge on that at GM," he said. "We are quite sure that the individual artistic feel of people is not going to go away. After all, cave dwellers created paintings on the walls of their caves. A human being does respond to beauty."

If the world cars are here, can the marketing of a "world truck" be far behind? "We have a World Truck and Transportation Project Center here at GM," Mr. Mair said. "[It was] formed about a year and a half ago. Gradually the need for commercial vehicles will be more and more alike throughout the world."

- GM is attempting to establish "which vehicles we should start with first," said Mr. Mair. "Those, from the marketing standpoint, could be the most alike. We're looking at all types."

Mr. Mair added: "I think that the world competition is good. We really can't have just concentrated technology and production just in [a few] places in the world. And since the world needs to continue to expand, the countries that are rising up out of the 1800-type living . . . need to have transportation. I think it needs to come from throughout the world."

- George Schreck brings his extensive overseas experience in Latin America and Australia to the challenge of marketing world cars.

"There are local customers, of course, and nuances and aims that you have to be aware of," he said. "Our dealers are independent businessmen just as they are here in the U.S. We have dealer representatives, service reps, advertising campaigns, an advertising agency, much the same as here. But naturally, you have to be aware of local conditions, customs and mores—so that you don't step on any local sensitivities.

"Take two English-speaking countries; Australia and the U.S. There are slang phrases . . . used in advertising that would be appropriate here [and not] there.

"And yet there are some things that would be quite adaptable. For example, the Chevrolet phrase 'Baseball, hot dogs, apple pie and Chevrolet.' The same basic idea could be used to impart a local flavor to the advertising. But baseball would not be appropriate in Australia."

"It was so effective here and it had a catchy tune, so we picked it up in Australia.

"But it had to be adjusted—to 'Football, meat pies, kangaroos and holden cars.' "

Nissan (Datsun)

Bob Kent, vp-marketing services for Nissan U.S.A., doesn't have to define the concept of world car. Datsun has the cars.

"The basic product we're selling now is a world car," he said. "America has had a love affair with

Ford Fiesta.
It received a seven-flag salute.

The car that wowed Europe is winning the hearts of America.

A masterpiece of European engineering.

True German efficiency.

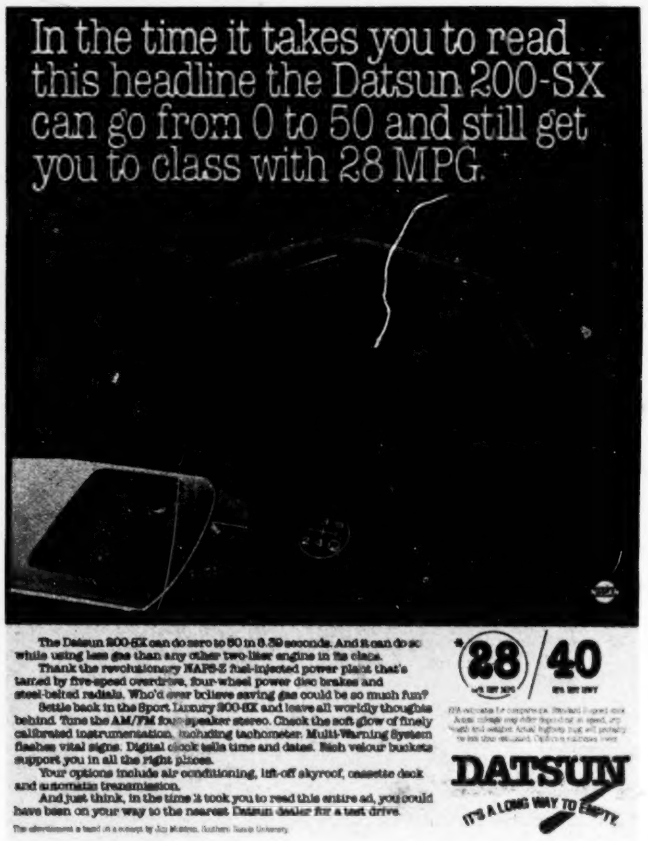
26 38

Front wheel drive.

FORD FIESTA

Ford

Fiesta. Wundercar from Germany.



In the time it takes you to read this headline the Datsun 200-SX can go from 0 to 50 and still get you to class with 28 MPG.

The Datsun 200-SX can do zero to 50 in 8.39 seconds. And it can do so while using less gas than any other two-liter engine in its class.

Thank the revolutionary NAPS-Z fuel-injected power plant that's teamed by five-speed overdrive, four-wheel power disc brakes and steel-belted radials. Who'd ever believe saving gas could be so much fun?

Settle back in the Sport Luxury 200-SX and leave all worldly thoughts behind. Tune the AM/FM four-speaker stereo. Check the soft glow of finely calibrated instrumentation, including tachometer. Multi-Warning System flashes vital signs. Digital clock tells time and dates. Rich velour buckets support you in all the right places.

Your options include air conditioning, lift-off skyroof, cassette deck and automatic transmission.

And just think, in the time it took you to read this entire ad, you could have been on your way to the nearest Datsun dealer for a test drive.

28/40

DATSUN

IT'S A LONG WAY TO EMPTY.

Even before Ford put out word about its Escort, it had a world car of sorts in its Fiesta, a model popular in Europe. Ford, indeed, has had a long tradition overseas, and it is attempting to capitalize on some of the know-how it has developed to help pull up sagging sales. Nissan Motors, on the other hand, has long been marketing many of its Datsuns to customers around the world, making it one of the top forces in the entire auto market today. As Bob Kent, vp-marketing services of Nissan U.S.A., says, "The basic product we're selling now is a world car."

U.S. domestic new car sales

Marketer	First six mos. '80	First six mos. '79	% change
Chevrolet	923,783	1,139,151	−18.9
Ford	575,396	828,537	−30.6
Oldsmobile	417,755	505,383	−17.3
Buick	352,039	363,167	− 5.8
Pontiac	315,120	421,622	−25.3
Mercury	169,899	276,502	−38.6
Dodge	132,436	209,521	−36.8
Plymouth	120,566	191,363	−37.0
Cadillac	106,152	160,893	−34.0
Volkswagen	96,194	85,533	+12.5
American Motors	78,788	72,991	+ 7.9
Chrysler	74,756	122,347	−38.9
Lincoln	36,292	68,766	−47.2
Total	3,399,176	4,445,776	−23.5

BEST AVAILABLE COPY

> *"As long as owners perceive that you have a good product for the money, they'll give you a fair shot. If not, why should [they] be influenced to do it again?"*

the big, living-room car. Now that fuel costs are escalating, people are taking a second look and saying, 'I can no longer afford those monsters.' "

"The appeal of smaller cars, which is what we're marketing now and what world cars are coming to, is going to broaden the area in which we sell. Historically, our cars have been sold to the higher income, better educated prospect. But as all cars become downsized . . . then the market begins to lose some definition. Everybody is competing in pretty much the same, but bigger, arena."

▪ And the new competition? "We've always had competition," he said. "Obviously it's going to increase significantly." But he doesn't envision a radical change in what has been a competitive marketplace.

In the years ahead, Mr. Kent predicts a change in the types of cars offered. "There's going to be a personal transportation car, a commuter car and a family car," he said. "There may be more techniques for reaching the consumer. Satellite transmission, etc."

But he emphasized, "I guess I don't see that the marketing of cars [will be] significantly different five or ten years out than it is right now. You always sell one car to one customer at a time. I don't see any change in that direction.

"As long as owners perceive that you have a good product for the money, they'll give you a fair shot. But when the perception . . . or the experience you've had with the product indicates that that wasn't such a good deal the last time, why should I be influenced to do it again?"

▪ Kurt Bartsch, director of product planning, said: "One of the things we're particularly proud of—and I don't think many people realize—is that the car, as it is now, gets many many parts from outside Japan: Seat fabric, wiper blades, windshield glass, engine components, headlights, tires, wheel covers and carpeting, for example.

"If the fact that you're getting more parts from around the world is part of your definition of a world car, then . . . Nissan and other Japanese companies are definitely moving in that direction.

"From the layman's viewpoint, cars may all have very similar external dimensions. But there will be more of a [competitive] battle trying to develop innovation into the product, greater application of electronics for both engine controls and instrumentation, and more emphasis on aerodynamics."

▪ Masataka Okuma, exec vp, Nissan Motor Co., voiced the Japanese position and fears at the *Automotive News* World Congress in July.

"This world car concept is one of the best ways of catering to the variety of needs in the future market, while at the same time securing productivity and profitability," he said. "However, only a limited number of auto manufacturers are qualified to make world cars. This is because success will necessarily require having production centers scattered all over the world to make this world sharing of manufacture feasible. Also essential is a strong worldwide sales network through which cars produced on such massive scale could be sold.

"In general, Japanese makers are more than prepared to invest in production facilities in developed countries, if this proves feasible. This should, of course, be based on the principle of free trade. The world car concept, if possible, should also be based on this premise.

Mr. Okuma believes that the capacity of North American manufacturers to supply small cars is expanding dramatically.

"In Europe, in addition to their normal increases in small car supply capacity," he said, "a new production volume will come into the market from plants established in line with the idea of the world car concept."

In Japan, he said, there aren't any plans to enlarge production facilities significantly, and the car makers with no foreign capital affiliation have no such plans.

Volume exports from developing countries such as Brazil, Mexico, Korea and Taiwan are actively encouraging the export of cars to nurture their domestic automotive industry. And some nationals such as the Soviet Union, Poland and China are strengthening their automotive industries as a national policy.

"All these factors combined can only mean one thing—an over supply of small cars," Mr. Okuma said.

"Auto manufacturer must "be prudent in planning through precise forecasts of the future demand-supply balance."

Despite the present withering competition from Japan on the U.S. marketplace, Mr. Okuma noted the fears of the Japanese.

"What is frightening is the tremendous scale of resources that U.S. car manufacturers have at their disposal," he said. "It is reported that in the next five years the American auto makers will invest the incredible sum of $80 billion to develop small cars and the production facilities needed to produce them.

• "It will arm them with sufficient competitive strength to threaten our existence. That is, in a few years, the world car will make its appearance in the international marketplace; 1,000,000 units or more of a single model will be produced and sold around the world. When that day comes, the U.S. makers will be in a far stronger position thanks to the large sums now being invested. This specter is what frightens us."

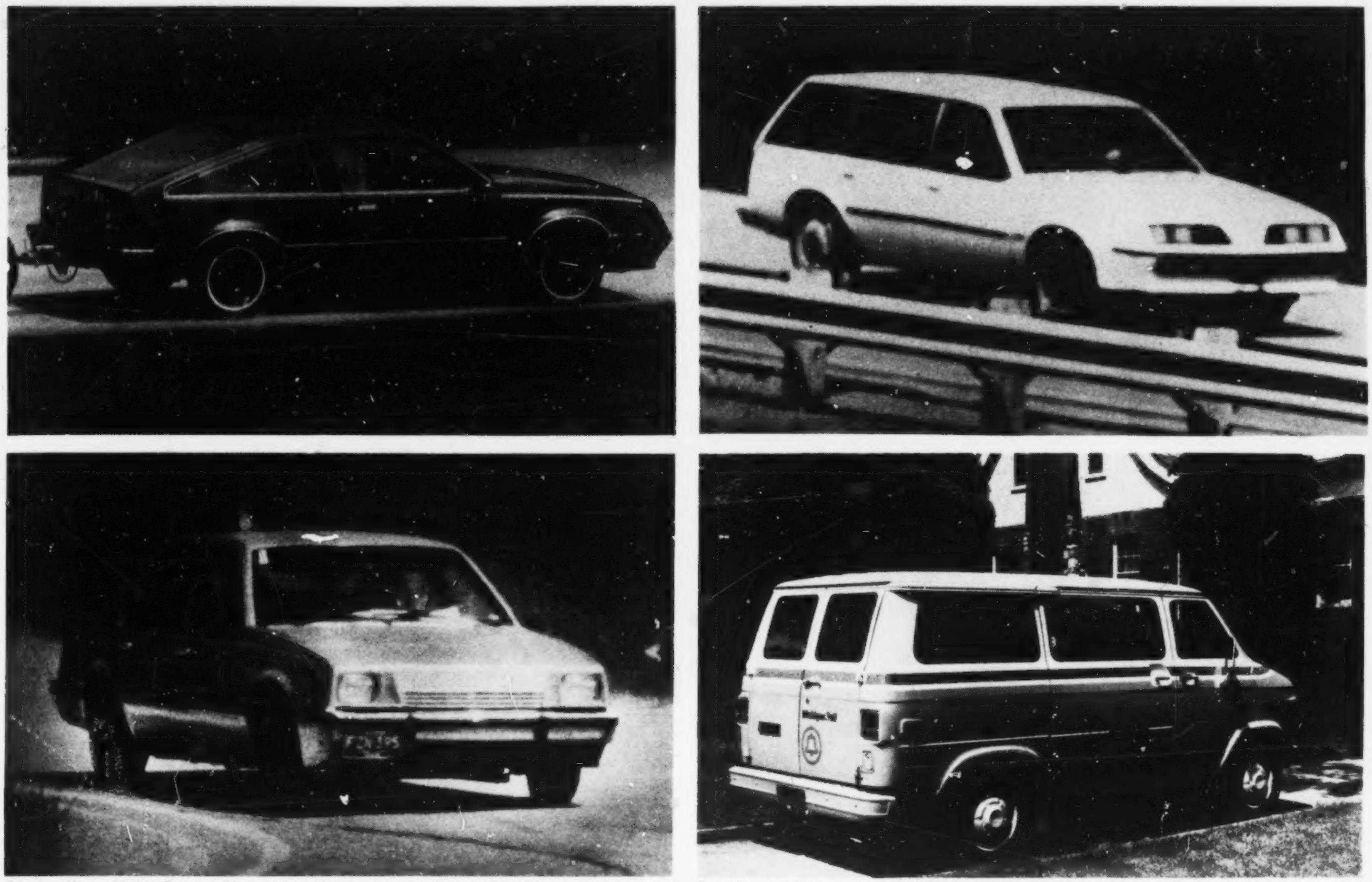
Ford

Walter Hayes, vp-public affairs, Ford Motor Co., talks with enthusiasm about the market and marketing of Ford's world cars, Escort and Lynx, to be launched Oct. 3.

"One of the very interesting things about this market, so far as I'm concerned, and the thing that was interesting from the very beginning, is that they talk about the 'U.S. market,' as if there is something neat and tidy. There are as many diverse markets in this country as there are in Europe. And just as many language differences, too.

"You can become over-obsessed

(Continued on Page S-42)

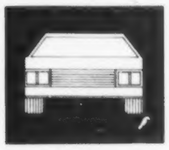


Among the vehicles General Motors is testing for introduction in 1981 (shown here in "spy" photos) are the Chevrolet J-car fastback (upper left) and four-door (lower left) and Pontiac four-door station wagon J (upper right). Meanwhile, American Telephone & Telegraph is participating in a GM project to put electric vans on the road.

. . . but it'll be tough

(Continued from Page S-41)

with the small car, because it isn't certainly going to meet the needs of everybody. If you want a car for business use, if you've got a large family, if you're an outdoor kind of family—really, the car you need is the most sensible car for your needs.



"This is such an international company now [Ford of Europe was formed in 1967] with substantial management with world experience. We talk about the technical expertise that goes into the making of the car—but the marketing expertise has been taken for granted . . . because we have been doing it for a very long time."

■ In Europe, Mr. Hayes explained, the problem is city congestion plus fuel costs. In the U.S., it is distance plus fuel costs. "It's not only the high price of gas, which has always been that way in Europe, it's city congestion," he said. "If you're shopping in Europe, you're shopping in a town. It isn't a question of money. It's a question of 'where do we squeeze [the car] in?'

"In the U.S., [the wife] doesn't have to wonder whether she's going to be able to park near to the shop. She has the big, beautiful parking lots.

"If God had meant Americans to have nothing but little cars, He would have designed a smaller country.

"There's no way you can speak in one voice to Europe. And there's no way you could just use English."

When the first Capri was introduced in Europe, he said, "the theme that the agency came up with was 'The car you always promised yourself,' because it was. There was an exciting little Ford and now you could really have a little car like that.

"In German that came out 'The car of your craziest dreams.' Not exactly what you want to say, is it? You've got to watch how funny you can be.

"The British like humor in advertising. But there are many places where a car is too serious a purchase to be laughed about.

■ "It's very interesting that in all the comic Volkswagen advertising that Doyle Dane Bernbach did over here, they used to go back to Volkswagen in Germany and say, 'That's a great campaign in the States. Why don't you do it over here?' And Volkswagen very likely would say, 'You must be out of your mind. Over here we are serious. A Volkswagen car is a very serious purchase.

■ Another difference: "We use television in Europe very little for car advertising," Mr. Hayes said. "This is not only because it's very expensive, but in some countries they haven't seen commercial television. And there are some countries where it does not appear to be very sensible to sell expensive consumer durables in one-minute flashes like that.

"The tendency where we do use television in Europe has been for launch registration—to say, 'here is something new.' But really, [we] rely on somewhat long copy in print ads.

"The Germans are obsessive magazine readers. They have very expensive and thick magazines all over the place. And so we do a lot of magazine ads.

■ "Also, commercial radio is rather new Europe. Years ago, apart from Radio Luxembourg, there weren't any real major commercial stations. They were all state stations.

"But the Italians have 1,500 commercial radio stations now. It's a different world; and you speak through the magazines, really.

"This country is going to discover that going down into small

A flash from the past: History repeats itself

PONTIAC, MICH.—When Robert C. Stempel, general manager of General Motors' Pontiac division, was asked whether the 1973 oil crisis was a turning point of sorts in the development of the world car, he pulled out an old press release from his files:

For Release, Monday, Jan. 21, 1966:

A reduction in the number of companies operating separate divisions or companies for the conduct of overseas business was considered likely in the future, a Michigan State University professor forecast in Boston today.

Thomas A. Staudt, chairman of the university's department of marketing and transportation administration, in a luncheon address before the 29th New England Executive Conference at the Statler-Hilton Hotel, indicated corporate market planners and executives would be increasingly called upon to take a worldwide view of market opportunity rather than turning over the entire responsibility for the cultivation of overseas business to a totally separate group or enterprise.

"The one-world market philosophy would call for evaluation of the most efficient points of production and access to technological competence whether here or abroad," he said. "Provincialism in marketing thinking will diminish as attractive growth opportunities elsewhere present themselves and U.S. corporations seek to share in the development of free markets on an expanded basis. Product and promotional strategy will have to accommodate cultural and institutional differences, but be an integral part of a total corporate strategy."

Mr. Staudt also forecast that a number of the larger European companies would more closely resemble the U.S. corporate model in the future.

While traditionally priding themselves on a "lean" organization with few staff groups and smaller overhead costs, Mr. Staudt indicated, [companies would find that] the increased intensity of competition and market uncertainty that would accompany the reduction in trade barriers and the erosion of cartel arrangements would lead to marketing organizations similar to those prevailing in the U.S.

Such staff groups as market research, sales forecasting, formalized planning, operations analysis and management development would emerge or grow and comparative cost advantages would be narrowed, he said.

Mr. Staudt called on U.S. businesses to continue the trend of sending the best qualified and most flexible executives overseas rather than those that were the easiest to do without in the domestic market. More stands to be gained or lost than just short term corporate profits in these critical times, was his concluding observation. #

Editor's note: Today Mr. Staudt is vp-marketing group of American Motors Corp.

> *"You create a world car by combining the know-how, enterprise and ingenuity of technical experts no matter where they happen to live."*

Plymouth's K-car, the Reliant, will come in two and four-door models.

cars does not mean that you have to give up anything that you've been used to in a big car. And that's why I think [the Escort and Lynx] have a big statement to make in the market.

"There's nothing basic about them. Anything you can think of, they've got it."

■ Against this background, Ford views the world car as "one planned, designed and engineered by international teams of technical experts drawing on the best technology and talent available in a worldwide corporation," said Louis R. Ross, exec vp-car product development group of Ford North American Automotive Operations.

"We don't believe you can make a world car simply by moving pieces of metal around the world or by complicated sourcing patterns," he said. "We don't believe you have a world car just by selling it in many different countries either.

"You create a world car by combining the know-how, enterprise and ingenuity of technical experts no matter where they happen to live."

"The beauty of the world car is that it capitalizes on two of Ford's great attributes: Worldwide presence and worldwide experience.

"Almost from the day it was created 77 years ago, Ford has put down its roots in countries around the world. We manufactured cars in Germany long before Volkswagen was invented; we made them in Britain before Jaguar; in Sweden before Volvo; in Japan before Toyota and Datsun."

Chrysler

How can American manufacturers flourish in foreign markets? The success of Chrysler de Mexico, the seventh largest company of any kind in Mexico, with a 22% share of the market, is described by managing director Jack H. Parkinson:

"Chrysler made a real effort to understand and appreciate the country we were operating in—its economy, its culture and the people who staff the company and buy our products," he said. "First, management and staffing. Chrysler de Mexico is a Mexican company and not simply an extension of its American parent. With a few exceptions, all the key jobs in manufacturing, sales and marketing are held by Mexican citizens.

"Second, marketing. We have based all our marketing programs on one simple strategy—find out what our customers want and give it to them. We found out that consumers trusted the traditional Dart and Valiant nameplates, so we kept those names for the new cars rather than calling them Aspen and Volare. We found out that people liked the front grille of the Valiant and back window of the Dart. So we combined those two features on both models.

"Third, dealers. As we built our network of dealers, we recognized the fact that in Mexico, family is everything. It's an important thing for a dealer to bring his son up in the business. If a dealer has several sons, he will often come in and ask for more dealerships. We do everything we can to accommodate him.

"Finally, government relations. Mexico has a serious shortage of cars and especially trucks. When the government told us the country needed more trucks, we built them. Truck production has been virtually doubled in 1980. Working with the ministry of public education, Chrysler assists to improve technical education in the schools by training over 200 teachers a year at its technical institute."

American Motors

AMC chairman Gerald C. Meyers outlined his concept of the world car company to a California audience in February.

"The idea of producing complete vehicles in one country and selling them there is out of date," he said. "These days, it is common for a manufacturer to spend $1 billion to develop just one new car. To make such expenditures pay, that manufacturer must achieve the ultimate in efficiency in designing, engineering, producing, shopping and marketing its vehicles.

"Many people think that the answer is the world car, cars of singular design, requiring common processing and salable everywhere." But because of special national needs, tastes and differing regulations, Mr. Meyers said, AMC's experience says "there is no such thing as a world car. Just as there is no average buyer.

■ "It appears to be that the '80s will be more the decade of world car companies and not world cars.

"Only big companies will survive because of the enormous capital investments required to produce the cars which meet changing needs.

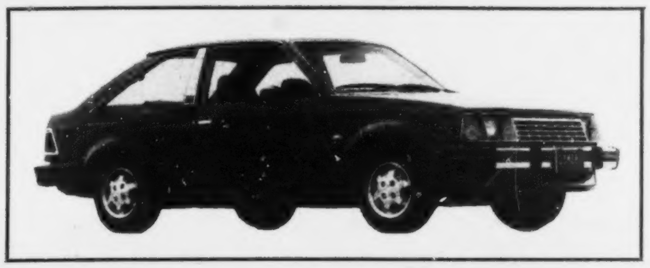
"We calculate that the 30 or so independent auto manufacturers in the world today will narrow to about a dozen auto manufacturers by the end of the century."

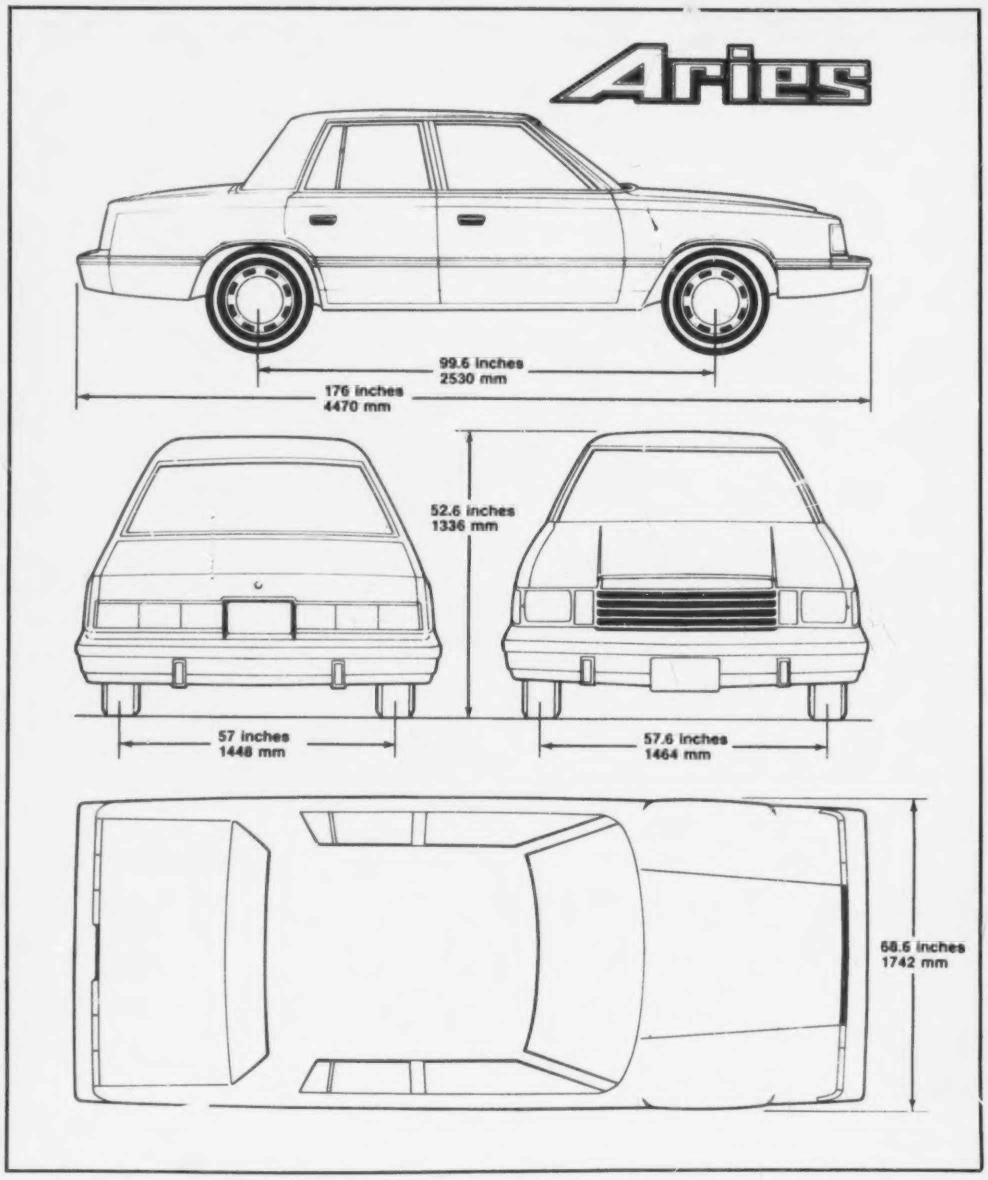
Thomas A. Staudt, vp-marketing group, brings the world car and world car companies into perspective.

"For a long period of time, there has been a one world market shap-

(Continued on Page S-44)

AUTO MARKETING





General Motors T-car (above) undergoes wind tunnel testing to check its aerodynamic design qualities; good scores mean greater fuel efficiency. The front-wheel-drive Ford Escort (center) bows at dealerships Oct. 3. The Dodge Aries, (below) was designed to hold six passengers; its dimensions are shown in the schematic drawing at right.

. . . but it'll be tough

(Continued from Page S-43)

ing up," he said. "And competition has been increasingly moved to a worldwide basis. That is reflected, in part, by growth opportunities outside of North America for the American companies. And the rate of growth has been and will continue to be faster than it is in North America.

"Conversely the North American market, being the world's largest market, has been an open market and has been very attractive and appealing to virtually every automotive company in the world.

"Now the level of investment requirements, in the economies of scale, have been such that, increasingly, companies have had to look for opportunities to rationalize their total system rather than optimizing the efficiency of individual pieces in their total system, either in geography or specific vehicles or components. And that has led to what has been called world cars.

"This leads you to say in a broader scale . . . that companies are moving to a more international focus of operations—transnationalism.

"If you try to trace the history of this phenomenon, you'd start with companies that first looked beyond the home market. They took what they had in the home market and exported it almost intact.

"Then they found it was cheaper to put certain kinds of subsidiary companies in other markets. [These companies] might take a new product line every six months for the next six years. One of the first will be the Renault 18i, a front-wheel-drive four-door sedan and wagon with fuel injection engine.

"As companies competed in those markets, they may have found it advantageous to have more of the total operation domiciled in those particular countries. And thereby came the transnational company.

"That kind of thinking gets you to a kind of global strategy. Where are the markets of opportunity? What kind of products are required in those markets? Where should my manufacturing facilities be? Where is my access to raw materials? Where should my component plants be located?"

- Mr. Staudt believes that the oil crisis of 1973-74 was a turning point in the process to transnationalism only in one sense: "It tended to homogenize more fully the products of companies all over the world," he said.

Because of the broad spectrum of transportation needs for personal mobility, Mr. Staudt believes that the full-size car has a useful place in the industry. He sees a still wider assortment of cars in the future.

Inherently optimistic U.S. automobile manufacturers like Mr. Staudt of AMC look beyond the immediate frustration of plunging domestic car sales.

Mr. Staudt read off the encouraging statistics:

"During the '50s, automobile ownership in Great Britain doubled. In France, it tripled. In West Germany, it quadrupled. In Japan, it increased from 1,000,000 in 1960 to 34,000,000 today."

Outside the U.S., Western Europe, Japan, Canada, Oceania and South Africa is "the rest of the world"—83% of the world's population—with only 12% of its automobiles. "That is a potential automotive market that can scarcely be comprehended," he said.

AMC recognizes that there may not be two Eagle SX/4s and a Jeep in every Gambian or Chinese garage in the foreseeable future, but it holds out hope for some opportunity.

"With limited resources, high energy costs, with millions of hungry people to feed, clothe and house, the Third World nations are assessing the future role of the automobile in their countries with extreme caution," Mr. Staudt said. "But there is no doubt that as those countries begin to tap their own resources and develop their own economies, the demand for cars and trucks will increase sharply."

Volkswagen

Tom McDonald, manager of public relations of Volkswagen of America, is well acquainted with the world car concept.

"If it's a world car as far as the applications throughout the world, I think Volkswagen can go back to the Beetle as a classic world car—the first world car," he said. "If it's assembled from components manufactured around the world, we can look at the Rabbit as our example of a world car.

Ol' Blue Eyes Frank Sinatra, shown here with Chrysler chaiman Lee Iacocca, isn't singing the blues when he croons about Chrysler cars.

"The Rabbit, or the Golf as it is called in other countries, is manufactured in Germany, Mexico, South Africa and the U.S.

- "I think the basic concept of world car is the control of the vehicle, the control of the manufacturing is worldwide. You have a worldwide system for quality that reflects the worldwide position of the corporation as far as quality and concept is concerned."

"We, as manufacturers in this country, are looking to add as much domestic content or North American content to the Rabbits we make in this country as possible, whereas I think other manufacturers are getting away from that and trying to get many components from outside of the U.S. market."

"All of our basic research and development work is done in Germany. The responsibility of the satellite country companies is to make some modification, as we have done in the U.S.-built car, for our particular market. But we have not modified the basic engineering fundamentals around which the car was built, nor the basic identity of the vehicle.

"We look at the products we make as Volkswagens. We don't say it's an American Volkswagen. We operate under a worldwide umbrella of quality and products are measured on a world standard that is implemented at all Volkswagen plants throughout the world." #

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Advertising Age
50 YEARS 1930-1980

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McNeil gears up Duonex entry for cold remedy fight

By NANCY GIGES

NEW YORK—Cold remedy marketers are gearing up for a very competitive season, as long-standing leaders try to regain share lost to Bristol-Myers' Comtrex and another new brand gets ready to rush in.

Johnson & Johnson's McNeil Consumer Products Co., whose one major brand—Tylenol—upset the standings in the analgesic market, has moved a step closer to market with a new cold remedy called Duonex. The company, which already markets Co-Tylenol cold remedy, recall-tested a Duonex tv spot in Sacramento last month.

■ Duonex is described as the first cold medicine made especially for day or night relief. A yellow capsule for day is promoted to relieve "coughing and congestion without drowsiness so you can stay active." The blue version for nighttime helps cold sufferers to "breathe easier and quiet your cough so you can rest."

The product has been assigned to Young & Rubicam and sources say McNeil is prepared to invest close to $10,000,000 in ad support for the product's launch (AA, July 14).

McNeil also has made some gains with Co-Tylenol, which last year received $7,000,000 in measured media expenditures. That brand holds a 4% share of the $500,000,000 cold remedy category. The total does not include cough remedies, which comprise another $500,000,000 segment.

■ The leading brands hit hardest by Comtrex, introduced nationally in late 1978, were American Home Products' Dristan, SmithKline's Contac and Richardson-Merrell's Vicks NyQuil. For the May/June period, share figures show Dristan at 14.5%, but that is somewhat higher than normal because of heavy hay fever usage. NyQuil held a 14.1% share and Contac 13.8%. Comtrex held a 8.2% share during that period.

Vicks has countered this season with new DayCare capsules, being launched with a $7,000,000 ad budget and heavy sampling (AA, July 14). DayCare liquid also has been revamped.

SmithKline has moved out a reformulated Contac that contains much higher dosage levels of de-

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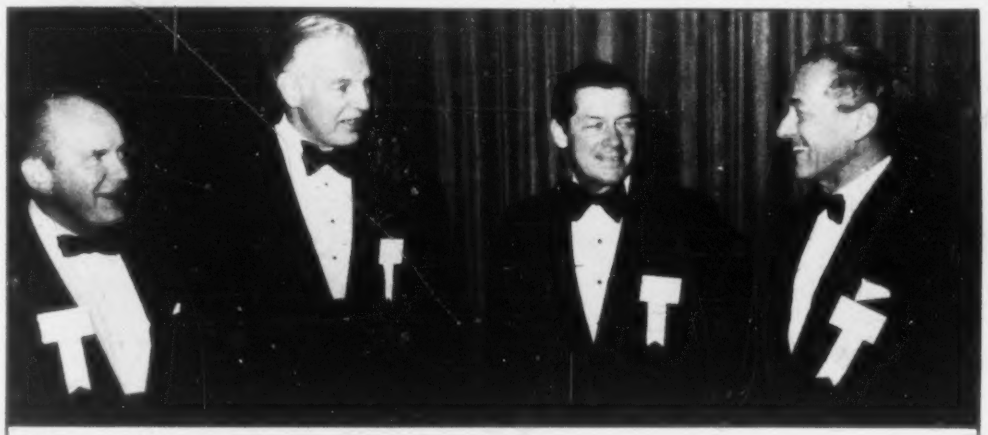

New officers take ANA helm

Posing for pictures during last Tuesday's black tie dinner/dance at the Homestead are (from left) newly elected vice-chairman Thomas Ryan, outgoing chairman Donald Goldstrom, incoming chairman Richard Creedon and reelected association president Peter Allport.

ANA eyes viewer 'cells'...

HOT SPRINGS, VA.—Fragmentation, fractionalization, regionalization, decentralization. These were buzzwords at the Assn. of National Advertisers annual meeting here last week, during which the new video media again took center stage.

In a "sold-out" concurrent clinic on "New Video—New Measures," Thomas T. Ryan, vp-advertising services, Gillette North America, and chairman of the ANA committee studying the subject, said that without question a major problem facing the industry is the measurement of audiences in the future.

"There doesn't seem to be any question," he stated, "that the arrival of these new means of receiving information and entertainment in the home is going to cause a fractionating of viewing audiences. If we are to deal with and take advantage of these smaller audience segments, we will have to have adequate means of measuring accurately and consistently the size and composition of the segments."

Mr. Ryan said that in earlier consultations with A. C. Nielsen Co. and Arbitron, the two major measuring services, he was told it will probably be 1985 before the machinery to do so will be in place. And, he stressed, "advertisers are going to have to participate in the cost of measurement research" on the new media.

■ "This is not a popular point of view," he continued, but measuring "these small cells" of viewers will be a huge task and "we can't expect the networks

(Continued on Page 116)

...creative to reach them

HOT SPRINGS, VA.—A demassification of the media and an increasingly segmented audience will require more creative and more personalized advertising in the next decade.

Penny Hawkey, senior vp-creative group head, McCann-Erickson, together with Ed McCabe, president, Scali, McCabe, Sloves, and Janet Wolff, exec vp-director of creative services, William Esty Co., are ready, however. The three shared their suggestions on how to reach the new audience with Assn. of National Advertisers members last week at a panel on creative advertising.

To Ms. Hawkey, the demise of broadcasting and the birth of "narrow casting" means jumping "feet first" into the new video . . . "right now, while costs are low and the medium is somewhat unregulated and adapted to our needs."

Although not suggesting that advertisers walk away from the networks, Ms. Hawkey said that with the new electronic technology, "the audience—the mass mind, as we've unfortunately come to think of it—is breaking up. It has options. It doesn't have to watch the programing that the networks put in front of it. And it doesn't have to watch our commercials."

But, she suspects, "we will do a

(Continued on Page 116)

More ANA news on Pages 3, 10 and 112.

last minute news

Abbott reviewing for Selsun Blue, Murine

CHICAGO—Abbott Laboratories' consumer products division is reviewing agencies for its Selsun Blue shampoo and Murine eye care products, currently at McCann and JWT, respectively. Decision on the $15,000,000 worth of business (combined) due in a month; incumbents are included.

Michelob set to go after everyday beer drinker

ST. LOUIS—Anheuser-Busch's superpremium Michelob, having cornered the "weekend" beer drinker, is set to make the brand an everyday beverage. "Put a little weekend in your week" is the theme of a new Michelob campaign scheduled to break Oct. 11. Four fast-paced spots under consideration feature entertainment and sports celebrities. Meanwhile, Michelob Light will continue its "compare the taste" theme with two new sports spots (soccer and tennis), and Natural Light adds some new personalities to its "taste is why you'll switch" assault on Miller Lite. D'Arcy handles.

FDA approves P&G ads for Rely users

WASHINGTON—Procter & Gamble got FDA approval of ads breaking this week that urge Rely tampon users to stop using the product and seek refunds (AA, Sept.29). Copy says, "more than other brands" Rely appears to be linked to toxic shock syndrome, describes the ailment as potentially "very serious" and believed responsible for "a number of deaths," and says P&G is working with the government to find why tampons appear to be involved. Health Research Group, a Ralph Nader unit,

(Continued on Page 8)

AA MAR81
DC20014CONGLIHAGNR 0211592001 3
R HAGERMAN SECY TO SR VP
CONGRESSIONAL INFO SERVICE
7101 WISCONSIN AVE
WASHINGTON DC 20014

Charter crash

'Sport' on the block; Eller looks around

By CHRISTY MARSHALL

NEW YORK—As Karl Eller, free-wheeling president of Charter Media Group, and Charter were packing it in last week, Charter Corp. began packing up its *Sport* magazine and putting it on the block.

Sport, a perennial money-loser, formally was put into a serious financial package and presented to prospective buyers, according to sources. The magazine had been for sale for some time, but the asking price was considered exorbitant. Now, as a "highly leveraged and cash poor" company, Charter is offering *Sport* at a more realistic figure. So far, Charter has had discussions with CBS Publications, Ziff-Davis, *Playboy* and *Newsweek*, according to sources.

■ The proposed sale of *Sport* comes on the heels of the Sept. 30 announcement that Charter Media Group had been dissolved and that its entrepreneurial president, Karl Eller, left with the CMG acquisitions of the *Philadelphia Bulletin*, KIOI (fm) in San Francisco and the New York Subways Advertising Co., and returned to his home base in Phoenix.

Charter Corp. is left with its communications division, Chartcom, which consists of Charter Publishing Co. (*Ladies' Home Journal*, *Redbook*, *Sport* and *Discount Merchandiser*), Charter Data services and six radio stations. Charter Media Group was created by Charter Corp. president Ray Mason and put under Mr. Eller six months ago (AA, March 31).

"Two people got into a joint venture agreement—we had all kinds

(Continued on Page 115)

Reader data still don't jibe

By LEAH ROZEN

NEW YORK—The release of the 1980 magazine readership figures by rivals Mediamark Research Inc. and Simmons Market Research Bureau has done little to settle either the controversy over their differing methodologies or the stomachs of the agency media researchers who must use the figures.

Some are siding with Mediamark. Some are siding with Simmons. Some are straddling the fence and buying both.

Everybody is unhappy. "It shouldn't be this way," said one agency media research head. "You would think they could settle on one accurate way of getting numbers."

What's the problem? The same that it has been for the past two years: The industry's two major magazine readership measurement companies use different methods and no one can agree on which is the better one.

Simmons Market Research Bureau, the product of the 1978 merger of W. R. Simmons & Associates and Axiom Market Research Bureau, measured 44 magazines in 1980 with the through-the-book method and another 81 with the recent reading method. The catch is that Simmons then took its recent reading scores and calibrated them (using a formula provided by, but not enthusiastically endorsed by, the Advertising Research Foundation) to make them comparable with its through-the-book figures.

▪ Mediamark, founded in early 1979, used its own version of the recent reading method to measure all 140 magazines and magazine groups it reported on.

As they did a year ago, the Simmons and Mediamark figures differed greatly, with Mediamark tending to show much larger total audience figures than Simmons.

For example, Mediamark rates *Reader's Digest* as the magazine with the highest readership figure, 58,707,000. Simmons puts *RD's* readership at only 39,972,000. The story is the same for *TV Guide*: Mediamark reports 52,401,000, while Simmons has 42,547,000.

With *RD* and *TV Guide*, Mediamark has used the recent reading method and Simmons has used through-the-book. Mediamark's larger figures are attributed to the large out-of-home readership—at the doctor's office, supermarket, hair salon, etc.—its measuring system picks up.

"There's an awful lot of evidence, much of it's recent, that paging through a magazine is all you need for advertising exposure," said Mediamark Timothy Joyce in a recent interview. "Our system is designed to be as inclusive as possible. We're picking up the maximum possible readers."

Simmons' use of through-the-book, a system that has respon-

(Continued on Page 118)

VOTE.
IT MIGHT BE WORTH
THE BOTHER.

Ad Council goes after nonvoters

Getting out the vote on Nov. 4 is the aim of this latest public service Ad Council campaign. Tv ads showing nonvoter whose candidate lost will try to persuade the 70,000,000 eligible Americans who did not vote in 1976 that "it might be worth the bother." Joint sponsor with Ad Council is the National Assn. of Secretaries of State. Needham, Harper & Steers, New York, volunteered the creative.

Baileys' new theme

Baileys Original Irish Cream would have liked to kick off its new campaign with Baileys' original advertising theme, but it ultimately settled for "Only the taste is magic," which took second place in a copy test. Baileys' producer, International Distillers & Vintners, shifted the brand to Paddington Corp. and its agency, Backer & Spielvogel. Former agency Nadler & Larimer claims proprietary rights to the theme, "The impossible cream."

K-C, Playtex halt plans

By JENNIFER ALTER

CHICAGO—Kimberly-Clark Corp. has suspended all advertising for its Kotex brand tampons "until the tss [toxic shock syndrome] situation is clarified," the company said. And International Playtex, which recently moved a "new, improved" Playtex tampon onto retail shelves and was planning a "relaunch" campaign for October, is having second thoughts.

"We are reevaluating all of our plans at this point, and waiting until we meet with the Food & Drug Administration to make any decisions," said company president Walter Bergman.

Tampax Inc. told the FDA it will run an educational campaign in newspapers and magazines beginning this week alerting consumers to the symptoms and dangers of tss, and suggesting more frequent changing of tampons and alternating use with napkins. Ads will run in 42 newspapers and in *People* and *TV Guide*. Similar warnings will be inserted in Tampax packages.

Johnson & Johnson said it would hold steady on its ad plans until it meets with FDA this week.

The FDA, which has scheduled these meetings to run through Wednesday, suggested the labels should inform women that they might "want to consider not using tampons, or alternating tampons with napkins."

How long it would take for tampon packages with warning notices to turn up in the marketplace will depend on how fast existing product moves, sources say. However, E. Russell Sprague, president of Tampax, estimates his company could get new packages out of the factories within two weeks.

Any provisions for warnings in product advertising are under jurisdiction of the Federal Trade Commission and have not yet been addressed, except for Tampax' action.

Up until this point the FDA has been focusing all of its attention on Procter & Gamble's Rely tampon. Now that Rely has been withdrawn from the market, retailers have filled the shelf space with other tampon products. Although they say it is too early to report figures, several chains indicated they have seen no significant drop in tampon sales.

▪ While some industry observers have predicted the tss scare will be a boon to the sanitary napkin business, there are those who believe this is an underestimation of women's dependence on the tam-

(Continued on Page 116)

highlights

Monday, October 6, 1980

Pan Am sketched the outline for its marketing thrust when the single-identity carrier takes off Oct. 26. *See Page 4.*

BBDO picked up a financial advertising/pr subsidiary, a new creative exec vp and a new executive for its international department, all last week. *See Page 6.*

Nabisco tests a corporate image campaign aimed at potential investors. *See Page 14.*

Newspaper Advertising Bureau conference on newspapers and the new technologies focused on how the industry will fit into the future communications world. *See Page 32.*

R.J. Reynolds Tobacco faces security analysts. *See Page 34.*

Actor David Naughton achieves fame, and Dr Pepper boosts sales, with the "Be a Pepper" campaign, now entering its fourth year. *See Page 36.*

Researcher McCollum/-Spielman & Co. tries to put the star endorser trend in perspective and offers some helpful tips based on hundreds of tests. *See Page 42.*

NAB said the U.S. should seek orbital slots for direct broadcast satellites, but opposed their use for direct-to-home tv service. *See Page 42.*

Trunk airlines are on an ad spending spree when many of them can least afford it. *See Page 46.*

The shampoo market sees some changes as competition heats up once again. *See Page 52.*

Unadvertised U.S. gold medallion sales have crawled along while South Africa's hefty spending has spurred the Krugerrand. *See Page 56.*

In the last of three parts, ADVERTISING AGE associate editor Nancy Giges explores the comparative campaigns of the analgesics. *See Page 63.*

Louis J. Haugh looks at the "hot" promotion of the 1980s—cash refunds—and offers some suggestions to hold down costs of the events. *See Page 68.*

Vitt Media International is calling on stations for three new barter tv packages and dipping into the home video field. *See Page 80.*

World Championship Tennis is going strong. *See Page 80.*

Have you been wondering how those tv spots were shot for Come 'n Get It with the dogs atop a butte? *See Page 86.*

Dallas Times Herald launches locally edited rotogravure magazine, ***Westward***, with a 104-page premiere issue. *See Page 111.*

Pepsi and Coke settle a dispute over confidential marketing information out of court. *See Page 115.*

"Playing for Time" scores big ratings victory for CBS and the advertisers. *See Page 118.*

A proposed acquisition of GTE consumer electronics by Philips would change industry standings. *See Page 118.*

The Institute of Outdoor Advertising kicks off new campaign. *See Page 120.*

Section 2

What's new in premiums and promotions? Novelty lies partially in the past—antique premiums are experiencing a worthy comeback. Also included in the section: How the cigaret industry takes hints from Houdini to wriggle free of its shackling; the enduring and increasing success of sweeps; industry bellwethers discuss the future, and you learn how to track the competitions' promotions—beginning opposite Page 60.

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JULY ARBITRONS—TOP 50 MARKETS 90

Vol. 51, No. 43—ADVERTISING AGE (ISSN 0001-8899) is published weekly, except semiweekly the third week in March, the second week in September at 740 Rush Street, Chicago, IL 60611. Second-class postage paid at Chicago and additional mailing addresses.

Carnation moving in wine field

LOS ANGELES—Carnation Co. could become the next major consumer products company to enter the U.S. wine business if its United Kingdom subsidiary is successful with a new wine brand now being launched in London.

Ads break in London next month for Golden State red, white and sparkling wines. Guild Vintners, San Francisco, which also markets its own Guild line, is acting as supplier, as it does for other wine marketers. Carnation here developed the brand name and positioning and Carnation Foods in the U.K. is marketing the Golden State line.

Execs at Carnation are carefully tracking the U.K. introduction for results that could be applicable in the U.S. market. One source said Carnation may be leaning toward serious consideration of a U.S. tryout because of favorable response to the Golden State line in U.K. testing.

The London launch is being

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Reader studies

(Continued from Page 2)

dents page through a stripped-down version of the magazine, is the system preferrred by most of the media researchers interviewed. They feel it yields more honest numbers on authentic readers.

Simmons head Frank Stanton says the length and detail of through-the-book interviews make the gathering of information this way on 125 magazines a physical impossibility. Hence the use of recent reading for 81 less-than-major magazines.

The 1980 Simmons report is the first to make use of the calibration method, to bring recent reading figures in line with through-the-book figures.

But a lot of agency media researchers aren't buying the notion that there are magic numbers and a formula you can plug in to correctly adjust the data.

- Assistant media director Paul Conway, in explaining why his agency, DKG Inc., had elected to go with Mediamark exclusively, said, "It's important that the same methodology be used across all magazines."

On the other hand, Scali, McCabe, Sloves exec vp-media Michael Ephron took a look at the arguments and came to a different conclusion. His agency has contracted to receive both studies, but will be using Simmons as its primary source and Mediamark as a back-up ("A confirmation, if you will," Mr. Ephron said).

- Mr. Ephron said his decision to go primarily with Simmons was based on "not letting the tail wag the dog." He said that since 90% of his clients' dollars go into the magazines measured by Simmons' through-the-book method, the recent reading scores (and their calibration) don't bother him too much. He said his agency plans to use Simmons' raw recent reading data (minus the calibrations) and to adjust it using the agency's own data.

Jack Hallahan, Chicago-based Leo Burnett Co.'s media research man, said Burnett is going with Simmons exclusively because its "market information on product usage is of higher quality than MRI's." #

New cold remedies

(Continued from Page 1)

congestant and antihistamine. The company recently conducted an agency review for the cold remedy, but in the end decided to stay with agency Ogilvy & Mather (AA, Aug. 25). The review involved recall-testing of the campaigns presented by the agencies.

Industry sources speculate SmithKline may authorize ad spending of $30,000,000 to revitalize the brand. That figure is double what the market leaders normally invest in measured media for this essentially seasonal business.

Meanwhile, in analgesics, B-M is investing $17,000,000 in the debut of reformulated Excedrin (AA, May 5), an effort viewed as a last-ditch attempt to reverse that brand's sliding share.

In addition to introducing the product in capsule form, B-M also converted from a two-thirds aspirin/one-third acetaminophen 424mg tablet to a 50-50 aspirin/acetaminophen ratio in a 500mg tablet.

Advertising by Kenyon & Eckhardt focuses on the capsule form, using a space scene. The B-M approach differs from that of American Home Products, which last year introduced a Maximum Strength Anacin tablet (500mgs) as a line extension to its regular adult strength Anacin product (400mgs). This summer AHP also added a capsule in the Maximum Strength formula.

The higher dosage tablet has added only two percentage points to the total Anacin share that now stands at 12.6%, less than half that of market leader Tylenol, which holds a 28.6% share. The Tylenol share is made up of 2.9% pediatric, 19% extra-strength (500mgs) tablets and capsules and 6.7% regular (350mgs) tablets and capsules.

Sterling Drugs' Bayer and B-M's Bufferin shares continue to hover around 8% each. #

Imitation cheeses

(Continued from Page 3)

can-flavor individually wrapped slices. It is made with sunflower oil to replace the animal fat.

The Country Meadow advertising campaign, handled by Grey Advertising, is expected to break within a few weeks.

Anderson, Clayton's New Age line includes 8-oz. packages of American, Swiss, smokey and hot pepper cheeses and an 18-oz. package of American. The company claims to have a leading market share in cheese substitutes in test markets and a 4% to 6% share in the individually wrapped sliced cheese category in those areas.

Ads for the New Age line boast its contents—90% less cholesterol and 75% less saturated fat than process American cheese slices—and are targeted at women age 35 and up. Color page ads, some with coupons, are scheduled for regional editions of such magazines as *Family Circle*, *Good Housekeeping* and *Reader's Digest*. A tv blitz, beginning in mid-October, will involve more than 10 commercials per week for six months. Further support will come from newspaper coupons, including a "buy-one, get-one-free" offer. Benton & Bowles, New York, is the agency.

Kraft, currently in the Southeast, Southwest and Baltimore/Washington areas, will move into all East Coast regions except Vermont, which outlaws cheese substitutes.

Kraft markets 12-oz. American-flavor individually wrapped cheese slices; a 10-oz. half-moon colby-flavor product and a 12-oz. cheddar chunk.

Kraft's East Coast entry early this month will be marked with tv spots breaking the week of Nov. 9 and newspaper and coupon ads beginning a week later. All major newspapers in Maine, metropolitan New York, Baltimore/Washington, Boston, Albany, Buffalo, Hartford and Philadelphia/Harrisburg regions will be included. The campaign, handled by J. Walter Thompson Co., Chicago, touts Golden Image's corn oil substitute and Kraft's reputation.

A low-level "maintenance program" is set for existing Golden Image markets, despite the Country Meadow entry and the New Age rollout. #

Latinos elect Da Costa

Latinos in Communications, New York, has elected Jackie Da Costa, senior vp-media director, Ted Bates & Co. as 1980-81 president.

Total adult readers comparison

Magazine	Mediamark	SMRB
Time	25,701,000	20,035,000
Newsweek	23,640,000	16,453,000
U.S. News & World Report	11,586,000	8,733,000
Family Circle	32,143,000	18,255,000
Good Housekeeping	31,498,000	19,164,000
Woman's Day	29,630,000	17,560,000
McCall's	24,641,000	17,287,000
Ladies' Home Journal	21,920,000	12,971,000
Redbook	17,110,000	11,019,000
Cosmopolitan	14,216,000	8,843,000
Glamour	9,538,000	7,107,000
Vogue	7,489,000	5,671,000
Mademoiselle	4,836,000	3,713,000
Harper's Bazaar	3,574,000	3,301,000
Playboy	21,401,000	15,584,000
Penthouse	11,991,000	7,673,000
Hustler	6,848,000	4,302,000
Esquire	4,871,000	3,658,000
Oui	4,515,000	2,946,000
Chic	1,568,000	1,497,000

'Playing for Time' cpm $1.96

By COLBY COATES

NEW YORK—Besides giving new meaning to the phrase "quality tv," CBS' broadcast of the controversial "Playing for Time" rewrote the book on "opportunistic" buys.

The three-hour made-for-tv movie scored a 26.2 rating and 41 share nationally and, contrary to some expectations, audience built with each successive half hour. Because of the movie's grim nature, some observers thought the audience would slip away, unable to handle the horror of Auschwitz.

Instead the numbers just got bigger, starting with a 39 share in the first half hour and concluding with a 44 share in the last 30 minutes.

- But perhaps the most telling number associated with the movie is the $1.96 cost-per-thousand homes advertisers paid to reach an audience estimated at 41,000,000. And it may even be that the $1.96 cpm, which is based on an average cost of $40,000 per 30-second unit, is as much as 5 cents over what some advertisers actually paid. In some cases a 30 might have sold for as low as $30,000.

In addition to American Motors Corp. and Richardson-Merrell (AA, Sept. 29), the big multi-unit buyers were Pfizer Inc., Jeffrey Martin Inc. and Clorox. Other network sponsors included Ex-Lax Inc., Avco Embassy and Columbia Pictures, S. C. Johnson & Son, Thompson Medical Co., Fiat, Beecham Products, Canon and the Lewis Howe Co. for Tums.

Several network buyers, in hearing of the $1.96 cpm estimate, called it "a dirt cheap buy," later adding such descriptions as "giveaway," "bargain basement," or "daytime cpms in prime time." Though an advertiser's average prime time cpm over the course of a season depends on the mix of programs, anything on the downside of a $5 cpm is considered good value.

There always is a gamble that any network purchase might fail to deliver the projected numbers on which the buy is made. But with "Playing for Time," there was an added element of uncertainty: Would there be a viewer backlash and an advertiser boycott?

- "We haven't received a single negative call," said Martin Himmel, president of Jeffrey Martin, which had multiple buys for Topol toothpaste and Porcelana cream. Mr. Himmel thought the protests against the casting of Vanessa Redgrave were "blown way out of proportion" and said that his company signed on over a month ago. The heavy exposure for Jeffrey Martin products comes at a fortuitous time as the company is several weeks away from following it up with a "gigantic" national transit advertising campaign for Topol and Porcelana.

Shortly before the movie aired, CBS was bombarded with over 900 calls protesting Ms. Redgrave's role. But after showing, the network received about 400 calls, running six to one in favor of the movie. Some CBS affiliates were picketed while KOOL-TV, Phoenix, sustained minor damage due to a fire bomb.

A spokesman for AMC said, "The decision to purchase time was based upon the anticipated size and diversity of this critically acclaimed production. We cannot and should not attempt to dictate the casting of any television production, which we regard as an artistic decision." AMC also noted that it had not received any protesting calls or telegrams. The same was true at Compton Advertising, the agency that placed AMC and Thompson Medical.

John McAvity, vp-broadcast, Adforce, Pfizer's in-house agency, said "Playing for Time" was "an extremely good media buy," and doubted there would be a residual backlash. "It won't hurt us at all," he said. "Besides people will forget all about it in two weeks."

Mr. McAvity lashed out at pressure groups in general, noting that one group's recent list of sponsors to be avoided included companies, responsible for "40% of the products on any supermarket's shelf." #

Philips' Sylvania buy will boost tv position

NEW YORK—North American Philips Corp.'s agreement to purchase GTE's consumer electronics business ostensibly will boost the company to a strong third-place standing in the U.S. tv set industry.

But in the meantime, two agencies now are wondering how their assignments will be affected.

With an 8% share held by its Magnavox subsidiary, Philips stands to gain an estimated 10% from the Sylvania, Philco and private label operations that are part of the projected transaction. That would place Philips squarely ahead of General Electric, with 12%, and behind market leaders Zenith Radio Corp. and RCA, who jockey for first with shares that vary seasonally between 20% and 22% of the projected 9,600,000 to 9,800,000 set volume in '80.

A Philips spokesman maintained that inevitable "dealer fallout" would reduce the combined market share to about 11%.

The action also could give Philips another potential ally for its videodiscs, should Sylvania decide to enter the field.

While several obstacles—most notably Justice Department scrutiny of antitrust implications—cloud the outcome of the agreement, Doyle Dane Bernbach and Campbell-Ewald stand to lose, gain or retain large chunks of ad business.

Doyle Dane's 20-year relationship with GTE prompted its reluctant resignation of the Sony Corp. account a year ago. A Philips spokesman said no determination had been made whether Sylvania's advertising and marketing would be consolidated at Magnavox. Its agency is Campbell-Ewald, Detroit, which won the $8,000,000 account from William Esty Co. last February. *(See related story, Page 78.)*

Meanwhile, Sony Consumer Products Co. president Joseph Lagore issued a strong denial to a reporter's question as to whether a Sylvania account shift would lead Sony to rejoin its former agency. Sony spent $5,000,000 on color tv set advertising last year via McCann-Erickson.

Philips has announced that it will preserve the Sylvania and Philco brands should it successfully acquire GTE's business. #

NBC hangs tough

(Continued from Page 3)

son tv is in now vs. last year, but levels were up 0.5% in week No. 1 of 1980 and at the same 59.1% level for week No. 2.

One exec sees something even more significant happening, perhaps at CBS' expense. "Last year CBS' success was built on its strength on three nights, Sunday, Monday and Friday," he noted. "But so far NBC's scheduling has knocked CBS out on Sunday and Monday. CBS will have to get that audience back." But the feeling is that with the strike and the fact that CBS won't be able to make inroads probably until after the November sweeps, that Sunday and Monday base may erode somewhat. Carrying that theory one step further raises questions about CBS' made-for-tv movies, the other key ingredient in its ratings triumph last year.

Many of those movies did exceptionally well because CBS promoted them like crazy on Sunday and Monday. This year, however, the network hasn't been able to muster that promotional clout for its Tuesday and Wednesday movies because the audience has been with NBC. By the same token, CBS could probably dispute that theory, pointing to the continued ratings success of "The Dukes of Hazzard" and "Dallas" on Friday, both with 40-plus shares in reruns.

Meanwhile, NBC is probably plotting replacement strategy for anywhere from 30 minutes to two hours of prime time as new series falter. #

Top stations with young men and women viewers

(in July Arbitrons for top 50 markets)

Station	TSA share		ADI home share	
	Women 18-49	Men 18-49	Sign-on Sign-off	Late Fringe
NEW YORK (1)				
WABC-TV (A)	26	21	21	18
WCBS-TV (C)	18	17	17	19
WNBC-TV (N)	17	17	17	16
WNEW-TV	14	14	15	17
WPIX	12	17	13	15
WOR-TV	7	11	9	7
LOS ANGELES (2)				
KABC-TV (A)	27	23	23	22
KNBC (N)	16	16	17	23
KTLA	13	15	13	8
KNXT (C)	13	14	14	17
KTTV	9	10	11	9
KCOP	8	9	8	7
KHJ-TV	7	8	7	7
CHICAGO (3)				
WLS-TV (A)	31	23	25	23
WBBM-TV (C)	19	19	20	22
WGN-TV	16	20	16	15
WMAQ-TV (N)	15	16	17	19
WFLD-TV	14	13	15	18
WSNS-TV	2	5	3	2
PHILADELPHIA (4)				
WPVI-TV (A)	42	33	34	26
WCAU-TV (C)	21	22	22	24
KYW-TV (N)	17	18	17	28
WTAF-TV	6	8	5	5
WKBS-TV	6	7	6	4
WPHL-TV	5	11	6	5
SAN FRANCISCO (5)				
KGO-TV (A)	31	26	25	23
KPIX (C)	20	20	22	15
KTVU	19	23	15	15
KRON-TV (N)	16	17	16	29
KBHK-TV	8	8	7	3
BOSTON (6)				
WCVB-TV (A)	29	23	25	21
WBZ-TV (N)	21	21	23	35
WNAC-TV (C)	17	17	18	16
WSBK-TV	12	19	10	9
WLVI-TV	9	10	6	4
DETROIT (7)				
WXYZ-TV (A)	36	29	31	26
WJBK-TV (C)	23	21	25	26
WDIV (N)	20	23	22	24
WKBD-TV	16	20	13	18
WXON-TV	2	3	3	—
WASHINGTON (8)				
WJLA-TV (A)	26	23	23	19
WDVM-TV (C)	24	24	22	14
WTTG	21	24	19	27
WRC-TV (N)	17	19	17	24
WDCA-TV	7	11	6	—
CLEVELAND (9)				
WEWS (A)	35	29	32	25
WKYC-TV (N)	21	23	20	24
WJKW-TV (C)	18	26	26	30
WUAB-TV	16	21	15	13
DALLAS-FORT WORTH (10)				
WFAA-TV (A)	31	27	27	24
KDFW-TV (C)	24	20	25	30
KXAS-TV (N)	19	23	24	30
KTVT	14	20	14	10
KXTX-TV	8	7	5	—
PITTSBURGH (11)				
WTAE-TV (A)	33	31	24	20
KDKA-TV (C)	31	32	32	33
WIIC-TV (N)	19	19	17	22
WPGH-TV	10	12	8	8
WJAC-TV (Johnstown)	—	—	3	3
HOUSTON (12)				
KTRK-TV (A)	33	30	29	26
KHOU-TV (C)	23	22	22	22
KPRC-TV (N)	21	20	22	31
KHTV	11	13	10	8
KRIV-TV	10	13	13	9
MINNEAPOLIS/ST. PAUL (13)				
KSTP-TV (A)	35	33	29	24
WCCO-TV (C)	28	25	28	19
WTCN-TV (N)	18	18	16	20
KMSP-TV	15	22	17	31
ST. LOUIS (14)				
KTVI (A)	26	23	22	25
KMOX-TV (C)	25	23	25	22
KSDK (N)	21	20	23	26
KPLR-TV	19	24	19	19
KDNL-TV	10	9	7	4
MIAMI (15)				
WPLG (A)	28	25	23	22
WTVJ (C)	25	25	28	20
WCKT (N)	20	23	23	34
WCIX-TV	16	20	14	14
WLTV	8	3	7	3
ATLANTA (16)*				
WSB-TV (N)	(20) 34	(17) 28	30	35
WXIA-TV (A)	(16) 24	(14) 23	20	16
WAGA-TV (C)	(16) 23	(13) 21	24	24
WTBS*	(46) 20	(55) 26	14	14
WANX-TV	— 3	— 2	3	—
SEATTLE/TACOMA (17)				
KOMO-TV (A)	33	27	29	22
KING-TV (N)	24	24	24	38
KIRO-TV (C)	18	24	21	22
KSTW-TV	18	22	15	5
TAMPA/ST. PETERSBURG (18)				
WTVT (C)	31	23	31	27
WFLA-TV (N)	23	25	25	31
WTSP-TV (A)	22	21	19	20
WTOG-TV	21	25	15	12
BALTIMORE (19)				
WJZ-TV (A)	36	31	29	31
WMAR-TV (C)	30	32	27	25
WBAL-TV (N)	26	27	21	22
WBFF-TV	7	10	7	11
WTTG (Washington)	—	—	6	6
HARTFORD/NEW HAVEN (20)				
WTNH-TV (A)	48	39	27	25
WFSB-TV (C)	36	41	24	19
WVIT (N)	13	17	10	15
WCBS-TV (New York)	—	—	4	—
WNEW-TV (New York)	—	—	4	—
WNBC-TV (New York)	—	—	3	5
WPIX (New York)	—	—	3	—
WGGB-TV (Springfield, Mass./Hartford)	—	—	3	—

(Continued on Page 92)

July sweeps show tv demographic leaders

By MAURINE CHRISTOPHER

NEW YORK—If an advertiser wants to target women 18 to 49 in a top-50-markets campaign, which stations look best for his product?

Or suppose the promotion is for a male-skewed spot schedule. What are the most likely choices?

Which stations dominate in sign-on to sign-off strength?

These are a few of the questions that are answered in ADVERTISING AGE's latest rating analysis covering the Arbitron July sweeps returns for the country's largest population centers. These numbers reflect viewing from July 9 through Aug. 5.

Tables showing affiliate and independent stations' competitive standings in demographic and household audience shares were put together by a veteran broadcast researcher. In each market, stations were ranked according to the percentage of the young adult women reached during the telecast day in the total station area.

Looked at from the network rivalry standpoint, more often than not ABC affiliates appear to be on the right wavelength to attract the young women who are the key targets of many advertisers. ABC affiliates placed first in shares with women 18 to 49 in 36 markets, two of them in a tie.

The ABC outlet was the leader with this favored set in the 16 largest markets. CBS stations captured first in 11 markets, while NBC was first in four.

In New York, the edge was sizable, with WABC-TV averaging a 26 share with young women, eight points ahead of runner-up WCBS-TV. In men 18 to 49, the lead was less—21 for WABC-TV to 17 for WCBS-TV and WNBC-TV.

In Los Angeles, ABC-owned KABC-TV was even further ahead in its appeal to women, scoring 27 to 16 for second-place KNBC. With young men, KABC-TV had a seven-point edge over KNBC. Indie KTLA tied KNXT (CBS) at 13 for women and edged past at 15 for men.

Independent WGN-TV in Chicago bested the NBC affiliate—WMAQ-TV—to place third behind WLS-TV (ABC) and WBBM-TV (CBS) with females 18-49. With men 18-49, the indie was four points in front of WMAQ-TV with a 20 share.

In Philadelphia, WPVI (ABC) swept all the columns except late fringe. (Late fringe and sign-on to sign-off shares were based on Arbitron's area of dominant influence, while the men and women figures were based on total station area.) At 42, WPVI was exactly double the 21 points scored by second place WCAU-TV (CBS) in young women shares.

Vitality in three of four columns was evidenced by ABC's KGO-TV, San Francisco, which was 11 points ahead of KPIX (CBS) in the young female category and three points ahead of runner-up KTVU with their male counterparts. KTVU placed third with women at a 19 share, putting the NBC affiliate, KRON-TV, fourth in two columns in the table. NBC led with "Tonight" in late fringe.

▪ Market No. 8, Washington, truly is a hotly contested territory, with Metromedia's WTTG mounting an aggressive challenge to the Big 3 affiliates. WJLA-TV (ABC) led with young women and with sign-on to sign-off home shares, while WDVM-TV (CBS) and WTTG scored 24 to tie for first with their male contemporaries.

At 27, WTTG was three points ahead of "Tonight" in household shares. The syndie programing that turned the trick for Metromedia: "Odd Couple" from Paramount and "Perry Mason" from Viacom. "Cell Block H" from Firestone served as a solid lead-in against the news.

Arbitron regular rating reports note that the estimates included do not cover extended satellite reach for superstations, such as WTBS. In the case of WTBS, the researcher published a special total coverage area report.

If those men and women figures were used as a basis, WTBS emerged as the big winner in the young women and men column in Atlanta with a 46 and 55 share, respectively.

▪ Over-all, the big city competition in late night numbers produced some impressive returns. The No. 1 top 50 markets station in weekday late fringe was KBTV (ABC), Denver, which pulled a 53 homes share. The station did it with a mixture of syndicated and network fare.

ABC was preempted at 10:30 p.m. (for delayed showing). Into the next hour and a half went syndicated repeats of Paramount's "M*A*S*H," followed by Colbert's "Joker's Wild." The taped network material resumed about midnight.

Preempting a network, in this instance CBS, similarly paid off in the Arbitrons for KSL-TV, Salt Lake City. It was second in the top

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Top stations with young men and women viewers

(in July Arbitrons for top 50 markets)

Station	TSA share		ADI home share	
	Women 18-49	Men 18-49	Sign-on Sign-off	Late Fringe
DENVER (21)				
KBTV (A)	36	34	32	53
KOA-TV (N)	23	25	22	18
KMGH-TV (C)	22	21	24	18
KWGN	17	18	15	8
INDIANAPOLIS (22)				
WRTV (A)	31	30	26	32
WISH-TV (C)	29	25	26	16
WTHR (N)	23	25	21	22
WTTV	18	20	15	19
SACRAMENTO/STOCKTON (23)				
KOVR (A)	33	27	25	18
KCRA-TV (N)	27	28	25	33
KTXL	20	24	15	13
KXTV (C)	19	19	17	14
PORTLAND, ORE. (24)				
KATU (A)	30	26	26	22
KOIN-TV (C)	23	24	24	21
KPTV	23	26	18	15
KGW-TV (N)	21	21	22	35
SAN DIEGO (25)				
KGTV (A)	35	30	25	25
KFMB-TV (C)	29	28	26	24
KCST-TV (N)	22	21	17	23
XETV (Tijuana, Mexico)	12	16	11	—
KTLA (Los Angeles)	—	—	4	—
KNBC (Los Angeles)	—	—	3	7
MILWAUKEE (26)				
WISN-TV (A)	41	34	30	40
WITI-TV (C)	26	26	25	23
WTMJ-TV (N)	21	26	26	23
WVTV	11	11	8	7
WCGV	—	4	3	—
KANSAS CITY (27)				
KMBC-TV (A)	40	36	30	31
KCMO-TV (C)	28	27	27	26
WDAF-TV (N)	18	20	22	22
KBMA-TV	14	18	11	13
CINCINNATI (28)				
WKRC-TV (A)	31	27	25	25
WCPO-TV (C)	23	27	26	26
WLWT (N)	23	23	24	25
WXIX-TV	18	20	14	18
WHIO-TV (C, Dayton)	3	—	3	—
BUFFALO (29)				
WKBW-TV (A)	44	41	32	27
WIVB (C)	25	25	25	25
WGR-TV (N)	25	28	20	29
WUTV	6	6	6	4
NASHVILLE (30)				
WTVF (C)	32	31	32	30
WSM-TV (N)	31	31	29	33
WNGE (A)	28	27	24	22
WZTV	6	10	6	18
PHOENIX (31)				
KTVK-TV (A)	26	25	21	21
KPHO-TV	26	27	23	20
KOOL-TV (C)	20	18	22	17
KPNX-TV	20	20	21	30
KNXT-TV	7	7	4	—
CHARLOTTE (32)				
WBTV (C)	38	40	36	36
WSOC-TV (A)	33	30	25	25
WCCB	15	16	11	5
WRET-TV (N)	13	14	10	12
MEMPHIS (33)				
WREG-TV (C)	30	28	28	24
WHBQ-TV (A)	30	28	23	34
WMC-TV (N)	26	33	26	24
WPTY-TV	13	12	10	8
NEW ORLEANS (34)				
WWL-TV (C)	42	38	39	32
WVUE (A)	24	24	22	38
WDSU-TV (N)	23	27	21	16
WGNO-TV	8	9	8	4
COLUMBUS (35)				
WBNS-TV (C)	35	40	35	30
WTVN-TV (A)	34	28	28	25
WCMH (N)	25	28	25	33
GREENVILLE/SPARTANBURG/ASHEVILLE (36)				
WSPA-TV (C)	35	33	28	23
WFBC-TV (N)	33	35	33	29
WLOS-TV (A)	32	33	25	29
WBTV (C, Charlotte)	—	—	3	—
GRAND RAPIDS/KALAMAZOO/-BATTLE CREEK (37)				
WKZO-TV (C)	29	31	26	23
WOTV (N)	29	31	25	30
WZZM-TV (A)	24	20	19	17
WUHQ-TV (A)	18	17	10	10
PROVIDENCE (38)				
WJAR-TV (N)	42	42	29	39
WPRI-TV (A)	40	35	25	21
WTEV (C)	19	23	15	11
WSBK-TV (Boston)	—	—	5	3
WLVI-TV (Cambridge-Boston)	—	—	5	3
WCVB-TV (A, Boston)	—	—	5	4
WNAC-TV (C, Boston)	—	—	5	4
WBZ-TV (N, Boston)	—	—	5	8
OKLAHOMA CITY (39)				
KOCO-TV (A)	38	30	29	45
KTVY (N)	22	24	25	25
KWTV (C)	22	22	20	14
KOKH-TV	8	11	7	7
KGMC	8	11	6	3
ORLANDO/DAYTONA BEACH (40)				
WFTV (A)	38	30	29	27
WDBO-TV (C)	29	33	25	20
WESH-TV (N)	24	27	25	34
WOFL	9	10	8	5
CHARLESTON/HUNTINGTON (41)				
WSAZ-TV (N)	42	45	37	28
WOWK-TV (A)	36	30	24	25
WCHS-TV (C)	23	24	20	23
RALEIGH/DURHAM (42)				
WTVD (C)	47	41	34	33
WRAL-TV (A)	46	46	33	25
WPTF-TV (N)	5	10	7	9
WECT (N&C, Wilmington)	—	—	5	5
WITN-TV (N, Washington, N.C.)	—	—	4	4
WNCT (C, Greenville)	—	—	4	—
LOUISVILLE (43)				
WHAS-TV (C)	33	30	30	29
WAVE-TV (N)	31	30	28	27
WLKY-TV (A)	24	23	19	20
WDRB-TV	13	16	11	14
DAYTON (44)				
WHIO-TV (C)	55	47	38	32
WDTN (A)	27	31	22	18
WKEF (N)	18	22	15	22
WXIX-TV (Newport, Ky., Cincinnati)	—	—	4	5
HARRISBURG/YORK/LANCASTER/-LEBANON (45)				
WGAL (N)	38	36	30	33
WHTM-TV (A)	32	28	19	16
WHP-TV (C)	15	20	12	11
WLYH-TV (C)	12	16	6	—
WSBA-TV (C)	3	—	3	—
NORFOLK/PORTSMOUTH/-NEWPORT NEWS/HAMPTON (46)				
WVEC-TV (A)	31	32	26	25
WTAR-TV (C)	29	27	30	22
WAVY-TV (N)	19	22	18	23
WYAH-TV	10	7	9	8
WTVZ	10	12	9	10
SALT LAKE CITY (47)				
KTVX (A)	35	25	27	11
KSL-TV (C)	30	37	32	51
KUTV (N)	26	33	25	26
KSTU	9	12	8	6
ALBANY/SCHENECTADY/TROY (48)				
WTEN (A)	40	38	30	19
WRGB (N)	37	43	30	41
WAST (C)	23	19	21	19
BIRMINGHAM (49)				
WBRC-TV (A)	64	56	51	44
WVTM-TV (N)	24	32	23	33
WBMG-TV (C)	11	12	11	7
WILKES BARRE/SCRANTON (50)				
WNEP-TV (A)	47	50	31	22
WBRE-TV (N)	28	32	23	30
WDAU-TV (C)	22	18	18	11
WPIX (New York)	—	—	14	3

These tables show the tv stations in each of the top 50 markets ranked in terms of shares for women aged 18 through 49 as reported in the Arbitron July sweeps covering the full telecast day, July 9 through Aug. 5. The last three columns cover men aged 18 to 49 and household shares for the full telecast day and late fringe.

The people shares are based on the total survey area (TSA); the last two columns on homes in Arbitron's area of dominant influence (ADI). These figures were compiled for ADVERTISING AGE from the Arbitron books by a veteran tv researcher.

Initials in parentheses indicate network affiliation (ABC, CBS, NBC); stations without initials are independents. Late fringe is 11:30 p.m. to 1 a.m. Monday-Friday in eastern and Pacific time zones. In central and mountain zones, each is one hour earlier.

These lists include local network affiliates and share runners-up in each market whether local indies or distant stations, affiliated or independent. Not all stations are listed. A blank under any column indicates not reported. Stations appear if they drew a minimum 3 sign-on to sign-off household share.

*The total survey area as defined by Arbitron does not include distant satellite or microwave coverage. In July, Arbitron estimated its tsa excludes 98% of WTBS' net weekly circulation.

Atlanta figures in parentheses in this table are based on the special WTBS total coverage area report prepared by Arbitron for the superstation which can be seen via satellite in 50 states. The other Atlanta figures are from the regular Atlanta report, using the same bases as the rest of these data.

July sweeps demographics

(Continued from Page 90)

50 markets in late fringe with a 51 household share. KSL-TV played "M*A*S*H" at 10:30 p.m. (the same sitcom also was stripped in early fringe) followed by "Streets of San Francisco" from Rohrs/-Victory.

Behind KBTV and KSL-TV in three, four, five order in delivering the stay-up-late crowd were KOCO-TV, Oklahoma City, 45 homes share; WBRC-TV, Birmingham, 44, and WRGB, Albany/-Schenectady/Troy, 41. WBRC, a 24-hour station in a blue-collar town, also stood out in the May sweeps.

While the network affiliates held the win, place and show positions with young women in most of these large cities, this analysis (as did an earlier one in May) also dramatizes the growing strength of independents in many markets. Other markets besides those already mentioned in which an indie placed third with this consumer group include Sacramento/Stockton, KTXV; Portland, Ore., KPTV, and Charlotte, WCCB.

A striking standout among the indies was Meredith's KPHO-TV in Phoenix. It is the first indie ever to beat all three major network outlets in sign-on to sign-off share for a sweeps month, rating experts believe. KPHO-TV took their measure in men 18-49, and tied KTVK-TV (ABC) for first place with young women. The networks' concentration on election-year politics, including the GOP convention, obviously was a major factor in the indies' gains in the July Arbitrons and Nielsens.

By Nielsen's count the big national winner in weekly cumulative audiences, counting all homes watching at least once over seven days of telecasting, was WPIX, a New York indie with considerable microwave extended coverage.

The estimate: 6,170,000 homes. Nielsen said its books now cover distant as well as home-market reach.

Two other New York indies—WNEW-TV, 6,112,000, and WOR-TV, 5,738,000—were next, and WTBS, Atlanta, now available to 10,200,000 homes off-air and by Satcom I, ranked seventh with 4,297,000.

In between were the key network-owned New York stations WCBS-TV, 5,621,000; WNBC-TV, 5,605,000, and WABC-TV, 5,599,000.

Using another yardstick—households reached during the average quarter-hour of a month when the networks lost audiences to indies due to their extensive coverage of the Republican convention and its buildup and letdown—the top spots went to affiliates, according to Nielsen.

The quarter-hour Nielsen homes winners: WABC-TV, 433,000; WCBS-TV, 358,000, and WNBC-TV, 314,000. WNEW-TV followed with 307,000 and the most widely watched superstation, WTBS, was 14th at 195,000. #

Leading tv stations Sign-on to sign-off Average quarter-hour homes reached

Rank	Station	July Nielsens
1.	WABC-TV, New York	433,000
2.	WCBS-TV, New York	358,000
3.	WNBC-TV, New York	314,000
4.	WNEW-TV, New York	307,000
5.	KABC-TV, Los Angeles	292,000
6.	WPIX, New York	264,000
7.	WLS-TV, Chicago	251,000
8.	WPVI-TV, Philadelphia	238,000
9.	WGN-TV, Chicago	227,000
10.	KNBC, Los Angeles	215,000
11.	KNXT, Los Angeles	215,000
12.	WBBM-TV, Chicago	207,000
13.	WOR-TV, New York	200,000
14.	WTBS, Atlanta	195,000
15.	KTLA, Los Angeles	176,000

This is the average for July 10-Aug. 6 and covers extended reach for superstations WGN-TV, Chicago, WOR-TV, New York and WTBS, Atlanta, via Satcom I. Microwave extensions also are covered in the Nielsen report.

Top 10 stations Women 18-49 shares in Arbitron markets 1-50

Rank	Station	July share
1.	WBRC-TV (A) Birmingham (49)	64
2.	WHIO-TV (C) Dayton (44)	55
3.	WTNH-TV (A) Hartford/New Haven (20)	48
4.	WTVD (C) Raleigh/Durham (41)	47
4.	WNEP-TV (A) Wilkes Barre/Scranton (50)	47
6.	WRAL-TV (A) Raleigh/Durham (41)	46
7.	WKBW-TV (A) Buffalo (29)	44
8.	WPVI-TV (A) Philadelphia (4)	42
8.	WWL-TV (C) New Orleans (34)	42
8.	WJAR-TV (N) Providence (38)	42
8.	WSAZ-TV (N) Charleston/Huntington (41)	42

Network affiliation and Arbitron market rank in parentheses.

Top 10 stations Men 18-49 shares in Arbitron markets 1-50

Rank	Station	July share
1.	WBRC-TV (A) Birmingham (49)	56
2.	WNEP-TV (A) Wilkes Barre/Scranton (50)	50
3.	WHIO-TV (C) Dayton (44)	47
4.	WRAL-TV (A) Raleigh/Durham (41)	46
5.	WSAZ-TV (N) Charleston/Huntington (41)	45
6.	WRGB (N) Albany/Schenectady/Troy (48)	43
7.	WJAR-TV (N) Providence (38)	42
8.	WFSB-TV (C) Hartford/New Haven (20)	41
8.	WKBW-TV (A) Buffalo (29)	41
8.	WTVD (C) Raleigh/Durham (41)	41

Network affiliation and Arbitron market rank in parentheses. Shares are based on total survey area. Survey period: July 9 to Aug. 5.

Top 10 independents in top 50 markets in women, 18-49 Arbitron shares

Rank	Station	W 18-49 share
1.	KPHO-TV, Phoenix	26
2.	KPTV, Portland, Ore.	23
3.	WTTG, Washington	21
3.	WTOG-TV, Tampa	21
5.	WTBS, Atlanta	20
5.	KTXL, Sacramento	20
7.	KTVU, San Francisco	19
7.	KPLR-TV, St. Louis	19
9.	KSTW-TV, Seattle	18
9.	WTTV, Indianapolis	18
9.	WXIX-TV, Cincinnati	18

These figures are based on total station audience reported in July sweeps for women aged 18 to 49. Shares are an average for sign-on to sign-off.

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advertiser people

Smith to Von Furstenberg job

NEW YORK—Michael Smith has been named director of advertising of Diane Von Furstenberg Inc., a new post. He formerly was art director of Murray Salit & Associates, agency for the company. No successor yet at Salit.

Other people moving:

James Weren to director of marketing, a new position, Paterno Imports, Chicago, from product manager for the creative products division of Multi-National Investment Corp.

Gale Jenkins to vp-creative development, Coleco Industries, Hartford, Conn., a newly created post, from senior vp-research and development, Leisure Concepts, New York. Mr. Jenkins will develop visual design for both product and packaging.

James R. Norton to marketing communications manager, a new title, Lender's Bagel Bakery, West Haven, Conn., from his own marketing company.

Tom Collins to marketing director, a new post, McKesson & Wine & Spirits Co., New York, from McKesson's Dallas/Fort Worth operation. The division, one of six operating units of Foremost-McKesson Wine & Spirits, controls 32 wholesale distributor houses across the country.

Robert D. Glover to president, J. B. Williams Co., East Hanover, N.J., from exec vp, where no successor has yet been named. Mr. Glover succeeds the late Matthew Rosenhaus (AA, Sept. 1). Mr. Glover continues as president-chief operating officer, international division.

William J. Lyon to director of marketing services, Eltra Corp.'s Converse division, Wilmington, Mass., a new post, from ad manager, General Electric's engineering plastics division, Pittsfield, Mass. No successor.

Kathryn Cass to the new position of director of international marketing, Time-Life Films' motion picture division, New York, from director of nonaffiliated sales, Time Inc.'s Home Box Office.

Nico Spannenburg to director-advertising and sales promotion, Grolsch Importers, Atlanta, a new position. Mr. Spannenburg was director-advertising and sales promotion, Grolsch Breweries, Holland, makers of Grolsch beer.

Usman Mirza to vp-marketing, Coca-Cola Bottling Co., San Antonio, from home market planner, Coca-Cola U.S.A., Atlanta. He succeeds **Clarke Boddy,** who will take charge of the company's advertising and pr.

Maureen F. Hartigan to manager-advertising, TRW Inc., Cleveland, reporting to director of advertising Stephen N. Bowen. Ms. Hartigan comes from General Electric's plastics business division, Pittsfield, Mass., where she was marketing communications specialist.

Peter J. Mihajlov to vp-marketing for refrigerated foods, Pillsbury Co., Minneapolis, from director of marketing. Also, **Richard Nickel** to vp-business manager for frozen pizza from vp-marketing.

Richard T. Maurer to exec vp-marketing, Bankers Life & Casualty, Northbrook, Ill., from vp-marketing, State Mutual Life Assurance, Worcester, Mass. Mr. Maurer succeeds **Webster B. Hurley,** now chairman of Union Bankers Insurance, a Bankers Life subsidiary.

Jeramy Lanigan to president, book division, Times Mirror Magazines, New York, from senior vp-director of marketing, corporate planning and budgets, Funk & Wagnalls. She succeeds **Adele Bowers,** who retired after 33 years with the company.

David L. Morris to marketing manager, Busch beer, Anheuser-Busch, St. Louis, from staff of the vp-beer marketing, succeeding **W. B. Roberts III,** who left to open his own marketing consultancy. Also, **Mark Danner** to senior executive assistant to vp-marketing operations, from Los Angeles region marketing coordinator, succeeding **Robert Signorelli,** who becomes division sales manager for northern California and Hawaii.

Don Lepone to group product director-diet, a new post, Thompson Medical Co., New York, from brand manager on Oxy 5 at Norcliff-Thayer division of Revlon, which would not comment on a successor. Also at Thompson, **Jerry Freeman** to director market research, a new post, from assistant manager-market research, Chesebrough-Pond's, Greenwich, Conn.

O. D. Dearman to vp over the Starbooks children's book line at L'eggs Products, a division of Hanes, Winston-Salem, from director of marketing, Starbooks. No successor.

Sharon Lavender to director of advertising-sales promotion, a new post, Fashion Fair Cosmetics, a division of Johnson Publishing, Chicago, from advertising manager, Florsheim Thayer McNeil, a division of the Florsheim Shoe Co.

Timothy Huber to director of corporate marketing, Bose Corp., Framingham, Mass. Mr. Huber comes to the new post at the high fidelity component marketer from Nixdorf Computer, where he was director of sales and marketing. His successor has not yet been named.

Peter Blum to president, industrial chemicals division, American Hoechst Corp., Somerville, N.J., from director, Hoechst AG's corporate marketing department in West Germany. He succeeds **Dieter Poetzsch,** who has been named president, Hoechst Canada, replacing **Kurt Aach,** who retired. Mr. Blum will be succeeded by **Juergen Dormann,** who was assistant director in the marketing department. No successor.

Bill Matthies to director of marketing, Pioneer Electronics of America, Long Beach, Cal., from national sales manager-special markets. He succeeds **Bob Bunting,** who left. #

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Advertising Age

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50 YEARS 1930-1980

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A-B readies big regional thrust

By JACQUES NEHER

MIAMI BEACH—Convinced that "Miller time" has begun to wind down, beer industry king Anheuser-Busch is now turning its guns on a host of regional and smaller competitors it believes will threaten its domination of the suds market in the decade ahead.

But while A-B's three-year campaign to suppress No. 2 Miller Brewing Co. was fought primarily by headquarters on the national media battlefield, the St. Louis brewer warned its 960 independent wholesalers here last week that they will have to take a greater stake in upcoming marketing wars—wars that will require grassroots marketing sophistication, which includes each hiring brand managers and developing written strategic plans.

Other significant developments gleaned from A-B's three-day wholesaler extravaganza and an interview with brewing company president Dennis P. Long:

- The company plans to test market a seventh brand early next year—possibly Budweiser Light.
- The Eagle snack line, introduced into test last year, will be rolled out into East Coast taverns later this month.
- Root 66, the company's first real soft drink entry, will move into more markets in the coming months, as will Wurzburger Hofbrau, its first imported beer.
- The 1981 media budget will only keep pace with inflation, but will yield a greater slice for the new media, primarily cable tv and movie theater advertising.
- Michelob will get a new "seven-day weekend" advertising campaign (AA, Oct. 6), while current campaigns for Michelob Light, Natural Light, Budweiser and a "mid-premium priced" Busch will be extended with new commercials set to break this month.
- Congratulating itself for "one of the greatest marketing decisions in our history," the company is promising a "promotional bonanza" from its 200-spot, $30,000,000 investment in the 1984 Summer Olympics in Los Angeles.

The convention, themed "Bandwagon '81," dazzled 3,200 attendees with 10 solid hours of speeches, marching bands, song-and-dance acts, and varied performances—or at least appearances—

(Continued on Page 96)

Car dealers say traffic up for '81s

DETROIT—Reviving whiffs of optimism wafted across the auto marketing scene last week as the debut of the U.S. makers' 1981 models generated some initial excitement.

A spot survey of dealers indicated good showroom traffic. The new, smaller entries were reported selling well, despite the heftier prices. Chrysler's new K-cars and Ford Motor Co.'s Escort and Lynx world cars were meeting little price resistance, dealers said.

One dealer said the fact that the used car market is good means higher prices for trade-ins, thereby cushioning some of the effect of the higher prices for new car buyers.

But the auto marketers have taken steps to counteract the potential sales-dampening effect of higher prices. Ford froze Escort-Lynx prices at introductory levels while boosting prices on the rest of its line.

Chrysler has announced plans for a "base" K-car priced several hundred dollars below the current models. General Motors is advertising holdover 1980 Chevrolet Monzas at $4,552, and Ford has

(Continued on Page 95)

Minty M&M Royals get gleeful reception

M&M/Mars, Hackettstown, N.J., is running this commercial in upstate New York test markets for its new candy-coated mint chocolates called Royals. Similar in size and shape to M&M chocolate candies, the brand is expected to roll out soon. The commercial, created by Ted Bates & Co., New York, features a glee club passing the word about "Chocolates with a whisper of mint."

Candidates start final ad blitz

By LEAH ROZEN

NEW YORK—It boils down to this: Will Republican Ronald Reagan be able to convince the voting public that he is bright enough and capable enough to be President, or will Democrat Jimmy Carter instill enough doubt in their minds so that voters reelect him despite obvious misgivings about his first term in office.

That is what the final weeks' ad strategies for the two major candidates are all about. Those strategies will be evident in 30-second spots that will show up on the tv screens with growing frequency until, the week before Nov. 4, they will appear to be crowding out nearly all other commercials.

The Carter campaign may even try roadblocking again, a term used when spots run on all three networks at the same time so that no matter how you spin your dial, you get the same message. A Carter roadblock ran Oct. 2 at 10:55 p.m. with a five-minute spot. The Reagan people said they have no plans to roadblock, a time-buying strategy the networks objected to in previous presidential campaigns but about which they no longer complain.

- Whether they're roadblocked or not, many of the spots crowding onto the airwaves in the next three weeks will be what the mediawise public has come to recognize as negative advertising. These are the spots that say little about the records or stands of the candidate paying for them, but a lot of bad stuff about his opponents.

Mr. Carter's promise late last week to stop saying in his campaign appearances nasty things about Mr. Reagan is not expected to apply to his advertising.

"Negative advertising has become a very accepted political practice," said Peter Broer, who works at David Sawyer & Associ-

(Continued on Page 98)

Lipton lures Campbell users

ENGLEWOOD CLIFFS, N.J.—Thomas J. Lipton Inc. has taken a direct comparative taste test approach to switch canned soup users to its packaged products this winter.

The company takes on Campbell Soup Co.'s chicken noodle soup in a new campaign that has just broken nationally. A woman is asked to taste two different chicken noodle soups. After she decides which she prefers, the test administrator says, "Let's see what you didn't choose." When he uncovers Campbell, she notes, "That's the one I use."

An announcer then notes that in a home-use test, people choose Lipton 2 to 1.

This campaign replaces last year's effort featuring a little girl dressed up as a chicken to appear in a school play about chicken noodle soup. That story line was picked up by actress Suzanne Somers, who parodied it in a nightclub act until she was barred from using the music.

According to Dolph von Arx, Lipton senior vp-marketing, the approach is aimed at encouraging canned soup users to cross over to the dry segment. He said research has shown there is very little crossover from one segment to the other among consumers of either type.

Lipton leads the dry soup segment with more than an 80% market share, while Campbell dominates the canned segment with a similar franchise. Mr. von Arx noted that the segments are not viewed together because of the small incidence of crossover.

In addition to the comparative effort for chicken noodle soup, Lipton is running another recipe-oriented campaign supporting its onion varieties. Both are handled by Young & Rubicam; media is placed in-house. #

last minute news

Wile fights imports with American vodka

NEW YORK—Julius Wile Sons & Co. is wrapping the flag around American vodka, the company's answer to the rising tide of vodka imports, at the brand's national introduction here Oct. 15. Advertising by WRG will promote such drinks as the "Yankee Doodle," reportedly a mixture of American vodka and Coca-Cola.

'Village Voice' for sale? CBS interested

NEW YORK—CBS Publications held a meeting Friday to explore acquiring the *Village Voice*, the 150,000-circulation weekly owned by Rupert Murdoch. Donald Kummerfeld, Murdoch's second-in-command, denied strongly that *VV* is for sale but said he was aware that an intermediary had approached on CBS' behalf. CBS acquisition head Nathan Snyder said company policy was to neither confirm nor deny the story.

B-M unit testing Windex Kitchen Shine

CINCINNATI—Bristol-Myers' Drackett division is testing Windex Kitchen Shine multisurface spray cleaner in Atlanta and Oklahoma City/Tulsa. Commercials by Daniel & Charles note, "Your all-purpose spray can leave cloudy, streaky haze behind."

(Continued on Page 8)

Chairman wins board battle

Another exit at Greyhound

By JOHN REVETT

LOS ANGELES—The departure of Robert K. Swanson as president of Greyhound Corp. has the business community in Phoenix abuzz about why the man tagged as the next Greyhound chief abruptly quit after only eight months in the post.

What can safely be called informed speculation has it that Mr. Swanson, a highly regarded former agency man (Needham, Harper & Steers' Benson Advertising boss in London) and a top marketing and management exec at General Mills before joining Greyhound, found himself in what one source called "an untenable position" after unsuccessfully seeking support from Greyhound board members.

Why was Mr. Swanson seeking support?

Key business sources here expressed no doubt Mr. Swanson had clashed with Greyhound chairman-chief exec Gerald H. Trautman, one of the city's favorite corporate subjects of discussion.

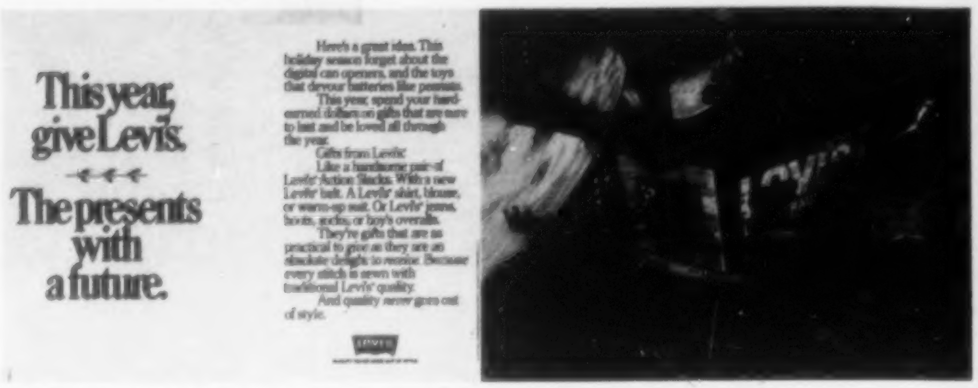
"He has the board in the palm of his hand because he's made the company stronger and because he was their lawyer for years," said a veteran Greyhound observer who has known Mr. Trautman since he took the reins at Greyhound and started diversifying with the acquisition of Armour & Co. in 1970.

■ There have been numerous departures connected in one way or another with disfavor from the Greyhound chief in the years since then. Most recent, before the resignation of Mr. Swanson, was Jerry Ringlein, who had been head of the Armour processed meats division before it was absorbed into Armour Foods under Wallace Tunnell (AA, July 28). Mr. Ringlein had been slated for a new corporate post that didn't materialize; he left within the past 10 days.

Earlier in July, Donald J. Shaughnessy resigned as president of Armour & Co. (AA, July 20). Mr. Trautman has since taken over those duties much as he took charge of operating responsibilities for Greyhound bus lines in 1978. That move involved the resignation of James L. Korrigan, now head of Trailways Inc., Greyhound's chief competitor.

Defenders of Mr. Trautman note that he revitalized the ailing bus line, and there is general feeling among business sources here that

(Continued on Page 95)



First Christmas gift campaign from Levi's

Levi's are as much fun to give as they are to receive, according to this gatefold ad which will run in *TV Guide* and *People* magazines the first week in December. Levi Strauss & Co.'s first Christmas campaign, from Foote, Cone & Belding/Honig, San Francisco, breaks on tv on Dec. 1.

Adieu, Bon Jour

Protests whisk unzipped jeans off buses

Too hot for the Windy City

Chicagoans said *non*, not *ooh, la la*, when Bon Jour bus boards started appearing last week. The transit authority received so many calls objecting to the unzipped model that the posters were removed after only one day. An official from the fashion jeans company said, "Chicagoans have dirty minds." *(Staff photo by Mary Cairns.)*

CHICAGO—Bon Jour Fashions joined the ranks of jeans marketers under fire for advertising tactics and questionable taste when its new transit posters disappeared within 24 hours of their debut on city buses here.

Callers deluged the Chicago Transit Authority last Wednesday just hours after the first 200 ads of a 400-poster series for the New York company's Bon Jour Action Jeans went up. The ad featured a pair of partially unzipped jeans on the hips of a faceless model.

■ Miffed at the response, Bon Jour execs nevertheless instructed the TDI/Winston Network, the nation's leading transit advertising representative, to replace the posters. An earlier ad, showing a yellow sports car halted by a Bon Jour-clad man's leg, took the place of the unzipped ad last Thursday morning.

"We are in the business of dressing people, not undressing them," said a frustrated Charles Dayan, Bon Jour vp. "I think she is zipping the jeans up." He said Chicagoans "have dirty minds."

■ The Bon Jour ads, created by the company's in-house agency, have just started to appear in New York subways and on buses, and so far there has been no adverse public reaction. "In New York, we're in the process of putting [the posters] up," said Mort Heineman, senior vp at TDI. "If we hear any complaints, we'll soon be in the process of taking them down."

Mr. Heineman noted that TDI has turned down ads submitted by other jeans marketers because "they were not in good taste." In comparison with the rejected ads and campaigns currently appearing, Mr. Heineman feels the Bon Jour effort is "really not that bad." Mr. Heineman does not expect an outcry against the campaign there because "the New York audience is generally more tolerant than other audiences," he said.

While the jeans marketers have become increasingly sensitive to consumer complaints and bad publicity over advertising, Bon Jour and others are irked by the furor. Wrangler, for example, cried foul when CBS refused to run a

(Continued on Page 95)

highlights

Monday, October 13, 1980

NCK Organization acquired controlling interest in Altschiller, Reitzfeld, Jackson & Solin. It plans to fold Norman, Craig & Kummel, its domestic subsidiary, into that agency. *See Page 4.*

Avis Rent A Car is launching a campaign to alleviate its customers' worries, and, hopefully, its own. *See Page 6.*

Perrier introduces its first major promotion. *See Page 16.*

Data Black Public Opinion Polls, New York, has released its third major study on black Americans and this one examines attitudes on advertising and other topics. *See Page 20.*

Transcontinental Marathon Ltd. plans to live up to its name. *See Page 32.*

A Yankelovich exec challenges the frozen food industry to take advantage of the life styles of the new consumer. *See Page 35.*

Philip Morris will receive a $3,200,000 grant from the Dutch government, despite an EEC court's ruling that the grant was not justified. *See Page 46.*

Two Australian retailers—BP and Woolworth's—are moving into new marketing areas to improve their bottom lines. *See Page 46.*

While Southwest Media takes on *Texas Monthly* in a fight for national advertisers in New York, *Texas Monthly* is taking exception to rate base claims being made by its Texas competition. *See Page 56.*

Merle Kingman, ADVERTISING AGE director of graphics development, explores the question, "Are tv spots too much alike?" *See Page 59.*

Gene Gramm, in a departure from his "Idea Marketplace" column, tells about some ideas he has encountered and the people the ideas led him to meet. *See Page 64.*

Harry Wayne McMahan offers some suggestions on how to teach television advertising. *See Page 66.*

Dick Wasserman answers a question concerning manipulation in political ad campaigns. *See Page 66.*

Rival videodisc manufacturers Philips and RCA both banged their drums loudly at Vidcom, a trade conference held at Cannes. *See Page 73.*

Benton & Bowles denied a report that it tried to buy Leagas Delaney Partnership, a hot, new London agency. *See Page 73.*

Soft sex/hard action movies in prime time will be marketed aggressively by the new Rainbow pay cable network. *See Page 80.*

The media world was shook in the third quarter by such MediaQuakes as "Shogun," the All-Star game, "Smokey & the Bandit II" and Bjorn Borg vs. John McEnroe. *See Page 91.*

Despite the economy, marketers at the National Premium/Incentive show were optimistic about the industry's future. *See Page 99.*

FCC chairman Charles Ferris said he's lifting blocks to new tv delivery systems to keep the tv industry from "stagnating" like the U.S. auto and steel industries. *See Page 100.*

Section 2-Canada

Most of the news coming from Canada seems to center on the country's political troubles (whence comes the inspiration for the symbol used in this year's section). But the economic outlook is hardly bleak, especially for tabloid newspapermen, experienced account execs, headhunters, direct response specialists and MacLaren president-ceo Tony Miller. The section begins opposite Page 50.

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TI selects McCann over Y&R

By TOM BAYER

DALLAS—Texas Instruments chose McCann-Erickson to handle its worldwide consolidated advertising now handled by 20 agencies.

To service the account, which McCann-Erickson estimates at $20,000,000, the agency will open a Dallas office to be directed by Jim Hetherly, exec vp.

Culminating a five-month search that began with 12 agencies competing for the account, the decision is said to have been based on the agency's international and strategic planning capabilities and the agency's management team.

■ Opening the Dallas office was part of McCann's proposal and was not specified by TI, a TI spokesman said. Mr. Hetherly now manages the Houston M-E office and will continue to do so while adding the Dallas office responsibilities, which are expected to include the addition of 20 to 25 people.

When the final decision was made Thursday, only McCann and

(Continued on Page 98)

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TALENT SHORTAGE PERSISTS

By KEVIN McMANUS

TORONTO—The Canadian ad industry points to itself as the villain mainly responsible for one of its biggest problems: too few trained people for too many vacant positions.

"We haven't done a very good job in training our own," says the head of a large agency. "The curse of the industry," another exec labels the shrunken talent pool. A third says the problem is "real, serious and seemingly here to stay."

Everyone who talks about the talent shortage claims to know its causes, its effects on business and its probable solution. Most agency heads say they are moving toward that solution, and a handful have proof that they are doing so.

"The problem of too many vacant positions has resulted in constant job-switching as agencies desperately try to maintain their lot," says Julian Clopet, president of Ogilvy & Mather Canada. Other results, he says, include sharply escalating salary costs and client discontent at the high staff turnover.

Mr. Clopet, who speaks often and authoritatively about the problem, outlined its causes in an article he penned early this year. Canadian agencies, he wrote, have relied for too long on package goods companies to do the majority of the training. Also, candidates for account work are often judged by their resumes rather than on individual merit.

"You don't believe me?" he wrote. "Talk to the numerous people who have not had the opportunity of working for one of the leading package goods companies or their agencies, and have aspirations to do so. It's an enlightening experience of frustration, anger and perceived discrimination."

"Also remember," he added in a recent interview, "that there are only just over 5,000 people employed in all of advertising in Canada, including secretarial staff. It's a very small field."

The talent shortage has been aggravated by new, tighter immigration laws in Canada. Until a few years ago, two important sources of talent were Britain and the U.S. But as unemployment rose in Canada, the government lowered the number of immigrants it allowed to enter the country.

Ad agency execs discussing the problem concede that most of the blame for the shortage lies with the industry's poor record for training people. "We haven't had enough specific educational programs, like they have in the U.S.," says Bill Bremner, chairman of Vickers & Benson, Toronto. "Too often, it's an ad-lib situation. In other words, it's on-site training, rather than a planned program."

The upshot has been a near epidemic of raiding. "It's no secret that ad agencies add to their staffs by hiring experienced people from other agencies," says Jim Anderson, chairman of McKim Advertising, Toronto. "Everyone does that."

▪ Raiding, in turn, has given rise to a flourishing trade for executive search companies. As Art Collins, chairman of Foster Advertising, puts it, "There's a very active headhunting industry in Toronto; I guess also in Montreal."

A specialist in matching people with jobs in the ad industry explains why qualified candidates, especially senior account execs and account supervisors, are in high demand. "The advertising industry is more respected in the United States and Britain than in Canada," says Fred Litman, a partner of Management One Consultants, Toronto. "U.S. agencies recruit heavily on campus and sell advertising as a profession to young people."

The shortage of talent in Canada gradually is becoming less acute, Mr. Litman thinks, because Canadian agencies are starting to recruit more heavily from business schools and junior colleges, and are investing in training programs.

Not so, says another ad specialist in the recruitment business. Derek Wrangham, an independent consultant based in Toronto, says that Canadian ad agencies "can't afford to carry trainees." Moreover, he believes, the talent shortage is no worse in Canada than in the U.S., and no more serious now than in the past. "There may always be a shortage of talented people," he says. "There aren't many of them around *anywhere*."

To be sure, there are plenty of potential account execs, artists and writers to be found both on and off campus in Canada. And ad agencies, at least the biggest ones, seem to be making new efforts to track down and train these candidates. In the forefront is Ogilvy & Mather, which, under the guidance of Julian Clopet, has established an ambitious program.

Ogilvy started its program five years ago with a 16-week course for junior account execs. The course, which involved campus recruitment, classroom sessions and agency job assignments, worked on the fundamentals of the business. "If someone came in from a business school"—Mr. Clopet uses an example—"he'd learn how to write a copy strategy, how to read a Nielsen, what you should know about print production and tv production, how to write well."

▪ Regarding the size of the Canadian talent pool in the future, Mr. Clopet says, "It's absolutely vital for us [the ad industry] to stay committed. There's an enormous temptation to cut back training during downturns. You've seen it on Madison Avenue, you've seen it in England and you'll see it here, where agencies in tough economic times will not go out and train young people. And the net result is that four or five years hence there is an enormous shortage of talent, escalating salaries and what have you . . . ."

The commitment Mr. Clopet urges is more easily advocated than carried out. Even during good economic times, medium and large agencies often would rather fight potential defections with individual salary boosts than with expensive, time-consuming training programs. One head of a large agency says that he usually will try to talk a departing employe into staying.

"If it's a bad move, I'll fight like hell," he says. "We had an experience with it just recently. A very bright young man all ready to make a move came to me and I said, 'Are you sure you know what you're doing?' And he said yes. And I said, 'I think you're gonna lose yourself in the traffic; I don't think you're gonna be negotiable two years from now.'

"He said fine; he was still going. I went on a business trip and I came back a week later and found him still with us. He'd changed his mind. Best move he ever made."#

Top 50 Advertisers

Government, both provincial and federal, remained the major force in Canadian advertising during 1979. While the federal government still topped the list, the province of Quebec edged itself into fourth place, from seventh in 1978, while Ontario moved to the No. 12 slot.

The most dramatic increase, however, was recorded by General Foods, which spent C$20,459,515, compared to C$14,780,654 a year earlier.

These figures, compiled by Elliott Research, Toronto, represent all broadcast spending, but are selective in print media. They should be regarded only as a rough yardstick, and do not represent total spending. One can more closely approximate total spending by multiplying by 2.5 for national and by 5 for retail.

1.	Government of Canada	$27,251,842
2.	General Foods	20,459,515
3.	Procter and Gamble	20,126,806
4.	Quebec Government	14,291,839
5.	General Motors	13,523,477
6.	Kraft	13,443,455
7.	Carling O'Keefe	12,429,861
8.	The Molson Companies	11,800,584
9.	Imasco	11,386,334
10.	John Labatt	10,936,123
11.	Bristol-Myers Canada	10,537,465
12.	Ontario Government	9,861,502
13.	Warner Lambert Canada	9,368,548
14.	The Seagram Co	8,137,338
15.	Ford Motor	7,925,476
16.	Kellogg Salada	7,796,361
17.	Air Canada	7,548,760
18.	Canadian Pacific	7,067,281
19.	Lever Bros	6,769,387
20.	Chrysler Canada	6,504,948
21.	Coca-Cola	6,290,855
22.	Whitehall Laboratories	6,280,768
23.	Rothmans of Pall Mall	6,104,753
24.	Colgate-Palmolive	6,030,279
25.	Imperial Oil	5,962,284
26.	Dominion Stores	5,709,250
27.	Dairy Bureau of Canada	5,685,173
28.	McDonald's Restaurants of Canada	5,661,852
29.	Nestle	5,580,043
30.	Johnson and Johnson	5,568,605
31.	Canada Packers	5,444,272
32.	Bank of Montreal	5,116,346
33.	Bell Canada	4,959,507
34.	Canadian National Railways	4,819,285
35.	Nabisco	4,526,834
36.	Standard Brands	4,342,062
37.	Gillette Canada	4,266,506
38.	Hiram-Walker/Gooderham and Worts	4,203,672
39.	SC Johnson and Son Ltd	4,151,147
40.	Eatons	3,947,080
41.	Cdn. Imperial Bank of Commerce	3,906,873
42.	Union Carbide Canada	3,795,286
43.	Gulf Canada	3,678,165
44	Simpsons-Sears	3,641,534
45.	Royal Bank of Canada	3,620,137
46.	General Mills Canada	3,502,264
47.	Sterling Drug	3,421,463
48.	Quaker Oats Co. of Canada	3,419,634
49.	Gilbey Canada	3,409,984
50.	Campbell Soup	3,369,501

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MORE CANADIANS SPEND THEIR SUNDAYS WITH US.

Sunday
SUN
HELP
DOAT

We're Toronto's Sunday Sun. We have a circulation of 390,864* which makes us the largest Sunday paper in Canada.

And because we're located in Canada's largest city, Toronto, we're in a position to show your ad to the country's top market in terms of retail sales volume.

We're also in a position to show your ad to your prime customers.

For example, nearly 50 percent of our readers are between the ages of 18 and 34+. And a whopping 63 percent of our entire readership have annual household incomes exceeding $15,000.

On top of all that. The Sunday Sun is a tabloid. Our size makes us easier to read. Our size makes your ad easier to read.

And the Sunday Sun is packed with informative, entertaining and widely-read feature sections.

Like Travel. Business. Real Estate. Entertainment and TV.

Want to know more? Call us collect at 416-868-2303 and ask for our Director of Advertising, Bruce Tuttle.

Ask Bruce to send you a copy of the Sunday Sun.

From that, you'll learn why more Canadians spend their Sundays with us.

THE TORONTO SUN

The little paper that grew.

333 King St. E., Toronto, Ontario, Canada M5A 3X5.

SALES REPRESENTATIVES:

FLORIDA, NASSAU & CARIBBEAN
[illegible]

HAWAII
[illegible]

MEXICO
[illegible]

SOUTHERN STATES AND EASTERN U.S.
[illegible]

WEST OF MINNEAPOLIS AND MANITOBA
[illegible]

EAST OF MINNEAPOLIS
[illegible]

OUR PRIME READERS ARE YOUR PRIME CUSTOMERS.

*Publisher's sworn statement, June 1980. +Survey Research Ltd. Readership Study, April-May 1978.

Retail ad spend booms

(Continued from Page S-1)

Toronto, the four biggest supermarket chains (Dominion, Steinberg/Miracle Mart, Loblaws/Kelly Douglas and Safeway) spent close to C$10,000,000 on measured media. And the figure doesn't include thick Wednesday flyers or newspaper ads.

During the same period, the three major non-food department store chains (Eaton's, Sears and The Bay/Simpsons), according to Elliott, picked up a C$10,500,000 tab. Industry insiders say that this represents less than 20% of total advertising expenditure by these chains.

▪ There are plenty of indications that retailers are spending more on broadcast media. The Retail Council of Canada reports that in 1976 stores spent 75% of their ad budget in newspapers. By last year this had dropped to 59%. During the same period, expenditure on tv rose from 2% to 14% of total media budget.

These figures are confirmed by the Television Bureau of Canada, which in 1976 recorded retailers as spending C$76,400,000 on tv or 18.5% of TvB members' total revenue. By last year, according to TvB, that figure had doubled to C$152,800,000, giving retailers 26% of total tv advertising.

While inflation explains some of the rise in spending, the share percentage does show the stores to be ahead.

The same picture emerges in figures supplied by the Radio Bureau of Canada. These show retailers have over the past five years increased spending on radio by 90% in total dollars, compared to a 50% rise by national advertisers.

According to George Murray, media director at Ogilvy & Mather, Toronto, rates in broadcast have moved ahead faster than inflation in Canada. He estimates that during the past five years tv rates are up by 67% and radio by 48%.

Those shops that have a slice of this lucrative pie are feeling pretty smug. All of those interviewed by ADVERTISING AGE felt it would be tough for the multinational agencies to break into the market in Canada.

"The retailers' philosophy is quite different from that of a national brand manager. The big package goods agencies just can't cope," said one exec in a typical response.

Vickers & Benson, Toronto, wanted in, but did not want to fall into that trap. The agency went headhunting and came back with a handsome prize: John Torella, who had been ad manager of Canada's third largest chain, Eaton's department stores.

▪ When Mr. Torella joined V&B earlier this year to set up a separate division, retail accounted for 18% of the agency's total billings. He forecasts that within two years it will be more like 25%, and grow from there.

As an insider, Mr. Torella says he was in on the beginning of the re-

Canada's Top 10 Agencies

Agency	1979 Billings (Canadian dollars)	Office Locations (headquarters in boldface)	Major Clients	Comments*
MacLaren	$85,000,000	**Toronto**, Montreal	General Motors, Molson, GE, Imperial Oil (Esso), Lever Bros., Canadian National Railways	Big and prosperous; "almost an institution"; active in Liberal politics; recently has undergone management changes.
Foster	$83,000,000	**Toronto**, Montreal, Winnipeg, Regina	General Motors, Canada Dry, Air Canada, Royal Bank of Canada, J.M. Schneider, Distillers Co., Government of Ontario	Low-profile; solid; not particularly aggressive; strong Montreal operation; nice people.
J. Walter Thompson	$81,000,000	**Toronto**, Montreal, Vancouver	Alberto-Culver, Labatt Breweries, Pepsi, Kraft, J&J, Ralston-Purina	Good all-around agency; fierce competitors; "same agency all over the world."
Cockfield Brown	$77,000,000	**Montreal**, Toronto, Winnipeg, Calgary, Vancouver	Dairy Bureau, Imperial Oil, Benson & Hedges, Bell Canada, Molson, Singer	Canada's only publicly held agency; erratic financial performance, partly due to efforts to buy back its stock.
McKim	$75,000,000	**Toronto**, Montreal, Winnipeg, Calgary, Edmonton, Vancouver	General Foods, AMC, Bell Canada, Gillette, S.C. Johnson, C P Air	Growing fast; low-profile; competitive; profitable; good management; strong Montreal operation.
Vickers & Benson	$73,000,000	**Toronto**, Montreal, Vancouver	Dairy Bureau of Canada; H.J. Heinz, Canadian Government Office of Tourism	Aggressive; well-run, "lotsa razzmatazz", "hell-bent on growth"; highly visible; active in Liberal politics.
F.H. Hayhurst	$60,000,000	**Toronto**, Montreal, Vancouver	Nabisco, Borden, Sunbeam, Holiday Inn, SAS, Michelin, Dominion Stores, Jaguar Rover Triumph	Family-owned; conservative; Ontario-oriented; well-managed; low-profile.
Ogilvy & Mather	$57,000,000	**Toronto**, Montreal	American Express, Avon, Beecham, Campbell Soup, Canadian Egg Marketing Agency, General Foods, Lever Bros., Mattel	Excellent creative; arrogant; undergone enormous revival in last few years; weak on service; good training program.
Baker-Lovick	$55,000,000	**Toronto**, Montreal, Vancouver, Calgary, Edmonton	Kodak, Continental Bank, Wm. Neilson & Co., B.C. Fisheries, GWG Ltd., Alberta Government Telephone	Strong western presence; not particularly aggressive; agency need a strong spokesman for industry.
McCann-Erickson	$53,000,000	**Toronto**, Montreal, Vancouver	Budget Rent-A-Car, Tampax, Cheesebrough-Pond's, Coca-Cola, Amex Gold Card, Ikea, Levi Strauss, Quaker, Minute Maid	Strong; aggressive; well-managed; good creative.

*An industry consensus, gleaned from interviews with top agency executives.

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Cable

(Continued from Page S-6)

some joint ventures. It is a very convenient and efficient way of combining the buying, selling, delivery, invoicing and accounting functions of retailing.

Ad Age: But who is going to be responsible for inputting information into the teleshop? Will it be the manufacturer, the retailer or a third party who will be dispassionate and provide simply the physical attributes of competing modes, together with comparative pricing and delivery and so forth?

Friesen: It is early for that yet. It would appear that this is an area in which there might be a need for some form of regulation.

Ad Age: Informed guesses put pay-tv in Canada sometime next year. Will this stall Canadian involvement in the U.S.?

Friesen: No. We look upon the two countries as completely separate market opportunities for our industry. We have the expertise and want to use it to its fullest extent. ♯

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Ad pages in farm publications for 9 months, 1980-1979

Third-quarter and year-to-date figures for U.S. and Canadian publications reporting to Advertising Age

Key: (mon)-monthly; (sm)-semi-monthly; (bm)-bi-monthly; (bw)-bi-weekly; (w)-weekly; (d)-daily; (q)-quarterly.

General farm publications

	Pages July-Sept. 1980	July-Sept. 1979	Jan.-Sept. 1980	Jan.-Sept. 1979
American Agriculturist & The Rural New Yorker	116.5	122.6	388.7	369.7
Measured in lines	88,524	93,185	295,370	281,122
◇Big Farmer	14.6	16.6	104.6	127.1
Measured in lines	6,277	7,109	44,864	54,538
†§California Farmer (sm)	127.1	135.3	572.1	552.4
Measured in lines	96,606	102,865	434,726	419,844
§Farm Futures	40.2	55.1	200.2	247.0
Measured in lines	17,246	23,638	85,885	105,963
Farm Industry News	63.4	80.4	332.6	332.3
Measured in lines	48,187	61,145	252,757	252,524
Farm Journal	91.4	115.1	586.3	566.3
Measured in lines	39,197	49,374	251,489	242,938
Farmer-Stockman Unit: (mon)				
Oklahoma Farmer-Stockman	34.3	37.0	137.3	141.2
Measured in lines	26,073	28,195	104,369	107,331
Texas Farmer-Stockman	30.5	34.9	133.1	142.0
Measured in lines	23,212	26,598	101,163	107,963
*Harvest Publishing Unit: (sm)				
Kansas Farmer	143.9	191.4	631.6	684.5
Measured in lines	109,409	145,499	480,035	520,233
Michigan Farmer	158.9	197.4	612.3	634.7
Measured in lines	120,792	150,064	465,332	482,359
Missouri Ruralist	156.1	221.7	711.2	767.5
Measured in lines	118,637	168,499	540,483	583,316
Ohio Farmer	250.7	299.0	883.9	923.2
Measured in lines	190,523	227,227	671,769	701,659
Pennsylvania Farmer	159.7	160.6	585.4	573.5
Measured in lines	121,417	122,087	444,881	435,882
High Plains Journal: (w)				
Central Kansas	229.8	234.8	750.7	711.2
Measured in lines	257,390	262,979	840,735	796,143
Colorado-Nebraska	217.6	223.7	734.5	686.7
Measured in lines	243,670	250,534	822,675	769,143
Oklahoma-Texas	226.3	224.3	777.3	719.4
Measured in lines	253,414	251,220	870,597	805,739
Western Kansas	260.6	274.4	900.0	846.4
Measured in lines	291,858	307,275	1,008,035	947,922
§Irrigation Age	65.0	59.3	304.0	287.1
Measured in lines	27,896	25,470	130,312	123,176
Kentucky Farmer (mon)	46.3	72.4	312.5	278.6
Measured in lines	35,252	55,075	237,547	211,740
Lancaster Farming	1,141.0	1,217.4	3,832.2	3,857.7
Measured in lines	1,533,584	1,636,268	5,150,592	5,184,941
Midwest Farm Paper Unit: (sm)				
The Farmer	258.2	335.8	1,158.8	1,120.4
Measured in lines	196,269	255,224	880,699	851,533
Nebraska Farmer	392.8	405.8	1,239.8	1,244.1
Measured in lines	298,535	308,460	942,254	945,532
§Prairie Farmer:				
#Illinois Edition	284.2	546.6	1,114.9	1,467.5
Measured in lines	215,961	415,433	847,333	1,115,343
#Indiana Edition	286.4	579.4	1,105.1	1,510.9
Measured in lines	217,631	440,356	839,878	1,148,371
Average 2 Editions	285.3	560.4	1,110.5	1,485.8
Measured in lines	216,797	425,897	843,957	1,129,205
§Wallaces Farmer	583.0	361.4	1,539.9	1,202.0
Measured in lines	443,067	274,655	1,170,329	913,493
Wisconsin Agriculturist	219.8	287.5	862.7	905.4
Measured in lines	167,075	218,518	655,628	688,129
▲Pecan South	17.4	19.3	92.3	79.1
Measured in lines	7,308	8,106	38,766	33,222
§Progressive Farmer	136.6	153.0	596.7	575.6
Measured in lines	57,363	64,258	250,597	241,746
Specialized Agricultural Publications:				
Flue Cured Tobacco Farmer	—	—	152.3	144.0
Measured in lines	—	—	63,389	61,344
Peanut Farmer	18.0	12.0	127.1	115.0
Measured in lines	7,668	5,112	54,136	48,990
§Successful Farming (mon)	94.5	113.1	591.5	606.7
Measured in lines	40,520	48,539	253,750	260,284
Tennessee Farming (mon)	26.5	34.1	143.2	144.1
Measured in lines	20,148	25,944	108,817	109,533
Western Unit Farm Magazines: (mon)				
Arizona Farmer-Ranchman	100.9	106.8	337.0	351.6
Measured in lines	76,716	81,148	256,114	267,187
Colorado Rancher & Farmer	99.7	123.8	221.2	444.3
Measured in lines	75,786	94,076	293,765	337,628
Northwest Unit Farm Magazines: (mon)				
Idaho Farmer-Stockman	121.3	134.5	588.2	619.8
Measured in lines	92,167	102,216	447,010	471,066
Montana Farmer-Stockman	168.8	200.5	822.2	784.8
Measured in lines	128,295	152,406	624,893	596,441
Oregon Farmer-Stockman	111.8	135.4	479.2	534.4
Measured in lines	84,953	102,880	364,210	405,168
Utah Farmer-Stockman	93.8	118.0	405.2	442.3
Measured in lines	71,251	89,677	307,955	336,129
Washington Farmer-Stockman	113.1	135.4	491.2	558.0
Measured in lines	85,987	102,924	373,340	424,105
Wyoming Farmer-Stockman	233.3	242.0	799.3	724.0
Measured in lines	182,924	103,831	577,276	424,692
Total Group	6,648.7	7,452.2	25,248.8	25,529.0

Dairy & livestock

	Pages July-Sept. 1980	July-Sept. 1979	Jan.-Sept. 1980	Jan.-Sept. 1979
§Beef Magazine	109.0	111.6	364.5	337.8
The Cattleman (mon)	335.8	311.4	1,002.5	886.0
Dairy Herd Management	117.1	102.8	448.0	335.9
§Drovers Journal	427.5	462.8	1,055.1	932.3
A Feedlot Management	89.1	105.0	238.9	252.3
Florida Cattleman (mon)	233.7	241.4	641.8	675.6
§Hoards Dairyman (sm)	218.8	211.5	745.4	737.2
Hog Farm Management	108.9	148.7	456.6	513.2
B †Livestock Breeder Journal (mon)	391.4	487.5	902.2	1110.4
National Hog Farmer	148.3	210.6	570.4	637.7
Pig American	57.4	69.2	240.1	173.9
Southern Beef Producer	98.8	100.0	228.5	225.9
**Southern Hog Producer	20.0	36.0	103.2	123.5
▲Sunbelt Dairyman (mon)	24.0	26.4	96.9	104.9
Dairy: (mon)				
#Full Edition	33.7	34.0	131.3	122.1
#Western Edition	50.5	32.9	185.4	114.8

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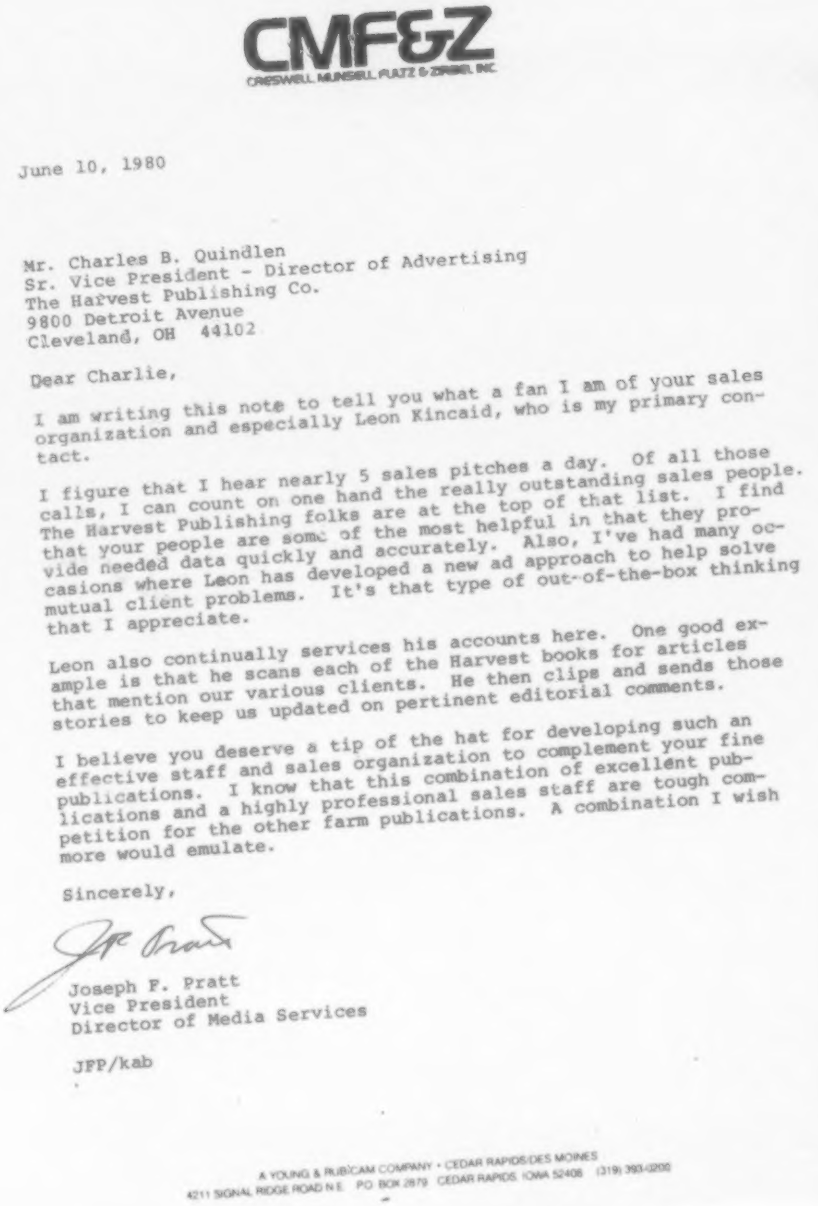
professional sales



CMF&Z
CRESWELL MUNSELL FULTZ & ZIRBEL INC.

June 10, 1980

Mr. Charles B. Quindlen
Sr. Vice President - Director of Advertising
The Harvest Publishing Co.
9800 Detroit Avenue
Cleveland, OH 44102

Dear Charlie,

I am writing this note to tell you what a fan I am of your sales organization and especially Leon Kincaid, who is my primary contact.

I figure that I hear nearly 5 sales pitches a day. Of all those calls, I can count on one hand the really outstanding sales people. The Harvest Publishing folks are at the top of that list. I find that your people are some of the most helpful in that they provide needed data quickly and accurately. Also, I've had many occasions where Leon has developed a new ad approach to help solve mutual client problems. It's that type of out-of-the-box thinking that I appreciate.

Leon also continually services his accounts here. One good example is that he scans each of the Harvest books for articles that mention our various clients. He then clips and sends those stories to keep us updated on pertinent editorial comments.

I believe you deserve a tip of the hat for developing such an effective staff and sales organization to complement your fine publications. I know that this combination of excellent publications and a highly professional sales staff are tough competition for the other farm publications. A combination I wish more would emulate.

Sincerely,

Joseph F. Pratt
Vice President
Director of Media Services

JFP/kab

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Ad pages in farm publications for 9 months, 1980-1979

Third-quarter and year-to-date figures for U.S. and Canadian publications reporting to Advertising Age

Key: (mon)-monthly; (sm)-semi-monthly; (bm)-bi-monthly; (bw)-bi-weekly; (w)-weekly; (d)-daily; (q)-quarterly.

	Pages July-Sept. 1980	 July-Sept. 1979	 Jan.-Sept. 1980	 Jan.-Sept. 1979
◇Livestock: (mon)				
Central Edition	130.9	131.0	339.7	377.3
Western Edition	189.7	184.4	416.5	421.1
Southern Edition	97.7	88.5	250.4	268.2
Western Livestock Journal Weekly:				
#Central Edition	79.0	78.7	318.5	280.4
#Western Edition	119.6	104.9	406.6	340.9
Western Livestock Reporter/-Montwyo News (w)	172.0	235.6	697.4	713.2
Total Group	3,252.9	3,514.9	9,839.9	9,684.6

§Sectional linage included but prorated to circulation of regional editions. ▲Published ten times a year; July/August, November/December issues combined. **Published January, February, March, April/May, August/September, October, November/December. A.Figures include Cattle Feeder Planner. B.In 1980, figures exclude all state editions. In 1979, figures include 174.1 pages—Va., N.C., Ga., state editions.

Fruit & vegetable

	Pages July-Sept. 1980	 July-Sept. 1979	 Jan.-Sept. 1980	 Jan.-Sept. 1979
American Fruit Grower (mon)	104.0	104.7	362.1	366.7
American Vegetable Grower (mon)	173.9	160.6	469.2	677.4
Citrus & Vegetable Magazine	116.5	99.6	310.7	255.4
Florida Grower & Rancher	40.9	32.8	125.2	81.2
Total Group	435.3	397.7	1,267.2	1,380.7

Poultry

	July-Sept. 1980	July-Sept. 1979	Jan.-Sept. 1980	Jan.-Sept. 1979
Broiler Industry	129.3	189.8	472.2	562.2
Poultry Digest	83.6	94.6	248.8	298.7
Poultry Tribune	91.0	117.3	320.5	353.3
Total Group	303.9	401.7	1,041.5	1,214.2

Canadian

	July-Sept. 1980	July-Sept. 1979	Jan.-Sept. 1980	Jan.-Sept. 1979
Country Guide: (mon)				
#Eastern Edition	112.2	114.3	424.5	396.3
#National Edition	166.9	176.1	749.3	710.0
#Western Edition	126.0	133.4	538.7	493.7
Average 3 Editions	135.0	141.3	570.9	533.4
Le Bulletin des Agriculteurs (mon)	189.4	176.0	653.1	609.4
Total Group	324.4	317.3	1,224.0	1,142.8

#Not included in totals.

tions and a highly staff." ...Joe Pratt Director of Media Services Creswell, Munsell, Fultz & Zirbel, Inc.

One of the prime reasons Harvest receives testimonials like this one from Joe Pratt is the experience of our sales force.

Harvest believes that, before you can be of real value to your customers, it is essential that you become an expert on the markets your publications serve... a process that takes time and dedication. Harvest salesmen take the time and are highly dedicated. In fact, our staff of 21 sales personnel represent a total of 304 years of service to our advertisers (an average of nearly 15 years each with Harvest).

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Michigan Farmer
Pennsylvania Farmer
Missouri Ruralist
Kansas Farmer
Florida Grower & Rancher

HARVEST

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Butensky Segelstein Silverman Labunski

Hearty handshake: NBC president Fred Silverman is greeted by Ave Butensky, president, International Radio & Television Society, as NBC Television president Irwin Segelstein and Steve Labunski of the IRTS look on. Occasion was an IRTS Newsmaker luncheon at which FCC chairman Charles D. Ferris was the speaker. More than 800 broadcasters turned out for the occasion.

Award: American Broadcasting Cos. president Elton Rule (r.) presents the Humanitarian Award of the National Conference of Christians & Jews to Fred Pierce, exec vp of the company, at a dinner in Los Angeles. It was the 17th annual award dinner by the entertainment industries division of the NCCJ.

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Advertising Age

50 YEARS 1930-1980

$1 a Copy; $40 a Year — The International Newspaper of Marketing • In Two Sections. Section 1. — October 20, 1980

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Some Teleprompter systems on block

By MAURINE CHRISTOPHER

NEW YORK—To pave the way for the expected government okay of the $646,000,000 acquisition by Westinghouse Electric Corp. of Teleprompter Corp., Westinghouse has promised to sell off at least 12 Teleprompter cable systems within the coverage area of four of Group W's conventional tv stations.

Legal counsel for the Westinghouse Broadcasting (Group W) subsidiary, into which Teleprompter is to be merged, has informed the Federal Communications Commission that this step will be taken to comply with FCC's rather complicated cross-ownership policy. This rule is designed to prevent a company from owning over-the-air tv and cable in the same market. Group W's 12 radio stations present no such cross-ownership worries.

Industry observers on Wall Street and Madison Ave. expect great things from this corporate union between America's largest non-network station group and the nation's No. 1 cable systems operator. Teleprompter, an mso (multiple systems operator), now boasts 1,300,000 homes on 113 systems.

If the FCC, Securities & Exchange Commission, Federal Trade Commission and Teleprompter stockholders (at their next meeting in December or January) approve this $625-per-subscriber purchase, systems that would go up for sale include, in KPIX' San Francisco area, Oakland, Santa Cruz, Santa Clara, Newark, Milpitas and Los Gatos, and, in WBZ-TV's Boston territory, the Worcester system.

Also set to go on the block are systems in Ocean City, Ventnor and Vineland, N.J., all because of conflicts with KYW-TV, Philadelphia, and systems in Johnstown, Pa., and Morgantown, W. Va., due to overlap with KDKA-TV, Pittsburgh. Westinghouse's other owned tv station cities are Baltimore and Charlotte.

Teleprompter is among those competing for central city franchises in Philadelphia and had been planning to try for the Boston market. Under the Westinghouse banner, it doubtless would move to the sideline in both cases. Teleprompter was a loser in the bidding for central city Pittsburgh wired tv.

Westinghouse, which owns eight small catv systems in Georgia, won out over a wide field of would-be Teleprompter buyers with an offer of $38 per share for 17,000,000 shares of Teleprompter stock. When the imminence of the deal halted trading, the stock was up slightly to nearly $29 on the New York Stock Exchange.

Execs at both companies pointed out that their programing interests dovetail nicely. Teleprompter brings to the family part ownership (50%) in the No. 2 pay cable network, Showtime, while Westinghouse owns an aggressive conventional tv syndication house. Group W's most successful syndie series are "PM Magazine" and the "John Davidson Show."

■ While some Wall Street analysts theorized that the sale price was "low" by today's inflated cable standards, Drexel Burnham Lambert's John Reidy disagreed. He noted that many of Teleprompter's 113 systems (about 40% by its count) are 12-channel operations that must be upgraded—at an estimated $175 per customer. That, he said, would bring the per-subscriber cost of this acquisition up to $800.

There also are Teleprompter debts to be assumed and costs running $100,000,000 or more for each new major city franchise "if they chose to play the big-city game," Mr. Reidy pointed out.

Dan Ritchie, head of Westinghouse Broadcasting, said Teleprompter chairman Jack Kent Cooke and other officers and employes would be retained. #

In-home banking getting major test

By JANET NEIMAN and JOSH LEVINE

CHICAGO—A new generation of convenience banking will begin in December—when United American Service Corp., Knoxville, offers the first full-blown bank-at-home program.

In the first application of bank-at-home on a full scale, UASC, in a joint venture with Radio Shack division of Tandy Corp. and CompuServe, a subsidiary of H&R Block, is offering the new technology of the system, known as Express Information, to customers of all 40 banks under the UASC umbrella. Included are banks in Tennessee, Kentucky and Virginia.

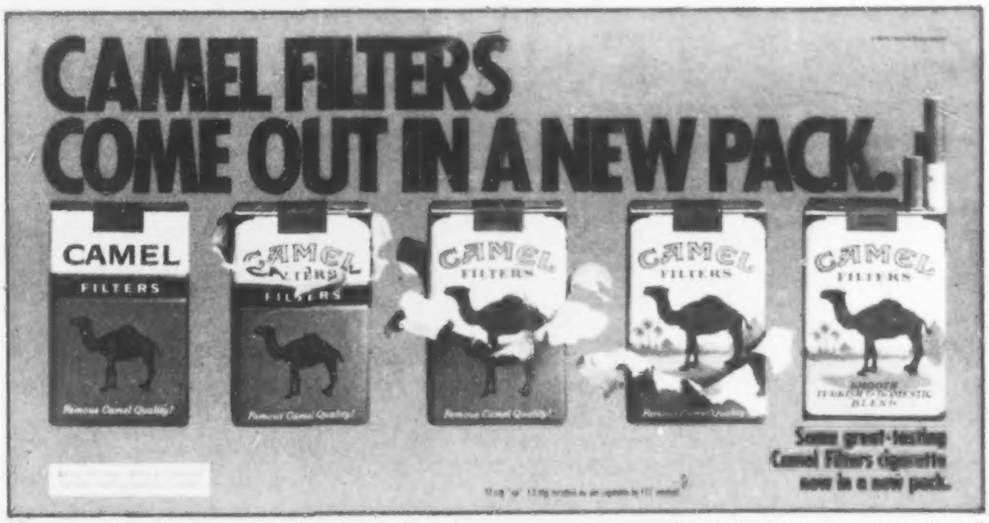
Customers presently using the corporation's Express Banking services (ATM, tel-a-pay, visual display terminals) can take the home computer service. They pay only for the computer link equipment, which is rented from the bank for between $15 and $25 per month.

United American Bank in Knoxville will be the first UASC bank to use the service, beginning around Nov. 1.

After exhibiting at the American Bankers Assn. convention here last week, UASC president Tom Sudman said five of the top 50 banks in the U.S. are pursuing sign-up for the service.

"We've had as many out-of-state calls as we have had in-state from people wanting to apply for accounts," Mr. Sudman added.

(Continued on Page 116)


CAMEL FILTERS COME OUT IN A NEW PACK.
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Some great-tasting Camel Filters cigarette now in a new pack.

Camel does striptease

R. J. Reynolds Tobacco uses a "striptease" technique in test market ads and p.o.p. materials showing the package change for Camel Filters. The new package is expected to be introduced nationally in early 1981.

last minute news

Test mailing of 'WSJ Magazine' eyed in '81

NEW YORK—Dow Jones & Co. is shooting for an early 1981 mailing of its prototype consumer magazine, the *Wall Street Journal Magazine*, to advertisers and test subscription audiences. Decision on actual publication will follow. The monthly will concentrate on three themes: Personal finance, time and issues. *WSJ* executive editor Fred Taylor is in charge of the project; former *Geo* publisher and DJ consultant Charles (Jim) Randolph is prototype publisher, and former *Harper's* managing editor David Stanford is editor

Pearl debuts J.R. Ewing's Private Stock

SAN ANTONIO—J.R. Ewing's Private Stock, a superpremium beer made by Pearl Brewing Co., will reach shelves around the world this week as promotional efforts for the beer, licensed by Lorimar Productions (producer of "Dallas"), get under way. No ad plans have been set. Introduction will be handled with pr and promotional press parties. GSD&M, Austin, handles.

(Continued on Page 8)

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Reynolds execs spell out plans to sack competition

By SAM HARPER and JOHN J. O'CONNOR

WINSTON-SALEM, N.C.—It had been several days since President Carter had stumped for votes here, but the guest-hungry Holiday Inn still hadn't gotten around to taking down a "Welcome, Mr. President" message.

In contrast to the hostelry's lackadaisical attitude, the mood at the R. J. Reynolds Tobacco building about a half-mile away is upbeat and aggressive.

In scarcely more than one year, the nation's No. 1 cigaret marketer has shed its "sleeping giant" image by mounting a massive attack on its industry brethren.

■ To a large degree, two men are responsible for ridding the company of a mood that prior to their arrival "was something you might expect of a Frank Campbell funeral home," as an RJR supplier described it.

E. Horrigan Jr.

G. Long

The architects of RJR's get-tough-with-the competition strategy are Edward A. Horrigan Jr., chairman and president, and Gerald H. Long, exec vp. The pair took over the reins of the R. J. Reynolds Industries' subsidiary in the fall of 1979.

By now, the five other tobacco companies—including archrival Philip Morris U.S.A.—should be well aware that RJR is on the offensive and isn't taking prisoners. But just in case that message hasn't sunken in, Messrs. Horrigan and Long last week invited some two dozen reporters here for a show-and-tell session concerning the company's sales resurgence.

Nor did they hesitate to discuss their competition. In sizing up RJR's most formidable and fast-gaining foe, Philip Morris, the stocky, greying Mr. Long said with an unmistakably New York accent, "They've had a pretty good show for ten years, but not anymore." He stressed that PM will not overtake RJR in 1980, as some analysts had predicted.

As for Lorillard, whose Triumph comparative ad campaign is being contested in court by RJR, the hard-nosed exec observed, "The

(Continued on Page 114)

Cookies get fresh marketing

By NANCY GIGES

NEW YORK—Stepped up new product activity in the cookie segment of the $2.8 billion packaged biscuit market may indicate a return to growth for the sweets, which have declined in unit sales for the past 18 months.

Nabisco has just put three new cookies in test markets and Pepperidge Farm is rolling into two new areas with two new varieties. The new Nabisco items are Nana Banana creme sandwich cookies, I Screams n' You Screams creme sandwich cookies and Oatmeal & Fruit Soft Snacks.

The sandwich cookies are getting newspaper support in the areas where they're marketed, Nana Banana in the Southwest and I Screams in the Northeast. The oatmeal snack item, packaged in pairs in six foil packs to a box, also is getting newspaper support in the Northeast. William Esty Co. handles.

The latter product is a direct competitor to the Grandma's line that Frito-Lay bought earlier this year and is preparing to expand nationally next spring (AA, Aug. 18).

Pepperidge Farm is introducing its new specialty cookies, Geneva and Cappucino, into the Southwest at the end of this month and into New England next month. Geneva is described as an oval biscuit layered with chocolate and topped with bits of pecans; Cappucino is a rich coffee-flavored cookie with chocolate filling. Ogilvy & Mather handles the Pepperidge Farm line.

Prior to 1979, the cookie segment of the total market had been growing slightly, while the cracker segment was down. But that trend reversed itself and cookies have been down about 2% for the past 18 months.

According to the Biscuit &

(Continued on Page 116)

SOUP STARTER
SOUP STARTER
Swift
COOK SMARTER.

Swift asks: When do you use Soup Starter?

"Cook smarter with Soup Starter" is the theme of a new repositioning effort for the Swift & Co. product. Tv commercials, along with radio, magazine, newspapers and couponing support, will tout it as a dinnertime entree for busy homemakers. The campaign, to break in November, is the first creative work for Swift by its new agency, Foote, Cone & Belding, Chicago. Total coupon drop put at 130,000,000.

Global, one-on-one ads seen

By JENNIFER PENDLETON

MONTEREY, CAL.—"World" commercials may be coming in tv advertising as satellites open up new markets, while elsewhere the new technologies and computers could combine to produce ad messages that would address consumers individually—in the tone and manner they prefer.

What else is likely to happen? Newspapers will become "Zip-coded" and tailored to the point where subscribers would receive only those parts they want.

These were a few of the projections and predictions set forth at the American Assn. of Advertising Agencies annual western conference here.

Commercials geared to audiences around the world will have language problems to deal with, but that could be resolved by a return to strong visual, something advertising needs anyway, the conference was told by Foote, Cone & Belding president John E. O'Toole.

The newspaper of coming years was seen as "the microcosm of our new informational society" by John Naisbitt, senior vp, Yankelovich, Skelly & White. Now often "too heavy to lift," they'll "devolve into Zip-code newspapers, tailored to income and life style, sectionalized in some respects, decentralized in others."

Mr. Naisbitt said this could also mean a change in the "sovereignty" of editorial, with readers becoming more involved in deciding what is supplied.

The computer's place is likely that of "confidant and advisor" to its masters in the home, said Andrew Lipinski, senior research fellow, the Institute of the Future, Menlo Park, Cal. "Man and woman will be enlarged to man and woman and computer, the computer becoming an accepted part of the home environment," said Mr. Lipinski.

"Without too much work," he said, "it is possible to make computers nicer than most people"—

(Continued on Page 114)

Pols shift efforts to key states

By LEAH ROZEN

NEW YORK—With only two weeks left in the presidential campaign, Democratic incumbent Jimmy Carter and Republican challenger Ronald Reagan are concentrating their advertising efforts on key states.

Although neither candidate's advertising strategists are talking much, it is clear that the final weeks will see much heavier tv and radio spot buys in such states as Pennsylvania, New York, Florida, Ohio, Illinois and California. These are the states with the most electoral votes and are crucial to the election of either man.

In an effort to win these voters, both Mr. Carter and Mr. Reagan are running endorsement ads by local and national political figures. Mr. Carter is running spots with Sen. Bill Bradley in New Jersey; Gov. Ella Grasso and Sen. Abraham Ribicoff in Connecticut; Los Angeles Mayor Tom Bradley, San Francisco Mayor Diane Feinstein and Gov. Jerry Brown in California; Gov. Robert Grahm in Florida; Gov. Richard Riley in South Carolina, and Gov. William Winter in Mississippi.

Additionally, he is running spots with Massachusetts Sen. Edward Kennedy in selected markets (AA, Oct. 13) and spots featuring local black officials in major cities. Rafshoon Communications handles.

- Former California Gov. Ronald Reagan is wheeling out his big gun endorsers as well. In addition to spots featuring running mate George Bush and former President Gerald Ford, Mr. Reagan's tv backers include Gov. Richard Thornburgh in Pennsylvania, Gov. Jim Thompson in Illinois and Gov. Lee Dreyfus in Wisconsin.

In Ohio, a key industrial state, Mr. Reagan has endorsement spots featuring Gov. James Rhodes. In the same state, Mr. Carter is running an ad featuring footage from his campaign appearance there, along with clips of Ohio Sen. John Glenn.

A spokesman for Campaign '80, the agency formed especially to handle the former movie star's presidential campaign, said last week that the Republican candidate has not shot any commercials in over a week and that, as of late last week, no new spots were

(Continued on Page 113)

highlights

Monday, October 20, 1980

Volkswagen of America has signed actress Elke Sommer and race car driver Johnny Rutherford as spokespersons. *See Page 4.*

Chewing through a successful effort to revive its gum business, Wm. Wrigley Jr. Co. is launching another strategy for the next 10 years. *See Page 12.*

Seiko Time Corp. will launch three new lines of watches to be supported by $9,500,000. *See Page 24.*

Hanes Group's L'erin division has encountered problems at retail with L'erin cosmetics. *See Page 26.*

The National Advertising Division reviewed eight challenges to national advertising last month. Five were substantiated. *See Page 30.*

The Australian government used three airplanes as a bargaining tool and came away from Europe with a good trade deal. *See Page 34.*

"The business world's balance sheet is socially in the red," said Jacques Bouchard, president of BCP Advertising, Montreal. *See Page 36.*

The toy industry generally seems to be holding its own in this recession year, but Ideal Toy Corp. is one major having some problems. *See Page 38.*

Anheuser-Busch is brewing a heavy promotional push for 1981. *See Page 42.*

Modern Maturity is grossing nearly $1,000,000 an issue in ad revenues—and the magazine's editor, Hubert Pryor, predicts this is "just the tip of the iceberg." *See Page 46.*

Husbands are critical of the changing role of women because it means that men must do more unappealing household chores, according to a Doyle Dane Bernbach survey. *See Page 60.*

Joe Grant explains how Gulf Oil Corp. marketed the *National Geographic* specials on PBS in 1980 to highlight its role as underwriter of the specials. *See Page 63.*

Hooper White suggests five ways to get the most out of production budgets for commercials. *See Page 66.*

George White, former president of Vos & White, has pleaded guilty to defrauding former client LaSalle Extension University. *See Page 72.*

American Airlines and TWA are both using the Pittsburgh Steelers in certain tv commercials. *See Page 74.*

Special ADVERTISING AGE July sweeps Arbitron analysis ranks tv stations in markets 51 through 100 with favorite advertising target, women 18 to 49. *See Page 82.*

Jif and Skippy continue to vie for top shares in the peanut butter market. *See Page 104.*

Procter & Gamble Co. is not about to give up on the sanitary protection market, despite a $75,000,000 write-off for its withdrawal of Rely tampons. *See Page 117.*

Smith-Corona has brought out an electronic typewriter aimed at business customers and SCM shareholders alike. *See Page 118.*

J&J wins a round in a court battle with Carter-Wallace. *See Page 118.*

Section 2

How do the leaders of market/-advertising research view the future of their craft? What problems lie ahead? What can be learned from the past? These and other questions are explored in this week's Section 2/Market/-Advertising Research, starting opposite Page 62.

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Vol. 51, No. 45—ADVERTISING AGE (ISSN 0001-8899) is published weekly, except semiweekly the third week in March, the second week in September at 740 Rush Street, Chicago, IL 60611. Second-class postage paid at Chicago and additional mailing addresses

Panax sells 4 papers to Liverpool

CHICAGO—A British publishing company last week increased its U.S. holdings with the purchase of four Illinois newspapers. The Liverpool Daily Post and Echo Ltd., which publishes two daily newspapers in that city, also agreed to buy two printing companies in Illinois and Indiana.

The Illinois papers, all formerly owned by Detroit-based Panax Publishing Co., are the *Daily Calumet*, an 8,680-circulation paper serving Chicago's south suburbs; the *Sun-Journal*, a 9,800-circulation tri-weekly serving communities along the Illinois-Indiana border near Chicago; *Calumet Day*, a 13,100 circulation bi-weekly serving the Indiana towns of East Chicago, North Hammond and Whiting, and the *Rantoul Press*, a 10,300 circulation weekly serving that central Illinois town.

The printing companies, Lithotype-Midwest of Lansing, Ind., and Rantoul Printing in Rantoul, print all of the newspapers that changed hands in the deal.

For Panax, the sale is the latest

(Continued on Page 116)

Wrigley looks beyond gum

Crain News Service

CHICAGO—Wm. Wrigley Jr. Co. is launching a two-pronged strategy for the next decade.

With its five-year effort to revive its gum business having successfully reestablished the company as No. 1 in the industry, Wrigley has created a new division to manufacture a cheaper metalized paper that could produce $200,000,000 in annual sales in the next decade.

At the same time, the company's corporate development department, created last year (AA, April 2, '79), is gearing up to take Wrigley beyond its chewing gum base in consumer products.

The changes at Wrigley, which earned $35,000,000 on sales of $504,000,000 last year, could be far-reaching. The 53-year-old company saw its market share shrink in the mid-1970s as Warner-Lambert Co.'s American Chicle and Squibb Corp.'s Life Savers division brought out new gums appealing to children and teen agers. But in 1975, Wrigley revamped its sales force and began a new product effort that brought five new gums to market and bolstered its share to 33% of the market, compared with 30% only last year.

■ The product added to the existing franchise of Spearmint; Juicy Fruit and Doublement (all introduced prior to 1915) were Freedent, Big Red, Orbit sugar-free gum. Orbit bubble gum and Hubba Bubba chunk bubble gum.

But the main gun in the arsenal (aside from the highly successful Hubba Bubba) aimed against the competition was new advertising—campaigns for Doublemint, Spearmint and Big Red, all supported with increased spending. This effort significantly shored up those three brands.

That battle is not over, however. Life Savers is in the process of introducing its new Replay brand, a chunk gum in spearmint, peppermint and cinnamon flavors, and directly positioned against those three Wrigley brands (plus American Chicle's Dentyne), touting longer-lasting flavor. The move was labeled as "a bold frontal assault" by Wrigley's vp-marketing Ronald Cox, and the company is preparing to meet that challenge.

■ But with the new development of the metalized paper, "We have a brand new field opening up," said Bozdar Bulovic, exec vp at Wrigley. Adds a source close to the new venture: "Wrigley could become a completely different company."

As yet Wrigley's Wrico Packaging division has no direct competition for the reflective paper that gives the appearance of aluminum foil but resists creasing. Wrigley substituted the new foil for its own gum wrappers six months ago, but its greatest potential lies in converting the labels now used on beer bottles and cigaret packages and a host of other applications.

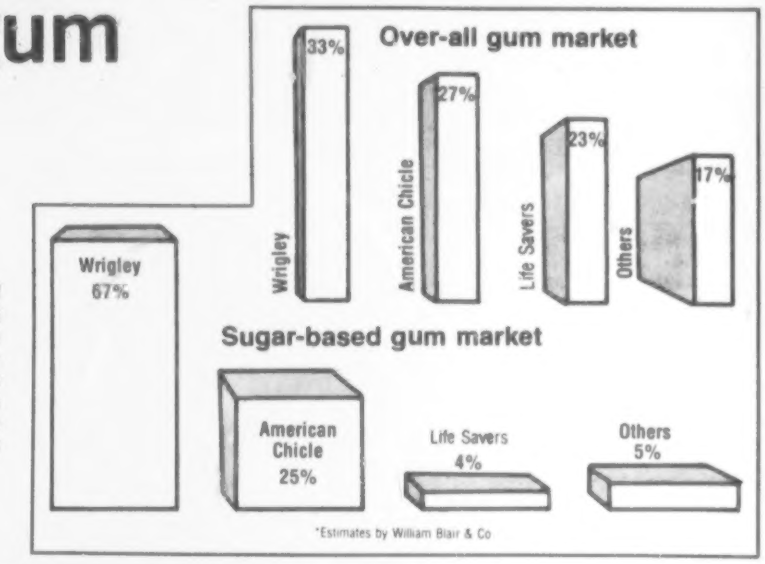
The Wrico paper is much shinier than conventional products, but it uses less than 1/200th the amount of aluminum contained in foil wrappers. The manufacturing process, licensed two years ago from a small Spanish printing company in Barcelona, represents a technological breakthrough in the transfer method of metalization, creating significant cost savings and better quality.

■ Wrigley's expansion into new impulse-purchase products, such as candy or mints, will use the same distribution and merchandising channels that Wrigley's gum uses. Wrigley will either purchase these new products by acquiring other companies, or develop the products internally.

Meanwhile, Wrigley must decide what to do with Overtime, its latest product. In test market for seven months, the gum with a liquid center has failed to meet company goals.

"If Overtime doesn't achieve the level of consumer acceptance I think it should, we will not roll it out nationally," says Mr. Cox. #

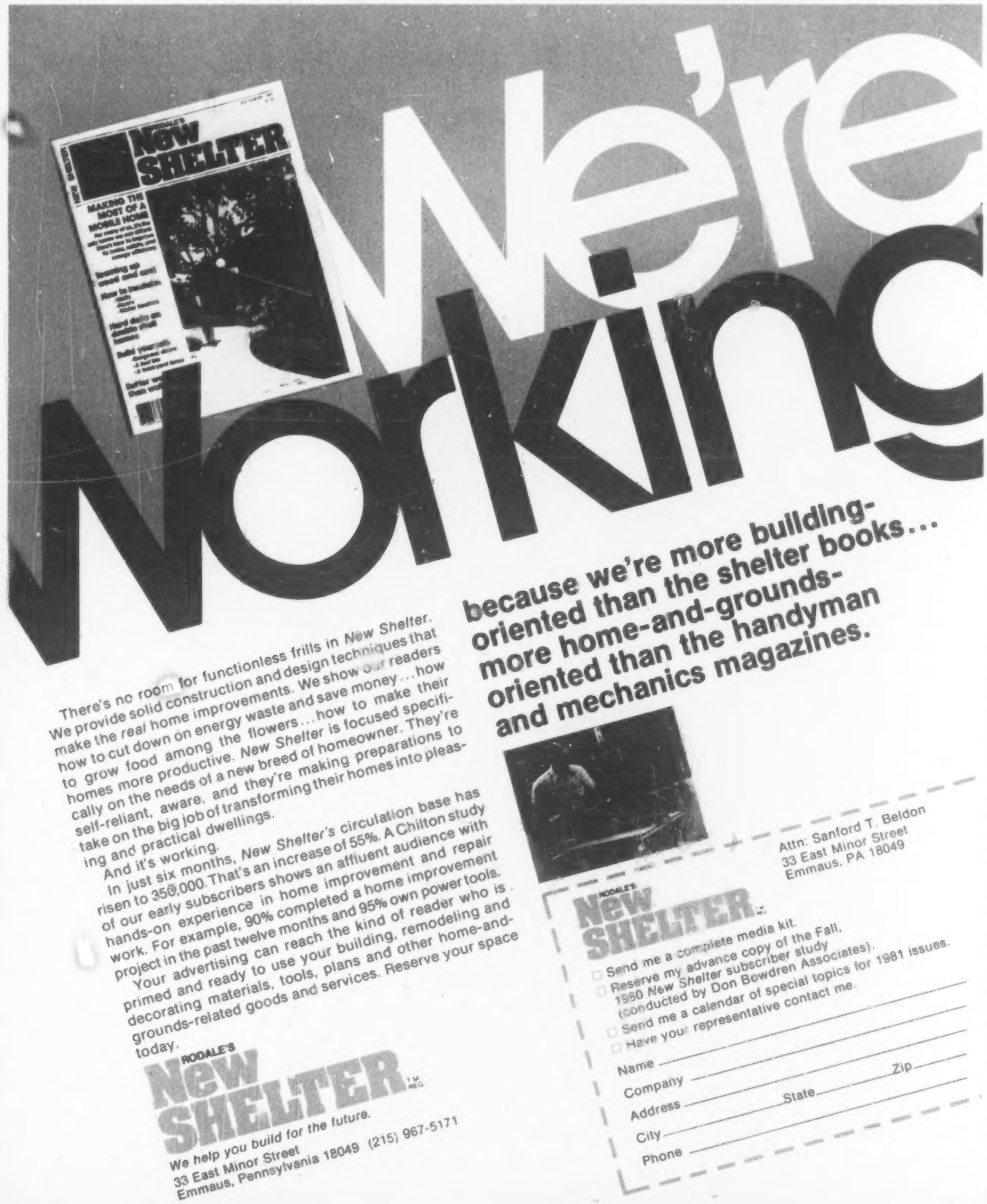
Wrigley's leadership of the over-all gum market (with 33%) is based on its 67% share of sugar-based gum sales. Life Savers holds the sales lead in bubble gum (29%) and in sugar-free gum (43%).



*Estimates by William Blair & Co

Kane joins Ansel

Ansel Productions, New York, has added Art Kane, print ad photographer and tv commercials director. Mr. Kane, whose best known work includes tv spots for Yves St. Laurent jeans and Miller Brewing Co.'s "Miller time," will be available "for select commercial assignments," said Jerry Ansel.



because we're more building-oriented than the shelter books... more home-and-grounds-oriented than the handyman and mechanics magazines.

There's no room for functionless frills in *New Shelter*. We provide solid construction and design techniques that make the *real* home improvements. We show our readers how to cut down on energy waste and save money... how to grow food among the flowers... how to make their homes more productive. *New Shelter* is focused specifically on the needs of a new breed of homeowner. They're self-reliant, aware, and they're making preparations to take on the big job of transforming their homes into pleasing and practical dwellings.

And it's working.

In just six months, *New Shelter's* circulation base has risen to 350,000. That's an increase of 55%. A Chilton study of our early subscribers shows an affluent audience with hands-on experience in home improvement and repair work. For example, 90% completed a home improvement project in the past twelve months and 95% own power tools.

Your advertising can reach the kind of reader who is primed and ready to use your building, remodeling and decorating materials, tools, plans and other home-and-grounds-related goods and services. Reserve your space today.

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New SHELTER T.M. REG.
We help you build for the future.
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Emmaus, Pennsylvania 18049 (215) 967-5171

Attn: Sanford T. Beldon
33 East Minor Street
Emmaus, PA 18049

RODALE'S
New SHELTER

☐ Send me a complete media kit.
☐ Reserve my advance copy of the Fall, 1980 *New Shelter* subscriber study (conducted by Don Bowdren Associates).
☐ Send me a calendar of special topics for 1981 issues.
☐ Have your representative contact me.

Name
Company
Address
City State Zip
Phone

100 Leaders addenda

The following are additions and corrections to the 100 Leading Advertisers issue, Sept. 11:

Through printer error, advertising and sales figures for these companies on the Advertising as a Per Cent of Sales table on Page 8 appeared incorrectly. The correct figures are: Ford Motor Co., sales—$43,513,700,000; Volkswagen of America, advertising—$55,000,000, sales—$17,150,000,000, advertising as per cent of sales—0.3%; Mars Inc., sales—$887,600,000.

American Express Co.: Ron Friedman is vp-service establishment industry marketing and advertising; his name was not included.

Kraft Inc.: Ward Archer & Associates, Memphis, is the agency for Kraft Industrial Foods, not Merrill Dremer Inc.

PepsiCo Inc.: Willard C. Korn is senior vp, Frito-Lay, the name was incorrectly spelled; W. Bradford Todd is director, marketing services for Frito-Lay.

Pillsbury Co.: Harry Clark is account director at J. Walter Thompson Co. on Burger King; Ron Sherman is no longer management director on the account.

Sears, Roebuck & Co.: Chiat/-Day, Los Angeles, is the agency for Allstate Savings & Loan Assn., not J. Walter Thompson Co.

UAL Inc.: The 1979 drop in sales is 124%, not 76% as reported.

Wm. Wrigley Jr. Co.: Christopher E. Sundstrom is marketing director, N. Hoegh-Guldberg is marketing manager.

Philip Morris Inc.: Correct marketing personnel for Miller Brewing are: William K. Howell, president; Lauren S. Williams, exec vp; Thomas B. Shropshire, senior vp; William A. Saupe, vp-planning and development; William C. Catlin, director of brand management; Jon Garner and Robert Toledo, group product directors; Doug Rogers, brand manager, Miller High Life; William Barrett, brand manager, Miller Lite; Jerome Schmutte, brand manager, Lowenbrau; Leonard Goldstein, vp-sales.

Transamerica Corp.: Marketing and personnel were inadvertently left out:

TRANSAMERICA CORP.

MARKETING PERSONNEL

Jane W. Hall, vp-corporate relations
William H. McClave, director of corporate relations

ADVERTISING AGENCY

Chiat/Day/Hoefer, Los Angeles—corporate and financial advertising—Richard M. Topkins, acct mgt super; Donna Larrabee, acct super.

UNITED ARTISTS CORP.

MARKETING PERSONNEL

Gene Goodman, senior vp-domestic sales
Hy Smith, vp-worldwide adv & publicity
Ed Seigenfeld, vp-foreign adv & publicity
Fred Hift, vp-foreign adv & publicity
Leslie Littlehale, director of adv
Terry Steiner, media director

ADVERTISING AGENCY

Diener/Hauser/Bates, New York—domestic product group—David Rosenfelt, acct super; Barbara Pisapia, acct exec; Debbie Greene, asst acct exec.

BUDGET RENT A CAR

MARKETING PERSONNEL

Gerald Entman, senior vp-mktg
Meg Jacobson, vp-consumer mktg & adv
Beverly Nicksic, director of adv
Sandra Hughes, regional adv director
Karen Keller, local adv director

ADVERTISING AGENCIES

McCann-Erickson, Chicago—consumer & travel trade—Don Effler, mgmt super; Jack Trytten, acct super; Gunde Ositis, acct exec.

Robert Visschers & Associates, Chicago—local support materials—Robert Visschers, mgmt super.

TRANSAMERICA AIRLINES

MARKETING PERSONNEL

Jack O'Brien, senior vp-mktg
Steve Berger, vp-sales
George Paulos, vp-scheduled service
Richard Slakoff, director of corporate communications

ADVERTISING AGENCY

Chiat/Day/Hoefer, San Francisco—Sharron Cannarsa, acct exec.

OCCIDENTAL LIFE INSURANCE CO. OF CALIFORNIA

MARKETING PERSONNEL

David R. Carpenter, chief mktg officer
William B. Stannard Jr., exec vp-agencies
Robert W. Graf, second vp-adv & corporate communications
Scott G. Halversen, adv department

ADVERTISING AGENCY

Dailey & Associates, Los Angeles—Roger van Remmen, acct super; Mike Heiser, acct exec; Mike Ridel, associate creative director.

TRANSAMERICA FINANCIAL CORP.

MARKETING PERSONNEL

John Boyon, vp-mktg
Juho Arens, director of mktg
Michael Carney, director of communications

ADVERTISING AGENCY

Ayer Jorgensen Macdonald, Los Angeles—Christian Jorgensen, acct super.

TRANSAMERICA DELAVAL

MARKETING PERSONNEL

B. E. Deichman, vp-mktg
P. C. Keith, field sales mgr, domestic mktg
T. L. Dietzel, mgr-adv & sales promotion

ADVERTISING AGENCIES

Mort Barish Associates, Princeton, N.J.—steam condensors, filters—Paul Gelber, acct super.

G&C Advertising, Princeton, N.J.—turbines, compressors, pumps—Robert Gosselin, acct super.

Sparkman Advertising, Palos Verdes, Cal.—pressure, temperature, level & flow switches—Myra Sparkman, acct exec.

The Matlin Co., Washington Crossing, Pa.—pumps, worm gears—Nathaniel Matlin, acct exec; David Matlin, acct exec.

John F. Straubel Communications, Portola Valley, Cal.—diesel engines—John Straubel, mgmt super.

TRANSAMERICA INSURANCE GROUP

MARKETING PERSONNEL

Andy Polarek, vp-sales
E. J. Cogan, mgr-adv & sales promo

ADVERTISING AGENCY

Brown, Keefe, Marine/Bowes, Los Angeles—Charles Brown, acct super.

TRANSAMERICA INTERWAY

MARKETING PERSONNEL

Frank R. Sinclair, director-adv & public relations

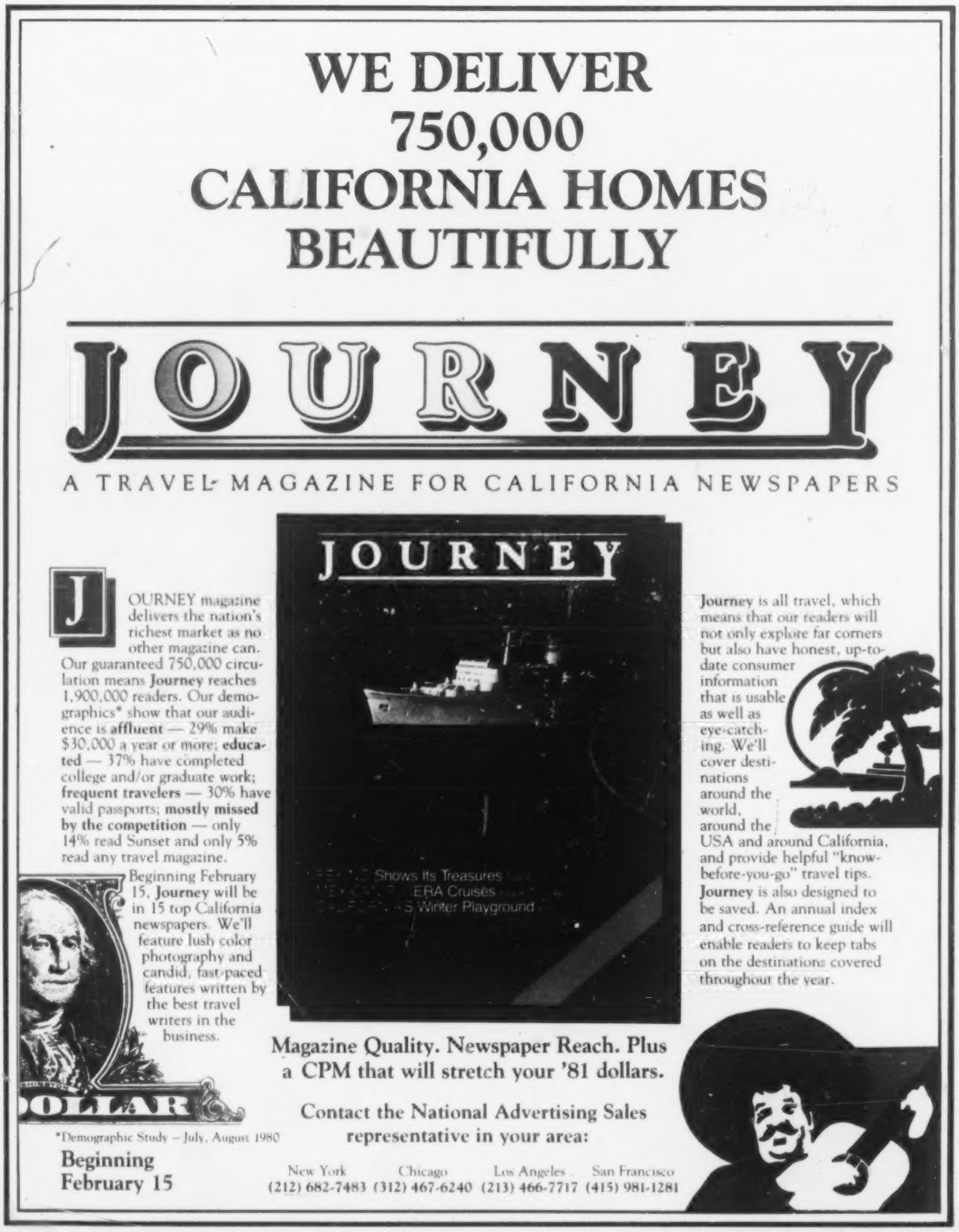
ADVERTISING AGENCY

In-house.

Jones shop moves

Terri Jones Advertising, Dallas, has moved its offices to 3116 Hood St. 75219.

Asian Banking
PAYOFF SPACE
MARKET/MEDIA ASSOCIATES
Midwest Reps: 312/251-2541



WE DELIVER 750,000 CALIFORNIA HOMES BEAUTIFULLY

JOURNEY

A TRAVEL MAGAZINE FOR CALIFORNIA NEWSPAPERS

JOURNEY magazine delivers the nation's richest market as no other magazine can. Our guaranteed 750,000 circulation means **Journey** reaches 1,900,000 readers. Our demographics* show that our audience is **affluent** — 29% make $30,000 a year or more; **educated** — 37% have completed college and/or graduate work; **frequent travelers** — 30% have valid passports; **mostly missed by the competition** — only 14% read Sunset and only 5% read any travel magazine.

Beginning February 15, **Journey** will be in 15 top California newspapers. We'll feature lush color photography and candid, fast-paced features written by the best travel writers in the business.

Journey is all travel, which means that our readers will not only explore far corners but also have honest, up-to-date consumer information that is usable as well as eye-catching. We'll cover destinations around the world, around the USA and around California, and provide helpful "know-before-you-go" travel tips. **Journey** is also designed to be saved. An annual index and cross-reference guide will enable readers to keep tabs on the destinations covered throughout the year.

Magazine Quality. Newspaper Reach. Plus a CPM that will stretch your '81 dollars.

Contact the National Advertising Sales representative in your area:

New York (212) 682-7483
Chicago (312) 467-6240
Los Angeles (213) 466-7717
San Francisco (415) 981-1281

*Demographic Study – July, August 1980

Beginning February 15

WILL JORDAN
AS
GENERAL PATTON

"NON STOP LAUGHTER"
"STANDING OVATION"
HUNTER FANS
Robbins & Meyer
SALES MEETING
Amelia Island, Fla.
For info Contact: Will Jordan
Suite 10F, 435 W. 57th St. N.Y., N.Y. 10019
(212) 265-1652

Who's ahead with young men and women viewers

(in July Arbitrons for markets 51 to 100)

SAN ANTONIO (51)

Station	Women 18-49	Men 18-49	Sign-on Sign-off	Late Fringe
	TSA share		ADI home share	
KSAT-TV (A)	45	44	35	53
KENS-TV (C)	27	32	32	19
KMOL-TV (N)	22	22	23	18
KWEX-TV	6	2	5	3

FLINT/SAGINAW/BAY CITY (52)

Station	Women 18-49	Men 18-49	Sign-on Sign-off	Late Fringe
	TSA share		ADI home share	
WJRT-TV (A)	44	42	29	21
WNEM-TV (N)	38	42	34	41
WEYI-TV (C)	18	15	13	9
WJIM-TV (C) (Lansing)	—	—	4	5

GREENSBORO/WINSTON SALEM/HIGH POINT (53)

Station	Women 18-49	Men 18-49	Sign-on Sign-off	Late Fringe
	TSA share		ADI home share	
WFMY-TV (C)	39	39	36	30
WGHP-TV (A)	35	31	25	26
WXII-TV (N)	26	31	23	29
WBTV (C) (Charlotte)	—	—	4	4

WICHITA/HUTCHINSON (54)

Station	Women 18-49	Men 18-49	Sign-on Sign-off	Late Fringe
	TSA share		ADI home share	
KARD-TV (N)	38	39	27	42
KAKE-TV (A)	34	35	28	23
KTVH (C)	28	26	26	16

LITTLE ROCK (55)

Station	Women 18-49	Men 18-49	Sign-on Sign-off	Late Fringe
	TSA share		ADI home share	
KATV (A)	43	39	35	47
KARK-TV (N)	31	35	31	29
KTHV (C)	27	26	23	17

TOLEDO (56)

Station	Women 18-49	Men 18-49	Sign-on Sign-off	Late Fringe
	TSA share		ADI home share	
WTOL-TV (C)	38	37	31	28
WTVG (N)	31	33	29	39
WKBD (Detroit)	—	—	5	6

TULSA (57)

Station	Women 18-49	Men 18-49	Sign-on Sign-off	Late Fringe
	TSA share		ADI home share	
KTUL-TV (A)	50	43	33	39
KOTV (C)	27	26	26	18
KTEW (N)	23	26	23	24

SHREVEPORT/TEXARKANA (58)

Station	Women 18-49	Men 18-49	Sign-on Sign-off	Late Fringe
	TSA share		ADI home share	
KTBS-TV (A)	43	38	30	27
KSLA-TV (C)	36	38	32	35
KTAL-TV (N)	21	25	17	21
KLTV (A/N) (Tyler)	—	—	3	—

KNOXVILLE (59)

Station	Women 18-49	Men 18-49	Sign-on Sign-off	Late Fringe
	TSA share		ADI home share	
WBIR-TV (C)	50	46	36	29
WATE-TV (A)	36	42	28	30
WTVK (N)	14	13	15	19

MOBILE/PENSACOLA (60)

Station	Women 18-49	Men 18-49	Sign-on Sign-off	Late Fringe
	TSA share		ADI home share	
WKRG-TV (C)	41	41	34	28
WEAR-TV (A)	34	.32	29	25
WALA-TV (N)	25	26	21	26
WLOX-TV (A) (Biloxi/Gulfport/-Pascagoula)	—	—	4	3
WTBS (Atlanta)	—	—	3	5

ROANOKE-LYNCHBURG (61)

Station	Women 18-49	Men 18-49	Sign-on Sign-off	Late Fringe
	TSA share		ADI home share	
WDBJ-TV (C)	45	43	37	33
WSLS-TV (N)	27	30	26	35
WSET-TV (A)	27	26	18	10

DES MOINES (62)

Station	Women 18-49	Men 18-49	Sign-on Sign-off	Late Fringe
	TSA share		ADI home share	
WOI-TV (A)	39	30	24	23
KCCI-TV (C)	35	35	33	29
WHO-TV (N)	26	35	26	35

SYRACUSE (63)

Station	Women 18-49	Men 18-49	Sign-on Sign-off	Late Fringe
	TSA share		ADI home share	
WTVH (C)	37	41	31	34
WSTM-TV (N)	31	32	29	33
WIXT (A)	31	27	22	13

RICHMOND (64)

Station	Women 18-49	Men 18-49	Sign-on Sign-off	Late Fringe
	TSA share		ADI home share	
WTVR-TV (C)	39	32	38	42
WXEX-TV (A)	31	32	29	20
WWBT (N)	31	36	26	31

OMAHA (65)

Station	Women 18-49	Men 18-49	Sign-on Sign-off	Late Fringe
	TSA share		ADI home share	
KETV (A)	41	35	31	29
WOWT (C)	31	31	32	26
KMTV (N)	28	35	25	36
KOLN-TV (C) (Lincoln)	—	—	4	3

JACKSONVILLE (66)

Station	Women 18-49	Men 18-49	Sign-on Sign-off	Late Fringe
	TSA share		ADI home share	
WJXT (C)	46	41	43	41
WTLV (A)	29	33	25	21
WJKS-TV (N)	23	26	17	22
WTBS (Atlanta)	—	—	3	4

GREEN BAY (67)

Station	Women 18-49	Men 18-49	Sign-on Sign-off	Late Fringe
	TSA share		ADI home share	
WFRV-TV (N)	35	35	31	29
WBAY-TV (C)	32	35	30	46
WLUK-TV (A)	32	30	27	18
WLUC-TV (C/A/N) (Marquette)	—	—	3	—

ROCHESTER (68)

Station	Women 18-49	Men 18-49	Sign-on Sign-off	Late Fringe
	TSA share		ADI home share	
WOKR (A)	37	33	31	25
WHEC-TV (C)	26	24	25	22
WROC-TV (N)	22	19	18	24
WUHF	15	24	15	22

(Continued on Page 84)

These tables show the tv stations in markets 51 to 100 ranked in terms of shares for women aged 18 through 49 as reported in the Arbitron July sweeps covering July 9 through Aug. 5. The last three columns cover men aged 18 to 49, and household shares for the full telecast day and late fringe.

The people shares are based on the total station area; the last two columns on homes in Arbitron's area of dominant influence (ADI). These figures were compiled for ADVERTISING AGE from the Arbitron books by a veteran tv researcher.

Initials in parentheses indicate network affiliation (ABC, CBS, NBC); stations without initials are independents. Late fringe is 11:30 p.m. to 1 a.m. Monday-Friday in eastern and Pacific time zones. In Central and Mountain zones, each is one hour earlier.

These lists include local network affiliates and share runners-up in each market whether local indies or distant stations, affiliated or independent. Not all stations are listed. A blank under any column indicates not reported. Stations appear if they drew a minimum 3 sign-on to sign-off household share.

Network fare dominates in tv markets 51 to 100

By MAURINE CHRISTOPHER

NEW YORK—Middle-size American markets continue to be very much network tv turf, with ABC holding an edge over CBS in a spirited race, according to the latest ADVERTISING AGE analysis of Arbitron local rating sweeps.

This compilation of markets 51 through 100 concentrated on women 18 to 49 and their male counterparts as measured in July rating reports covering households and people viewing for July 9 through Aug. 5. Stations in each market were ranked on the basis of shares among young women in the total survey area. The data were compiled by a veteran broadcast researcher.

By this yardstick, ABC affiliates edged out the competing networks in 22 of the markets. CBS outlets won in 17 markets, the largest being No. 53, Greensboro-Winston Salem-High Point, where WFMY-TV scored a 39 to 35 for WGHP-TV, the ABC voice in the market.

WFMY-TV swept all four columns, scoring a 39 share with men 18 to 49, a 36 homes share in sign-on to sign-off and a 30 homes share in late fringe. Unlike the demographic shares, the households numbers reflect viewing in Arbitron's area of dominant influence only, rather than total survey area.

NBC stations won in 11 markets in terms of women (18 to 49) viewers. Its territory included market No. 54, Wichita-Hutchinson, where KARD-TV bested KAKE-TV (ABC) 38 to 34. The NBC outlet also won by a landslide in late fringe, scoring a 42.

NBC also was looking good in Columbia, S.C., where WIS-TV dominated all four columns in a walkaway. With young women shares it was 38 for WIS-TV to 19 for runner-up WLTX-TV (CBS). WIS-TV is in the fortunate position of being a vhf station up against two less powerful uhfs.

One of ABC's powerhouses was KSAT-TV in the No. 51 ADI, San Antonio. Its scores: A 45 share

(Continued on Page 86)

Top 10 stations in top 100 markets in sign-on to sign-off home shares

Rank	Station	Arbitron ADI Household Share
1.	**WBRC-TV** (A) Birmingham (49)	51
2.	**KYTV** (N) Springfield, Mo. (83)	46
2.	**KELO-TV** (N) Sioux Falls/Mitchell (95)	46
4.	**WIS-TV** (N) Columbia, S.C. (97)	44
5.	**WJXT** (C) Jacksonville (66)	43
5.	**KOLN-TV** (C) Lincoln/Hastings/Kearney (85)	43
7.	**WWL-TV** (C) New Orleans (34)	39
7.	**WCYB-TV** (N) Bristol/Kingsport/Johnson City (84)	39
9.	**WHIO-TV** (C) Dayton (44)	38
9.	**WTVR-TV** (C) Richmond (64)	38
9.	**WCAX-TV** (C) Burlington/Plattsburgh (98)	38
9.	**KWTX-TV** (A/C) Waco/Temple (100)	38

Network affiliation and Arbitron market rank in parentheses

Who's ahead with young men and women viewers

(in July Arbitrons for markets 51 to 100)

Station	Women 18-49	Men 18-49	Sign-on Sign-off	Late Fringe
(Continued from Page 82)	TSA share		ADI home share	
FRESNO (69)				
KJEO (A)	30	27	22	22
KFSN-TV (C)	24	23	24	29
KMJ-TV (N)	24	27	21	34
KMPH-TV	18	23	16	—
DAVENPORT/ROCK ISLAND/MOLINE (70)				
WQAD-TV (A)	36	39	25	22
WOC-TV (N)	32	39	28	40
WHBF-TV (C)	32	22	26	17
CHATTANOOGA (71)				
WTVC (A)	41	36	27	26
WDEF-TV (C)	31	32	29	25
WRCB-TV (N)	28	32	27	26
SPRINGFIELD/DECATUR/CHAMPAIGN (72)				
WCIA (C)	37	36	32	26
WAND (A)	33	27	25	19
WICS-TV (N)	27	32	23	33
SPOKANE (73)				
KXLY-TV (A)	40	33	29	24
KHQ-TV (N)	32	28	28	37
KREM-TV (C)	28	39	26	25
PORTLAND/POLAND SPRING (74)				
WCSH-TV (N)	30	33	25	30
WGAN-TV (C)	30	28	26	28
WMTW-TV (A)	26	28	19	13
ALBUQUERQUE (75)				
KOAT-TV (A)	45	40	34	43
KOB-TV (N)	27	30	25	19
KGGM-TV (C)	21	25	23	20
KLKK-TV	3	5	4	5
PADUCAH/CAPE GIRARDEAU/HARRISBURG (76)				
WPSD-TV (N)	35	33	36	44
KFVS-TV (C)	29	33	35	26
WSIL-TV (A)	18	17	12	9
WEST PALM BEACH (77)				
WPTV (N)	28	21	29	24
WPEC (A)	28	21	20	22
WTVX (C) (Fort Pierce-Vero Beach)	11	7	7	10
JOHNSTOWN/ALTOONA (78)				
WJAC-TV (N)	33	30	31	37
WTAJ-TV (C)	27	30	31	28
WOPC (A)	(Channel 38—no audience shown)			
CEDAR RAPIDS/WATERLOO (79)				
KCRG-TV (A)	29	30	28	19
KWWL-TV (N)	29	40	34	53
WMT-TV (C)	21	30	27	20
JACKSON, MISS. (80)				
WLBT (N)	35	33	35	47
WJTV (C)	29	25	29	20
WAPT-TV (A)	18	17	14	10
YOUNGSTOWN (81)				
WKBN-TV (C)	31	27	30	33
WYTV (A)	25	18	21	15
WFMJ-TV (N)	19	18	20	24
SOUTH BEND/ELKHART (82)				
WSBT-TV (C)	33	30	30	28
WNDU-TV (N)	33	40	28	39
WSJV-TV (A)	27	20	20	15
SPRINGFIELD, MO. (83)				
KYTV (N)	50	42	46	53
KOLR-TV (C)	33	25	30	25
KMTC (A)	17	17	11	10
BRISTOL/KINGSPORT/JOHNSON CITY (84)				
WCYB-TV (N)	39	42	39	33
WJHL-TV (C)	33	25	31	37
WKPT-TV (A)	11	8	8	—
LINCOLN/HASTINGS/KEARNEY (85)				
KOLN-TV (C)	36	33	43	31
KHGI-TV (A)	21	22	16	16
KHAS-TV (N)	7	11	11	13
SPRINGFIELD, MASS. (86)				
WGGB-TV (A)	36	33	30	25
WWLP (N)	21	22	25	33
PEORIA (87)				
WRAU-TV (A)	39	27	26	16
WEEK-TV (C)	39	27	27	34
WMBD-TV (C)	21	18	23	30
EVANSVILLE (88)				
WTVW (A)	41	31	33	22
WFIE-TV (N)	24	31	25	40
WEHT-TV (C)	24	15	22	17
LEXINGTON (89)				
WKYT-TV (C)	33	27	34	33
WLEX-TV (N)	27	27	31	32
WTVQ-TV (A)	27	18	19	17
TUCSON (90)				
KGUN-TV (A)	35	31	28	22
KVOA-TV (N)	24	23	26	33
KOLD-TV (C)	18	15	23	16
KZAZ-TV	12	15	11	14
LANSING (91)				
WJIM-TV (C)	33	23	31	25
WILX-TV (N)	20	23	23	31
BATON ROUGE (92)				
WBRZ (A)	35	43	37	50
WAFB-TV (C)	30	29	33	27
WRBT (N)	20	21	18	17
FARGO (93)				
WDAY-TV (N)	31	30	37	45
KXJB (C) (Valley City)	31	30	27	28
KTHI-TV (A)	23	20	21	15
FORT WAYNE (94)				
WPTA (A)	36	27	29	35
WANE-TV (C)	21	18	24	14
WKJG-TV (N)	21	18	19	27
WFFT-TV	14	18	15	9
SIOUX FALLS/MITCHELL (95)				
KELO-TV (C)	40	40	46	32
KSFY-TV (N)	27	30	27	44
KXON-TV (A)	13	10	12	9
HUNTSVILLE/DECATUR/FLORENCE(96)				
WAAY-TV (A)	33	31	28	27
WHNT-TV (C)	28	23	32	22
WAFF-TV (N)	17	15	16	25
WOWL-TV (N)	6	—	4	5
COLUMBIA, S.C. (97)				
WIS-TV (N)	38	36	44	41
WLTX-TV (C)	19	18	17	17
WOLO-TV (A)	13	9	13	11
BURLINGTON/PLATTSBURGH (98)				
WCAX-TV (C)	38	36	38	39
WPTZ (N)	23	27	22	24
WEZF-TV (A)	15	9	10	11
AUSTIN, TEX. (99)				
KTBC-TV (C)	33	27	34	25
KVUE-TV (A)	33	27	24	19
KTVV-TV (N)	20	27	21	29
WACO/TEMPLE (100)				
KWTX-TV (A/C)	35	36	38	29
KCEN-TV (N/N)	25	21	25	37

These tables show the tv stations in markets 51 to 100 ranked in terms of shares for women aged 18 through 49 as reported in the Arbitron July sweeps covering July 9 through Aug. 5. The last three columns cover men aged 18 to 49, and household shares for the full telecast day and late fringe.

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videotech/ BY MAURINE CHRISTOPHER

Can't go home again—at least to see cable

Television in my native East Tennessee is a far cry from what it is in channel-rich New York.

My grandmother's farmhouse near Russellville sits in a dip in the valley and picks up only WATE-TV (ABC) and WBIR-TV (CBS) from Knoxville, about 50 miles south. The third choice is public station WSJK-TV from Sneedville.

No one seems to mind very much. This long has been a household more likely to gladden the hearts of publishers than telecasters. For news, my father and aunt depend mostly on the *Knoxville Journal* and the *Morristown Citizen-Tribune*. Before my grandmother died there also was a Rogersville weekly to remind her of the days when she was a bride on Clinch Mountain in Hawkins County. Aunt Mary reads fiction mainly.

- For some time, the *Knoxville News-Sentinel* has been missing since it is no longer available by carrier. (My brother and I delivered that afternoon paper when we were children.) "What do I need it a day late for?" my father replied when I asked, "Why no *Sentinel*?"

Local radio choices abound. Ten miles away in Morristown, the county seat, and an expanding industrial center, there are three stations. Other nearby little towns have daytime outlets and the ones I flicked past all seemed to have plenty of commercials.

I had intended to catch up on cable, Tennessee style, when I visited my cousin, W.D., who is one of the few people I know in that part of the world who has been a catv subscriber for years.

No luck! He's moved out of range of Sammons Communications in Morristown. He's hoping the service will be extended since he particularly misses old movies and sports from WTBS, Atlanta, sports from ESPN and films from Home Box Office.

Both Jimmy Carter and Ronald Reagan were running saturation tv campaigns during my week in Tennessee, a state said to be too close to call in the presidential race. Still, in territory that's been Republican since Abraham Lincoln's time, the Democratic incumbent drew huge crowds during a brief stopover at Tri-Cities Airport. (But can all those school children vote?)

The newspapers looked extremely healthy, especially on food ad days. In the *Citizen-Tribune* the low-tar cigaret battle raged, with full pages for Salem Lights, Barclay and Vantage. This paper gave front-page play to two Jefferson County Piggly Wiggly stores that removed all tampons from their shelves after 16-year-old Angela French of Dandridge died of toxic shock syndrome.

- "We just decided until we got this thing cleared up we better pull all the brands off the shelves just to be on the safe side," Ronnie Sharp, manager of the stores, explained. He said Procter & Gamble had asked him to take Rely off the shelves, but he had received no instructions from other manufacturers.

The same day's paper carried the P&G ad asking consumers to stop using Rely and to return any supplies on hand to P&G for refunds.

* * *

Before leaving for Indian Summer and wild flower picking in the South, I had talked to Bill Rasmussen about why he was quitting ESPN.

Asked if Getty Oil forced him out at ESPN, the company he founded in mid-1978, Mr. Rasmussen said he resigned voluntarily to join his son, Scott, also an ESPN alumnus, in launching Enterprise Radio, which is due up on Westar III in January.

Chairman of ESPN at the time of his departure, the elder Mr. Rasmussen will assume the same title at Enterprise Radio, which, like ESPN, will concentrate on sports. He emphasized that he has signed a year's consultancy contract with Getty Oil, 85% owner of ESPN and a partner in the new Premiere pay tv network. He also retains his 14% interest in ESPN, which is now running a 24-hour a day schedule on Satcom I.

Already having been superseded at ESPN by Chet Simmons, president-chief executive officer, Mr. Rasmussen chose to move out to return to the center of action. "ESPN wasn't the first company I started and it won't be the last," he asserted. Preceding ESPN was Ad-Aid, an advertising packaging and distribution service, still going in Newark, but with which he is no longer associated.

For the future he indicated he looks forward to Enterprise Radio—satellites are perfect for radio, he thinks—and to working in pioneer projects for satellite-to-home program services.

- In California, Stuart Evey, the Getty Oil vp who watches over its cable interests, said the chairman's post would not be filled at ESPN. The network, he noted, set a new monthly record for cable homes added in September—900,000—and is now up to nearly 6,000,000 subscribers. #

Nets dominate 51 to 100

(Continued from Page 82)

with young women and just one below that with young men and a 35 household share throughout the broadcast day, climaxing with a 53 homes share in late fringe. CBS' KENS-TV was the runner-up in all four columns.

This study, like the earlier one on May sweeps, demonstrates again the scarcity of station choices in many markets below the 50 largest cities. Independents are not strong competitors in most of this territory.

In numerous cases these 51-100 markets reports are less complete than those for the major markets. Our researcher counted a minimum of 18 markets in which the number of reportable stations (by Arbitron's standards—call letters were in the books, but no figures) decreased from May to July. The most notable were West Palm Beach, where the number went from seven in May to three in July, and Lansing, where it dropped from eight to two.

An Arbitron spokeswoman explained that the data is not as comprehensive because July is not considered a "regular" sweeps month.

As a result, information on independents or other distant stations that scored at least a three sign-on to sign-off share in the ADI is more sketchy than it was in the May analysis (AA, Aug. 4). There are more blank columns in the tables this time around.

Independent superstation WTBS, Atlanta, turned up with a three sign-on to sign-off homes share in Mobile-Pensacola and in Jacksonville only.

The top 10 stations in the top 100 markets (the first 50 were in AA, Oct. 6) in sign-on to sign-off homes shares were paced by WBRC-TV (ABC), Birmingham, with a 51. Next at 46 were KYTV (NBC), Springfield, Mo., and KELO-TV (NBC), Sioux Falls.

The big three with women in markets 51 to 100, all scoring a 50 share with females 18-49: KTUL-TV (ABC), Tulsa; WBIR-TV (CBS), Knoxville, and KYTV (NBC), Springfield. WBIR-TV led with men in that age group at 46, followed by KSAT-TV, San Antonio, at 44.

Standouts in late fringe in order of their homes shares rank in markets 51-100 were: KSAT-TV, San Antonio, KWWL-TV, Cedar Rapids-Waterloo, and KYTV, Springfield, Mo., all clocking in with a 53. WBRZ, Baton Rouge, scored a 50 with stay-up-late homes. KATV, Little Rock, and WLBT, Jackson, Miss., both came in with a 47. #

Top 10 stations in Women 18-49 shares Arbitron markets 51-100

Rank		Share
1.	**KTUL-TV** (A) Tulsa (57)	50
1.	**WBIR-TV** (C) Knoxville (59)	50
1.	**KYTV-TV** (N) Springfield, Mo. (83)	50
4.	**WJXT** (C) Jacksonville (66)	46
5.	**KSAT-TV** (A) San Antonio (51)	45
5.	**WDBJ-TV** (C) Roanoke/Lynchburg (61)	45
5.	**KOAT-TV** (A) Albuquerque (75)	45
8.	**WJRT-TV** (A) Flint/Saginaw/Bay City (52)	44
9.	**KATV** (A) Little Rock (55)	43
9.	**KTBS-TV** (A) Shreveport/Texarkana (58)	43

Network affiliation and Arbitron market rank in parentheses.

Top 10 stations Men 18-49 shares Arbitron markets 51-100

Rank		July TSA Share
1.	**WBIR-TV** (C) Knoxville (59)	46
2.	**KSAT-TV** (A) San Antonio (51)	44
3.	**KTUL-TV** (A) Tulsa (57)	43
3.	**WDBJ-TV** (C) Roanoke/Lynchburg (61)	43
3.	**WBRZ** (A) Baton Rouge (92)	43
6.	**WJRT-TV** (A) Flint/Saginaw/Bay City (52)	42
6.	**WNEM-TV** (N) Flint/Saginaw/Bay City (52)	42
6.	**WATE-TV** (A) Knoxville (59)	42
6.	**KYTV** (N) Springfield, Mo. (83)	42
6.	**WCYB-TV** (N) Bristol/Kingport/Johnson City (84)	42

Network affiliation and Arbitron market rank in parentheses. Shares are based on total survey area. Survey period: July 9 to Aug. 5.

vidbits

There has been talk that Warner Amex might be gearing up for a January start for a music channel, which would showcase pop music just as the Movie Channel does films. But some Warner Amex officials say the go-ahead has not yet been given so "we're not definitely sure it'll happen yet."

The commercial tv networks have long run Halloween-themed specials in the evenings leading up to that date. Now, Home Box Office has come up with a Halloween week schedule, with movies "Halloween," "Dracula" and "Magic," plus specials "Great American Ghost Tour" and "Monsters, Madmen & Machines."

* * *

General Foods' "Hot Fudge Show," now in its sixth year, has been barter-syndicated to 90 markets for 78% coverage of U.S. tv households, according to Lexington Broadcast Services and producer MG Films, both New York. Next year, 78 past episodes will be offered for weekday stripping.

* * *

Michael J. Dorfsman, vp-pr at Charnas Inc., Hartford, Conn., agency, adds the title of executive director of the Connecticut Cable Television Assn., which is a Charnas pr account. Mr. Dorfsman will administer CCTA's operations, edit its newsletter and deal with legislative and regulatory agencies.

* * *

The 1980 Miss World beauty pageant will be carried live by satellite on Home Box Office on Nov. 13 at 8:30 p.m. (EST). It previously had been shown in syndication, weeks after the event.

* * *

Thinking Christmas yet? Some broadcasters, syndicators and advertisers are. Besides Interstate Brands and CBS-TV, which slated a Charlie Brown yule special for December months ago, Carter-Grant Productions, via Program Syndication Services, New York, is clearing tv stations for its "24 Days of Christmas" featurettes. Tuesday Productions, San Diego, has revamped its 12-hour "A Christmas Album" package of yule-themed songs for radio stations.

* * *

Capital Cities Communications' "Family Specials" package has been barter-syndicated to 143 tv stations for the 1980-81 season, including 22 of the top 25 markets. Bristol-Myers and Nabisco are the national sponsors for the six half-hour dramas.

* * *

General Electric is the latest sponsor on Black Entertainment Television's catv package. Besides GE, with a 39-week buy, another recent BET client is the Carter/-Mondale Re-Election Committee, with a six-week buy.

* * *

Modern Satellite Network, New York, has added 500,000 subscribers and 60 market areas since the National Cable Television Assn. convention last May. Its 380 catv systems now offer a potential 2,750,000 subscribers.

* * *

"Roaring Doughnuts," a children's tv series from United Children's Television, New York, will be distributed in the home video market by Home Theatre/-VCI, Hollywood. Each program videocassette will be sold for $40, accompanied by a 16-page tie-in booklet.

Co-op ads up in broadcast

NEW YORK—Some cooperative advertisers increased their use of tv and radio in July and August, according to Pinpoint Marketing Inc., an audit and processing service here.

The company's analysis showed that the swimming pool and floor covering companies placed national co-op spending during the two summer months as follows: 41% in newspapers, 29% in tv, 12% in radio, 11% in flyers and catalogs, 2% in outdoor and 5% in "other."

Pinpoint president Arnold Ferber, who also heads the Ferber & Strauss agency, noted that co-op spending by the photographic industry during the same period showed the following breakdown: 63% in newspapers, 2% in tv, 7% in radio, 21% in flyers and catalogs, 0.03% in outdoor and 6.97% in "other."

Mr. Ferber said the higher ratio of tv and radio in the pool and floor covering industries can be traced to sales results, greater promotion efforts by tv and radio sales representatives and "better proof of performance documentation," which gives marketers "more confidence" in broadcast for their co-op programs. #

Bernard exits 'Adweek'

Lawrence Bernard, formerly editor-in-chief of *Adweek* and more recently consulting editor to the magazine group, has resigned from A/S/M Communications, New York, owner of the regional publications. Mr. Bernard, who earlier had served as senior editor at ADVERTISING AGE, said he will announce his plans in the near future.

Advertising pages in October consumer publications

Current and October '79 figures for U.S., Canadian and foreign publications reporting to Advertising Age

Women's

	Pages			
	Oct. 1980	Oct. 1979	Jan.-Oct. 1980	Jan.-Oct. 1979
†§Bride's Magazine	—	—	1,354.5	1,136.7
§Cosmopolitan	257.3	254.2	2,007.7	2,000.8
Essence	94.0	83.0	799.0	727.0
§Family Circle	110.3	138.5	1,224.1	1,379.9
▲Family Health	24.8	35.4	239.3	255.3
§Good Housekeeping	210.6	195.6	1,596.1	1,581.0
Ladies' Home Journal	129.1	151.5	1,017.9	1,077.6
Lady's Circle	8.4	12.8	87.6	94.1
McCall's	121.6	137.8	1,005.1	1,084.7
○McCall's Working Mother	81.7	61.0	357.8	156.9
†Modern Bride	—	—	1,084.1	1,079.8
Ms.	42.8	40.8	416.5	392.3
○New Woman	44.3	44.3	192.2	216.8
§Parents Magazine	79.4	58.3	612.4	509.3
Playgirl	48.7	46.9	542.5	461.1
Redbook	146.8	132.5	1,115.9	1,228.3
Self	77.0	62.9	605.1	428.2
Seventeen	103.5	111.2	1,148.0	1,182.6
Soap Opera Digest	7.3	9.5	116.3	107.0
'Teen Magazine	30.5	40.8	448.3	444.4
§True Story	56.5	64.5	497.4	571.7
§Woman's Day	128.5	120.4	1,267.0	1,264.6
The Workbasket	35.3	35.0	284.9	256.8
Working Woman	56.1	37.2	422.7	277.8
Total Group	1,894.5	1,874.1	18,442.4	17,902.7

General

	Pages			
	Oct. 1980	Oct. 1979	Jan.-Oct. 1980	Jan.-Oct. 1979
▲A.D. Magazine	14.2	15.7	136.6	115.0
After Dark	26.0	—	235.1	—
Air Progress	19.0	24.3	206.8	239.1
American Forests	20.5	31.7	154.9	159.9
American Legion	35.7	36.9	270.3	269.9
Apartment Life	77.4	63.7	516.5	501.6
§▲Architectural Digest	157.7	134.4	1,067.5	883.7
§The Atlantic Monthly	34.3	32.4	315.2	308.0
○Audubon Magazine	—	—	155.6	170.2
§Blueboy	23.0	27.4	284.2	258.1
§Bon Appetit	112.3	101.5	674.4	588.8
Book Digest	29.5	41.0	278.8	386.1
Changing Times	34.0	—	226.0	—
Christian Herald	58.0	44.3	389.3	369.7
Christian Life	40.9	31.9	279.0	293.4
*Christianity Today	104.8	71.4	602.0	535.5
Coast	224.8	119.0	1,932.8	2,068.0
Complete Men's Group	22.3	27.0	237.8	240.9
Country Journal	73.7	64.0	493.4	482.3
Creative Computing	100.5	75.3	848.7	581.5
▲Cuisine Magazine	57.3	64.3	357.7	315.3
Ebony	93.8	93.7	893.8	892.0
Elks Magazine	30.4	31.0	216.7	245.7
§Esquire	38.7	38.2	363.3	304.0
50 Plus	33.7	33.0	343.7	265.3
Flying	44.9	50.7	538.3	531.8
○Games	—	—	115.5	98.0
§Gentlemen's Quarterly	143.0	137.0	916.0	717.0
Golf Digest	59.9	97.1	685.4	806.9
§Golf Magazine	47.4	52.7	654.5	682.2
Gourmet	72.4	91.3	531.2	547.0
§Harper's Magazine	22.0	47.0	296.8	338.9
○Hi-Fi/Stereo Buyer's Guide	22.0	36.8	110.2	143.8
*High Fidelity	63.1	91.4	553.8	684.5
Income Opportunities	54.1	55.2	451.9	431.7
Kiwanis Magazine	20.4	23.8	168.3	177.1
Let's Live	91.0	99.4	912.0	931.3
Life	50.5	66.7	498.7	486.1
Lion Magazine	5.7	22.9	46.3	181.2
Modern Photography	126.8	136.4	1,147.4	1,115.9
§Money	94.4	91.0	752.8	681.6
Moneysworth	21.7	21.6	182.5	208.6
Moody Monthly	58.0	74.5	434.7	491.4
▲Moose Magazine	25.0	25.0	232.0	220.0
○Mother Earth News	64.2	48.9	310.9	222.1
○Museum	—	—	83.0	—
National Geographic	33.4	32.6	299.4	302.5
National Jewish Monthly	25.9	25.3	236.1	212.2
Natural History	31.1	54.2	378.9	365.8
○Next	—	—	99.0	—
Omni	81.1	74.2	491.6	352.1
§Oui Magazine	26.7	29.6	229.7	174.4
Panorama	30.5	—	193.9	—
§Penthouse Magazine	68.4	76.5	670.8	710.3
Petersen's Photographic	49.9	54.2	448.1	495.2
Playbill	60.1	55.7	444.8	404.5
§Playboy	98.2	107.4	1,092.1	1,094.8
Popular Photography	133.8	148.1	1,400.4	1,570.1
Prevention	99.6	116.6	891.2	1,075.2
Prime Time	30.2	—	193.2	—
Psychology Today	56.9	70.8	548.8	586.5
▲Quest '80	29.5	42.5	241.0	228.3
§Reader's Digest	128.7	156.2	934.2	1,101.4
Rotarian	29.9	23.8	226.4	211.4
††Saturday Evening Post	40.4	35.7	332.1	307.6
Saturday Review	37.6	71.3	398.7	533.4
Science '80	—	—	144.0	—
Scientific American	126.2	97.6	928.2	828.9
Signature	62.9	59.2	442.9	444.5
Smithsonian	115.6	94.3	790.4	660.2
Stereo Review	69.0	90.0	647.8	755.5
Success Unlimited	32.3	31.6	238.5	155.7
Tennis Magazine	54.1	41.4	680.5	632.4
Town & Country	179.2	142.6	1,033.6	845.1
Travel/Holiday	48.6	52.6	467.4	474.5
Travel & Leisure	106.0	95.3	836.9	784.5
V.F.W. Magazine	33.4	34.7	272.0	257.6
Weight Watchers	25.8	26.3	215.9	204.1
World Tennis	33.3	27.8	508.6	421.2
Writer's Digest	23.0	21.5	205.4	188.3
Yankee Magazine	136.5	133.3	923.5	977.8
Total Group	4,570.7	4,584.4	38,598.8	38,538.9

Fashion & service

	Pages			
	Oct. 1980	Oct. 1979	Jan.-Oct. 1980	Jan.-Oct. 1979
Glamour	180.8	198.1	1,807.4	1,708.1
Harper's Bazaar	125.7	94.4	843.4	708.9
Mademoiselle	144.9	141.2	1,259.7	1,249.3
Vogue	248.7	251.1	1,887.6	1,866.0
Total Group	700.1	684.8	5,598.1	5,533.3

Arts & antiques

	Pages			
	Oct. 1980	Oct. 1979	Jan.-Oct. 1980	Jan.-Oct. 1979
American Artist	58.4	66.0	524.2	555.2
Antiques	162.3	178.6	1,439.0	1,358.0
Antiques World	49.7	56.8	417.2	458.8
○Art & Antiques	—	—	281.4	226.9
Art in America	103.0	96.3	783.0	528.3
▲Artnews	131.1	122.4	952.0	845.4
Total Group	504.5	520.1	4,396.8	3,972.6

Home

	Pages			
	Oct. 1980	Oct. 1979	Jan.-Oct. 1980	Jan.-Oct. 1979
§Better Homes & Gardens	150.2	163.9	1,263.8	1,334.1
○Colonial Homes	—	—	238.0	173.0
▲Decorating Showcase	30.1	22.0	193.0	122.8
▲Family Handyman	68.8	68.7	504.9	477.4
○Flower & Garden	22.4	18.5	265.4	275.7
The Hometown Magazines:				
Dallas-Fort Worth Home/Garden	46.5	58.6	453.2	389.0
Houston Home/Garden	114.6	142.6	1,056.6	1,090.8
Horticulture	21.0	26.4	272.2	303.2
House Beautiful	124.3	147.9	951.8	966.4
House & Garden	144.9	164.4	1,180.6	1,135.4
†Homeowners How-To	—	—	134.3	125.6
Hudson Home Magazine	32.7	52.1	421.4	489.0
Indianapolis at Home	49.0	49.8	518.9	630.8
Living:				
○Dallas	—	—	595.7	600.4
○Houston	—	—	494.0	588.2
○Denver	—	—	456.2	429.8
‡Austin	—	—	150.8	131.9
‡San Antonio	—	—	102.4	75.2
○Phoenix	27.0	41.0	172.4	174.5
○Tampa	20.4	23.2	131.7	57.0
Living Alternatives	13.4	7.2	103.1	31.6
††New Shelter	52.0	—	269.6	—
▲1001 Decorating Ideas	33.2	36.3	270.4	226.1
Organic Gardening	75.9	84.1	798.2	804.2
San Diego Home/Garden	56.5	25.1	544.8	49.8
Southern Living	118.5	159.4	1,180.7	1,288.7
§Sunset Magazine	163.1	163.2	1,297.9	1,356.1
▲Texas Homes	71.3	95.0	637.4	424.1
○Workbench	—	—	306.1	297.8
Total Group	1,435.8	1,549.4	14,365.5	14,048.6

In-flight

	Pages			
	Oct. 1980	Oct. 1979	Jan.-Oct. 1980	Jan.-Oct. 1979
#Aboard Group (6)	444.0	348.0	1,636.0	1,224.0
Air California	59.5	65.3	588.2	604.9
American Way	87.5	81.1	691.2	620.0
Clipper	58.0	—	501.6	—
East/West Network:				
Eastern Review	70.3	87.3	,27.8	828.0
Continental Extra	67.2	87.4	652.7	732.1
Hughes Airwest Sundancer	66.7	97.7	723.7	840.0
Ozark Flightime	50.3	78.9	514.0	640.2
PSA Magazine	93.7	144.2	1,034.5	1,182.9
Texas International/-The Texas Flyer	60.5	94.8	582.3	650.6
United Mainliner	105.5	125.7	908.5	956.0
Halsey Publications:				
Braniff's Flying Colors	53.7	39.0	396.0	342.0
Delta Sky	52.7	46.0	464.0	466.0
○Pace	22.7	—	262.7	99.5
Scene	42.5	33.8	328.2	107.1
Southwest Airlines	73.3	59.8	650.6	516.8
○Spirit of Aloha	—	—	135.2	94.1
USAir	61.4	49.0	441.0	49.0
Webb Publications:				
○Frontier	—	—	217.9	204.9
Passages	34.6	44.5	287.6	292.2
TWA Ambassador	59.7	67.9	530.4	562.6
Total Group	1,563.8	1,550.4	12,274.1	11,013.8

Metropolitan

	Pages			
	Oct. 1980	Oct. 1979	Jan.-Oct. 1980	Jan.-Oct. 1979
○Aloha	19.8	14.9	98.1	46.0
Atlanta	102.1	100.1	828.8	770.0
Baltimore	72.1	88.9	713.8	812.3
◇Bay Views	43.6	53.0	325.9	325.2
Birmingham	36.0	39.6	439.3	312.8
Boston	141.3	149.4	1,102.8	985.7
Broward Life	39.8	43.4	472.9	452.7
Brown's Guide to Georgia	56.0	43.0	489.1	442.2
○Charlotte	—	—	232.6	192.4
Chicago	169.7	184.3	1,396.5	1,445.1
Chicago's North Shore	77.7	44.7	466.3	263.9
Cincinnati	71.0	49.9	610.0	522.3
Cleveland	73.7	70.5	699.3	795.4
Columbus Monthly	112.7	111.1	864.9	880.8
Connecticut	81.0	80.0	685.7	706.0
D/Magazine, Dallas/-Fort Worth	122.1	122.2	1,085.6	1,046.5
Delaware Today	15.7	24.3	300.2	147.1
Denver	51.3	44.0	340.0	296.5
D. Denver Monthly	35.1	35.9	253.3	262.4
Monthly Detroit	38.9	49.3	502.0	393.0
Exclusively Yours Wisconsin	125.2	131.8	783.7	874.7
Gold Coast of Florida/-Indian River Life	80.0	103.0	1,071.8	946.4
Grand Rapids	37.4	36.0	355.1	255.9
Honolulu	69.5	73.3	725.7	755.3
Houston City	58.5	41.5	404.3	386.5
Indianapolis	55.6	53.2	399.8	311.6
Kansas City	27.6	33.5	325.1	330.2
Lansing	51.3	44.0	344.2	227.5
Los Angeles	205.0	224.0	1,858.8	1,998.7
Madison	49.0	34.0	401.9	280.1
Mesa	25.0	47.3	441.0	309.9
Metro	58.9	43.0	433.3	360.5
Miami	72.2	53.0	601.2	483.6
Milwaukee	41.2	34.0	330.3	181.0
Mpls./St. Paul	76.8	51.7	694.0	508.7
Monterey Life	42.2	—	359.3	—
Nashville!	61.6	71.1	703.3	794.5
New Jersey Monthly	80.6	72.0	704.6	641.9
New Mexico	47.5	37.1	302.4	213.4
New Orleans	54.5	56.6	455.4	496.3
Ohio	26.0	42.6	258.0	351.9
Omaha	25.7	29.5	256.8	252.1
Oregon	30.0	21.5	217.0	239.0
Palm Beach Life	49.8	52.3	541.4	442.4
Palm Springs Life	120.1	116.0	1,296.3	1,184.1
Philadelphia	164.6	174.9	1,347.0	1,425.2
Phoenix	95.6	112.3	992.8	931.3
Pittsburgh	43.0	63.0	420.4	502.6
Pittsburgher	36.7	26.0	374.8	271.5
Roanoker	34.0	53.3	146.2	298.8
Sacramento	42.6	36.8	306.7	333.2
St. Louis	96.0	106.0	793.5	956.0
San Diego	128.1	166.3	1,405.1	1,571.3
San Francisco	70.1	83.3	625.0	577.4
San Francisco Focus	41.2	23.1	356.8	223.1
††Sarasota Town & Country	23.8	33.9	240.8	199.8
†Shenandoah Valley	33.0	—	169.9	16.0
Spokane	29.3	49.6	350.3	389.0
Tampa Bay	65.7	45.2	608.6	458.6
Texas Monthly	179.1	155.7	1,198.7	1,071.2
○Triad	15.0	17.2	63.0	123.3
Twin Cities	72.6	32.1	419.1	214.1
Washington Dossier	50.0	43.5	444.0	413.2
The Washingtonian	147.0	135.0	1,141.5	1,180.9
A. Westchester	46.7	38.1	458.8	423.4
Westchester Illustrated	35.1	43.8	418.4	377.8
Wichitan	49.1	63.3	451.6	557.8
Total Group	4,429.1	4,352.9	38,904.7	36,440.0

Movie-romance-radio-tv

	Pages			
	Oct. 1980	Oct. 1979	Jan.-Oct. 1980	Jan.-Oct. 1979
○Complete Women's Group	25.3	24.5	121.9	131.2
Ideal Women's Group:				
Daytime Stars	27.8	28.9	257.6	289.9
Intimate Story	25.9	29.0	283.9	293.0
Personal Romances	25.9	30.0	283.9	294.0
KMR Women's Group:				
Real Romances	14.1	14.4	102.7	138.4
Real Story	14.1	14.4	102.7	138.4
○Teen Bag	—	—	41.2	60.9
MacFadden's Women's Group:				
Modern Romances	29.7	39.7	286.3	368.9
Secrets	29.7	39.7	286.3	368.9
True Confessions	30.3	39.7	294.6	367.9
True Experience	29.7	39.7	286.3	366.8
True Love	29.7	39.7	286.3	367.8
True Romance	29.7	39.7	286.3	366.8
Sterling Women's Group:				
Daytime TV	32.3	30.5	315.3	317.6
Modern Love	—	29.5	120.9	301.2
Modern Screen	33.3	32.2	323.3	322.7
○Movie Mirror	—	—	160.7	160.9
Photo Screen	33.3	32.2	130.0	161.4
Real Confessions	—	29.5	152.3	301.2
Soap Opera Stars	15.0	—	51.0	—
TV Movie Screen	—	—	160.7	162.0
TV Picture Life	33.3	32.2	162.6	161.4
Total Group	459.1	565.5	4,496.8	5,441.3

Youth

	Pages			
	Oct. 1980	Oct. 1979	Jan.-Oct. 1980	Jan.-Oct. 1979
Boys' Life	18.9	17.5	211.8	202.8
Campus Life	96.2	75.0	406.9	306.7
Total Group	115.1	92.5	618.7	509.5

Mechanics & science

	Pages			
	Oct. 1980	Oct. 1979	Jan.-Oct. 1980	Jan.-Oct. 1979
○Elementary Electronics	23.7	26.4	124.7	161.9
§Mechanix Illustrated	83.0	102.8	775.1	660.8
Popular Electronics	55.4	64.4	601.5	559.0
Popular Mechanics	121.5	143.3	1,136.3	1,199.0
§Popular Science	95.5	116.4	880.4	903.2
Total Group	296.1	350.5	2,742.9	2,823.1

Boating & yachting

	Pages			
	Oct. 1980	Oct. 1979	Jan.-Oct. 1980	Jan.-Oct. 1979
Boating	96.9	92.2	1,133.4	1,094.3
Chesapeake Bay	44.7	46.2	311.1	298.9
Cruising World	223.9	239.3	1,207.6	1,167.3
Lakeland Boating	28.5	33.3	380.7	459.2
Motor Boating & Sailing	114.3	108.0	1,249.6	1,245.9
§Sea/Pacific Skipper	31.0	47.2	342.8	246.5
§Sail	138.8	157.3	1,321.0	1,357.5
Trailer Boats	16.2	17.7	250.4	258.3
Yachting	187.6	203.2	1,782.0	1,865.3
Total Group	881.9	944.4	7,978.6	7,993.2

Automotive & recreational vehicles

	Pages			
	Oct. 1980	Oct. 1979	Jan.-Oct. 1980	Jan.-Oct. 1979
Car & Driver	59.4	61.0	752.8	724.4
Car Collector & Car Classics	19.3	24.2	222.8	262.5
Car Craft	46.6	43.1	531.2	627.3
Choppers	13.3	10.3	114.3	129.3
○Custom Bike	20.3	15.9	105.5	194.9
○Custom Rider	—	—	107.2	—
Cycle	42.4	55.1	861.3	945.6
Cycle Guide	26.8	18.3	434.4	501.9
Cycle World	38.4	32.7	737.9	756.0
Dirt Bike	12.1	13.6	237.7	229.3

§Sectional linage included but prorated to circulation of regional editions. *Sectional linage included but NOT prorated to circulation of regional editions. †Published 6 times a year. ○Published every other month. ▲Published 10 times a year. ††Published 9 times a year. ‡Published 3 times a year. #Published quarterly. ☆Published twice a month. ‡‡Published 7 times a year. ◇Published 11 times a year. ▼Published 8 times a year. **Published weekly. ▶Published every two weeks. A. Corrected Sept. linage: 47.6; 44.3; 418.0; 385.3. B. Preprinted inserts included. C. Corrected Sept. linage: 88.7; 92.3; 892.3; 804.6. D. Corrected Sept. linage: 27.5; 30.9; 218.2; 226.5. E. Corrected Sept. linage: 120.3; 83.4; 680.8; 642.8. F. Corrected Sept. linage: 48.0; 40.6; 300.3; 280.0.

(Continued on Page 100)

Advertising pages in October consumer publications

(Continued from Page 99)

	Pages			
	Oct. 1980	Oct. 1979	Jan.-Oct. 1980	Jan.-Oct. 1979
Dune Buggies & Hot Vw's	41.3	36.3	402.5	331.6
Family Motor Coaching	45.1	62.0	571.1	887.6
4 Wheel & Offroad	24.6	21.7	284.6	292.3
Four Wheeler	23.5	37.0	312.4	429.8
Hot Rod	40.1	43.9	524.3	552.3
Motocross Action	23.3	21.0	304.4	259.7
Motorcyclist	12.0	19.4	390.1	419.2
Motor Trend	36.6	34.8	427.2	437.6
††Motorhome Life	—	—	382.0	542.9
Pickup, Van & 4 WD	34.6	49.1	403.1	562.6
C. Road & Track	90.3	86.5	982.6	891.1
Touring Bike	19.0	7.3	113.2	174.9
Trailer Life	67.4	104.1	858.0	1,256.1
Woodall's Trailer & RV Travel Magazine	21.5	41.9	346.4	726.7
Total Group	758.2	839.2	10,407.0	12,135.6

Outdoor & sport

	Oct. 1980	Oct. 1979	Jan.-Oct. 1980	Jan.-Oct. 1979
Alaska	46.5	44.9	425.6	434.9
○The American Handgunner	—	—	193.5	132.7
American Hunter	21.3	174.3	18.2	96.3
American Rifleman	37.7	39.8	304.9	331.4
○Archery World	40.0	43.5	220.0	222.0
○Backpacker	46.4	59.8	234.2	59.8
▼§Bass Master	—	—	374.4	344.3
††Bicycling	—	—	450.9	384.5
▼Camping Journal	18.8	19.6	186.7	242.5
Field & Stream	84.4	109.2	835.4	906.6
○Fishing World	—	—	161.6	168.5
Florida Sportsman	40.2	49.2	597.7	611.2
††Fly Fisherman	—	—	309.1	291.0
Fur-Fish-Game	40.4	39.1	259.0	260.4
Guns	50.0	37.8	366.3	285.9
Guns & Ammo	66.9	57.3	482.4	488.4
Horseman	42.7	35.2	357.5	332.8
Inside Sports	37.7	—	200.5	—
Outdoor Life	75.0	90.0	727.5	843.2
Petersen's Hunting	40.9	40.0	266.5	295.6
The Runner	37.5	24.1	309.6	303.8
Runner's World	60.0	87.0	424.2	600.4
Salt Water Sportsman	37.4	40.1	528.8	571.3
Shooting Times	55.5	49.5	380.1	417.4
SkateBoarder	20.6	24.0	188.5	373.6
‡‡§Ski	123.3	109.2	179.2	187.3
‡‡Skiing	140.4	150.8	439.6	439.8
Skin Diver	44.9	53.7	525.1	601.6
Soccer Corner	13.5	4.0	112.5	20.0
‡‡Southern Outdoors	37.6	44.0	325.6	329.1
§Sport	37.2	50.4	419.7	423.8
Sports Afield	87.4	93.5	873.9	807.9
▼Spray	53.3	48.0	38.3	336.6
#Swim Swim	20.0	6.7	56.7	16.2
Western Outdoors	22.6	25.6	280.3	333.9
Total Group	1,482.1	1,650.3	12,054.8	12,194.1

Comics

	Oct. 1980	Oct. 1979	Jan.-Oct. 1980	Jan.-Oct. 1979
Archie Comic Group	10.0	10.0	50.0	50.0
DC Comics	9.0	12.0	81.0	117.5
Harvey Comics Group	8.0	8.0	80.0	80.0
Marvel Comics Group	11.0	14.0	124.5	128.0
Total Group	38.0	44.0	290.5	375.5

Newspaper magazines I

	Oct. 1980	Oct. 1979	Jan.-Oct. 1980	Jan.-Oct. 1979
§Family Weekly	85.4	93.3	826.0	856.2
Parade	63.6	80.4	676.5	765.3
Total Group	149.0	173.7	1,502.5	1,621.5

Canadian national weekend magazines

	Oct. 1980	Oct. 1979	Jan.-Oct. 1980	Jan.-Oct. 1979
B. Perspectives	51.2	60.0	390.9	386.0
§Today	46.5	64.4	390.6	379.9
Total Group	97.7	124.4	781.5	765.9

Canadian

	Oct. 1980	Oct. 1979	Jan.-Oct. 1980	Jan.-Oct. 1979
L'Actualite	69.8	58.0	431.2	432.3
Chatelaine:				
§English Edition	105.8	117.0	787.7	751.7
French Edition	98.6	110.5	658.5	657.8
F. §Financial Post Magazine	69.8	58.6	370.1	338.6
▲§Flare	73.4	78.3	528.8	479.2
▲§Homemaker's Magazine:				
English Edition	107.9	116.2	737.2	651.9
French Edition	77.2	92.8	533.5	516.6
E. **§Macleans	141.6	161.4	822.4	804.2
▼§Quest Magazine	48.5	40.6	263.9	270.0
§Reader's Digest:				
Canada-English	95.9	85.9	822.5	817.8
Canada-French	99.3	94.3	728.7	747.1
Total	195.2	180.2	1,551.2	1,564.9
▲Saturday Night	30.2	83.1	222.9	311.0
▲Toronto Life	155.0	196.0	999.8	954.7
Total Group	1,173.0	1,292.7	7,907.2	7,732.9

September pages

Business

	Pages			
	Sept. 1980	Sept. 1979	Jan.-Sept. 1980	Jan.-Sept. 1979
Atlanta Business Chronicle	38.2	23.7	250.3	137.6
Barron's	219.8	164.2	1,700.3	1,411.8
Black Enterprise	24.0	39.4	435.9	392.8
The Bus. Review of Wash.	56.7	45.6	477.2	342.7
§Business Week	456.3	458.4	3,556.1	3,509.1
California Business	76.4	22.6	497.1	235.8
Corporate Report	96.9	[illegible]	678.9	550.0
Crain's Chicago Business	92.2	59.9	589.4	362.7
Dun's Review	82.1	96.1	731.7	701.8
☆Financial World	77.8	73.7	700.4	673.8
Florida Trend	49.9	51.5	530.7	518.9
▶Forbes	324.5	245.7	1,907.7	1,820.1
▶§Fortune	183.5	185.9	1,744.1	1,701.1
Houston Business Journal	160.8	116.0	1,151.4	1,060.7
§Inc. Magazine	71.7	52.3	555.5	284.2
▶§Industry Week	199.4	188.5	1,367.0	1,506.7
§Nation's Business	34.8	65.7	336.6	403.9
*New England Business	53.6	68.3	409.0	404.3
▶§Northern Ohio Bus. Journal	42.8	35.3	300.8	213.5
Outlook	46.7	44.5	337.9	338.9
Texas Business	29.2	39.3	342.9	361.8
Total Group	2,417.3	2,145.3	18,600.9	19,632.2

Newspaper magazines II

	Sept. 1980	Sept. 1979	Jan.-Sept. 1980	Jan.-Sept. 1979
Boston Globe	174.8	159.8	1,231.1	1,196.8
Chicago Tribune	162.0	171.2	1,007.6	1,218.2
*Cleveland Plain Dealer	165.3	197.2	1,210.5	1,437.8
Detroit News	156.6	157.6	1,311.9	1,470.6
§Los Angeles Times Home Magazine	140.8	153.5	1,069.5	1,251.3
New York News	107.7	166.5	970.5	1,099.5
New York Times Magazine	491.9	545.2	2,999.7	2,977.6
Philadelphia Inquirer	92.8	109.8	695.3	809.9
§Washington Post Magazine	167.4	150.9	1,126.9	991.2
Washington Star, Home/-Life Magazine	86.8	84.6	546.1	594.1
Total Group	1,746.1	1,896.3	12,169.1	13,047.0

Weeklies, bi-weeklies, semi-monthlies

	Sept. 1980	Sept. 1979	Jan.-Sept. 1980	Jan.-Sept. 1979
§Army Times Military Group:				
Air Force Times	154.7	156.2	1,340.2	1,364.8
Army Times	153.6	155.2	1,335.3	1,338.5
Navy Times	169.1	169.7	1,466.3	1,468.6
The Times Magazine	38.7	36.5	185.2	175.6
The Blood Horse	333.5	321.8	3,326.9	3,038.0
Circus	13.0	21.2	131.7	236.0
Commonweal	7.3	8.3	91.5	61.9
Golf World	48.0	44.0	604.7	532.8
§Grit	27.8	44.8	283.9	353.0
National Review	21.0	45.0	149.0	211.0
New West	79.2	114.1	846.1	928.1
New York Magazine	203.9	230.7	481.6	1,474.2
New Yorker	422.3	355.2	2,670.8	2,499.3
§Newsweek	281.6	260.0	2,183.8	2,303.5
People	296.3	255.5	2,409.0	2,381.9
Rolling Stone	63.5	96.3	654.6	793.7
Sporting News	56.9	77.5	448.0	531.0
§Sports Illustrated	226.8	219.0	1,858.5	1,880.2
§Time	256.2	235.8	1,964.0	2,082.1
§TV Guide	340.9	440.2	2,668.6	2,708.7
▶Us Magazine	52.2	45.0	391.7	444.9
§U.S. News & World Report	169.8	170.6	1,377.1	1,374.1
Total Group	3,416.3	3,502.6	26,868.5	28,181.9

Foreign

	Sept. 1980	Sept. 1979	Jan.-Sept. 1980	Jan.-Sept. 1979
Buenhogar:				
Ecuador	17.0	14.3	85.8	85.3
Chile	3.0	3.5	24.5	8.7
Mexico	84.7	73.3	533.7	525.8
Puerto Rico	21.3	23.3	198.2	175.0
Venezuela	58.2	48.8	353.0	354.0
Colombia	76.2	84.8	466.0	507.7
Peru	26.0	21.3	169.2	131.5
Central America	12.5	18.3	74.7	128.2
U.S.	8.2	13.3	68.0	89.8
Dominican Republic	12.7	19.8	125.5	220.3
Coqueta:				
Mexico	11.0	2.0	72.5	6.0
Puerto Rico	4.0	1.0	30.5	4.0
Venezuela	10.0	4.0	59.5	12.0
Colombia	5.5	3.0	38.5	3.0
Peru	3.0	—	19.0	—
Central America	—	—	0.5	—
Fascinacion:				
Mexico	10.8	11.3	74.7	77.7
Puerto Rico	7.0	—	21.3	9.3
Venezuela	13.7	13.3	57.2	97.7
Colombia	4.7	6.5	64.8	41.3
Central America	—	—	—	0.3
Geomundo:				
Chile	6.0	5.7	46.0	29.3
Mexico	12.2	16.3	124.3	87.3
Ecuador	5.0	6.7	40.0	47.3
Puerto Rico	5.0	8.2	48.5	70.8
Venezuela	15.5	10.7	104.0	97.2
Colombia	11.0	17.7	95.5	127.0
Peru	11.0	9.7	73.0	48.3
Central America	6.0	6.7	49.0	49.7
Hombre De Mundo:				
Dominican Republic	6.0	15.0	42.2	15.0
Mexico	23.7	29.7	172.3	160.0
Chile	8.0	5.0	46.7	22.2
Puerto Rico	12.0	17.5	99.3	149.0
Ecuador	8.2	8.0	43.3	37.7
Venezuela	25.7	19.0	142.3	112.2
Colombia	21.2	25.5	115.3	139.8
Peru	10.0	5.0	47.0	16.2
Central America	10.0	10.0	57.8	49.7
Ideas Para Su Hogar:				
Dominican Republic	3.0	4.0	14.8	4.0
Mexico	16.8	8.2	112.5	68.5
Chile	2.0	—	9.0	—
Puerto Rico	2.5	4.8	22.2	26.0
Ecuador	0.5	—	1.8	3.2
Venezuela	25.8	13.8	138.8	106.5
Colombia	32.0	32.7	182.5	150.7
Peru	10.5	1.0	69.3	11.5
Central America	1.5	—	4.2	5.5
Intimidades:				
Mexico	7.3	5.0	43.3	49.7
Puerto Rico	6.0	7.0	38.0	32.0
Venezuela	13.0	13.0	95.5	92.0
Colombia	5.0	2.0	34.0	6.0
Central America	1.0	—	13.0	3.0
Mecanica Popular:				
Caribbean	42.2	29.8	343.2	269.2
Mexico	28.0	27.8	234.7	156.5
Argentine	9.3	5.7	68.5	33.0
The Ring en Espanol:				
Mexico	2.0	2.2	22.8	13.8
Puerto Rico	2.0	[illegible]	[illegible]	23.7
Venezuela	1.0	5.0	12.0	35.2
Colombia	—	—	1.5	4.2
Central America	—	—	—	0.7
U.S.	2.0	3.0	26.0	26.7
Vanidades Continental:				
Dominican Republic	30.0	27.0	204.8	279.2
Mexico	177.7	127.8	982.2	954.2
Chile	24.7	4.5	107.0	36.2
Puerto Rico	70.7	53.0	423.8	416.5
Venezuela	111.7	62.0	621.8	486.0
Colombia	152.8	124.3	681.2	699.2
Peru	58.0	27.0	250.8	185.0
Central America	42.0	28.3	242.3	227.5
Ecuador	26.2	17.2	150.3	140.0
U.S.	52.7	29.5	291.2	270.7
Cosmopolitan Foreign Editions:				
Australia	87.3	78.8	549.7	479.5
Brazil	51.0	40.0	337.0	229.0
France	85.5	61.5	672.0	562.5
Great Britain	141.0	143.0	1,089.0	1,052.0
Greece	45.0	—	205.0	—
Italy	64.8	37.3	441.3	279.5
Japan	39.3	—	101.3	—
Cosmopolitan en Espanol:				
Central America	9.8	5.5	63.5	59.7
Colombia	33.0	30.8	194.8	208.8
Ecuador	4.0	4.7	24.0	23.0
Mexico	67.2	72.0	502.0	473.2
Peru	13.0	—	56.7	—
Puerto Rico	36.3	27.8	279.3	227.8
U.S. (Spanish Language)	13.7	16.7	118.5	144.8
Venezuela	37.0	40.0	245.2	247.7
International Communications:				
African Business	35.8	31.5	273.5	201.8
The Middle East	47.4	67.2	308.4	477.7
New African	27.9	21.5	246.8	290.6
Al-Iktissad Al-Arabi	22.0	16.6	126.3	146.9
International Herald Tribune	109.7	105.5	727.3	793.4
International Management:				
Africa	25.5	20.7	160.0	165.0
Europe	47.3	46.2	327.8	333.0
Latin America	24.5	19.2	167.0	182.0
Middle East	26.7	40.2	242.0	283.0
Pacific	23.5	18.7	146.0	157.0
Johnston International:				
Alam Attijarat	106.7	132.8	666.7	892.8
Modern Africa	37.5	41.8	165.7	200.3
Modern Asia	66.3	66.8	441.7	404.0
Near East Business	31.7	47.7	199.2	273.8
§Newsweek International:				
Atlantic	120.8	129.8	693.2	805.6
Latin America	58.3	42.3	297.7	258.8
Pacific	98.4	109.9	645.3	687.6
††Progreso	24.3	32.2	150.0	153.4
§Reader's Digest:				
Arabic	13.0	18.0	90.5	131.5
*Asian	283.5	320.5	2,083.5	1,927.0
Australian	81.5	87.5	655.5	500.9
Belgian-Flemish	95.0	69.0	677.5	680.4
Belgian-French	85.5	67.0	616.0	656.8
British	75.3	117.8	603.7	711.1
*Chinese	131.0	167.0	1,090.0	1,001.5
Danish	62.5	48.8	361.6	325.4
Dutch	72.8	64.0	481.2	431.6
Finnish	57.0	56.0	414.3	470.6
French	73.5	65.8	582.0	586.9
German	45.5	47.8	605.6	641.7
Iberian	35.5	28.5	326.4	305.6
Indian	118.5	92.0	839.2	718.5
Italian	51.5	53.0	526.0	464.0
Japanese	49.7	50.8	453.8	478.5
Korean	17.5	14.5	165.5	133.5
Latin America:				
Argentine	35.0	72.5	291.0	461.5
Brazil	11.8	14.4	111.6	126.5
Central American	26.0	23.0	162.5	169.0
Chile	20.5	25.5	244.0	186.5
Colombia	68.5	64.5	369.0	430.0
Ecuador	8.5	30.5	101.5	167.0
Mexico	61.1	65.0	393.3	347.6
Peru	8.5	15.0	66.0	72.5
Puerto Rico	9.0	14.0	91.0	116.0
U.P.B.	19.0	28.5	183.0	276.0
U.S. Spanish	22.0	14.5	138.0	133.0
Venezuela	26.5	31.5	200.5	191.5
Portugal	47.8	38.0	357.2	550.3
New Zealand	68.0	66.7	600.7	418.4
Norwegian	45.3	87.3	345.8	421.7
South African	118.0	71.0	656.5	597.0
Swedish	22.0	35.0	197.0	255.2
Swiss-French	30.0	30.0	252.0	253.0
Swiss-German	14.0	16.0	319.0	334.0
Canada-English	102.5	60.4	709.0	677.9
Canada-French	94.3	60.9	609.5	609.7
Total	2,207.1	2,232.2	16,970.4	16,759.8
Time International:				
Time-Asia	136.7	108.4	794.3	781.4
Time-Atlantic	153.8	144.8	899.7	959.2
Time-Canada	167.3	142.6	981.3	1,008.7
Time-Latin America	110.6	81.9	807.2	570.9
Time-South Pacific	191.4	158.3	1,224.5	1,140.9
**Visao	—	—	984.7	918.7
▶§Vision/Latin America	59.4	69.7	406.7	333.5
Total Group	6,234.4	5,732.4	43,056.3	41,719.7

Advertising Age

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50 YEARS 1930-1980

$1 a Copy; $40 a Year *The International Newspaper of Marketing • In Two Sections. Section 1.* *October 27, 1980*

Semimoist dog food in a can

Purina tries Maverick

By RICHARD KREISMAN

CHICAGO—Ralston Purina Co., in an unusual move, has introduced Maverick, a new semimoist dog food packaged in a large can, into controlled store tests in Erie and Peoria.

Positioned next to canned dog foods on retail shelves, Maverick is formulated to resemble cooked ground meat. Package copy claims Maverick is a "dog food with a difference ... actually made with real, cooked ground meat." The company earlier air-tested a commercial for the brand (AA, June 30). The product includes meat by-products and higher-than-average water content levels for a semimoist.

Industry observers speculate that the company has not yet decided whether to position the product as a semimoist or a canned dog food. This speculation derives from a relatively low level of ad support, and from its shelf position.

Media support from MCA Advertising, New York, features two different spots said to be supported at about 100 gross rating points a week. One depicts a bassett hound coming home and declaring he has a "good family and a good meal with cooked ground meat taste." The other shows two women in a kitchen. One asks the other why she is mixing up ground beef for her dog when she can feed it Maverick.

The move into the semimoist category has left the St. Louis company's competitors baffled. The segment, which reached its peak in the early 1970s, has steadily lost market share in the past five years.

- In 1979, semimoist dog food sales hit $325,000,000, representing an unadjusted 1.6% sales increase, according to John C. Maxwell Jr., a Lehman Bros. Kuhn Loeb analyst. In real terms, however, the category—led by General Foods' Gainesburgers and Top Choice—has declined. Much of the shift has

(Continued on Page 124)

MAVERICK
DOG FOOD

Package copy notes: "Convenience of bagged dog food along with many advantages of canned . . . no need to refrigerate."

Ford at MPA

Former President Gerald Ford, a featured speaker at the Magazine Publishers Assn. meeting in Palm Springs, Cal., shares some views on the upcoming election with Ed Thompson of *Reader's Digest* and David Bunn, an MPA consultant.

MPA forecast: Partly sunny

By CHRISTY MARSHALL

PALM SPRINGS, CAL.—Under blue and balmy California skies, magazine publishers predicted mild to sunny weather ahead for the industry in the coming year.

Assembled here for the Magazine Publishers Assn./American Society of Magazine Editors annual meeting, publishers expressed cautious optimism for the fourth quarter and the coming year.

"In a year of economic downturn, the magazine industry has fared far better than most publishers thought it would," said MPA president Kent Rhodes. "The PIB [Publishers Information Bureau] figures for the first three quarters show advertising revenues of over $2 billion, up 11% over 1979—a record. Advertising pages are up 2%, and the magazines continue to come on stream at a good rate.

"As to the immediate economic outlook, it's anyone's guess, but on the whole it would seem magazines expect to sell as many units—copies and pages of advertising—in 1981 as in 1980," Mr. Rhodes added.

- With increased ad rates taking effect for many publishers, ad revenues are generally expected to be considerably greater than in 1980.

"Certainly, in 1981, the industry will take in more money—and spend more—than ever before," Mr. Rhodes continued. "The question, as always, is how much we'll be able to keep in the bottom line."

In terms of units sold—with the exception of one doubting Thomas—publishers expressed optimism ranging from cautious to unbridled. At *New York*, marketing director Steve Walden said the fourth quarter will be up 18%, and publisher Cathy Black estimated the magazine would be up 5% in the first six months of 1981—an admittedly conservative prediction. She declined to make book on the year as a whole.

More MPA news on Page 10.

Jay Burzon, ad director at *Woman's Day*, said the magazine would be even to slightly up for the fourth quarter; but for 1981, Mr. Burzon foresees a "great recovery" starting in the third quarter and going "gangbusters" into the fourth.

From Hearst Corp., magazine division president Gil Maurer said that the fourth quarter for the Hearst Group (a stable of 10 magazines including *Good Housekeeping, Cosmopolitan, Town & Country, Harper's Bazaar* and *House Beautiful*) will be equal or ahead of last year, and ad pages will be up in 1981. Noting that Sears has come back into magazine advertising—"in a more modest fashion"—Mr. Maurer added it was good to see that name on order forms again.

- *Ms.* magazine will be up 7% in the fourth quarter and, according to publisher Pat Carbine, "it would be nice if we could maintain that 7% to 10% increase in 1981."

"One magazine publisher who is

(Continued on Page 124)

In-flight movie ads

Airlines trying new tactic to defray costs

By JENNIFER PENDLETON

LOS ANGELES—Eastern Airlines is set to begin the first use of paid advertising during in-flight movies, as the nation's airlines start taking a close look at airborne ads as a way to cut back on escalating costs.

Starting in January, tv commercials for Hertz Corp. will run before the in-flight movie on some Eastern flights. The Miami-based airline also has tentative agreements with American Express Co., Airbus Industrie and Lanier Office Products for similar in-flight ads starting in 1981. Ad rate is $11.75 per minute per movie flight.

Other carriers—like American Airlines and several international airlines—are already using a more subtle approach. American has started using an eight to 10-minute informational film entitled "World on Parade," which contains soft-sell commercial messages from the Chrysler Corp. and New York-based Citibank. Japan Air Lines, SAS, Philippine Airlines and British Airways also are reported using similar soft-sell films.

The pros and cons of ads on airlines will be the key question under consideration at the first meeting of the Airline Entertainment Assn. in Phoenix starting Oct. 27. Participating in the in-flight entertainment industry group meeting are Eisaman, Johns & Laws' president Joe Eisaman and reps from most major airlines. Coca-Cola Co. is among the national advertisers attending the conference.

In an industry hard hit by rising jet fuel costs and air fare price slashing, in-flight entertainment has been a "very unprofitable" part of airline operations, one source said. Industry sources say that the cost of an in-flight film varies from $50,000 to $75,000 per plane—a cost not covered by the usual $2.50 charge for head sets.

But some airlines are hesitant to start using paid ads for fear of passenger resentment, and there also is uncertainty on the extent to which paid ads would actually cut costs.

A spokesman for United Airlines said the subject has been discussed, but "no conclusions have been reached yet on whether it would be right for us."

Both Eastern and American

(Continued on Page 128)

Kopp: Burnett sticks to plan—Page 3

NEWSPAPER

last minute news

WRG loses Citicorp, Schoenfeld accounts

NEW YORK—Citicorp and Wells, Rich, Greene have "mutually agreed" to part. The $10,000,000 account, which includes the New York Banking division, Citibank (N.Y. state), Citibank Trust (London) and Citicorp Homeowners, a mortgage subsidiary, probably will go to Doyle Dane Bernbach, which picked up the Citicorp travelers checks account early this year, or SSC&B, which handles other Citicorp business. *(See related story on Page 128.)* Separately, Schoenfeld Industries, Seattle, split from WRG, Los Angeles, on its $8,000,000-plus Brittania and El Paso jeans account, and is in contract talks with an unidentified Seattle agency.

Northwest Airlines conducting review

MINNEAPOLIS—Northwest Airlines will hear late November or early December pitches from C&W, Grey, K&E, all New York, and incumbent Campbell-Mithun here, for its $10,000,000 domestic business, at C-M for 25 years.

Wendy's $13 million account goes to DFS

DUBLIN, O.—Wendy's International has chosen DFS, New York, for its national advertising account estimated at $13,000,000. The chain also has held initial discussions with Bozell & Jacobs, Clinton E. Frank Inc., Chicago, and Stockton-West-Burkhart, Cincinnati, about setting up a regional agency network.

Maxwell House freeze-dried rolling out

WHITE PLAINS—General Foods is rolling out Maxwell House freeze-dried coffee. It will join stablemate Maxim freeze-dried in competing

(Continued on Page 8)

Southwest founder reassembles team

Muse is flying again

By TOM BAYER

DALLAS—The team that 10 years ago helped create Southwest Airlines and its highly competitive marketing strategy is forming a new Texas-based national short-haul commuter airline, Muse Air Corp., and has assigned the company's $1,500,000-plus ad budget to Keller Crescent Co., becoming that agency's first Southwest client.

M. Lamar Muse, chairman of Muse Air Corp. and former president of Southwest Airlines, filed his certificate authority application with the Civil Aeronautics Board Monday for low-fare, high-frequency service to 24 cities as far south as Brownsville and as far north as Pittsburgh.

Mr. Muse is chief executive officer of the new company while his son, Michael L. Muse, is president, treasurer and chief operating officer. The company is temporarily headquartered in Dallas, but will be basing itself in Houston.

Mr. Muse and his son are already working on their marketing strategy with Ray Trapp, president of Keller Crescent/Southwest, and formerly account supervisor at The Bloom Agency, where he headed the account team that handled Southwest Airlines for the airline's first eight years. (Bloom still handles that account.)

Muse Air Corp. also has selected another veteran of the early Southwest Airlines days, Mantz & Associates, which will develop a coordinated graphics program.

(Continued on Page 123)

NBC phases rollout

By COLBY COATES

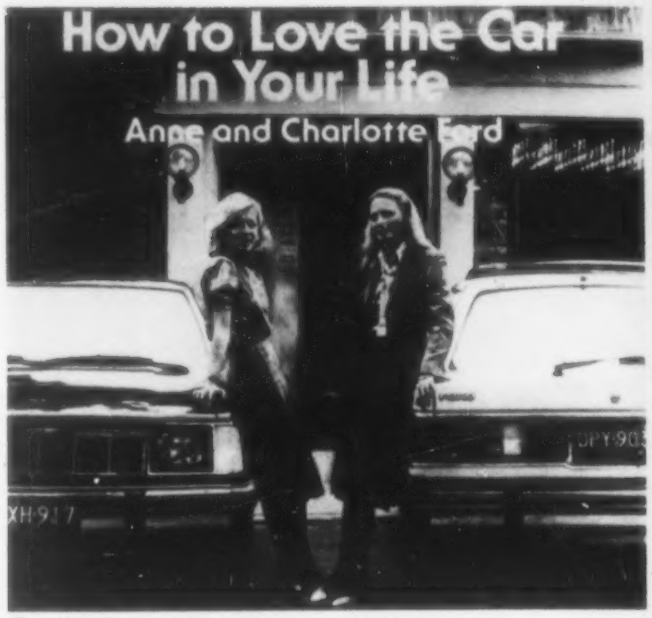
NEW YORK—NBC's multiphased rollout of its new prime time tv schedule, concern about flagrant abuses of the opening prime time or family hour and informal betting on the outcome of the November ratings sweeps were the hot topics in the agency-tv fraternity last week.

In a nutshell, NBC will bring out its half-hour programs in November, air a bevy of new variety and long-form programs from late November through December and then round out the schedule with the addition of seven freshmen and returning programs in January. "Harper Valley," "Sanford" and "Boomer," shows that held down slots in NBC's first pre-strike schedule announced months ago, will remain in production and be added to the lineup later when openings become available.

The new programs coming on, above and beyond new entries such as "Hill Street Blues" and "Flamingo Road," include "Gangster Chronicles," "Walking Tall," "Fitz and Bones" (starring the Smothers brothers) and "Number 96," the Australian import spin-off.

- Though some agency execs wondered if NBC would encounter problems in getting some of the January programs sampled, others preferred to think that the extended rollout gives NBC added maneuverability. They also pointed out that most of these late

(Continued on Page 128)


How to Love the Car in Your Life
Anne and Charlotte Ford

Two Fords offer advice

A book by Ann (left) and Charlotte Ford, daughters of Henry Ford II, former chairman of Ford Motor Co., will be sold through Ford and Lincoln-Mercury dealers as part of the company's sales effort to women. The 60-page, softcover book (cover shown here) offers advice to women drivers, traveling tips and motoring etiquette. In cover photo, Ford says its first booklet aimed at women was published in 1912. "The Woman and the Ford" then said women were using cars to "escape from the artificial conditions and worries of the drawing room or kitchen." The new Ford book ($4.95) was published by Mobius Press, Chicago, under Ford sponsorship.

Morale booster

Sale of trouble-plagued 'Denver Post' comes just in time for some employes

DENVER—Applause from the staff of the *Denver Post* as they were told of the paper's agreement to acquisition by the Times Mirror Co. told the story—that the deal was made just in time to keep morale around the *Post* from slipping to a dangerous low.

"It's no secret the *Post* had been having an increasing number of problems, particularly morale, in the past two or three months. They lost some good people," said a Denver native who has been watching the battle between the afternoon *Post* and Scripps-Howard's a.m. *Rocky Mountain News* shift more and more in the latter's favor.

Earlier this year, the *Rocky Mountain News* passed the *Post* for the first time in weekday circulation, with about 271,000 compared with the *Post's* 260,000. Sources said the *News* also may have pulled a bit ahead of the *Post* in ad linage in the last few months whereas the *Post* had been far and away the leader before the Scripps-Howard paper started its move about five years ago.

One problem that staffers said added to waning enthusiasm around the *Post* was the fact the whole town knew the *Post* was for sale. President publisher Donald R. Seawell had been openly seeking bids for the paper at a price of around $100,000,000. Denver oilman Marvin Davis reportedly offered an $80,000,000 lump sum plus a hefty outlay for new presses and the start of a morning edition in a deal, but he later backed out.

Los Angeles-based Times Mirror reached agreement to buy the *Post* for about $95,000,000—$25,000,000 cash and $70,000,000 over the next 20 years. Phillip Williams, TM vp-newspapers and tv, said it was too early to say whether the *Post* will be pitted head to head with the morning competitor. But it was noted that the *Post* already has moved in that direction, switching to a.m. publication on Saturdays two years ago. The *Post* leads the *Rocky Mountain News* by a substantial margin Sundays—351,149 circulation to 293,004.

Mr. Williams said the fact that Denver appears headed into a major growth period because of surrounding energy resources "wasn't the overriding reason" TM decided to make the acquisition. "Denver has lots of things going for it already. We see it as similar to our other markets like Dallas."

When final, the purchase will put a fifth daily into the Times Mirror's newspaper stable. It owns the *Los Angeles Times*, *Newsday*, the *Dallas Times-Herald* and the *Hartford Courant*. All are on a continual upgrading program and nobody expects TM to remain idle with the *Post*.

There was concern expressed about possible upcoming union contract problems, but the *Post's* competitive situation was seen by some sources as not so gloomy as has been painted elsewhere.

(Continued on Page 123)

highlights

Monday, October 27, 1980

Tv network critics Westinghouse Broadcasting and the Motion Picture Assn. of America see their complaints to the Federal Communications Commission swamped by a staff report's call for less regulation of network affairs. *See Page 6.*

Continental Baking aims to avoid further confrontations with governmental agencies in dropping ads for Wonder bread. *See Page 12.*

J. R. Ewing's Private Stock boomed last week as Pearl Brewing Co. got orders for 500,000 cases of the new beer in its first two days. *See Page 14.*

Texas Instruments has taken abuse long enough because of a lack of marketing savvy—that's why it decided to take a new stand via McCann-Erickson Worldwide. *See Page 24.*

Ford's first repair information advertising, ordered by the Federal Trade Commission, will run early next year. *See Page 28.*

Rubinstein management confirms several moves that are expected to help get the company back on its feet. *See Page 36.*

TV syndicators—holding sales of hot new off-network series until next spring—think "new generation" dramas will sizzle. *See Page 54.*

Advertising for domestic cars has to take a turn for the better after 1980's "valley of despair." *See Page 56.*

United Airlines will start service from Chicago to Phoenix and Tucson in mid-December. Competitors American and Trans World Airlines expect a showdown over the profitable routes. *See Page 58.*

Earle C. Williams looks at area development advertising and how one advertiser, the Fairfax County, Va., Economic Development Authority, set up a program to measure its success at area development advertising. *See Page 69.*

Some promotions have impact, some don't. Ed Meyer looks at ways to put teeth into lackluster promos. *See Page 74.*

Dow Jones believes its beleaguered *Book Digest* will be in the black by 1983. *See Page 76.*

An "emergency assignment" played a key part in N W Ayer's winning the creative portion of Deere & Co.'s worldwide account. *See Page 78.*

The newly launched Mini Metro may be the last hope for Britain's troubled, state-owned auto maker, BL Ltd. *See Page 80.*

Multinational advertisers can save a pile of promotion dollars if their campaigns roll out concurrently in the U.S. and Canada, one adman says. *See Page 82.*

National Football League Players Assn. can serve as a central source for companies that want players for advertising, appearances and licensed merchandise. *See Page 94.*

Gillette Co. will reintroduce its Daisy disposable razor for women, with a new price, design and packaging. *See Page 119.*

The *Wall Street Journal* is considering sending its new magazine, currently in the planning stages, to its 1,525,000 subscribers. *See Page 126.*

Playboy Enterprises didn't expect any damage in the wake of a citizen-sponsored media protest against *Playboy* and its "sex exploitation" philosophy. *See Page 130.*

Section 2

Top media execs forecast the year ahead for media; AA looks inside a major agency's media department; who owns the media? These stories and more are explored in this week's Section 2/-Media Outlook, beginning opposite Page 68.

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COST OF CIGARET ADVERTISING—1979-1973 49

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'Times' in U.K. may shut down

By EUGENE BACOT

LONDON—The British advertising community began preparing for the possible demise of *The Times* and *The Sunday Times* of London following the announcement last week by Thomson British Holdings Ltd., the owners, that the long fight to keep the two newspapers afloat was over. Lord Thomson, citing years of labor problems, put the papers up for sale by March to the highest bidder. If no buyers are found, the papers will close.

Advertisers are taking the announcement of *The Times'* closures calmly. "We have already had a dummy run of this when both papers shut down in 1978," said Chris Horsley, Ted Bates' London media director. Some admen are even finding a source of ironic delight in *The Times'* long running poster campaign, which depicts great historical disasters from the assassination of Julius Caesar to the Charge of the Light Brigade. The copy line which runs

(Continued on Page 128)

Top 20 cigaret brands hiked ads 15.8% in '79

By SAM HARPER

NEW YORK—The nation's six leading cigaret marketers last year invested $554,335,600 to advertise the 20 best-selling brands on the U.S. market. The combined 1979 expenditure total was 15.8% above the companies' $478,332,300 outlay in 1978.

The top 20 brands accounted for 91.3% (558.84 billion units) of the 612.04 billion cigarets sold in the U.S. last year, according to sales data compiled by John C. Maxwell Jr. of Lehman Bros. Kuhn Loeb Research.

The growth of the low-tar market and the proliferation of low-tar brands continued to dominate the marketing focus of leading cigaret manufacturers. Most of the industry's top marketers either introduced new low-tar products or positioned existing brands against competitive low-tar smokes in 1979.

The low-tar segment which now accounts for more than half of the brands in the U.S. market, includes all cigarets under 15mgs tar. The ultralow-tar segment which industry analysts estimate will peak at about 6% of the total market, includes all cigarets with 5mgs tar and under.

Philip Morris' Merit and RJR's Vantage brands continued to dominate the low-tar market. Merit scored a coup in 1979 by edging Vantage out of its position as the nation's leading low-tar brand. PM's determination to make Merit the nation's best-selling low-tar smoke is illustrated by the Merit ad budget, which was 1979's second largest. The October, 1979, national rollout of Vantage Ultra Lights made the RJR brand the fifth most heavily advertised brand.

American Brands' ultralow-tar Carlton cigarets continued to soar in 1979, jumping almost 50% in to-

(Continued on Page 50)

Costs of cigaret advertising: 1979-1973

Per carton and per million cigarets sold

Copyright 1980 by Crain Communications Inc.

The top 20 cigaret brands based on 1979 sales, related to the amount invested for each brand in general magazines, newspapers (including Sunday sections), network tv, spot tv, network radio, spot radio and outdoor. The figures are not offered as complete records of expenditures; tobacco companies spend large sums for point of purchase materials and in other nonmeasured media. Sales figures for this study were taken from the 1979 Maxwell Report. Advertising expenditures were compiled from figures supplied by Broadcast Advertisers Reports; Institute of Outdoor Advertising; Leading National Advertisers; Radio Advertising Bureau; Radio Expenditure Reports, and Television Bureau of Advertising. Newspaper expenditures for the years 1975-79 were supplied by sources in the tobacco industry; newspaper totals for the years previous to 1975 were compiled from figures supplied by the Newspaper Advertising Bureau (compiled by Media Records).

	1979	1978	1977	1976	1975	1974	1973
Marlboro (Philip Morris)[1,2,3,4]							
Sales (billions)	103.85	101.25	96.9	94.2	91.3	86.1	78.8
Ad Investment	$47,870,000	$43,681,500	$41,690,000	$31,558,100	$22,093,000	$25,622,046	$20,968,982
Ad cost per million	$461.00	$431.42	$430.23	$335.01	$241.98	$297.44	$266.03
Ad cost per carton	9.2¢	8.6¢	8.6¢	6.7¢	4.8¢	5.9¢	5.3¢
Winston (Reynolds)[1,2,3,4]							
Sales (billions)	81.9	84.7	88.1	90.1	91.5	90.1	87.9
Ad Investment	$58,229,000	$41,912,000	$44,290,900	$30,646,800	$31,733,000	$32,874,523	$22,131,689
Ad cost per million	$711.00	$494.82	$502.62	$340.14	$346.80	$364.54	$251.78
Ad cost per carton	14.2¢	9.8¢	10¢	6.8¢	6.9¢	7.3¢	5¢
Kool (Brown & Williamson)[2,3,4]							
Sales (billions)	56.5	59.0	59.3	60.7	61.8	60.8	56.1
Ad Investment	$29,030,000	$37,313,900	$28,857,200	$23,064,400	$20,064,100	$17,093,560	$15,915,007
Ad cost per million	$513.80	$632.43	$486.38	$379.94	$324.18	$281.05	$283.64
Ad cost per carton	10.3¢	12.6¢	9.7¢	7.5¢	6.4¢	5.6¢	5.7¢
Salem (Reynolds)[2,4]							
Sales (billions)	54.02	54.4	53.7	52.6	50.5	50.8	49.0
Ad Investment	$48,195,000	$43,948,900	$33,919,500	$24,749,700	$23,778,500	$21,704,195	$20,114,633
Ad cost per million	$892.59	$807.88	$631.64	$470.52	$470.86	$426.82	$410.50
Ad cost per carton	17.8¢	16.1¢	12.6¢	9.4¢	9.4¢	8.5¢	8.2¢
Pall Mall (American Tobacco)[1,4,5]							
Sales (billions)	34.35	37.3	40.2	43.2	49.9	51.6	52.5
Ad Investment	$8,297,200	$9,542,200	$10,668,600	$12,411,500	$10,379,700	$9,551,971	$6,224,501
Ad cost per million	$241.28	$255.82	$264.79	$265.20	$208.01	$185.04	$118.61
Ad cost per carton	4.8¢	5.1¢	5.2¢	5.3¢	4.1¢	3.7¢	2.4¢
Benson & Hedges (Philip Morris)[1,3,4]							
Sales (billions)	27.9	27.6	26.1	26.2	26.2	25.2	20.8
Ad Investment	$26,775,000	$29,993,800	$27,990,600	$14,110,700	$14,804,600	$18,336,538	$16,127,011
Ad cost per million	$959.67	$1,086.73	$1,069.97	$538.57	$565.06	$727.64	$776.08
Ad cost per carton	19.2¢	21.7¢	21.3¢	10.7¢	11.3¢	14.5¢	15.5¢
Camel (Reynolds)[1,3]							
Sales (billions)	26.2	26.4	24.3	26.0	27.4	28.9	29.9
Ad Investment	$40,680,000	$36,008,600	$6,601,000	$6,643,000	$9,946,500	$11,208,661	$6,667,037
Ad cost per million	$1,553.43	$1,363.96	$270.64	$255.50	$363.01	$386.77	$222.97
Ad cost per carton	31¢	27.2¢	5.4¢	5.1¢	7.2¢	7.7¢	4.5¢
Merit (Philip Morris)[1,2,3,4]							
Sales (billions)	22.7	16.9	14.2	8.5	—	—	—
Ad Investment	$48,570,000	$44,149,000	$42,698,600	$44,597,000	—	—	—
Ad cost per million	$2,139.64	$2,612.36	$2,990.09	$5,246.70	—	—	—
Ad cost per carton	42.8¢	52.2¢	59.8¢	$1.05	—	—	—
Vantage (Reynolds)[1,2,3,4]							
Sales (billions)	20.75	18.5	17.3	14.3	12.2	9.6	7.3
Ad Investment	$46,173,000	$30,786,300	$34,887,300	$20,069,700	$15,480,100	$10,121,232	$8,128,622
Ad cost per million	$2,225.06	$1,664.12	$2,010.79	$1,403.47	$1,268.86	$1,055.39	$1,113.50
Ad cost per carton	44.5¢	33.2¢	40.2¢	28¢	25.3¢	21.1¢	22.3¢
Kent (P. Lorillard)[1,3,4]							
Sales (billions)	19.15	15.9	30.1	27.8	26.9	29.0	29.9
Ad Investment	$39,260,000	$12,726,400	$29,114,800	$22,724,000	$16,678,900	$15,056,823	$15,629,561
Ad cost per million	$2,050.13	$795.40	$967.26	$817.41	$620.03	$517.59	$522.38
Ad cost per carton	41¢	15.9¢	19.3¢	16.3¢	12.4¢	10.3¢	10.4¢
Carlton (American Brands)[1,2,3,4]							
Sales (billions)	15.06	10.1	7.9	7.3	5.0	2.9	2.4
Ad Investment	$33,450,000	$23,847,100	$22,477,100	$21,433,700	$10,161,600	$3,647,000	$2,088,000
Ad cost per million	$2,221.15	$2,361.15	$2,834.43	$2,936.12	$2,032.20	$1,257.58	$1,098.94
Ad cost per carton	44.4¢	47.2¢	56.6¢	58.7¢	40.6¢	25.1¢	21.9¢
'Golden Lights (P. Lorillard)[1,2,3,4]							
Sales (billions)	13.2	14.7	—	—	—	—	—
Ad Investment	$27,636,200	$26,101,200	—	—	—	—	—
Ad cost per million	$2,093.63	$1,775.59	—	—	—	—	—
Ad cost per carton	42¢	35.5¢	—	—	—	—	—
Tareyton (American Tobacco)[1,2,3,4]							
Sales (billions)	12.5	13.4	14.9	16.5	18.2	18.9	19.3
Ad Investment	$11,508,000	$14,477,900	$14,749,700	$7,263,500	$8,902,900	$10,914,698	$5,155,306
Ad cost per million	$920.64	$1,080.44	$985.28	$440.21	$489.17	$575.97	$266.70
Ad cost per carton	18.4¢	21.6¢	19.7¢	8.8¢	9.7¢	11.5¢	5.3¢

(Continued on Page 50)

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Costs of cigaret advertising: 1979-1973

Per carton and per million cigarets sold

(Continued from Page 49)

	1979	1978	1977	1976	1975	1974	1973
∙Viceroy (Brown & Williamson)[1,3]							
Sales (billions)	11.75	11.9	12.8	14.2	15.9	17.5	18.5
Ad investment	$17,885,000	$10,313,400	$9,117,700	$5,622,000	$10,012,400	$13,119,464	$9,166,193
Ad cost per million	$1,515.67	$866.67	$708.99	$395.91	$629.71	$750.11	$495.74
Ad cost per carton	30.3¢	17.3¢	14.1¢	7.9¢	12.5¢	15¢	9.9¢
True (P. Lorillard)[1,2,3,4]							
Sales (billions)	11.65	11.5	10.8	8.9	9.3	8.9	8.8
Ad investment	$30,367,000	$16,086,000	$10,675,300	$12,140,800	$7,322,800	$8,249,496	$6,965,228
Ad cost per million	$2,606.60	$1,392.72	$980.28	$1,364.13	$787.39	$922.76	$787.11
Ad cost per carton	52.1¢	27.8¢	19.6¢	27.2¢	15.7¢	18.4¢	15.7¢
Raleigh (Brown & Williamson)[1,3,5]							
Sales (billions)	11.35	12.4	12.4	12.9	14.1	15.4	16.4
Ad investment	$5,300,000	$11,901,000	$9,332,100	$6,065,300	$5,601,500	$10,166,600	$7,695,799
Ad cost per million	$464.91	$959.75	$748.96	$470.17	$397.26	$660.16	$470.40
Ad cost per carton	9.2¢	19.2¢	14.9¢	9.4¢	7.9¢	13.2¢	9.4¢
Virginia Slims (Philip Morris)[3,4]							
Sales (billions)	10.75	9.7	9.5	9.0	8.7	8.1	7.2
Ad investment	$13,100,600	$10,189,200	$8,508,500	$7,264,300	$6,482,300	$7,633,103	$6,865,204
Ad cost per million	$1,212.96	$1,050.43	$893.38	$807.14	$745.09	$936.58	$950.85
Ad cost per carton	24.2¢	21.0¢	17.8¢	16.1¢	14.9¢	18.7¢	19¢
∙Newport (P. Lorillard)[2,4]							
Sales (billions)	9.85	8.6	7.3	6.2	5.8	5.2	4.6
Ad investment	$10,064,000	$10,224,300	$6,530,800	$5,452,200	$5,980,600	$5,119,900	$3,625,500
Ad cost per million	$1,016.56	$1,188.87	$894.63	$879.38	$1,031.13	$984.59	$788.15
Ad cost per carton	20.3¢	23.7¢	17.8¢	17.5¢	20.6¢	19.6¢	15.7¢
Parliament							
Sales (billions)	7.71	8.3	8.4	8.9	9.69	9.9	9.7
Ad investment	$4,058,000	$5,495,200	$10,555,700	$4,189,000	$4,484,400	$6,496,177	$5,455,876
Ad cost per million	$526.58	$626.50	$1,250.67	$470.67	$467.64	$654.20	$563.28
Ad cost per carton	10.5¢	12.5¢	25¢	9.4¢	9.3¢	13¢	11.2¢
L&M (Liggett & Myers)[1,3,4]							
Sales (billions)	7.70	8.7	9.2	9.7	11.1	12.2	13.2
Ad investment	$7,887,600	$13,382,600	$9,750,700	$7,544,800	$8,620,200	$7,698,953	$4,537,870
Ad cost per million	$1,025.97	$1,529.44	$1,059.85	$777.81	$776.59	$631.06	$345.09
Ad cost per carton	20.5¢	30.6¢	21.1¢	15.4¢	15.5¢	12.6¢	6.9¢

[1] Plain standard filter; [2] menthol filter; [3] plain 100mm filter; [4] menthol 100mm filter; [5] nonfilter; #revised; ∙does not include newspaper advertising investments; [6] marketed as Kent Golden Lights until 1978.

Cigarets

(Continued from Page 49)

tal unit sales. The 18-year-old brand jumped from 19th in 1977 to 11th in 1979 among the top 20 brands. Philip Morris' Cambridge cigaret, the recent introduction of Brown & Williamson Tobacco Co.'s Barclay brand and increased advertising expenditures by RJR for its Now brand currently are cutting into Carlton's growth rate in that segment.

Last year saw the beginning of what this year became a major marketing battle between Cambridge, Carlton and Now.

Now's market share jumped to 0.8% this year from below 0.5% last year. Cambridge has yet to make a significant impact on the market, posting a 0.3% to 0.4% market share, according to sources. Meanwhile, industry analysts are waiting to see how new Barclay fares in the competitive segment.

Though it has three entries in the ultralow-tar segment, Loews Corp.'s Lorillard division has remained out of the heated "lowest" battle. Its Kent III (3mgs tar), Triumph (3mgs) and True (5mgs) brands all have been positioned as products with taste and low tar.

At an advertising cost per carton of 52.1 cents, True was the least efficient brand among the top 20. Its $30,367,000 1979 ad budget was up 47% from a 1978 budget of $16,086,000.

In the menthol market, RJR and Lorillard last year tested Brookwood and Aspen, respectively. Both low-tar units failed and were discontinued. B&W also discontinued Arctic Lights this year.

Lorillard in 1980 has been quiet on the new product front. However, sources indicate that the company is working on an ultra-low-tar product code-named EF II, which may mean extra flavor at 2mgs tar.

Despite having the largest advertising budget among the top 20 brands last year, RJR's Winston continued to decline in unit sales in 1979. Unit sales dropped from 84.7 billion units in 1978 to 81.9 billion units last year. Its 1979 ad budget of $58,229,000 was up from $41,912,000 in 1978.

PM's Marlboro brand, Winston's closest U.S. rival and the best-selling cigaret in the world, continued to grow. In 1979, Marlboro posted a 2.5% increase in unit sales, jumping from 101.25 billion units in '78 to 103.85 billion units. Marlboro's advertising budget rose 9.5% to $47,870,000 in 1979.

Reynolds' market share in 1979 continued to dwindle, but it remained the world's largest cigaret manufacturer with a 32.6% market share in 1979.

PM's Parliament returned to the top 20 after a year off the list. Parliament's ascent is due to the poor showing of L&M, B&W's Bel-air and American Brands' Lucky Strike, all of which slipped more significantly than Parliament.

American Brands' Pall Mall was the most efficient brand for the third consecutive year at 4.8 cents advertising cost per carton. #

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BIG, SPRAWLING AND POWERFUL

Concentration of media ownership: To some it's a plus, to others it's a danger.

BY B. G. YOVOVICH

CHICAGO—There may be disagreement on how the concentration of ownership will affect the public and the advertising communities, but there is no argument that the concentration has risen sharply in the last decade, with the top 15 or so major media corporations garnering a rapidly growing portion.

Consider the following:

- The Gannett Co. owned 27 newspapers when it became a publicly held corporation in 1967. Today it owns more than 83 dailies as well as seven television stations and 12 radio stations (with an agreement to buy a 13th). In 1979 alone, the company jumped 63 places on the Fortune 500 revenues listing.
- The Times Mirror Corp. owned four dailies in 1970, added three more to its holdings (including *Newsday* and the *Hartford Courant*) and purchased *Golf, Ski* and *Sporting News* magazines. It is in the process of acquiring five television stations to give it a total of seven—the maximum allowed by the Federal Communications Commission.
- Knight Newspapers acquired the Ridder chain of papers (to become Knight-Ridder) and now owns 34 dailies with a total daily circulation of 3,700,000 and Sunday of 4,500,000. It added four television stations to its holdings when it purchased Poole Broadcasting in 1978.
- Capital Cities Communication, owner of virtually no newspapers in 1970, now owns six with a total daily circulation of 1,000,000 and 1,400,000 on Sundays. It also claims ownership of *Women's Wear Daily*, the Fairchild Publications group and its specialized newspapers and magazines, as well as broadcast holdings that include six television stations, seven am stations and six fm stations.
- While legal inhibitions kept ABC and CBS from purchasing newspapers, the two networks were busy with acquisitions during the 1970s. CBS, for example, put together a group of 10 consumer publications, including the recent purchase of *Family Weekly*, a Sunday supplement appearing in more than 350 suburban papers with a total circulation of more than 12,000,000. Meanwhile, ABC acquired *Los Angeles* magazine in 1977, the magazines of Hitchcock Publishing in 1978 and Chilton Co.'s publications in 1979 to broaden its print holdings.

If preliminary indications are correct, look for the major media conglomerates to expand into the emerging outlets of cable, data transmission and videodiscs. Times-Mirror, Capital Cities, Newhouse, the New York Times Co. and Time Inc. all have put together significant cable system holdings in the last year or two. Hearst, the Washington Post Co., Gannett and Knight-Ridder have either formed cable divisions or are very actively considering acquisitions of cable networks.

Even the three television networks, while prohibited from owning cable hardware, are preparing to establish separate divisions to supply "software" programing for cable and videodiscs.

According to some observers, the emergence of the media conglomerates is desirable—perhaps even necessary—for the development of new media, such as cable, that have voracious appetites for capital.

"The large corporations have the resources to support the cable operations so the new media can develop and not operate on a shoestring," says Michael Drexler, senior vp and executive director of media and programing at Doyle Dane Bernbach. "There is always a danger when conglomerates control [a large part of the media], but we're really talking about a pretty competitive environment."

"The capital intensive nature of cable may cause a relatively high concentration of ownership," concedes Harvard researcher Benjamin Compaine, author of the comprehensive monograph, "Who Owns the Media?"

"But I'm not too concerned about it. The concentration will not be that great, and even in the small cities advertisers and the public will actually have more media options than are now available," he said.

Another school of thought, however, claims the concentration is already hurting the public and the advertising community and will become an even more serious problem in the future.

"The increased concentration in ownership means there is greater resistance to the invisible hand of competition," says University of California professor Ben Bagdikian. "Television, newspapers and cable, for example, should be competing industries. They should be working against one another, fighting for the same advertising dollar and applying different types of pressures to the government. But, with the big newspapers owning broadcasting and cable properties, that kind of combat does not occur."

Other industry observers expressed fear that the concentration of ownership will stifle diversity of editorial opinion as the newly formed conglomerates mature and exert tighter controls over its properties.

Not surprisingly, a number of governmental units—including the FCC, the Federal Trade Commission and several congressional committees—are looking into concentration of ownership issues.

"The [federal] concern is beginning to heat up because cable is getting warmer," explains Chris Sperling of the FCC. "There are five or six warm spots, but the concern hasn't been sharply focused yet."

The growth of the media corporations during the 1970s is due to several economic forces. The large newspaper and newspaper chain activities, for example, were triggered when papers began to reap the benefits of cost-cutting computerized typesetting and other technological advances introduced during the 1960s and early 1970s.

As the papers became more profitable and enjoyed improved cash flows, new ways were sought to turn this bounty into further corporate growth. The acquisitions began when it became apparent that purchasing other newspapers was a safer and more promising strategy than one calling for an increase in the circulation of papers they already held.

Also, the larger papers and chains were in a better position financially to introduce the more efficient technology into new acquisitions. As a result, the corporations made the papers more profitable than they had been under owners with limited resources.

At the same time that smaller papers became more attractive acquisition prospects, the tax structure encouraged the sale of many of the smaller, family owned newspapers and local chains.

As a result, the surge of acquisitions in the 1970s pushed the daily circulation of the top 20 publishing groups to more than 30,000,000, representing more than half the total weekday circulation and an even greater percentage of Sunday circulation of all daily newspapers in the U.S.

- Figures compiled by *Editor & Publisher* also show that the 167 group newspaper owners in 1978 accounted for 1,095 of the 1,764 dailies in the U.S. and 72.2% of the total daily circulation.

By comparison, 157 groups owned 879 dailies with 63% of the daily circulation in 1970, and 20 groups owned about 150 of the 2,000 dailies published in 1920, accounting for about 40% of the total daily circulation.

During the '70s, the most attractive candidates for acquisition were papers in the middle size markets with no newspaper competition and in fast-growing communities. As these publications were bought up, the chains went after papers in smaller towns—some even pursued shoppers.

As the supply of prime newspaper properties diminished, most of

Top 12 media conglomerates (by revenues)

Company	Dailies	Magazines	Tv	Am	Fm	Cable subscribers	Other	Ad-related revenues in millions
ABC Inc.	—	125	5	6	7	—	207 tv affiliates, 1,729 radio affiliates	$1,984
CBS Inc.	—	10	5	7	7	—	Formed cable division, 200 tv affiliates, 387 radio affiliates	$1,981
RCA Corp.	—	—	5	4	4	—	213 tv affiliates, 292 radio affiliates	$1,377
Newhouse Newspapers	29	17	—	2	3	320,000	—	$1,200†
Gannett Co.	81	12	7	6	7	—	22 nondaily papers	$1,049
Hearst Corp.	13	20	4*	4	3	—	Formed cable division for programing and networks	$1,000†
Times Mirror Co.	7	8	7	—	—	550,000	16 foreign publications, 7 licensed foreign publications	$980
Times Inc.	1	7	1	—	—	1,200,000	HBO-5,000,000 subscribers, 30 nondailies	$979
Tribune Co.	8	3	3	4	2	37,000	Shopper and nondaily circulation over 750,000	$964
Knight-Ridder Newspapers	34	—	5*	—	—	—	12 nondailies	$943
New York Times Co.	10	5	3	1	1	55,000	6 weeklies	$601
Washington Post	3	2	4	—	—	—	—	$593

* One station still subject to FCC approval

† Privately held corporation—AD AGE estimate

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St. Louis advertiser

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come. One reason is the belief that the competition between banks and savings & loan institutions will heat up next year as new regulations allow s&ls to offer check-type services and regulated interest rate differentials between banks and s&ls continue to be phased out.

"Looking down the road, competition will be stiffer because the two types of financial institutions will be competing with each other more directly," Mr. Webber said.

Banking has always been a heavily regulated industry, and for years the rules didn't change much. Now they're changing fast enough to give many bankers a case of future shock. "And with less stability in the prime rate, the whole industry is churning, all of which will make it even more important to be advertising," said Mr Webber.

- Although nearly 90% of First National's business is commercial, an almost equal number of marketing dollars are spent on retail and nonretail. The feeling in commercial banking circles has been that general advertising doesn't matter much, that it's really the calling officer who makes the greatest impression, said Ms. Pritchard, the bank's ad rep.

That, however, may be changing, she added, because commercial bankers are beginning to appreciate what a good ad program can do.

- For example, First National's Energy Group, which specializes in financing for oil and energy companies, was promoted in several trade magazines in recent months with an ad headlined, "We talk crude."

"It was a good line and it generated so much comment that the commercial people funded an extended media schedule," said Ms. Pritchard. "I would expect to see additional money going to advertising the commercial side in the future."

Another element of the bank's marketing strategy consists of premiums, which were introduced—reluctantly—a few years ago. They'll probably continue to be used in the future, said Ms. Pritchard, unless they are prohibited, a move under consideration by a regulatory agency.

"It's an extra people look for," she said. "We almost have to offer premiums because customers can get them elsewhere."

First National has given away calculators, $5 bills, cameras, even big-ticket items such as grandfather clocks.

Not all the premiums have been overwhelmingly successful, but the current one seems to be extremely popular. The bank is now advertising handcrafted commemorative brass belt buckles with five designs depicting scenes of Missouri heritage.

Tv is being used for this promotion, said Ms. Pritchard, only because the belt buckles couldn't be as effectively showcased any other way.

The main office of First National Bank is not near residential areas, so one of its marketing challenges is to get the people who work downtown to come into the bank, said Mr. Webber, and premiums are one way to get them in the door.

Often people who bank elsewhere come in and buy a certificate of deposit just to get a premium. To Ms. Pritchard, "That's just fine with us." #

The bank is now advertising buckles depicting scenes of Missouri heritage.

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